

## ONLINE MARKETING COMMUNICATION STRATEGIES MUSLIM FASHION PRODUCTS “KAWAN MUSLIM”

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**ABSTRACT:** “Kawan Muslim” is one of the Muslim fashion brands playing in the online market that has been able to grow rapidly with a rating of almost 5 stars on each of its products. The purpose of this study is to determine the online marketing communication strategy carried out by Kawan Muslim Muslim clothing in increasing *brand awareness*. The research type uses a descriptive type of qualitative approach with qualitative descriptive research methods. Data collection techniques carried out by interviews and observations. The technique of checking the validity of data using triangulation. Kawan Muslim is a Muslim fashion brand that chooses the online route in marketing its products. The results of the study explained that the marketing communication strategy carried out by Kawan Muslim is to focus on promotions carried out in various social media *line-ups* at this time. In conclusion, the marketing strategy has a promotional focus on sales and advertising. It is proposed to have a *person in charge* who specifically takes care of *online*.

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### INTRODUCTION

The Internet has become a medium that continues to evolve in its function; not only as an information medium but also as a marketing medium and communication media. The Reportal Data Report recorded that there were 4.95 billion internet users worldwide in January 2022. This number is an increase of 4% from 4.76 billion people in January 2021. Meanwhile, as of January 2022, internet users in Indonesia reached 204.7 million. This number covers 73.7% of the total population of Indonesia.

Indonesia ranks fourth in Asia with a total of 55 million internet users. Such a large internet penetration and the rapid improvement of internet infrastructure in Indonesia, triggered a progressive growth in the online sales system or what is commonly called an *online* business.

The *online* business system is easier to do and does not require large investments both at the beginning and when its operation. It only requires a good internet connection as the initial capital to build this online business. The nature of the *online* market is very dynamic and demands rapid changes, requires the right reactions and steps so that a product or service can survive and win the competition. Marketing communication strategy has become an important tool and has begun to be seriously calculated in the online marketing system to answer these challenges, where the way of delivery to consumers is very important.

Currently, the majority of goods or products that are the mainstay of *online* business are products related to *lifestyle* such as *fashion* and *clothing*, beauty and health products, as well as technology and *gadgets*. *Online businesses* themselves in addition to using privately owned platforms such as *websites* or sites also use social media platforms in marketing their products. Examples such as facebook, instagram, twitter and now there are also many online-based shopping applications such as Shopee, Lazada, Tokopedia, etc. according to data from the aptika.kominfo website that in 2021 internet users in Indonesia increased by 11 percent from the previous year, namely from 175.4 million to 202.6 million users.

Indonesia is one of the countries with the largest number of Muslims in the world. In recent years, the Muslim fashion business has experienced a fairly rapid development. This is due to a cultural shift where Muslim fashion and hijab do not merely show the status of attributes of a particular religion but develop into social attributes (*fashion*).

## **THEORETICAL FOUNDATIONS**

Communication has an important role in marketing. Through communication, an organization or marketer informs about its products so that they are known by consumers with the ultimate goal of consumption. Communication is a process carried out by individuals in giving meaning. According to Hovland, Jains and Kelley, communication is a process through which a person (communicator) conveys a stimulus (usually in the form of words) with the aim of shaping the behavior of others (audience). Communication is the process of conveying information, ideas, emotions, expertise and others. According to Onong Uchjana Effendy in the book *Science, Theory, and philosophy of communication* (2000) there are four functions of communication, namely:

- 1) Conveying information.

Communication allows humans to convey information. For example, knowledge conveyed through books, news delivered via television, to personal information conveyed through social media.

2) Educate.

Human beings grow into good individuals because of the upbringing conveyed through communication. As a baby, the mother will communicate with her child so that the child understands the language. Education through communication continues to schools, universities, and community life.

3) Entertaining.

Communication can be a tool to entertain a person. For example, the delivery of sympathy when someone is sad, entertaining motivational books, fun television shows, as well as music with encouraging lyrics, are all forms of communication.

4) Affects.

Communication can influence a person's actions and thoughts so that the proverbial proverbs are born that are not known, so they are not affectionate. Familiar events are carried out by communication. Another example is the socialization of environmental awareness, which is a form of communication that influences others to care about the environment.

## **MARKETING COMMUNICATIONS.**

Marketing communication according to Kayode is the interaction between consumers and companies using one or more media, such as newspapers, magazines, television, radio, billboards, the internet, and telemarketing. Basically, the purpose of marketing communications is to provide information and promote products to consumers, as well as as one of the processes of forming the image of the company. However, there are still several other goals, namely:

1) *Informing*

The main purpose of marketing communication is to make consumers aware of the existence of a new product, provide information about the features and benefits of the product, and facilitate the creation of an image of a company that produces a product or service.

2) *Persuading.*

Another purpose of marketing communication is to persuade or persuade consumers and potential consumers to try the product or service offered.

Not infrequently, persuasion is also used to influence the demand for the entire product.

1) *Reminding.* The next purpose of marketing communication is to keep the *brand* or company name always remembered by consumers. For example, when consumers need a product or service, it is the company's brand that comes to mind for the first time.

2) *Getting Connections.* Communication carried out through various kinds of media will automatically establish connections between the company and its consumers. This makes the company will always be connected to consumers

which directly affects the building of consumer trust and encourages the business to move forward.

- 3) *Get Immediate Feedback.* *Feedback* from consumers will greatly affect the quality of the product and also the ongoing business. With various forms of *feedback* from consumers, you as a business owner or company can do a business analysis and determine the next steps to be taken. You can get feedback from consumers by distributing questionnaires, surveys, or special forms that are distributed through social media or other media.
- 4) *Providing Education.* Applying good and correct marketing communication to communication media will provide consumers with knowledge about the products being marketed.
- 5) *Company or Business Branding.* The purpose of marketing communication, which is also no less important, is to do business or company branding so that it can be better known by many people. With *branding*, you can improve services and form a good image of the company.
- 6) *Improving Services.* As discussed in the previous point, if a business or company can communicate well, it will be very helpful in improving customer service. Service improvement can be done by creating interactive blogs, advertisements, and providing *back stories* about the events or origins of the company
- 7) *Increase Sales.* One thing that is also important of the purpose of marketing communication is to increase product sales. The more products sold, the more profits you get.

The basic function of marketing communication itself is how through a communication can influence the target target to make purchases of goods and services. Along with the development of the market, with more and more products and the fierce competition, marketing communication has developed and transformed into a more integrated one known as integrated marketing communication. Integrated marketing communication or better known as IMC (*Integrated Marketing Communication*) is the process of developing and implementing various forms of persuasive communication programs to customers and potential customers on an ongoing basis, with the aim of affecting or having a direct effect on the behavior of the target audience they have.

## **MARKETING COMMUNICATION STRATEGY**

The success or failure of marketing communication activities to be effective is largely influenced by its strategy. Without a strategy with the development and increasingly modern mass media that is now used and the ease of access, an organization will be left behind.

There are three elements in a marketing strategy known as STP, namely Segmentation, Targeting, and Positioning. According to Pride and Ferrel, the definition of market segmentation is a system of market division into a number of potential and

targeted consumers, especially for types of customers with the same needs and characteristics. According to Tjiptono and Chandra, Targeting is the process of evaluating and selecting one or several market segments that are considered the most attractive to be served with a company's specific marketing program. Tjiptono and Chandra argue that positioning is the way a company's product, brand, or organization is perceived relatively compared to a product, brand, or competing organization by current and potential customers.

### **Online Marketing**

Online marketing is an effort to promote products using online platforms that can be accessed through the internet. For example, through social media, websites, blogs, online advertisements, and the like. Considering that global internet users have reached more than 4.9 billion people, many businesses have begun to flock to choose to use online marketing. Evidently, the amount of budget spent on online advertising always increases every year. Here are some of the benefits of using online marketing for your business.

#### 1) Reaching More Consumers

As mentioned above, there are billions of people in the world who actively use the internet every day. In Indonesia alone there are more than 200 million people who use the internet. What's more, people prefer to use the internet to find out products rather than through traditional advertising. That means, you have the opportunity to reach millions of people with online marketing. Compare if you still use brochures that are distributed or pasted only in certain locations. You may only be able to reach certain areas.

#### 2) Targeting a More Specific Audience. Another advantage of online marketing is that you can set up so that ads only appear to your target audience. For example, you have a women's clothing business. So, you can set the ad to be displayed on a female audience only. In fact, at a certain age and location. Also, you can also choose whether the ad will appear on any device, both on desktop and mobile devices in detail. This benefit is not necessarily what you can get in traditional marketing. For example, you place an ad on a banner or billboard. Not necessarily your target audience will see the banners you put up.

#### 3) It costs less to start online marketing.

There is no need to spend a lot of money. Unlike *offline* media that spend a lot of money to create posters and banners or advertise in certain newspapers and magazines. Online *media* has a much cheaper cost. Most *online* media let you choose whether to pay only if an ad is clicked, or pay only in the event of a transaction and pay based on the person who saw your ad.

#### 4) Building community.

The existence of online media can help us in building a community of our business. Wherever customers are they will always be connected to various company information such as the latest products, discounts held and so on, so that by connecting more often monitor the existence of discounts or the latest

products. That convenience can be built for free with various features available on the internet such as facebook *page*, twitter, linkedin and whatsapp group.

5) It is possible to transact without meeting.

Many people are lazy to come directly to the store. With the help of *online media*, transactions with buyers can be done without the need to meet, and with a payment system that is even easier with the existence of an application-based electronic money system such as funds, ovo, etc.

Especially for *online* businesses in the field of clothing or apparel, some of the shortcomings that may arise, including:

- 1) The size or *size* for clothes that are not the same. It is inevitable that the body size of Asians, especially Indonesians, is different from the posture of foreigners (European or American).
- 2) Then, *the size of the* clothes will be very sensitive. Those related to the online market in terms of marketing or internet business have no limits, so you can offer, even do not rule out the possibility of buyers from abroad.
- 3) The desire to hold and try the material. For the Indonesian market, going shopping is still considered a fun activity to relieve fatigue from work and the burden of life (especially for women). In addition, buyers, especially in Indonesia, are still more concerned with the five senses of taste (hands) to test the goods to be purchased, match their expectations or not and tend to be more satisfied with seeing them directly. So, the existence of the store is still necessary.

### **SOCIAL MEDIA (*SOCIAL NETWORKING*).**

Social media is an *online* media means to communicate *online* through *websites* and applications that can only be accessed by the internet. Contains text, voice, photos and videos. According to Ashadi Siregar, the definition of *online* media is a general mention of telecommunications and multimedia-based media (computers and the internet). These online media include *websites*, radio-online, *online* press, and *e-commerce*.

#### **Advantages and Disadvantages of *Online Media***

The use of *online* media has some advantages and disadvantages that should be addressed wisely by its users. Some advantages and disadvantages of *online* media; The way information dissemination works is really fast, old information or data can be reopened easily at any time. The form of content presented is very diverse, that is, text, photos, audio and video that can be easily accessed from anytime and anywhere, as well as their use is practical and flexible. The lack of *online* media is that the information contained is not always accurate and less complete because it prioritizes actualization, users should have a supportive device and a stable internet connection. Long-term use of *online* media can cause eye fatigue and eye health problems. Kaplan and Haenlein

created a classification scheme for different types of social media in their Business Horizons article published in 2010.

According to Kaplan and Haenlein there are six types of social media:

1) Collaborative Projects

The website allows its users to be able to change, add, or remove content on this website. Take Wikipedia, for example.

2) Blogs and microblogs

Users are more free to express things on this blog such as venting or criticizing government policies. For example Twitter, WordPress, Kaskus, Yahoo, Answer, Tanya Linux,

3) Content

The users of this website users are mutually exclusive of media content, such as videos, e-books, images, and others. Take Youtube for example.

4) Social Networking Sites

An application that allows users to be able to connect by creating personal information so that they can connect with others. That personal information can be like photographs. For example Facebook, Instagram etc.

5) Virtual Game World

Virtual world, where replicating the 3D environment, users can appear in the form of desired avatars and interact with others just like in the real world. For example, the online games Three Kingdoms, Second Life, e-Republic, World of Warcraft, etc.

6) Virtual Social World

A virtual world where users feel alive in a virtual world, just like a virtual game world, interacts with others. However, the Virtual Social World is freer, and more towards life. For example, second life, Google Earth, alibaba, etc.

## RESEARCH METHODOLOGY

In this study, the authors used qualitative descriptive research methods. The qualitative research approach is often referred to as *naturalistic inquiry* (natural inquiry). Whatever the kind, method or pattern of qualitative data analysis of a study, the initial action that is as real as it is done is to read the phenomenon. The research was conducted through detailed conversations over the phone and Q&A via email. For the object under study because it is online so that the research is carried out through observation or detailed observation by accessing sites owned by Muslim fashion "Muslim friends". Form *website*: kawanmuslim.id, account facebook instagram and tiktok with the same name, "kawanmuslimofficial". Based on the way the data is processed, it can be grouped into 2, namely primary data and secondary data.

Primary data, is data obtained directly from the object of research of individuals, groups and organizations. While secondary data is data obtained in finished form (available) through publications and information issued in various organizations or companies, including journal magazines. The research method taken by the author is by

means of interviews and observations. According to Nazir (1988) interviews are conducted by questioning and answering while meeting face to face between the answerer or respondent using a tool called an *interview guide* (interview guide).

Observation is a way of analyzing and systematically recording behavior by looking at or observing individuals or groups directly. This method is used to see and observe directly the situation in the field so that researchers get a broader picture.

## **RESULTS AND DISCUSSION**

Kawan Muslim is a fashion *brand* as well as a muslim men's and children's fashion store. Kawan Muslim was established in 2019, which addressed (Perum dobokuligar block D7, Jl. Infantry No.11, Pataruman, Pataruman District, Banjar City, West Java). Kawan Muslim started selling Muslim fashion with *offline stores* then along with the development of the new era, use online-based social media and promote through Facebook, Instagram, Youtube, Tiktok accounts, of course with a 5-star rating in almost all of its products. The selection of *online media websites* and *webstores* to strengthen the credibility of kawan Muslim stores in the *online* market. The product design is the result of the thoughts of the *owner* himself such as, children's robes, adult robes, sirwal pants, and children's koko clothes, and men's Muslim clothes. The price is also very affordable between the price *range* of Rp.100,000- to Rp.370,000-, which of course with attractive discounts also on each product.

## **RESEARCH RESULTS**

Research on Kawan Muslim Muslim fashion on *online* marketing communication strategies in increasing *brand awareness* by interviewing Mrs. Resi Yuniar as *the owner* and *designer* of Kawan Muslim, interviews conducted through private chat or WhatsApp, and monitoring sites and *online* stores. Segmentation, *Targeting*, and *Positioning* (STP) Analysis. Analysis of important elements in developing a strategy is to first position the Segmentation, Targeting, and Positioning of a product.

- 1) Segmentation, in general segmentation is to classify consumers who are on the market. Segmentation is useful for grouping consumers in one unit. The grouping becomes the targeted focus so that it can get to know the audience specifically both its characteristics and needs. Consumer segmentation is men and children who like to shop *online*, aged 10 – 40 years.
- 2) *Targeting* is a continuation of the segmentation stage, where the targeting stage is the stage in setting the target consumers who want to be targeted. The target consumers are children to adult men.
- 3) *Positioning*, in determining positioning, the right selection is needed because it is closely related to how we communicate so that a certain image is embedded in the minds of consumers. Kawan Muslim positions its brand as a Muslim fashion product with an *up to date* style that understands the wishes of consumers and always listens to the wishes of its consumers.



SWOT analysis of kawan Muslim marketing communication strategy planning is also inseparable from the analysis of internal and external conditions that will be used as a basis for designing strategies and work programs. From the results of interviews and observations that have been made by researchers, it can be known the SWOT (Strengths, Weaknesses, Opportunities, and Threats) of Kawan Muslim, namely;

1) Strength

(a). *Design* style: original, following the development of trends, (b). Affordable price, (c). Easy access to purchase products through *webstore* etc. (d). Have a varied product line, (e). Accept orders according to the wishes of consumers.

2) Weakness

(a) . Limited human resources in fulfilling product orders and maximizing activities that can be carried out in marketing communications, (b). Less than optimal in designing consumer activities both on the *website* and social media.

3) Opportunities

(a) . The rapid development of internet users in Indonesia, (b). Fashion products have the largest percentage (37.9%) that contribute to *online* spending in Indonesia.

4) Threat

(a) More and more competitors are enlivening the *online* market, (b). The fairly dynamic fashion movement presents challenges in preparing innovative product designs.

## DISCUSSION

Each element of marketing and communication has its own role in the preparation of a marketing communication strategy in the process of improving the *brand*. However, technological and market developments encourage changes so that the strategies made must also be able to adjust. In the marketing communication strategy, a marketing mix consisting of three elements is also needed:

(1) Product. In increasing the *brand*, the product is the main element because the product can represent the *brand*. Kawan Muslim's marketing communication strategy for its products is to display in an attractive format by giving a unique name to each product issued and demonstrated using a cool model so that consumers can see visually, shape, style, color, and suitability of the products offered.

(2) Price is a determining element in making a purchase. In addition, the price of a product also affects the *brand*. In increasing *the brand*, the policy in price by setting the price of the product is quite affordable from the range of Rp. 100,000 to Rp. 370,000,-.

(3) Place. The selection of *an online* market as a place to make transactions is part of Kawan Muslim's strategy in increasing its *brand awareness*. In addition to the online market as the main place in trading, there is also a physical store so that as a *brand* it can provide added value for Kawan Muslim compared to

*online* stores that do not have a physical store to be visited directly by consumers so as to add credibility to the store.

Recommendation and confirmation factors play a role in improving *the brand*. This can be seen from the comments and responses submitted by consumers about products. Judging from the nature of *online* marketing, the products marketed cannot be felt or tried directly. The first thing that makes consumers interested is from visuals which are then strengthened by recommendations from consumers who have experience with *the brand*. On the *website* and *webstore*, facilities are opened for consumers to provide comments and responses about their experiences with Kawan Muslim products. On social media, you can provide comments directly under the post material, while on the *webstore* a special column 'testimonials' is provided so that you can provide posts in general and can also provide comments or direct responses.

## CONCLUSION

From the results of research on Kawan Muslim's marketing communication strategy in increasing brand awareness, it can be concluded that in the initial rarity of the Kawan Muslim brand first from segmentation, *targeting*, and *positioning* analysis as basic benchmarks in determining marketing strategies. The strategies used are sales promotion and banner advertising on Facebook, Instagram and TikTok. These two strategies have a positive impact on increasing product sales. In addition to marketing communication factors, it was found that visual communication factors and recommendations also play a very important role in increasing sales and consumers' buying interest in *brands*. Factors outside of marketing communication that have an influence in improving the brand are visual communication and consumer recommendations. These two factors that the author found when conducting the study and it is hoped that this discovery can complement the results of the study in order to answer the research objectives, namely knowing the strategies and tactics of Muslim fashion marketing communication in increasing brand awareness.

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