



IMPACT OF CELEBRITY ENDORSER (SELEBGRAM) ON CONSUMER PURCHASE INTEREST IN THE ONLINE HIJAB FASHION INDUSTRY (Case Study on Muslim Women Who Follow Celebrities On Instagram In Social Media)

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Abstract

Now the form of hijab is starting to develop in the past, which was only a cloth veil used to cover the head to the neck. The hijab model is now beginning to be adapted to the *fashion* trending on Instagram social media. The types of hijab models that are increasingly diverse in patterns, models, and accessories are an attraction for Muslim women. Wearing the hijab is not just to meet fashion needs but as an effort to communicate the values and identity of Muslim women. The purpose of this research is to explain the externalization, objectification, and internalization of online hijab fashion industry people in business, to be able to look *stylish* on Instagram and the *hijaber community* program that is *fashionable* but still fulfills religion. Data gathering approaches included observation, interviews, and questionnaires, which follow a qualitative descriptive method approach. And text analysis of several Selebgram Instagram accounts on the social media of Muslim women who follow. This study uses the theory of Kotler and Keller; Kim; Shimp; Kertamukti; Cahyani; especially the style of dress, the pattern of *fashion* models is used as an industrial business with the theory of marketing strategies for online hijab products. Products that consumers are interested in models. *Celebrity endorsers* on Instagram. The results of this study have an impact on consumers who wear hijab with self-awareness as Muslim women and on the surrounding environment. There is a shared understanding of the *Celebrity endorser* community, the committee covering aurat as an obligation, *fashionable* hijab as part of da'wah, and modern and flexible Muslim identity. Finally, *Community Celebrity endorsers* in obedience to religion. Keywords: *Community Celebrity, online marketing strategy, Instagram social media, and Hijab fashion industry.*

INTRODUCTION

Fashion is a fleeting enthusiasm for something, especially a style of dress. In the life of society, fashion is an industrial product that makes it a human need so that patterns are formed that are closely related to fashion development. *Fashion* is not new because it can penetrate the entire community, from the upper and middle to lower classes (Cahyani, 2019).

The business growth of the hijab fashion industry is currently overgrowing. Various factors influence the development of Muslim fashion, starting from the emergence of communities such as the hijab user community, homemakers who use hijab (*hijabers mom*), to holding bazaars and Muslim fashion shows or *fashion shows*. Competition in the Muslim fashion industry makes Muslim clothing companies continue developing their marketing strategies to maintain their market share. Marketing strategy is how companies can create value for consumers and can provide mutually beneficial relationships with *customers* (Kotler and Keller 2012: 72).

Until now, the use of hijab in Indonesia has experienced rapid development. At this time hijab is becoming a trendy thing in Indonesian society. It is due to several factors, one of which is information pressure that impacts the development of the hijab in Indonesia. Information pressure here can be seen in several media such as television, magazines, the Internet, and many others that provide information about the hijab.



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Source: Kompasiana.com

The phenomenon of the development of the *hijab style* in the fashion world is not an ordinary thing. However, it should be seen that the current product of *hijab fashion* is a *trend* that is becoming consumptive among Muslim women. The development of the *hijab style* in Indonesia was seen along with the emergence of the *hijab community* in 2011, namely the *hijaber community*. The presence of this *hijab community* gave a new color to the world of *hijab fashion* in Indonesia. Starting from motifs, colors, and *styles* that create a new paradigm in society to look *fashionable* but still fulfill religion. The emergence of the *hijaber community* in Jakarta finally stimulated other *hijabers* to form communities in several big cities in Indonesia. It is what then increasingly popularized the *hijab* as one of the lines of fashion and lifestyle in Indonesia. It is also an excellent opportunity for entrepreneurs to conduct business activities.

In today's digital era, the Internet has become a significant need for business people to make it easier for them to develop their business as a promotional medium through social media. To choose a means of promotion, business people must try to be innovative in dealing with existing developments. Business people must have a unique strategy in the delivery of product promotions. The expected response from consumers is an increase in buying interest. The customers, of course, raise interest in the purchase and requires a relatively long process.

Buying interest is the buyer's or consumer's interest in the product so that consumers have the intention of wanting to own and buy the product (Kotler and Keller, 2016). Consumer buying interest can be influenced by several factors, including attention (attention), *interest* (interest), *desire* (want to have), and *conviction* (belief) (Lucas and Britt, 2012). Social media is a tool used by consumers to share information in the form of text, images, audio, and video with others (Kotler and Keller, 2016). Buying interest is critical to discuss because buying interest is a desire that arises in consumers towards a product due to observing and teaching

consumers about a product. Consumers interested in purchasing a product show their attention and pleasure towards the development, which is then followed by a realization in the form of buyer behavior.

Currently, one of the *online* media that is used as an *online* marketing medium is *Instagram*. The *Instagram* social media platform is a visual-based social media, allowing private users, brands, and marketers to share their content in the form of photos or videos by editing them using filters on Instagram (Kim et al., 2017). With a higher level of engagement compared to other social media, making Instagram is one of the most popular marketing media choices for marketers and companies (Kim et al., 2017; Rietveld et al.; 2020).

Celebrity endorsers are one of the more modern ways to convey messages or encourage consumers to buy a product. *Celebrity endorsers* are well-known figures in various fields. And because of their performance, they can influence the purchase of the product. Using celebrities in advertising can help companies achieve their goals in introducing their products to consumers, thereby attracting clear information about products that consumers are interested in and obtaining positive responses from consumers (Andrianto, 2016). According to Kertamukti (2015: 69), *celebrity endorsers* are individuals who are well-known by the public for their achievements in supporting products to gain consumer trust in buying interest. *Instagram* is a strategy often used by companies as a promotional tool (Shimp 2014).

Most people use Instagram social media. Unfortunately, they are too late to follow *celebrity endorsers* on *Instagram* social media. They have made purchases of products/services, and there are even some of them who become *celebrity endorsers* themselves.

METHOD

This study uses a qualitative descriptive research design. Qualitative methods have several distinctive characteristics, namely the emphasis on the natural environment (*naturalistic* setting), inductive (*inductive*), flexible (*flexible*), direct experience (*direct experience*), depth (*in-depth*), process, capturing meaning (*Verstehen*), overall (*wholeness*), active participation of participants and *interpretation*. And observing and analyzing the text of several Selebgram Instagram accounts on the social media of Muslim women who follow them. The subject of the qualitative method in the case study is exploratory, meaning that the characteristics of the research subject in this study are Muslim women who use Instagram who wear hijabs accompanied by asking buyers in the online hijab *fashion* industry and have features that mention individual celebrity status on Instagram social media. In addition, this subject chose to explore further and understand how the appearance of female *celebrity endorsers* displays their identity through photo or video symbols.

Collecting documentation data is done by compiling photos and videos on Instagram accounts. *Celebrity endorser* for Muslim women. After collecting data, I selected four hijab *fashion* celebrities who were active on Instagram social media with different status identity backgrounds in the hope of finding a point of view on using hijab *fashion* with their involvement on Instagram social media from each of me. Account owners that will be observed and analyzed include; @ *hijab model Zaskia Sungkar*, @*Saskia Mecca*, @*Shiren Sungkar*, *hijab model* @*Dian Pelangi* . Before starting the actual research, qualitative data analysis was already done as part of the planning process. This study uses a data collection method used is *Pierce's semiotics* which mentions semiotics as objects in signs and analyzes them into ideas, things, and meanings. The statement can be said as a symbol, while the purpose is the burden contained in a particular object.

RESULT AND DISCUSSIONS

Hijab Fashion Industry

Interpreting and understanding Muslim fashion does not mean narrowly based on the aspect of *religiosity* of religion, but how an object that is symbolic in faith becomes the interpretation of the relationship with the public. In England and like many western capitalist countries in the late 20th century, *fashion* displays a profile that can provoke curiosity about the symbolic meaning behind the designs displayed to the *public*.

The business growth of the *hijab fashion industry* is overgrowing. Various factors influence the development of Muslim fashion, starting from the emergence of communities such as the hijab user community, homemakers who use hijab (hijabers mom), to holding bazaars and Muslim fashion shows or *fashion shows*. And until now, the use of hijab in Indonesia has experienced rapid development.

At this time, the hijab is becoming a trendy thing in Indonesian society, and this is due to several factors, one of which is due to information pressure which has an impact on the development of the hijab in Indonesia. Information pressure here can be seen in several media such as television, magazines, the Internet, and many others that provide information about the hijab.

Hijab has now become a lifestyle and fashion item that has made a consumptive culture among Muslim women. Therefore, the popularity of hijab fashion in Indonesia is directly proportional to the development of the hijab fashion industry in this country.

Currently, the *hijab fashion industry* is very developed, especially in Indonesia. Because Indonesia is one of the countries with the most Muslims worldwide, these factors support why *hijab fashion* is so developed in Indonesia every year. According to the Director General of Small and Medium Industries (IKM) of the Indonesian Ministry, Euis Saidah, there are 20 million Indonesians who wear the hijab. The number of hijab users is also accompanied by the development of the hijab industry in Indonesia, which is increasing production.

Currently, the *hijab fashion industry* in Indonesia is also increasingly supported by the advancement in the world of technology and information. Internet media, especially social media, have now widely disseminated information about *hijab fashion* for Muslim women. The more social media users, the more they are now also used as a place to promote a product such as the hijab. From the emergence of hijab communities such as the *hijabers community* to tutorials using the hijab, which are very interesting to follow. This factor later became the central aspect in the industrialization of hijab fashion in Indonesia.

The rise of information media, which promotes the 'beautiful' side of *hijab fashion*, is also one factor that popularizes the hijab in Indonesia. For example, *the hijab model Zaskia Sungkar, Saskia Adya Mecca, Shiren Sungkar, hijab model Dian Pelangi* and many other hijab artist models. The increasing number of women using the hijab and the greater desire of women to actualize themselves and change their hijab style which then makes the hijab increasingly popular in Indonesia, so that nowadays, it is not only students in Islamic institutions who wear it, but almost all Muslim women of various ages. And the background is no longer awkward to actualize the hijab as a lifestyle and representation of their respective identities.

Today, the hijab is no longer the monopoly of elderly mothers. Hijab has reached all circles. Both teenagers, young executives, and even young mothers wear it. This phenomenon had occurred since the beginning of 2011, when the hijab trend in Indonesia began to be followed by many groups. In Indonesia, the hijab is no longer a religious attribute but a promising business commodity because it has many enthusiasts.

Today's great opportunities in the industrialization of hijab fashion can be seen in the development of technology and social media. The more continuous promotion through social media creates opportunities for the hijab fashion industry by following trends in demand. Then an ample opportunity in the *hijab fashion industry* is that many *public figures* use hijab fashion in electronic media. Not only that, there is an excellent opportunity for the industrialization of

hijab fashion in Indonesia because Indonesia is the largest Muslim country in the world, with around 85.2% or approximately 199,959,285 people from a total of 234,693,997 inhabitants. Therefore, a sizeable Muslim population in Indonesia has quite a lot of influence on the hijab fashion industry.

The government hopes that Creative Industry developers in the field of hijab fashion can overcome all these challenges. As a result, Indonesia's hijab *fashion industry* players can finally answer several challenges by continuing to show their existence. It is evident from the increasing number of new hijab fashion brands in Indonesia. By the end of 2015, Indonesia had hundreds of hijab *fashion brands*, both small and big names. This producer is a manifestation of Indonesia's high market demand, which is quite diverse. Reporting from *hijabflowidea*, of the increasing number of hijab fashion brands in Indonesia, 25 of them are brands that already have big names. The products of these 25 brands are generally marketed conventionally and *online*.

The enthusiasm of Indonesian consumers to wear the hijab in their commitment to cover their genitals as a fulfillment of obligations in Islam and longing for the world of fashion and fashion make the industrialization of *hijab* fashion in Indonesia increasingly growing. It, in turn, can stimulate the emergence of new industries and new designers in the world of Indonesian hijab *fashion*.



Picture 1 Istagram hijab model Zaskia Sungkar

Buying Interest

In today's digital era, the Internet has become a significant need for business people to make it easier for them to develop their business as a promotional medium through social media. To choose a means of promotion, business people must try to be innovative in dealing with existing developments. Business people must have a unique strategy in the delivery of product promotions. The expected response from consumers is, of course, an increase in buying interest. Generating interest in buying requires a relatively long process.

According to Howard and Sheth (Piransa, 2017), buying interest relates to consumers' plans to buy a product and how many units of product are needed in a certain period. Meanwhile, according to Kotler and Keller (2009), buying interest is a response or behavior from consumers to something (object) by showing their desire to purchase the thing.

According to Swastha and Irawan (2005), the factors that can influence buying interest are related to emotions. If someone feels happy and satisfied with buying goods or services, it will strengthen purchase interest. Recognition of problems regarding feelings can occur when consumers see a difference between what they have and what they need. Based on the glory of the problem, the consumer searches for or collects as much information as possible about the product he wants. There are two sources of information used when assessing a physical need: individual perceptions of physical appearance and external sources of information such as perceptions of other consumers (Priyansa, 2017). Furthermore, the information that has been

obtained is combined with data that has been previously owned. At the same time, other factors that can foster buying interest are personal needs, desires, community demands, and the influence of advertising, such as testimonials from customers and *endorsements* (Supriyono, 2010).

Celebrity Endorser

Based on the above phenomenon, *celebrity endorser* is one factor that can impact interest in buying fashion *online*. It is supported by the opinion of Royan (2005), who stated that celebrities are expected to be endorsers in advertising. They are used as brand spokespersons to quickly stick in the minds of consumers so that consumers want to buy the brand (Royan, 2005).

One of the *online* media that is used as an *online* marketing medium today is Instagram. The Instagram social media *platform* is one of the visual-based social media, which allows private users, brands, and marketers to share content in the form of photos or videos by editing them using filters on *Instagram* (Kim et al., 2017). With a higher level of *engagement* compared to other social media, making Instagram is one of the most popular marketing media choices for marketers and companies (Kim et al., 2017; Rietveld et al., 2020).

The more people who use this application, especially Muslim women, it's no wonder the *online* hijab fashion industry uses the sale to promote the fashion products they sell using *celebrity endorsers* who are famous or hotly discussed to attract the attention of Instagram account users. Such as the celebrities Hamidah Rachmayanti, Dwihanda, Helmi Nursifah, and many more. With many *followers*, celebgrams like Hamidah Rachmayanti are greatly admired by their 1.3 million *followers*. His *fashionable* and contemporary clothing style makes many women *follow him* on Instagram. Whatever she wears, it always makes her *followers* interested in following her *fashion* style. That makes the *online* hijab fashion industry that works with him always sell well, and the *online* hijab fashion industry becomes famous.

Lozy Hijab SMEs

So many hijab fashion industries on Instagram sell their products by using services or collaborating with celebrities in marketing their products. Lozy Hijab is one of the most popular *online* shops for women who wear hijab. With many *followers* of 1 million, Lozy Hijab is increasingly known. Founded in 2015, Lozy comes in various sweet colors as the hallmark of Muslim women who always spread kindness. Lozy Hijab presents a comfortable hijab daily and many color choices that can express the days of women who wear hijab.



Picture 2 Hijab Model *Saskia Adya Mecca*



Picture 3 Lozy Hijab

In addition to selling its products through Instagram, Lozy Hijab has its store on JL. Ambon No.15, Citarum, Kec. Bandung Wetan, Bandung City, West Java 40115. Lozy Hijab's products consist of various models of hijab, dress, jumpsuit, outer, overalls, pajamas, pants, tops, and tunics, with a variety of materials on offer ranging from *baby corduroy*, *corduroy*, *cotton*, *jersey*, *Cerruti Zara*, *Paris premium*, *Polly cotton*, *rayon*, *scuba*, *voal*, and many more that can adapt in daily activities. In addition to the many color choices characteristic of Lozy Hijab, such as *dusty pink*, *dusty purple*, *beige*, *coffee*, *light gray*, *mustard*, *stone gray*, *pastel pink*, *navy*, *white*, *black* and *black*, and many more.

Now women's lazy hijab products are increasingly loved after collaborating with celebrities, such as Hamidah Rachmayanti celebrity who, in her daily activities, often *posts* on her personal Instagram account using products from lozy hijab. In addition to his *endorsement* of the lozy hijab product, he also collaborates with the lozy hijab called Lozy x Hamidah with the name of the hijab product Embroidery Signature. It makes consumers interested in buying because *celebrity endorsers* of lozy hijab have good speaking skills in marketing their products and an attractive appearance so that consumers feel confident to try Lozy hijab products. It is supported by the opinion of Royan (2005), who stated that celebrities are expected to become *endorsers* in advertising. They are used as brand spokespersons to quickly stick in the minds of consumers so that consumers want to buy the brand (Royan, 2005).

While other factors that can foster buying interest are personal needs, desires, community demands, and the influence of advertising, such as the use of testimonials from customers and *endorsements* (Supriyono, 2010), with the ability of *celebrity endorsers* in marketing or reviewing and giving their testimonials on the endorsed products they wear, this has an impact on their followers to create buying interest in the products they wear. Additionally, with the ability of celebgrams to express their pleasure and satisfaction with the products they are wearing, female consumers who wear hijabs buy what celebrities wear when they slack off based on what they want or need.

CONCLUSIONS

Based on the results of the discussion regarding the impact of *celebrity endorsers* (celebgrams) on consumer buying interest in the *online hijab fashion industry*, the following conclusions can draw:

- *Celebrity endorsers* (celebgrams) significantly impact consumer buying interest in the *online hijab fashion industry*. It can be seen from *celebrity endorsers'* ability to market or review and give testimonials on the *endorsed* products they wear, which impacts their *followers* to create buying interest in the products they wear. Additionally, with the ability of celebgrams to express their pleasure and satisfaction with the products they are wearing, female consumers who wear hijabs buy what celebrities wear when they slack off based on what they want or need.

- Based on the expertise, knowledge, or skills of a celebrity. Expertise is significant for stars because it dramatically influences prospective buyers in choosing products that are certainly able to attract interest in buying with various competitions from other *online hijab fashion* industries. *Lozy Hijab Celebrity Endorsers* have good speaking skills in marketing their products and have an attractive appearance so that consumers immediately feel confident to try *Lozy Hijab products*.
- Telegram's contribution to attracting consumer buying interest is to help introduce products or services to Instagram social media users with the celebgram method and help attract Instagram social media users' buying interest with the help of celebgram.
 Suggestions that can do are as follows:
 - *Celebrity endorsers* as supporting figures have an essential role in having an impact on consumer buying interest, and it is hoped that Lozy Hijab will maintain this collaboration or add other characters who are on the rise or are well known in the community so that the marketing that has been done can be widely spread.
 - It is recommended to the *online hijab* industry (lozy hijab) to increase sales promotions by conducting exhibitions of the latest products and demonstrations of the use of products carried out directly by *Celebrity endorsers*, not through video, so that potential consumers will be more interested in trying the product. UK lozy hijab.
 - For further research, it is hoped that this research can be used as a reference and develop research by replacing or adding other variables, as well as returning the object of research deemed necessary to obtain more varied results.

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