

**Volume 1, March 2023**

Proceedings of the 1<sup>st</sup> International Conference on Management  
and Small Medium Enterprise (ICMSME-2023)

**Utilizing Instagram as MSMEs Marketing Communications in Building  
Brand Images  
(Case Study Instagram Account @mydailyhijab)**

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**A B S T R A C T**

*This study aims to analyze Instagram's utilization as a marketing communication media for MSMEs in forming a brand image and the effectiveness of media promotion on the @mydailyhijab Instagram account. This study used the descriptive-qualitative method. This research uses the Integrated Marketing Communication (IMC) theory. Primary data was obtained by interviewing sources, while secondary data was obtained through literature searches such as books (e-books), research journals, theses, and scientific papers relevant to this research. Instagram social media is an effective media for developing a brand's image and for media promotion. The findings of this study have implications for MSMEs that target millennial consumers, such as pay attention to the creation of marketing communications in forming a strong brand image by improving the quality of the social media. This research focuses on one MSME object only (My Daily Hijab), where the MSME operates in the fashion sector, so the results obtained in this study may be different when compared to other sectors and different business classes. The sense of interest and buying interest can be seen in the responses of followers when commenting on and participating in promotions on the Instagram account @mydailyhijab. Social media has a very big impact nowadays, so small business owners need to pay attention to its creation.*

**Keywords :** *Brand Image, Instagram, Marketing Communication, Integrated Marketing Communication, Promotion*

## INTRODUCTION

Many businesses are experiencing rapid progress in the era of globalization, one of them is fashion. This can be seen from the increasing number of fashion innovations which traded by offline and online in Semarang. Online shopping is a process when the consumers purchase goods and services directly over the internet without mediation [1]. Therefore, an online shop is an activity when goods, services, etc are traded online without directly meeting of sellers and buyers [2].

As time goes by, technological advancement are so rapid that more than half of Indonesia's population currently uses the internet. This data is supported by a survey by the Indonesian Internet Network Operators Association (APJII), which found that 210.03 million internet users in the country in the 2021–2022 period. That number increased by 6.78% compared to the previous period, which amounted to 196.7 million people. This also makes the internet penetration rate in Indonesia 77.02% [3]. To make the spread of business easier, internet access is also needed as a marketing media. One of the most commonly used internet accesses is social media. Instagram is a social network founded by Burbn, Inc. The features offered by Instagram are photos or videos, applying digital filters, and sharing them on various social networking sites, including Instagram itself [4]. Instagram features that are constantly updated make Instagram users increase, such as chats with voiceover, Instagram stories with filters, and uploading videos and even photos via Instagram stories. Another thing is that account owners can add a hash sign (#) to upload photos to make them more specific and enter the search for the Instagram application [5]. In addition, in mid-2016, Instagram officially announced the renewal and addition of business features to its features, making it easier for online entrepreneurs to marketing their products [6].

The company always tries to maintain the brand image quality of its products as high as possible. Companies realize that consumers often equate brand image with product quality. This marketing pattern is known as "Integrated Marketing Communication" (IMC). Through the utilization of IMC, all marketing and promotional activities are able to create a similarity and consistency of image for consumers. IMC is now widely used by companies in developed countries with a wider perspective. They understand that they can use IMC so that marketing communication programs can be coordinated and managed optimally so that information related to products and brands will be received by consumers in a more consistently. Integrated marketing communication (IMC) is proven to be able to provide many improvements for companies compared to traditional methods that separate marketing communication elements [7].

Brownies Amanda's research strategy of continuing to exist through the Instagram platform is an example of a research strategy. The aim is to shape the perception of millennial society. In addition to frequently participating in various events, several marketing strategies have been

implemented, namely adding product innovation by adjusting products and packaging according to market developments [8]. In addition, Indochip Snack uses IMC, and its activities include personal selling, direct marketing, advertising, online marketing, and promotions. The main activities that have contributed significantly so far are personal selling and sales promotion. On the other hand, Indochip Snack's direct marketing and promotion activities are not yet optimal and require further development [9]. According to the survey findings, the marketing communication strategy implemented by Instagram social media Polycrol @ahlinyaobatmaag to build the brand image is carried out through advertising, promotion, personal sales, and direct marketing. Good relationships with clients can support marketing strategies. Meanwhile, the aspects that can hinder marketing communication strategies in building the brand image are the lack of literacy, a lack of human resources, and a low affordable budget [10].

My Daily Hijab, as one of the MSMEs in fashion sector, offers a various of products, such as hijabs, robes, and accessories that can be used daily. Remembering the increasingly of demand, My Daily Hijab always tries to meet the needs of consumers by providing clothes that are comfortable to wear at the right price. Considering that My Daily Hijab is a brand that includes MSMEs, it still needs to implement various strategies that can help promote its products so that they can be known abroad. One of the ways this is done is by utilizing social media, such as Instagram and Facebook. Social media really helps entrepreneurs marketing their products [11].

This research is expected to provide benefits for academic, practical, and social. For academics, being able to gift information, a literature review, and communication knowledge related the utilizing of Instagram as a marketing communication media for MSMEs in building a brand image and the effectiveness of social media as a promotional medium is important. Practically, it can be used as additional information or comparative material for other researchers who carry out similar research on the utilizing of Instagram as a marketing communication media in building brand image and the effectiveness of social media as a promotional media. Socially, it is able to provide a general picture to the public regarding the utilizing of Instagram as a marketing communication media for MSMEs in building a brand image and the effectiveness of social media as a promotional media. The purpose of this research is to see the utilizing of Instagram as a marketing communication media for MSMEs in forming a brand image and the effectiveness of promotional media on the Instagram account @mydailyhijab. The novelty of this study is that it measures how to use Instagram as a marketing communication media for MSMEs in forming a brand image and the effectiveness of promotional media on the @mydailyhijab Instagram account. The sense of interest and interest in buying can be seen from the responses of followers when commenting and participating in promotions on the Instagram account @mydailyhijab. Social media has a big impact nowadays, so MSME owners need to pay attention to its creation.

## RESEARCH METHODS

This research uses a descriptive qualitative method with a case study approach because the results of the research describe the conditions that will be observed in the field in a more specific, transparent, and in-depth manner on My Daily Hijab. The choice of a qualitative approach is due to the need to obtain in-depth information and descriptions regarding the utilizing of the @mydailyhijab Instagram account as MSMEs marketing communications in building a brand image and the effectiveness of social media as a promotional media. The use of a case study approach in this research is a research method that has various benefits.

The subjects of this study are the utilizing of Instagram as a marketing communication media for MSMEs in building a brand image and the effectiveness of social media as a promotional media as determined by interviews with owners, employees, and followers of the @mydailyhijab Instagram account. Primary data sources were obtained through direct interviews with owners, employees, and followers who were My Daily Hijab consumers. Meanwhile, secondary data was obtained from books, literature studies, and relevant research.

Data collection is done through interviews and observations. The interview informants are the owners, employees, and followers of the Instagram account @mydailyhijab. Observations were made by following the @mydailyhijab Instagram account in developing a brand image by writing reviews, uploading photos and videos containing information about the marketing communication strategies used. Then the collected data is analyzed through interactive analysis techniques.

This interactive analysis technique contains three steps, that is: data reduction, data presentation, and conclusion and testing [12]. Data reduction was carried out on data obtained from interviews regarding the utilizing of Instagram as a marketing communication media for MSMEs in building a brand image and the effectiveness of social media as a promotional media on the Instagram account @mydailyhijab. Next, the data is presented by making groups, and then it is correlated with the theoretical framework used. The conclusions to obtain an overview regarding the utilizing of Instagram as a marketing communication media for MSMEs in building a brand image and the effectiveness of social media as a promotional media on the Instagram account @mydailyhijab. Finally, to get the conclusions, triangulation techniques are used. Triangulation includes four aspects, including: (1) method triangulation; (2) interresearcher triangulation; (3) data source triangulation; and (4) theory triangulation [13].

## **RESULTS & DISCUSSION**

### **Grand Theory**

#### **Integrated Marketing Communication**

Integrated Marketing Communication (IMC), that is the process of continuously developing and implementing a variety of interesting communication programs for potential consumers and consumers, beginning with potential consumers or consumers then see the business use choosing the forms and methods that must be used in order to create appealing communications [14]. The promotion strategy can be planned and determined through several steps, namely, situation analysis, goal setting, cost budgeting, program management elements, business coordination and integration, and program effectiveness measurement and evaluation [15]. Many companies in developed countries have implemented IMC with a broader perspective. Integrated Marketing Communication (IMC) is an effort to make all marketing and promotional activities produce a single and consistent corporate image in the eyes of consumers [7].

#### **Brand Image**

Brand image is one of the indicators used by consumers in using a product. Brand image is a kind of relevance that is in the minds of consumers regarding certain brands [16]. Brand image is the goodness of the brand and the brand itself is the identity of the product. There is no doubt that the assumptions made will be an important basis for manufacturers to achieve a positive impact on the brand image of their products. They have a perspective that consumer satisfaction as well as consumer loyalty gets a positive and significant influence from brand image [17]. There are 3 main types of brands, each with a different image, that is [18]:

- a. Attribute Brand, is a brand that communicates confidence in the functional attributes of a product.
- b. Aspirational Brand, which is a brand that conveys the image of the person who buys a particular brand.
- c. Experience Brand, reflects the image associations and emotions conveyed by the brand

#### **Micro, Small and Medium Enterprises (MSMEs)**

Micro, Small, and Medium Enterprises, or MSMEs, is a business carried out by small business entities, such as individuals, as determined by their annual turnover, assets, total wealth, and employees owned. Micro, small, and medium enterprises (MSMEs) are businesses that have an important role in economic activity [19]. This is because MSMEs are able to create jobs and have a large enough number of businesses [20].

## **Instagram**

Instagram is an image-based social media that provides online photo and video sharing services. Instagram is a social network whose function is almost identical to Twitter, but differs in taking photos and pages or places to share information with fellow users. The advantage of Instagram is that it is able to inspire its users to optimize creativity because Instagram has features to edit photos to make them look more artistic and beautiful [21]. Until now, many have realized that the Instagram media platform is a powerful promotional media for branding an account with story facilities, feeds, video reels from Instagram features. The main feature of Instagram is through photo or image or video communication. When visual language can dominate cyberspace, there is an opportunity for the @mydailyhijab Instagram account to introduce its Muslim products throughout Indonesia and the international arena. In this study, the role of Instagram social media in online shops has an important role as a means of promotion to reach a wider audience.

## **Research Result**

### **My Daily Hijab Profile**



Figure 1. My Daily Hijab Logo  
Source: My Daily Hijab document

My Daily Hijab was established in 2012 in Semarang Regency, which is created by Novita Dwi Parastuti with the aim of empowering housewives and educating young people to have an entrepreneurial spirit. Currently, My Daily Hijab has several outlets in several areas, such as Semarang and Jakarta. In addition, products are marketed using social media, such as Instagram, Facebook, and WhatsApp.

The online shop account @mydailyhijab is a social media account created with the aim of marketing the products offered, from hijab, instant hijab, pashmina, 4-sided hijab, lasercut hijab, tunics, blouses, dresses, girls' pants, and girls' shirts. The bright and cheerful print is one of the main characteristics of the brand. The account is active on three social media platforms, namely Instagram, Facebook, and WhatsApp. However, the content created is more current on social media platforms, such as Instagram (@mydailyhijab).

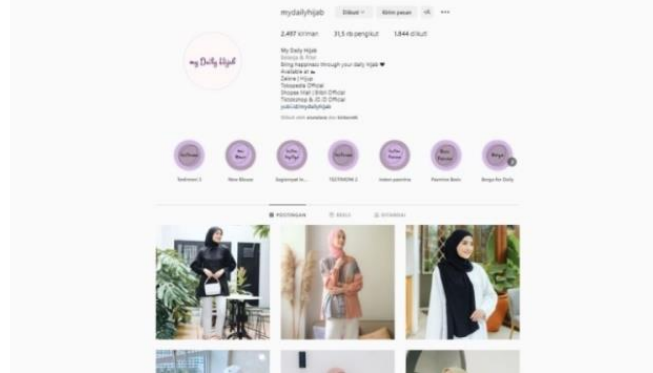


Figure 2. Instagram Page Account @mydailyhijab  
Source: <https://www.instagram.com/mydailyhijab/>

My Daily Hijab was founded in 2012. The owner and founder of the brand is Novita Dwi Parastuti, a successful businessman in the city of Semarang. Referring to Figure 2, it can be seen that this account is arguably a large account with a current number of followers (as of January 12, 2023) of 31.5 thousand, which will continue to increase, and a total of 2,499 uploaded posts.

### **Informant**

The data was obtained from the results of interviewing several informants, such as the owner, five employees, and five followers of the @mydailyhijab Instagram account, to dig up in-depth information regarding the utilizing of Instagram as a marketing communication for MSMEs in building brand image and the effectiveness of social media as a promotional media. The selection of informants was based on the experience gained, both when they were employees and buyers, in order to obtain data regarding marketing communication strategies. Following are the results of interviews with informants.

### **My Daily Hijab Strategy for Building Brand Image**

In this chapter, data analysis obtained from interviews with research subject informants is presented. Based on the research results, it is known that My Daily Hijab is one of the products that many consumers are interested, especially in the Semarang area. My Daily Hijab has become one of the popular MSMEs, until now My Daily Hijab products can be found in several regions in Indonesia.

Branding plays an important role in product marketing because branding proves the quality of the products produced. Branding is needed because branding makes products more famous and trusted in society [22]. My Daily Hijab has become one of the most popular MSMEs until now. My Daily Hijab products can be found in several outlets in Semarang, Jakarta, and its surroundings. This development was achieved through a marketing communication strategy carried out by My Daily Hijab.

Broadly speaking, the strategy chosen by My Daily Hijab in conducting marketing communications is to carry out integrated marketing by utilizing marketing communication networks, such as direct marketing, sales promotion, public relations, advertising, and events and sponsorship.

### **Direct Marketing**

My Daily Hijab carries out direct marketing by creating an offline store, participating in events such as face-to-face exhibitions, and dealing directly with potential customers and consumers. Direct marketing by having an offline store and participating in exhibition events can open the way for introducing the products produced by My Daily Hijab to the public. As revealed by Novita, the following is an excerpt from the interview.

*"If we go straight to the exhibition, for example, to finish up the old stock, we will take it out at the exhibition. Then we are trying to communicate with Superindo, and we plan to open again to Superindo. We're also participating in the MSMEs market in Srondol; it's already starting to be active, right; even though it's not a full week, someone is guarding it there at least three days a week, and we've updated the stock; we'll take out the old stock and then put in the new one, so people are also more interested in going there, right; because after the pandemic, it really had an impact, and it looked really lonely."* said Novita.

Based on Novita's response, it is clear that direct sales can be used to promote new products while selling old ones by offering discounts. By participating in activities that have a positive impact on the company, it is evident that there has been a significant increase in sales and that turnover has also increased. My Daily Hijab also invests in digital marketing, starting with content creators and research and development for the marketing team. The existence of direct marketing at events or exhibitions makes customer interest increase. The event will also indirectly have an impact on offline marketing and online stores.

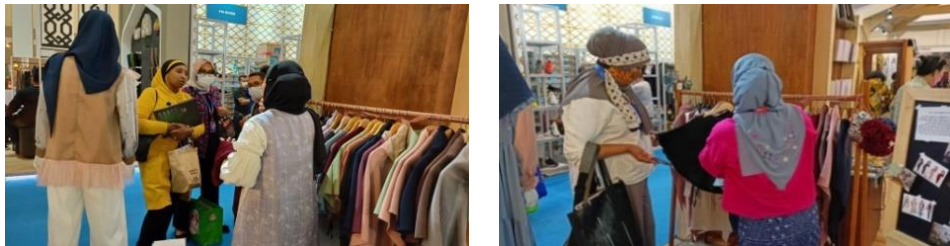


Figure 3. Direct Marketing My Daily Hijab  
Source: My Daily Hijab document



## Sales Promotion

My Daily Hijab conducts sales promotions to attract potential customers and consumers by providing the best offers. This is done to show our appreciation for their shopping. The sales team coordinates daily with each account manager in each market place, especially in relation to the exposure provided by the market place. In addition, offline marketing is also carried out by My Daily Hijab, such as exhibition events and fashion shows, as a media to promote their work to the wider community. My Daily Hijab also provides various bundling packages for gifts and hampers, for example, in the form of prayer mats, mukenas, etc.



Figure 4. Gifts & Parcels from My Daily Hijab  
Source: @mydailyhijab Instagram account

My Daily Hijab also does live shopping on its social media accounts. In addition from interacting with followers, this activity is also useful for reading algorithms on online platforms. In addition implementing its own sales promotion by utilizing social media, My Daily Hijab also works with several marketplace applications. In addition, My Daily Hijab also has an official website called [www.mydailyhijab.com](http://www.mydailyhijab.com), and can also order via Whatsapp. The existence of online payment applications, such as BRI, OVO, Funds, and so on, makes buying and selling transactions safer and more reliable and even offers lots of discounts. All of the activities above are methods used by My Daily Hijab to support its sales promotion activities. Not least, enthusiastic customers increase product sales.

The owner of My Daily Hijab, Novita Dwi Parasuti, participates in marketing and public relations at various events, such as being a guest speaker, master of ceremony for MSME business actors, or participating in a series of fashion shows, both nationally and internationally.



Figure 5. Novita DP as Speaker

Source: @novitadp Instagram account

One of the fashion show events that My Daily Hijab successfully participated in Semarang Virtual Fashion 2020. The event, also co-organized by Dian Nuswantoro University Communication Studies, helped designers deal with the pandemic by being creative. The purpose of this event is to create a form of movement to remain productive in facing the pandemic and welcoming the new normal. There are about 10 designers who participated in enlivening this event while still implementing the existing health protocols. In addition, Novita also joins the community and provides coverage with various media, which is useful for expanding existing networks.



Figure 6. My Daily Hijab at Semarang Virtual Events 2020

Source: @novoitadp Instagram account

Some of the feedback that My Daily Hijab obtains when the owner participates in various webinar events as a resource person, master of ceremonies, participates in fashion shows, joins communities, and provides coverage is to identify market needs. The marketing strategy of My Daily Hijab is handed over by the agency that oversees it. The agency manages the marketing process, starting from the content creation stage for promotion to uploading content on My Daily Hijab's social media. All My Daily Hijab teams play a role in carrying out marketing communications that are useful in developing My Daily Hijab's brand image. My Daily Hijab also often carries out social activities, from distributing products to providing basic necessities to those in need. In addition, My Daily Hijab also empowers employees regardless of their background. In order to reduce accumulated fabric waste, My Daily Hijab also donates the pieces of cloth back to be processed into more useful items by several craftsmen. My Daily Hijab also utilizes relationships and collaborates with several well-known partners and brands in Indonesia, such as APR (Asia Pacific Rayon), celebrity Bianca Kartika, Wardah, and @andjani\_indonesia. Some influencers are also collaborating with My Daily Hijab to promote products in the mass media.

## **Advertising**

My Daily Hijab uses an agency to organize the promotion process carried out on social media. As for the market place, it has its own ADS and is adjusted to the selected package. My Daily Hijab also uses celebrity programs to reach a larger audience, particularly its followers. Like Scoop & Skoops, which utilizes Instagram celebrities to promote Scoop & Skoops in implementing marketing communication strategies to advertise its products [23]. Utilization of various communication tools in building marketing communications as a step to meet targets so as to develop the My Daily Hijab brand image and increase the number of consumers. My Daily Hijab also hire advertisers to manage ADS so that they are precisely targeted based on the agency's expertise.

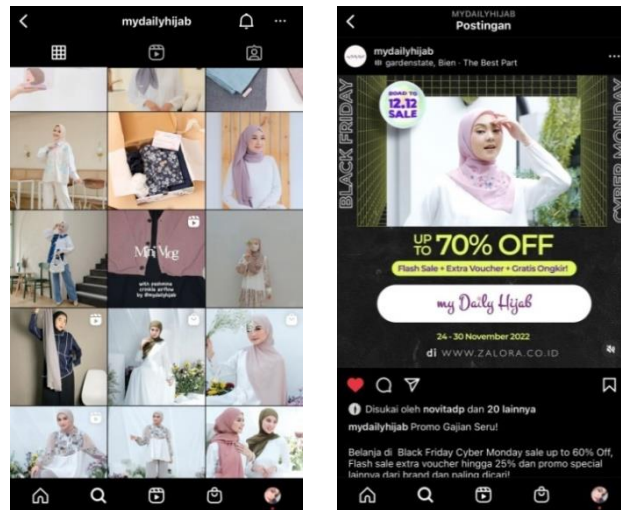


Figure 7. Ads on Instagram account @mydailyhijab

Source: @mydailyhijab Instagram account

In addition, My Daily Hijab also utilizes various media, including mass media, electronic media, and social media, to introduce its products to a wider audience. Advertising is not only done by My Daily Hijab as a whole; Novita gives every employee in each store the opportunity to promote according to their creativity by adjusting the sales promotions that are being carried out. Promotions that continue to be effective are on social media sites such as Instagram and Facebook.

**Table 1. My Daily Hijab turnover (2020-2021)**

2020	2021 (first 6 months)
IDR 800 million	IDR 936 million

Source: My Daily Hijab document

The table shows sales growth in 2020 and 2021, where the majority of customers who transact are customers who know My Daily Hijab products through content on Instagram and transact in the marketplace. Sales through this marketplace are much greater than sales in offline stores, this also shows that Instagram is a good promotional medium and a medium for building My Daily Hijab's brand image. The growth in turnover achieved by My Daily Hijab over the past year shows the positive prospects of online business marketing. Novita said, throughout 2020 the turnover has reached a value of IDR 800 million per year. In the first six months of 2021, My Daily Hijab achieved a turnover of IDR 936 million.

### Event & Sponsorship

My Daily Hijab participates in various events, from official events to national and international exhibitions. Event and sponsorship promotion elements are also carried out by

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My Daily Hijab to attract potential customers and consumers and raise awareness regarding product brands.



Figure 8. TEI 2022 event

Source: @novitadp Instagram account

Event implementation requires a strategy by identifying the probability of feedback received. Usually, the events that are participated in include the community who are the target market so that this makes My Daily Hijab able to adjust to the theme of the event being held. My Daily Hijab also often participates in national competitions or exhibitions, a number of requirements from administrative to quality are strictly curated. My Daily Hijab's goal is to enliven events & sponsorships as an effort to promote products, find target markets and create a community brand image. Promotion is a marketing communication activity that has the highest position. Promotion helps product to be recognized by the public. My Daily Hijab is very concern about the promotion carried out so that now its products can be recognized, even abroad.

### **Using Instagram to Build a Brand Image**

The utilizing of the Instagram platform is based on the large number of Instagram users in Indonesia; as of April 2022, the number of users had reached 99.9 million. Reporting from SensorTower, in July 2022, the average person in the world spent 51 minutes a day on Instagram. The third highest average time spent after Tiktok is 1.5 hours per day, and YouTube is 74 minutes per day [24].

The role of social media is to be a savior for entrepreneurs, such as My Daily Hijab, in promoting the products they make. Promotion on social media does not require a lot of money but has high effectiveness. However, a mature strategy is still needed so that advertised products can be seen and attract people to buy them. This was also stated by Novita during the interview, here's the quote.

*"If the effect is online first, then it will have an effect on offline, for example people see an ads on our Instagram, ohh where is the location of the store, like that usually, so for the first step online for now,"* said Novita.

The @mydailyhijab Instagram account takes advantage of several Instagram features, including posts that permanently contain photos and videos in the account's feeds unless they are deleted, and then stories, which also contain photos and videos but are not permanent unless they are highlighted. In line with what is done by Papa Ganteng Coffee, which uses all Instagram features such as stories, highlights, post photo/video captions and hastags optimally to utilize Instagram as a marketing communication medium [25].

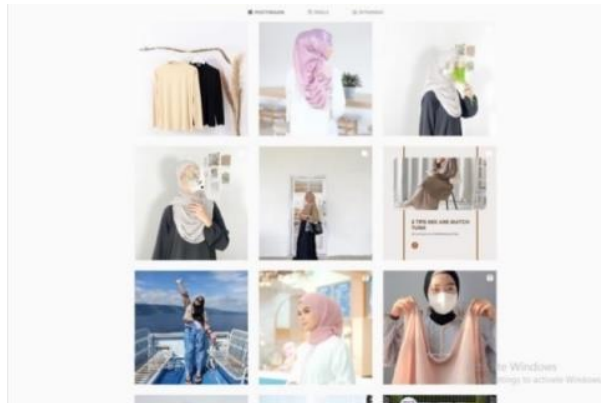


Figure 9. Feed on @mydailyhijab Instagram account  
Source: @mydailyhijab Instagram account

The @mydailyhijab Instagram account admin always tries to respond to followers in the comments column. Conversely, the interaction of followers with one another in the comments column. This interaction aims to exchange information related to My Daily Hijab products. Followers' responses become digital footprints that they glance at the products that My Daily Hijab offers. The following is a screenshot of the interaction between the admin and followers on Instagram. Good relationships with consumers and good networks with other business accounts are also aspects that support the marketing carried out [10].



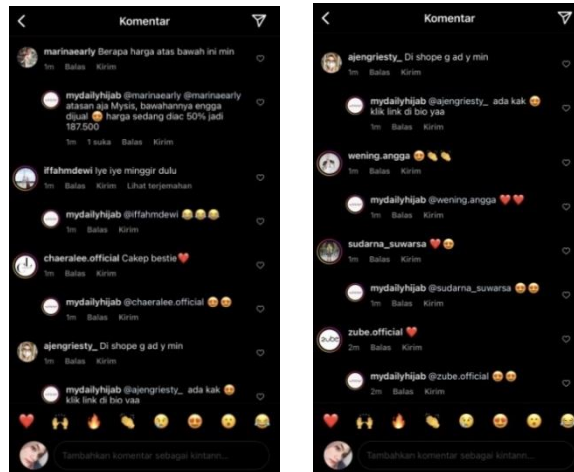


Figure 10. Evidence of interaction between @mydilyhijab followers and admin

Source: @mydailyhijab Instagram account

The @mydailyhijab Instagram account often provides entertainment in the form of games, tips and tricks, tutorials, and even giveaways with fantastic prizes. This made the followers enthusiastic and interested in winning the prizes offered. The selection of tone feeds on Instagram's My Daily Hijab is cheerful and colorful, making those who see it feel happy too. The arrangement of the @mydailyhijab Instagram account feed itself is also well organized, starting with adjusting the tone of each post using colors that reflect the brand itself.

### **Effectiveness of Instagram Social Media for Product Promotion @mydailyhijab**

Social media is considered effective for promotion because as previously stated there are 99.9 million users in Indonesia and Instagram is the third most-visited social media site in Indonesia. Especially on the Instagram account @mydailyhijab, which has 31.5 thousand followers (12/01/2023) and continues to grow so it is very influential for the success of the brand. With so many followers, it proves that the @mydailyhijab business account is recognized by followers because it is trusted and trustworthy in selling its products through that account. In addition, collaboration with several influencers or brands supports promotional activities to make it spread easier @mydailyhijab.

The @mydailyhijab Instagram account promotion process is considered very reliable. This can be seen from the way the account posts the products offered. Obtained from the results of analysis on the Instagram account @mydailyhijab media, there are several stages, that is: 1) uploading products with interesting captions; 2) providing interesting games to followers; 3) providing tips and tricks to followers; 4) providing varied tutorials to followers; 5) providing

information related to the sale given; and 6) providing an attractive give-away. In addition, the Instagram account @mydailyhijab also uploads testimonials in the form of ratings and direct reviews from consumers. As a result, the @mydailyhijab account demonstrates that it is a trusted business account that is fully responsible for the products offered (trusted). In addition, it makes My Daily Hijab's image in the perspective of the public more positive and will be indirectly known by the wider community. So, the Instagram platform can be said to be very effective in My Daily Hijab marketing products.

## **CONCLUSION & SUGGESTION**

### **Conclusion**

My Daily Hijab has become one of the most popular MSMEs until now, as evidenced by its products that can be found in several outlets in Semarang, Jakarta and surrounding areas. This development was achieved through the marketing communication strategy carried out by My Daily Hijab. Marketing communication activities carried out by My Daily Hijab include direct marketing, sales promotion, public relations, advertising and events & sponsorship. My Daily Hijab uses an agency to manage the promotion process carried out on social media. Direct marketing is done by opening offline stores and participating in events, such as bazaars. My Daily Hijab conducts sales promotion to attract potential customers and consumers by providing the best offers. This is done to give appreciation to them for shopping. The owner of My Daily Hijab, Novita Dwi Parasuti, also conducts public relations marketing in various events such as being a resource person, master of ceremony for MSME business actors, participating in a series of fashion shows, both at national and international levels. In addition, Novita also joins the community, coverage with various media, and takes advantage of relationships to collaborate with several well-known partners and brands in Indonesia. In advertising, My Daily Hijab uses agency assistance to organize the promotion process on Instagram social media. Meanwhile, the marketplace section will be submitted by a separate ADS according to the qualifications used. My Daily Hijab uses advertisers to manage ADS so that it is right on target according to the expertise of the agency used. Elements of event promotion & sponsorship are also carried out by My Daily Hijab to attract potential customers and consumers to raise awareness regarding product brands by participating in various organized events.

The role of social media is to be a savior for entrepreneurs, such as My Daily Hijab, in promoting the products they make. Promotion on social media does not require a lot of money but has high effectiveness. The effectiveness of Instagram social media on the @mydailyhijab Instagram account has a significant impact on the sustainability of followers, especially as promotional media. Instagram is one of the social media sites that is also very helpful for business entrepreneurs to promote products. According to data, Indonesia is in fourth place as the country with the most Instagram users in the world. In addition, it also makes My Daily



Hijab's image in the perspective of the public more positive and is indirectly known by the wider community. So, the Instagram platform can be said to be very effective in marketing My Daily Hijab products.

This research is expected to provide information as a basis for consideration, support and contribution of ideas to decision makers in business in order to improve brand image and carry out business development. The results of this study are used as input for MSME owners to fix the content on social media which is useful for building customer interest which will be in line with the formation of brand image. This research only focuses on one MSME object (My Daily Hijab), where these MSMEs are engaged in the fashion sector, so the findings obtained in this study may be different when compared to other sectors and businesses in different classes. This study also analyzes one social media, namely Instagram, so that the effectiveness and elements of customer interest in other social media promotion media cannot be known. The scope of this research limitation is an interview with the owner of My Daily Hijab, 5 employees and 5 followers and observation of the @mydailyhijab Instagram account. It is recommended for future research to examine the marketplace as well because the marketplace is one of the elements related to social media, especially Instagram, where the marketplace can show how far the effectiveness of promotional media is on Instagram social media, so that it can be considered for research. In addition, other researchers can also examine MSMEs more broadly so that the measurement of the effectiveness of Instagram promotional media can be more measurable and conclusions are easier to draw by comparing several existing MSMEs.

### **Suggestion**

Based on the results of research on the Instagram account @mydailyhijab regarding the utilizing of Instagram as a marketing communication for MSMEs in building a brand image and the effectiveness of social media as a promotional media, several suggestions are addressed to other MSMEs in optimizing promotions through social media, especially Instagram. Routinely updating products on a regular basis and actively interacting with followers is very helpful in increasing visitor engagement. The use of more modern graphic designs in line with current trends will also increase audience interest in buying the products offered. This research is useful for the public to obtain information regarding the utilization of Instagram as a marketing communication for MSMEs in forming a strong brand image and the effectiveness of social media as a promotional medium.

## ACKNOWLEDGEMENT

I would like to express my deepest gratitude to my supervisor, Mr. Heri Pamungkas, who has guided me through all stages of writing this paper.

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