

## Analysis of Digital Influencer Advertising Content on the @lozyhijab account as a Marketing Communication Strategy for Muslim Clothing on Instagram Accounts

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### Abstract

This study aims to analyze the marketing strategy of @lozyhijab communication carried out through influencer promotional content on Instagram during August-September 2024. In today's digital era, influencer marketing is one of the effective methods in reaching a wider audience, especially in the Muslim clothing segment. The research uses a descriptive qualitative approach with a focus on three main indicators: branding, engagement, and content visibility. Of the 2 influencers involved, influencers Alyah Balqis and Hamidah Rachmayanti showed significant contributions to this campaign. Alyah Balqis promotes elegant Muslim women's casual clothing, while Hamidah Rachmayanti focuses on sharia clothing for worship. Alyah's content highlights modern design through dynamic visuals that increase brand visibility, while Hamidah's content reinforces religious values with an authentic approach that are relevant to his audience. In addition, active interactions in the comment column, such as Alyah's friendly responses and Hamidah's personal communication, improve emotional relationships with customers, strengthen loyalty, and increase trust in the brand. The study concludes that choosing the right influencers with a tailored communication strategy on each indicator can have a positive impact in today's era of online marketing if they are responsible for choosing the right influencers and using the right methods to get their message across.

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## 1. Introduction

A report released in 2022 by the Royal Islamic Strategic Studies Center (RISSC) shows that in Indonesia there are around 231 million Muslims, or 86.7% of the total population, making Indonesia the country with the largest Muslim population in the world, this figure also includes almost 12% of the total Muslim population worldwide

and is estimated to continue to increase in number.(RISSC, 1, 2022). This fact shows that the Muslim clothing business opportunity is one of the promising business opportunities among fashion entrepreneurs. The diverse Muslim fashion trends create problems for consumers in determining how to dress according to religious law or following existing trends in order to still look fashionable.(Kusumawati et al. 2020). Especially for women who always want to appear fashionable and look beautiful in a perfect appearance, but this should make women aware of being able to look beautiful but still cover their bodies.(Mansur 2020). With this situation, many business entrepreneurs have plunged into the world of hijab fashion and Muslim clothing and created a lot of competition among them, where they have to be more careful in observing consumer tastes.(Alviona, Salim, and Priyono 2019).

At a time when there is a lot of competition, many business people are starting to use social media as a means of promoting their sales, because there is a big opportunity where consumers prefer to shop online, this supports business people and consumers to continue to carry out business activities online because it is considered practical.(Yuniar and Suryaningsih 2023). As happened during the COVID-19 pandemic, many MSME businesses declined because their consumers were not allowed to leave their homes to comply with government regulations, so from then on many MSME players switched to selling online, this also does not mean a solution because it creates a lot of competition between them and it continues and even increases after the pandemic ends.(Mutiara and Sinaga 2020). In the journal(Nurhaviah 2021)also said that the government's regulations on the large-scale lockdown carried out during COVID-19 cannot be denied by the public, where online sales are the right strategy for MSMEs in overcoming a 57% decline in sales as stated by the Minister of MSMEs.

In 2020, the pandemic is still ongoing and online businesses on social media are growing rapidly. However, small businesses face challenges in the form of competition with large companies that use paid advertising to reach a wider audience. Because paid advertising costs are considered burdensome, small businesses are innovating with more cost-effective, consistent marketing strategies.(Hanifawati and Listyaningrum 2021).Thus, the success of online sales depends not only on the ability to use digital platforms, but also on digital literacy in the form of innovative and creative abilities for their sales marketing ideas, therefore, MSMEs need support to improve digital literacy so that they can face challenges and take advantage of opportunities in the era of technology.(Baradja and Irianto Tjendrowasono 2023).

Online sales require virtual interactions that maintain closeness with consumers. Interactions on social media have challenges because they are indirect. To ensure effective communication, messaging applications are essential. A friendly attitude from the seller can give a positive impression, make buyers feel appreciated, and more interested in buying.(Fadhilillah et al. 2023).It can also be concluded that due to this

online shopping incident, consumer behavior has changed, starting from always spending time on social media and ending up shopping online, which causes consumerism among them.(Amalia 2022).

In research conducted by(Idris 2022), changes in consumer behavior among Islamic Economics students in Mataram are caused by rapid changes in fashion trends, which trigger a tendency to shop consumptively, this situation can be an opportunity for Muslim fashion entrepreneurs to continue to develop their online sales to achieve even more targets. This is different from the findings of Solihat and Arnasik (2018), which stated that consumer behavior occurs due to high individual needs. This increase in needs often has negative impacts, such as the habit of shopping excessively for items that may not be needed. The increase in online shopping is due to the many promotions offered by e-commerce platforms and the recommendation to avoid crowds at the present time. This makes online shopping the right choice to meet daily needs(Charan and Rahayu 2022).

Moreover, especially for women in various age groups from adults to teenagers, they are being hit by various fashion trends, especially in the various hijab models that make the hijab now a fashion, not just a Muslim identity. We often see hijab shops that sell various colors, shapes, prices and quality, which makes manufacturers continue to try to make the latest hijab models, even with unique names, to attract buyers.(Sojali et al. 2021).Then(Yulcin 2020)also said in his journal research,The use of the hijab among teenagers and women, including female students and schoolchildren, has grown rapidly today. This phenomenon is not new, but rather the result of increasing consumer lifestyles that influence everyday fashion choices, both for work and leisure. Many people now tend to pay attention to their appearance first, especially in terms of the fashion they wear.

### Digital Marketing Strategy

Marketing strategy is an integrated plan for directing marketing activities to achieve company goals, including a set of objectives, policies, and rules that help the company adjust marketing efforts. This strategy focuses on creating more value for customers by offering products or services that have a competitive advantage. The goal is to increase sales by analyzing external factors such as markets and technology that cannot be controlled, as well as internal factors such as products, prices, and promotions that can be controlled by the company.(Fandy Tjiptono, Prof. Dr. Indrianty Sudirman, SE., and Muhammad Ichwan Musa, SE. 2023).

Digital marketing is a marketing activity using digital media to promote a brand or product through platforms such as social media, email, and websites. This strategy expands audience reach, increases direct interaction with consumers, and allows user data analysis to create more effective promotions.(Ayesha 2022).

## Marketing Communication and Digital Promotion

Digital communication is the process of sending messages through digital media that is faster, more convenient, and more interesting than traditional communication. The main characteristics of digital communication include the way information is packaged and presented, as well as the use of technological features to attract the attention of the audience.(Ethics 2023). Ethics in digital communication are very important to ensure that information is disseminated accurately, fairly and responsibly, in order to avoid hoaxes and maintain public trust.(Siregar, Harahap, and Nasution 2024).

Online promotion is an effective marketing strategy to increase sales, brand awareness, and achieve business goals. Digital marketing allows companies to reach a wider audience at a lower cost and with more efficient results. Direct interaction with consumers is also strengthened, which helps to strengthen long-term relationships and expand the market.(Moonik and Gilbert Pomantow 2023).

## Social Media Instagram

The presence of smartphones today makes social media one of the people's favorite media. With the development of this technology, various features and internet support allow users to access features anytime and anywhere easily and quickly. Thus, all smartphone users can now access these features without hindering others(Mansur 2020).

Instagram is a photo-sharing platform that allows users to take, edit, and share photos across social media. In August 2016, Instagram introduced the "Stories" feature, which resembles Snapchat's temporary content that disappears after 24 hours. The feature has attracted more users, which has even reduced Snapchat's active users. Unlike permanent posts on the "feed," "Stories" are more casual and temporary, allowing users to share moments without leaving a permanent trace. Content on "Stories" also has a 30-second video length limit, compared to videos on the "feed" which can be up to one minute.(Fathoni 2018)

Instagram users in Indonesia are the third highest in the world, encouraging many businesses to use this platform for promotion through ads in the "feed" and "stories". Ads on Instagram can be tailored to the business's target and budget. Easy promotion features allow companies, such as Privet, to run ads aimed at increasing brand awareness. Privet often uses short videos to reach consumers who are interested in their products, making content more quickly accepted by potential customers.(Rahmadanti, Aditasari, and Wibawa 2021)

## Muslim Clothing

According to (Ramadhani & Nadya, 2020) in his journal research, he said that more and more people are following Muslim fashion trends, especially those who

follow closed dress codes, especially for women. By wearing clothes that are in accordance with religious values, people can still look fashionable and elegant while following trends with various clothing designs. Then (Yuniar and Suryaningsih 2023) also agree with them saying that the development of Muslim fashion in various countries, especially in Indonesia, has been greatly assisted by the advancement of the internet and the widespread use of social media as a marketing strategy.

### Lozy Hijab

The trending hijab brand right now is Lozy Hijab, a local Muslim fashion brand that has successfully used social media for promotion, especially Instagram and TikTok. Since its establishment in 2015, Lozy Hijab has offered comfortable and fashionable fashion products, suitable for everyday use for both hijab and non-hijab users. Its collections include hijab, clothing, bags, and mukenah, which have penetrated the markets in Malaysia, Singapore, and the Philippines. With over 1.2 million followers on Instagram and 81 thousand on TikTok, Lozy Hijab has become popular for its stylish and comfortable products. (Yuniar and Suryaningsih 2023). Lozy Hijab was founded by Andesni Hirda, who said that its name comes from the words "Love and Cozy" and has unique pastel colors and natural nuances. Starting from various hijab models such as square, pashmina, and inner, Lozy Hijab is a local brand that has good quality and always follows the latest hijab trends in Indonesia. (Alviona et al. 2019)

Title "Analysis of Digital Influencer Advertising Content on the @lozyhijab account as a Marketing Communication Strategy for Muslim Clothing on Instagram Accounts" was chosen because it reflects the important role of Instagram in digital marketing, especially for Muslim fashion brands. Lozy Hijab is an ideal example of utilizing the platform to introduce products, build brand awareness, and reach a wider audience. This study aims to examine how promotional strategies on Instagram can increase sales and expand market reach, as well as provide insight into the effectiveness of social media as a powerful marketing tool in the Muslim fashion industry.

## 2. Research Method

This study is a descriptive qualitative study with content analysis of digital influencer advertisements on Instagram Lozyhijab in the period August-September 2024. The study focused on two main influencers, Alyah Balqis and Hamidah Rachmayanti, who during the two months of the study had the highest number and influence of advertisements, the analysis was carried out based on three indicators of marketing communication: brand promotion, interaction, and visibility. The results of the study showed that during the two months of analysis, Hamidah Rachmayanti

published 8 advertising contents promoting abaya and tunic sets with a prayer theme, reaching 1 million viewers. Alyah Balqis produced 25 contents for one set knit, pashmina, and square hijab, with an aesthetic appearance that was relevant to the audience, reaching 1.5 million viewers per content.

This collaboration is in line with the findings (Erlita Khrisinta Dewi and Citra Ayu Nur Kholifah 2022) that influencer collaboration increases brand awareness. This strategy also shows that responsive interactions and authentic content visuals create customer engagement. This research supports the observation (Moonik and Gilbert Pomantow 2023) about influencer branding and the relevance of descriptive qualitative methods in understanding digital marketing (Rusandi and Muhammad Rusli 2021).

### **3. Results and Discussion**

In journal (Alviona et al. 2019) They said that the sales promotion carried out by Lozy Hijab by collaborating with influencers had a positive impact in the form of increased sales and getting more audience attention.

#### **A. Effectiveness of brand promotion with influencers**

The use of influencers in Lozy Hijab's promotional strategy is designed with a visual approach that highlights product details, such as quality materials, aesthetic motifs, and elegant yet fashionable clothing designs. Where there are two main influencers who have a big influence, namely Alyah Balqis and Hamidah Rachmayanti.

Alyah Balqis in promoting Lozy Hijab content is always consistent with a very authentic approach, especially through hijab tutorials. Every time she showcases a product, especially clothing such as one set knit or knitted materials, she shows how the clothes can look perfect on the body, which makes the audience feel confident that the product will suit them. Alyah has succeeded in building an emotional connection with her audience by displaying an elegant and comfortable impression on every outfit chosen, so that the audience is more interested in buying because they feel the product suits their style and body.



**Image 1 Alyah Balqis**



**Image 2 Hamidah Rachmayanti**

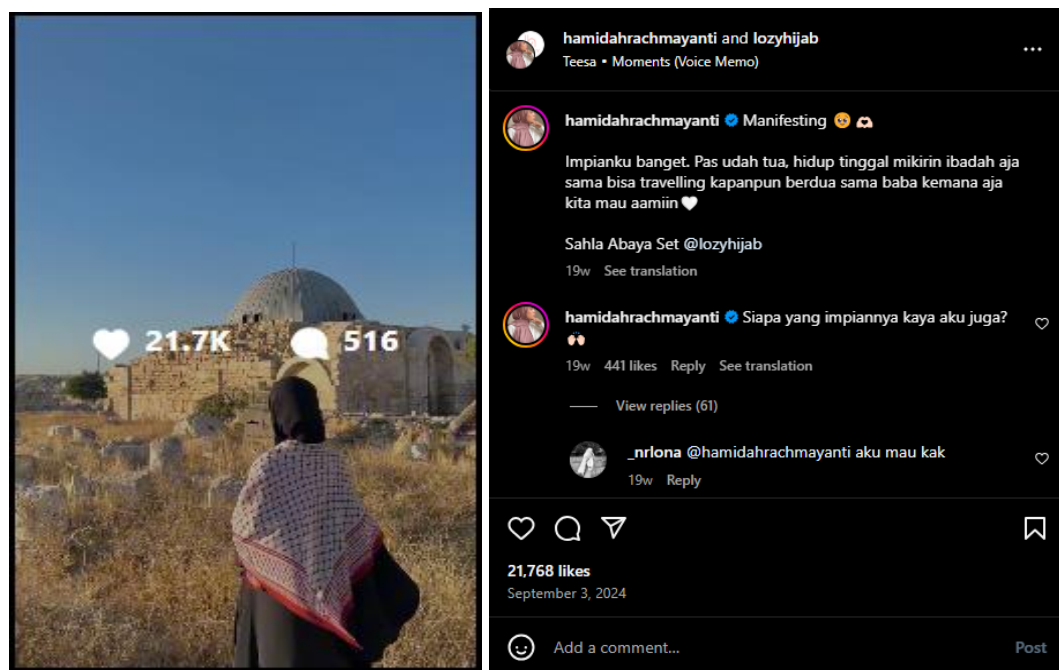
Meanwhile, Hamidah Rachmayanti has an approach that emphasizes more on the impression of sharia but remains elegant. The content she often creates focuses on activities such as going on the hajj and umrah, where she wears abaya and hijab that are very sharia but still look elegant and modern, bringing influence to the audience who feel a different impression from the sharia clothing, they see it as a dress that is not old-fashioned, but elegant and beautiful. This makes the audience feel interested in buying the products promoted by Hamidah, because they want to have a fashionable and sharia appearance at the same time.

The effectiveness of this promotion is also reflected in the way influencers create emotional connections with their audiences through authentic product visualizations. This strategy not only increases brand awareness but also builds customer trust and strengthens loyalty. Collaboration with the right influencers is the key to Lozy Hijab's success in optimizing its digital campaign on Instagram.

#### B. Increased seller and audience interaction

Interaction between sellers and audiences on Instagram is an indicator of the success of Lozy Hijab's communication strategy. During the research period there were posts involving Alyah Balqis and Hamidah Rachmayanti which had a higher number of interactions in the comments column than other posts, thus creating a more lively and personal discussion atmosphere.

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**Image of Hamidah's content comment column**

In one of Lozy Hijab's promotional posts, Hamidah Rachmayanti managed to increase interaction between the audience and the brand. The photo attracted attention with 516 comments from the audience, most of which showed interest in the abaya worn by Hamidah. In addition to collaborating as an influencer, Hamidah actively helped Lozy Hijab answer audience questions, considering the number of comments was so large that it could not be fully handled by the Lozy admin. With a friendly attitude, Hamidah answered various questions about materials, designs, and tips for wearing the abaya. This not only created a positive impression of Hamidah, but also strengthened Lozy Hijab's image as a responsive brand that cares about customer needs. All of these interactions made the audience feel confident and more motivated to buy the abaya that was being promoted.





**Image of Alyah Balqis content comments column**

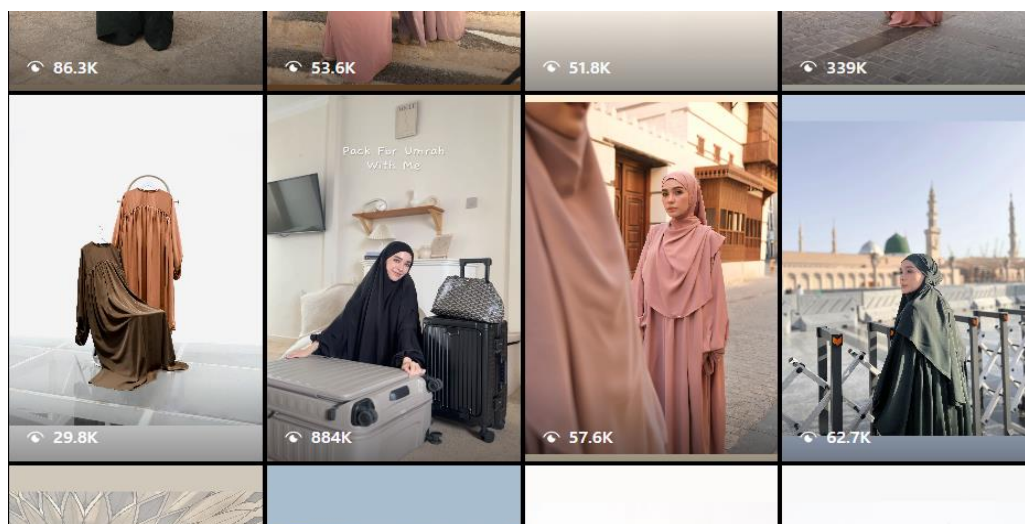
On the other hand, Alyah Balqis also showed a significant contribution in increasing interaction on one of her uploads, which recorded 289 comments from the audience. Most of the comments focused on the one set knit and hijab worn by Alyah, with questions directly answered by the Lozy Hijab team responsively. Alyah also added more value to the content by presenting her signature hijab tutorial, which not only showed the practicality of wearing the hijab but also inspired the audience to imitate the style. This tutorial became a special attraction for the audience, who saw Alyah as a source of inspiration for a comfortable and elegant modern Muslim style. This active interaction and interesting content encouraged the audience to buy the promoted products, both hijab and one set knit.

With this strategy, Lozy Hijab can maintain two-way communication with the audience through friendly, fast, and informative responses, as well as reposting customer testimonials and collaborating with influencers. This approach increases engagement, builds trust, and drives customer loyalty in the digital era.

### C. Increase the Visibility of Every Influencer's Content

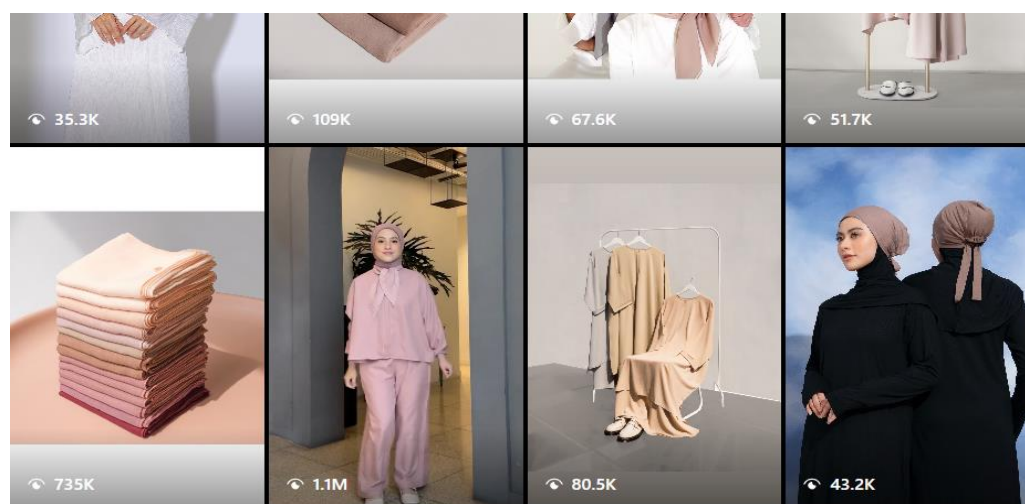
Content visibility measures the extent to which promotional content reaches audiences on social media, especially Instagram. Alyah Balqis attracts the attention of young Muslim women with her modern style, while Hamidah Rachmayanti reaches the sharia fashion segment through religious themes. Both succeeded in increasing brand awareness and reach of Lozy Hijab content with visual appeal and relevant messages.

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**Image Viewers Hamidah Rahcmayanti**

In the post, Hamidah Rachmayanti appears to be creating content themed on the Umrah and Hajj journey, focusing on the equipment she brings, especially Muslim clothing from Lozy Hijab. In her upload, Hamidah displays abayas and sharia robes that are not only elegant but also practical to wear during worship. The emphasis on the details of the products she uses, such as comfortable materials and sharia designs, has succeeded in attracting the attention of the audience. Many of them feel inspired and confident to use the clothing as a reference for their pilgrimage. The audience's trust in Hamidah's content is reflected in the viewers who have reached 1 million, showing how relevant her visual communication style is to market needs.



**Viewers Image Alyah Balqis**

Meanwhile, Alyah Balqis managed to attract wider attention with content featuring a casual one set and a square hijab. In the promotional video she made, Alyah showed how the clothes still feel comfortable even when used for dynamic daily activities. With a relaxed yet elegant style, Alyah gives the impression that the

clothes are not only fashionable, but also practical. Her straightforward explanation of the comfort of the product, coupled with visuals that highlight contemporary designs, makes the audience curious and interested in trying it. This is evident from the viewers of her content which reached 1.1 million, making it one of the most effective promotions in increasing the appeal of Lozy Hijab products.

#### **4. Conclusions**

These findings indicate that collaboration with influencers has a significant impact on the performance of digital advertising content on the @lozyhijab account, both in terms of branding, interaction, and visibility. These findings are expected to help Lozy Hijab in developing a more appropriate collaboration strategy and selecting influencers who are most capable of supporting their digital campaigns, especially by considering the elements of interaction and content relevance to the target audience.

Lozy Hijab's collaboration with influencers Alyah Balqis and Hamidah Rachmayanti has proven effective in improving marketing communication strategies through three main indicators: brand promotion, interaction, and content visibility. Alyah Balqis successfully promoted everyday products, such as one set knit and square hijab, by emphasizing comfort and elegance in everyday activities, which made her content able to attract up to 1.1 million viewers. Meanwhile, Hamidah Rachmayanti focused her content on sharia clothing, such as abayas that are relevant for the Hajj and Umrah, which not only built an emotional connection with the audience but also generated almost 1 million viewers. The interactions that occurred on social media, both in the comments column and other Instagram features, strengthened the emotional connection between the brand and the audience through positive and communicative responses from influencers, as well as Lozy Hijab's active contribution in responding to customers. With an authentic visual approach and relevant content strategy, these two influencers played a major role in increasing brand awareness, customer trust, and audience reach. This strengthens Lozy Hijab's position as one of the leading Muslim fashion business players in both domestic and international markets.

#### **Suggestion**

Lozy Hijab is advised to continue working with influencers who can present authentic and personal content, especially in improving marketing strategies on social media. Focusing on attractive visuals and more intense interaction with the audience can strengthen relationships and increase customer loyalty. In addition, Lozy Hijab can consider expanding its reach by working with influencers who have diverse personalities, so that it can reach a wider and more segmented audience segment.

Conducting an in-depth analysis of the characteristics of Lozy Hijab's target audience is an important part of understanding the effectiveness of content produced by influencers in attracting consumer attention and interest, such as recommendations for more interesting content or more effective influencer collaborations in enhancing the Lozy Hijab brand.

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