

## Proposed Social Media Marketing Strategy to Increase Brand Awareness And Purchase Intention For Indonesia Muslim Brand (Case of Local Brand Irna La Perle)

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**Abstract:** This study addressed the challenge faced by Irna La Perle, a prominent Indonesian Muslim fashion brand, which suffered from limited digital presence and low engagement rates despite a substantial follower base. This situation hampered the brand's ability to enhance brand awareness and purchase intention, particularly among younger, tech-savvy Muslim consumers. Intense competition from more digitally agile local brands further exacerbated this issue, underscoring the urgent need for Irna La Perle to implement a targeted and interactive social media marketing strategy tailored to evolving consumer behaviors within Indonesia's Muslim fashion market. Employing a mixed-methods approach, combining quantitative and qualitative analyses, the study integrated internal and external assessments alongside strategic business solutions using the RACE Framework and TOWS Matrix. Findings revealed that social media marketing influenced Irna La Perle's brand awareness and purchase intention but was underutilized, especially for its daily wear segment. Despite a strong Instagram following, actual brand recognition among Gen Z and Millennials remained low, largely due to promotional focus on premium bridal collections rather than accessible daily wear. Purchase intention showed similar limitations, with most consumers expressing only moderate willingness to buy after engaging with the brand's content. This gap stemmed from weak storytelling, limited product differentiation, and a mismatch with younger consumers' preferences.

## Introduction

Modest fashion has become one of the fastest-growing sectors within the global fashion industry, driven by an increasing demand for clothing that harmonizes modern aesthetics with religious and cultural values (Ajaib & Altunışık, 2022). The State of the Global Islamic Economy Report 2023/24 revealed that Muslim expenditure on clothing and footwear reached USD 318 billion in 2022, growing by 8.4% year-over-year, with projections indicating further expansion (DinarStandard, 2023). Indonesia, as the country with the largest Muslim population globally, is a key player fueling this momentum, positioning modest fashion as a strategic pillar in its national creative economy (Qizwini et al., 2024). Indonesian modest fashion blends Islamic clothing principles such as loose-fitting garments, long sleeves, and high necklines with vibrant colors and unique patterns, catering to modern Muslim consumers who seek style without compromising modesty (Ajaib & Altunışık, 2022). Government initiatives such as Jakarta Muslim Fashion Week and the Indonesia Sharia Economic Festival have further empowered local designers, promoting innovation and cultural identity (Qizwini et al., 2024).

Despite Indonesia's significant domestic success and ranking third globally in the Muslim fashion environment after Turkey and Malaysia (Ministry of Industry, 2024; Jasmine & Rohim, 2024), the country still faces challenges in becoming a dominant global exporter of modest fashion products. While Indonesia has advanced the local industry, countries like China, Turkey, and India continue to dominate exports to the Organization of Islamic Cooperation (OIC) member countries (Hasan, 2022). This gap indicates a need for stronger international competitiveness. The global Muslim fashion market is projected to reach USD 402 billion by 2024, growing annually at an average rate of 6% (Antara & Tarigan, 2021). Indonesia's modest fashion market alone is valued at approximately USD 21 billion, suggesting ample room for growth both domestically and internationally (Prasetika & Ridanasti, 2024). The nation benefits from rich cultural heritage, a large Muslim consumer base, and a pool of creative talent, positioning it as a global modest fashion hub. However, realizing this potential demands improved product development, stronger branding, and effective marketing strategies.

To address this, the Indonesian government launched the Indonesia Global Halal Fashion (IGHF) initiative in 2024, aimed at enhancing the halal value chain and elevating Indonesian halal fashion on the world stage (Antara & Tarigan, 2025). Through IGHF, Indonesia actively participates in major fashion events such as those in London, Milan, and Paris, showcasing the uniqueness of its Muslim fashion designs and striving to build a sustainable global presence (Prayogi et al., 2025). Consumer behavior shifts also support this market growth. Indonesian consumers' spending on Muslim fashion increased from USD 12.69 billion in 2014 to USD 21 billion in 2018 (State of the Global Islamic Economy Report, 2020), reflecting a shift towards modern Muslim lifestyles influenced by urbanization, technology, and younger generations (Fitryansyah, 2024; Rahman & Indra, 2024). Social media platforms like Instagram and TikTok have become essential marketing channels, enabling brands to engage customers through visual content, influencer collaborations, and

interactive campaigns (Heeks, 2022; Dolega et al., 2021). Successful brands like Lafiye leverage these platforms for brand awareness and customer engagement, while others like Irna La Perle show inconsistent social media presence, impacting their market reach and competitiveness (Lestari & Tsabita, 2024; Putri & Adli, 2021).

Strategic marketing theories emphasize the need to align internal capabilities with market demands to build competitive advantage and customer relationships (Hitt, 2016). Although social media marketing's general impact has been widely studied, there remains a gap concerning its influence on brand awareness and purchase intention in modest fashion micro, small, and medium-sized enterprises (MSMEs) in emerging Muslim markets. Previous research mainly focused on high-end and fast fashion brands (Ozuem & Ranfagni, 2021; Handono et al., 2023; Yoo, 2023), leaving limited investigation into modest fashion brands' digital marketing strategies, particularly in Indonesia. Therefore, the purpose of this research is to investigate the impact of Instagram marketing on brand awareness and purchase intention of Indonesian modest fashion brands, focusing specifically on Irna La Perle.

## Research Method

This study employed a mixed-methods approach to comprehensively analyze the internal and external conditions of Irna La Perle's business. Qualitative data were collected through observation and in-depth interviews with internal stakeholders, including the CEO and marketing team, to gain insights into the company's strategies, challenges, and operational environment. Observation included reviewing Irna La Perle's online platforms such as its website, e-commerce channels, and Instagram to assess promotional activities and social media presence. Quantitative data were gathered via structured questionnaires distributed to Indonesian Millennials and Gen Z Instagram users, the key demographic for modest fashion. The questionnaire evaluated factors influencing brand awareness and purchase intention using a Likert scale. Data from 148 respondents were analyzed with SPSS software employing ANOVA tests to identify statistically significant differences among variables. The study's literature review provided a theoretical foundation covering marketing strategy, internal and external analyses, SWOT analysis, and business solutions, which grounded the data collection and analysis framework. Combined qualitative and quantitative analyses supported the development of an informed social media marketing strategy tailored to improve Irna La Perle's brand positioning and consumer engagement. This mixed-methods design ensured a holistic understanding of the business context and market dynamics.

## Result and Discussion

### Result

To fully grasp Irna La Perle's internal dynamics, this section explains the analytical components that underpin its marketing strategy. Each component is assessed to determine how well the organization uses its internal capabilities to meet market demand and stay competitive. An established marketing framework is used for internal analysis to determine the company's strategic direction, operational strengths, and opportunities for improvement.

The STP (Segmentation, Targeting, and Positioning) approach shows how the corporation targets customers and positions its products. Irna La Perle segments its market based on geographic, demographic, and psychographic factors. Geographically, it targets consumers in Indonesia's major urban areas like Jakarta and Bandung. Demographically, it focuses on women aged 25–40, including students, professionals, entrepreneurs, and housewives from the middle to upper social class. Psychographically, the brand appeals to modest Muslim women who prefer elegant, religiously compliant, and culturally inspired luxury fashion that balances tradition with modern style (Kotler & Keller, 2016; Koziel & Shen, 2025).

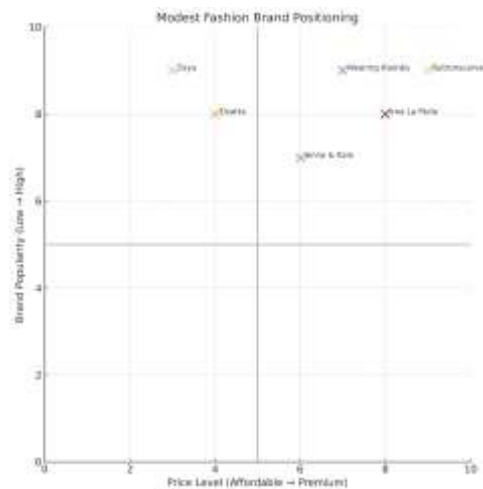
Table 1. Irna La Perle Market Segments

Segmentation	Type of Segmentation	Description
Geographic	Country	Indonesia
	City	DKI Jakarta, Bandung, & Other Major Cities
	Density	Urban
Demographic	Age	25 – 40 years old
	Gender	Female
	Occupation	Students, Corporate Professionals, Entrepreneurs, and Housewife
	Marital Status	Single and Married
	Social Class	Middle to Upper Class
Psychographic	1. Modest Muslim women who prefer elegant, timeless, and luxurious fashion.	
	2. Modest Muslim women who prioritize dressing in a religiously appropriate, elegant, and comfortable manner for their daily modest wear needs.	
	3. Culturally inspired luxury fashion designed with a premium, handcrafted, and globally appealing touch.	

Source: Data Processed (2025)

The brand selects key segments to focus on, mainly female Millennials and Gen Z aged 21–40 living in urban centers such as DKI Jakarta and West Java. These consumers are fashion-conscious yet value modesty and spirituality in their clothing choices. By concentrating marketing efforts on this group, Irna La Perle aims to offer high-quality, exclusive apparel suited for middle to upper-class women who seek elegance and cultural refinement (Kotler & Armstrong, 2014; Sasivardhini & Kalaivani, 2023).

Irna La Perle positions itself as a premium modest fashion brand distinguished by luxury, limited edition collections, and strong digital engagement. The brand emphasizes exclusivity, cultural storytelling, and product uniqueness to differentiate itself from competitors. Positioned in the premium-high popularity segment alongside brands like Buttonscarves, Irna La Perle pursues a differentiation strategy to build brand loyalty and sustain competitive advantage within Indonesia's modest fashion industry (Hitt et al., 2016; Luthfiandana et al., 2024).



### Figure 1. Positioning Irna La Perle

Source: Data Processed (2025)

Understanding consumer behavior is crucial to evaluate how well Irna La Perle connects with its target market, especially modern Muslim women. Consumer analysis focuses on key factors such as brand awareness, brand loyalty, and perceived value, which shape purchasing decisions and brand engagement.

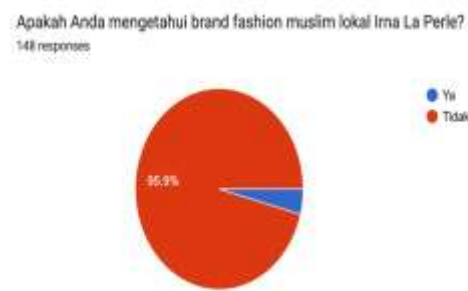


Figure 2. Brand Awareness of Irna La Perle among Gen Z and Millennials

Source: Data Processed (2025)

Data from Gen Z and Millennial respondents on social media reveal a significant visibility challenge for Irna La Perle, with only 4.1% of 148 surveyed respondents aware of the brand. This low brand awareness indicates that despite its premium positioning and Instagram presence, Irna La Perle's marketing efforts have not effectively translated into consumer recognition or engagement. Given that Gen Z and Millennials dominate Indonesia's digital landscape and strongly influence fashion trends through social identity and online interaction, this awareness gap limits the brand's potential reach (Anwar, 2025; Alanadoly & Salem, 2022). To address this, Irna La Perle needs to tailor promotional strategies that resonate with younger consumers' lifestyle and values, leveraging influencer marketing and authentic storytelling aligned with cultural and spiritual identities (Hitt et al., 2016).

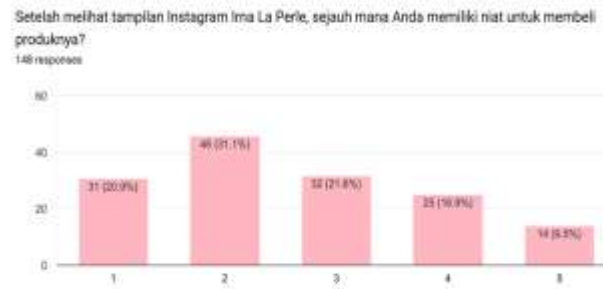


Figure 3. Purchase Intention of Respondents After Viewing Irna La Perle's Instagram

Source: Data Processed (2025)

Regarding purchase intention, the data show that most respondents expressed low to moderate willingness to buy after interacting with Irna La Perle's Instagram, reflecting a disconnect between initial interest and actual buying motivation. This gap suggests that current digital content may lack persuasive storytelling or product differentiation needed to convert engagement into purchases. Consumer decision-making in niche markets like modest fashion is influenced by attitudes, social norms, and perceived control as described by the Theory of Planned Behavior (Hitt et al., 2016). Religiosity and modesty play vital roles in shaping consumer attitudes, emphasizing the need for content that reflects these values while also utilizing social proof through influencers and peer reviews (Shaari et al., 2021; Avrittia & Hapsari, 2023).

Table 2. ANOVA Result

ANOVAa							
Hipotesis	Model	Sum of Squares	df	Mean Square	F	Sig.	Keterangan
H1: Social media marketing has a significant effect on brand awareness	Regression	6074,162	1	6074,162			
	Residual	3744,777	146	25,649	236,817	0,000b	Signifikan
	Total	9818,939	147				
H2: Social media marketing has a significant effect on purchase intention	Regression	7523,903	1	7523,903			
	Residual	2295,037	146	15,719	478,637	0,000b	Signifikan
	Total	9818,939	147				
H3: Brand awareness has a significant effect on purchase intention	Regression	2175,675	1	2175,675			
	Residual	1660,298	146	11,372	191,32	0,000b	Signifikan
	Total	3835,973	147				

Source: Data Processed (2025)

The ANOVA table confirms the statistical significance of all three proposed hypotheses based on the F-values and Sig. values presented. For H1, the F-value is 236.817 with a Sig. (p-value) of 0.000, indicating that social media marketing significantly influences brand awareness. Similarly, H2 shows an even higher F-value of 478.637 and a Sig. of 0.000, strongly supporting the hypothesis that social media marketing significantly affects purchase intention. Finally, H3 presents an F-value of 191.324 and a Sig. of 0.000, which validates the hypothesis that brand awareness has a significant impact on purchase intention. In all three cases, the p-values are well below the 0.05 threshold, thus confirming that the regression models are statistically significant and that the independent variables meaningfully explain the variance in their respective dependent variables. These results reinforce the role of social media and brand awareness as key drivers of consumer behavior for Irna La Perle.

Table 3. Marketing Mix Result

Marketing Mix Element	Description	Strengths	Challenges	Recommendations
Product	Dual positioning with premium bridal couture and accessible daily wear	Premium materials and craftsmanship; strong luxury brand identity in couture	Low brand awareness in daily wear; marketing inconsistency across segments	Tailored communication for daily wear; emphasize craftsmanship in mass market
Price	Wide price range from Rp 22,000 to Rp 500,000+	Premium pricing signals quality; caters to different market segments	Majority price-sensitive consumers; risk of brand dilution if unclear pricing	Clear segmentation of pricing tiers; highlight unique value for premium products
Place	Flagship store and boutiques combined with online platforms (Instagram, Shopee)	Personalized boutique experience; extended reach via e-commerce	Limited physical presence outside Bandung; digital platform integration lacking	Enhance cross-channel synergy; expand digital presence beyond Instagram
Promotion	Focus on Instagram, fashion shows; influencer collaborations	High-quality visual content for couture; influencer engagement	Underexposure of daily wear; lack of integrated campaigns	Multi-tiered campaigns; use TikTok, Shopee livestreams; rotate content for product tiers
People	Skilled design and production team; limited digital marketing expertise	Strong creative team; effective influencer partnerships	Marketing team lacks digital skills; inconsistent campaign management	Invest in marketing personnel; develop data-driven promotion strategies
Process	Multi-channel sales: physical stores, social media, e-commerce	Multiple convenient payment options; organized logistics	Low brand awareness despite online presence	Improve digital marketing to increase brand awareness; streamline customer journey



Marketing Mix Element	Description	Strengths	Challenges	Recommendations
Physical Evidence	Luxury boutique atmosphere; premium packaging; cohesive branding	High-end store design; consistent brand identity across touchpoints	Need to better connect physical and digital experiences	Strengthen omni-channel branding; use packaging and online visuals consistently

Source: Data Processed (2025)

Irna La Perle balances luxury bridal couture with daily wear in its marketing mix. The product strategy uses luxury materials and rich cultural storytelling to maintain its high-end character, but daily wear has low brand awareness and inconsistent marketing. Budget-conscious and premium consumers are served by a wide variety of prices, yet brand prestige requires unambiguous value communication across tiers. The location approach successfully integrates an exclusive physical boutique experience with rising digital platforms, although offline-online integration needs improvement. Promoting high-quality Instagram content and influencer collaborations without daily wear line ads limits reach among younger, digitally native customers. Despite effective influencer collaborations, digital marketing knowledge shortages hinder campaign optimization. Multi-channel and convenient shopping, but limited brand recognition suggests marketing gaps. Finally, Irna La Perle's boutique ambiance and premium packaging support its luxury positioning but should better integrate physical and digital brand interactions. The company must use segmented, smart marketing and digital capabilities to combine couture with modest fashion and reach more customers without damaging its premium image.

Analyzing external factors that may affect Irna La Perle's strategy decisions is crucial to understanding its market environment. External analysis helps companies detect opportunities and dangers from macroeconomic shifts, industry competition, and changing customer behavior. Along with political and legal factors, economic variables influence corporate operations and consumer purchasing behavior. Inflation, currency stability, income distribution, and economic growth affect fashion affordability and demand, notably in Irna La Perle's premium category.

Table 4. External Analysis Summary

No	Aspect Name	Category	Reason
1	Political and Legal	Opportunity (+)	Government recognition of modest fashion as a strategic cultural sector, support through initiatives like BBI and JMFWS strengthens Irna La Perle's visibility and alignment with national policy.
2	Economic	Opportunity (+)	Favorable macroeconomic conditions, middle-class growth, and government MSME support (KUR, halal certification, digital coaching) enable scalability and brand relevance.
3	Social	Opportunity (+)	Changing consumer behavior among Millennials and Gen Z who favor modest fashion with strong digital



			engagement and cultural identity boosts Irna La Perle's appeal.
4	Technological	Opportunity (+)	Digital transformation initiatives and social media penetration enhance Irna La Perle's ability to reach younger audiences and convert engagement into sales.

Source: Data Processed (2025)

The PEST analysis highlights several favorable external factors creating opportunities for Irna La Perle's growth. Politically, government support and cultural recognition of modest fashion through initiatives like BBI and Jakarta Muslim Fashion Week (JMFV) enhance the brand's visibility and legitimacy. Economically, a growing middle class combined with government programs supporting MSMEs, halal certification, and digital skills development provide a conducive environment for scaling operations and increasing market relevance. Socially, shifting consumer preferences, especially among Millennials and Gen Z, who prioritize modest fashion tied to cultural identity and active digital engagement, align well with Irna La Perle's target market. Technologically, expanding digital infrastructure and social media adoption offer powerful channels for marketing and sales conversion, especially among younger consumers. Together, these PEST factors set a strong foundation that bridges into the competitive landscape assessed by Porter's Five Forces, where Irna La Perle must leverage these external advantages to navigate industry rivalry, supplier dynamics, buyer power, threat of substitutes, and new entrants effectively.

Table 5. Porter Five Forces Summary

Porter Five Forces	Level and Category
Threat of New Entrants	High, Threat (-)
Bargaining Power of Suppliers	Low, Opportunity (+)
Bargaining Power of Buyers	High, Threat (-)
Threat of Substitutes	High, Threat (-)
Competitive Rivalry	High, Threat (-)

Source: Data Processed (2025)

Porter's Five Forces analysis reveals a highly competitive modest fashion market where Irna La Perle faces significant threats. The high threat of new entrants and substitutes intensifies competition, as many brands vie for the same digital-savvy, value-driven consumers. Buyers hold strong bargaining power, demanding quality, authenticity, and affordability, which pressures pricing and differentiation efforts. Meanwhile, supplier power remains low, offering some cost advantages for sourcing materials. This challenging environment underscores the need for Irna La Perle to conduct a detailed competitor analysis to identify strategic opportunities and threats, differentiate its offerings effectively, and build sustainable competitive advantages within this dynamic landscape.

Table 6. Competitor Analysis Summary

Brand	Category	Reason
Buttonscarves	Threat (-)	Strong international presence, premium pricing, and influencer partnerships make it a direct competitor in the high-end segment.
Wearing Klamby	Threat (-)	Combines cultural storytelling with modern design and has strong popularity, appealing to a similar premium market.
Jenna & Kaia	Opportunity (+)	Less premium and slightly lower popularity, creating room for collaboration or differentiation in style and pricing.

Source: Data Processed (2025)

Table 6 provides a summary of the competitor analysis for Irna La Perle by categorizing key players in the modest fashion industry as either threats or opportunities. Brands like Buttonsscarves and Wearing Klamby are identified as threats due to their strong positioning in the premium segment, high popularity, and active international and digital presence. These brands closely compete with Irna La Perle in terms of market share, consumer appeal, and brand influence. On the other hand, Jenna & Kaia is seen as an opportunity, as its slightly lower price point and popularity create a chance for Irna La Perle to differentiate through exclusivity or even collaborate to reach new audience segments. This analysis helps Irna La Perle strategically position itself while identifying where to defend, compete, or expand.

## Discussions

Social media marketing had a significant but under-optimized influence on brand awareness for Irna La Perle. Data from Gen Z and Millennial respondents revealed that despite the brand's strong presence on Instagram with over 42,000 followers, actual brand awareness remained remarkably low at only 4.1% (Data Processed, 2025). This indicated that while the brand had successfully built a digital platform, it had not fully translated this presence into meaningful consumer recognition, especially among younger demographics who were key drivers of modest fashion trends (Anwar, 2025). The promotional content heavily focused on premium bridal and couture collections, appealing to a niche audience but neglecting the broader, more accessible daily wear line that could attract a wider market (Lestari & Tsabita, 2024). This disconnect resulted in missed opportunities to engage potential customers who primarily discovered and interacted with brands via social commerce platforms like Shopee and TikTok (Heeks, 2022). Therefore, social media marketing in its then-current form only partially supported Irna La Perle's goal of expanding brand awareness across all product tiers.

Regarding purchase intention, social media marketing showed a similar pattern of limited conversion despite some success in capturing attention. Survey results indicated that after exposure to Irna La Perle's Instagram content, most respondents reported low to moderate willingness to purchase, with many rating their purchase intention between 1 and 3 on a 5-point scale (Data Processed, 2025). This gap between awareness and purchase decision highlighted that while social media campaigns generated curiosity or initial interest, they did

not sufficiently persuade or motivate consumers to commit to buying (Shaari et al, 2021). Contributing factors included insufficiently compelling storytelling, lack of product differentiation on digital platforms, and a mismatch between content style and the expectations of younger consumers who sought authenticity, emotional connection, and social proof (Avrittia & Hapsari, 2023). Without addressing these elements, social media marketing risked remaining an awareness tool rather than a driver of sales growth (Hitt et al, 2016).

To maximize the influence of social media marketing on both brand awareness and purchase intention, Irna La Perle needed to adopt a more strategic and segmented approach tailored to its diverse audience. For the premium bridal couture line, maintaining aspirational storytelling through exclusive events, influencer endorsements, and high-quality visuals could reinforce brand prestige and loyalty (Poulis et al., 2024). Meanwhile, the daily wear segment required authentic, relatable content on platforms favored by Gen Z and Millennials, such as TikTok and Instagram Reels, with interactive campaigns, user-generated content, and livestream shopping that fostered community engagement and trust (Liu et al., 2021). Influencer partnerships should be systematically managed and expanded to build social validation and emotional resonance, which were critical for purchase motivation in the modest fashion niche (Alanadoly & Salem, 2022). By aligning social media marketing strategies with consumer values and behaviors, Irna La Perle could bridge the gap between visibility and purchase conversion, significantly enhancing its market position.

## Conclusion

Social media marketing played a vital but underexploited role in enhancing brand awareness for Irna La Perle. Despite having a substantial Instagram following, the brand had limited recognition within its primary Gen Z and Millennial demographic, especially for its everyday apparel. The marketing focus remained on expensive bridal and couture collections, appealing to a small group while neglecting to engage the broader demographic active on social commerce platforms. This limited exposure created a significant visibility gap, reducing potential reach and restricting brand recall among younger, digitally savvy customers who strongly influenced modest fashion trends.

Regarding purchase intention, social media marketing generated initial interest but was insufficient to convert that interest into sales. Survey data showed that most consumers exhibited only low to moderate willingness to purchase after engaging with the brand's digital content. This gap indicated that the existing content lacked compelling storytelling, product differentiation, and emotional connection needed to influence buying decisions. The mismatch between content style and audience expectations lowered the conversion potential. Social media marketing needed to evolve from merely raising awareness to actively encouraging consumer action by focusing on authenticity, social validation, and emotional engagement.

To improve social media marketing effectiveness, Irna La Perle adopted a segmented and adaptive digital strategy. The premium bridal line continued to use exclusive storytelling,

influencer partnerships, and high-quality visuals to sustain its luxury brand image. The everyday wear segment required focused efforts on platforms like TikTok and Instagram Reels, emphasizing authentic, engaging content and community involvement. Expanding and carefully managing influencer collaborations, integrating user-generated content, and hosting live shopping events helped build trust and deepen emotional connections with younger consumers. This comprehensive approach addressed the gap between awareness and purchase intention, fostering growth and strengthening Irna La Perle's position in the competitive modest fashion market.

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