

## Social Media Marketing Strategy For MSME Adhiya Fashion

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### **Abstract.**

*This research aims to analyze the marketing strategies implemented by the MSME Adhiya Fashion to enhance competitiveness and expand market reach through social media. The study focuses on the application of the marketing mix (4P), consisting of Product, Price, Place, and Promotion. A descriptive qualitative approach was used, with data collected through observation, interviews, documentation, and questionnaires. The results indicate that social media platforms such as Instagram serve as the primary channel for Adhiya Fashion to showcase Products, engage with customers, and build brand awareness. Product strategies involving various hijab designs and appealing visual content have proven effective in attracting the attention of young consumers. Pricing strategies are adjusted to match the purchasing power of the target market, while distribution is carried out through online ordering systems. Promotional efforts include interactive content, special discounts, and the use of Digital trends. Despite the effectiveness of social media strategies, limitations in audience targeting and the minimal use of paid advertising features remain challenges. This research concludes that the integration of Digital marketing strategies based on the 4P framework can significantly contribute to the growth of MSMEs in the modest fashion sector.*

**Keywords:** Marketing strategy; MSME; social media; Adhiya Fashion; marketing mix and 4P.

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## **I. INTRODUCTION**

Digital transformation has revolutionized communication and business strategies, particularly in marketing, shifting significantly from traditional promotion to social media-based approaches. Platforms like Instagram and TikTok have become strategic tools for businesses, including MSME, to foster customer relationships, boost brand visibility, and reach wider markets. The speed, reach, and flexibility of social media enable MSME, often limited by capital and infrastructure, to compete in the digital marketplace [1]. However, many MSME struggle to fully harness social media's potential due to a lack of structured and strategic approaches. MSME are the backbone of Indonesia's economy, with over 64 million business units contributing approximately 61% to the national GDP and playing a key role in job creation [2]. One example is Adhiya Fashion, an MSME in the Muslim fashion sector, focusing on hijabs, which uses social media as its primary marketing channel [4]. Despite its digital presence, Adhiya Fashion's marketing strategy remains basic, lacking planned content, audience targeting, or utilization of features like paid ads and influencer collaborations, resulting in suboptimal promotional impact on sales growth and brand identity [5].

To address these challenges, the marketing mix (4P: Product, Price, Place, Promotion) offers an effective framework for MSME to develop and assess digital marketing strategies [6]. The product element focuses on quality and visual presentation, pricing must align with market affordability, distribution should leverage digital integration, and promotion should utilize storytelling and social media algorithms [7]. Through the 4P analysis, MSME like Adhiya Fashion can pinpoint strengths and weaknesses in their strategies and devise targeted improvements to enhance competitiveness in the dynamic Muslim fashion industry [8]. This study aims to analyze Adhiya Fashion's social media marketing strategy using the 4P framework, evaluate its effectiveness, and provide practical recommendations to enhance business growth and sustainability. Amid fierce competition in the Muslim fashion sector from both MSME and larger brands, adopting a structured marketing strategy is critical. The findings are expected to benefit Adhiya Fashion, other MSME, academics, and institutions supporting MSME, serving as a guide for developing adaptive, effective, and long-term-oriented digital marketing strategies [9].

## II. METHODS

### Research Design

This study employs a qualitative descriptive approach to comprehensively depict the marketing strategies of MSME Adhiya Fashion, focusing on the potential application of digital marketing through social media using the marketing mix framework (4P: Product, Price, Place, Promotion). This approach was chosen because Adhiya Fashion still relies on conventional marketing methods, such as promotion via WhatsApp and direct communication. The study aims to interpret the business owner's understanding of digital marketing and their readiness to transition to more structured strategies [10]. Data were collected through interviews, observations, and documentation to capture subjective perspectives, challenges, and opportunities in adopting digital marketing. This approach enables a holistic analysis of factors such as digital literacy and resistance to change, forming the basis for practical recommendations for digital transformation.

### Research Scope

The study focuses on MSME Adhiya Fashion, a micro-enterprise in the Muslim fashion sector (hijabs) in Sidoarjo, East Java, which has not actively utilized social media or marketplaces for marketing. The research scope is limited to marketing strategies based on the 4P elements, excluding in-depth discussions on financial management, production, or organizational structure. Conducted from May to July 2025, the analysis explores the conditions of conventional marketing and the potential for developing digital strategies, focusing on product design and quality, pricing aligned with purchasing power, distribution through online platforms, and digital promotion via content and advertisements.

### Data Collection Methods

This study combines qualitative data collection techniques, including observation, semi-structured interviews, and documentation, to obtain in-depth insights into Adhiya Fashion's marketing strategies. The research was conducted in Sidoarjo due to the relevance of the business to the study's objectives and the potential of its products for digital marketing. Primary data were gathered from interviews with the owner and employees, as well as observations of conventional marketing activities, while secondary data were sourced from journals, reports, and internal documents such as product catalogs and customer communication records. Observations included customer interactions, interviews explored perceptions of digital marketing, and documentation comprised product photos and WhatsApp conversation screenshots to support the findings.

### Data Analysis Techniques

Data analysis was conducted using a qualitative descriptive approach to process narratives and descriptions from interviews, observations, and documentation [11]. The analysis process involved data reduction to focus on information relevant to the 4P framework, data presentation in narrative and thematic table formats, drawing conclusions based on the relationship between field data and theoretical frameworks, and data validation through source triangulation and member checking with the business owner. This approach enabled a comprehensive understanding of Adhiya Fashion's marketing context, identifying barriers such as limited digital literacy, and formulating practical digital marketing strategy recommendations tailored to the MSME's capacity [12].

## III. RESULT AND DISCUSSION

### The results of the study

This study analyzes the marketing strategies of MSME Adhiya Fashion through observation, interviews, and documentation, employing a qualitative descriptive approach to evaluate current marketing conditions and the potential for developing digital strategies based on the marketing mix (4P). Data from the owner, employees, and consumers reveal that marketing relies on conventional methods like word of mouth and WhatsApp, limiting market reach. While effective for retaining existing customers, these strategies are insufficient for market expansion. The 4P analysis indicates that Adhiya Fashion's products and pricing are competitive, but digital promotion and distribution remain suboptimal. Key challenges include limited digital

literacy, the absence of official social media accounts, and manual operations, yet significant potential exists for growth by leveraging platforms like Instagram and TikTok to enhance visibility and sales.

### **Marketing Strategies Used**

Adhiya Fashion relies on conventional marketing through word of mouth, direct communication, and WhatsApp statuses to promote products, primarily to local customers such as neighbors and religious community members. Product photos are sent via personal messages or posted on WhatsApp statuses, generating transactions from loyal customers. This personal approach effectively builds trust but is confined to the owner's contact circle, hindering new market reach. Its advantages include low costs and personal interaction, but without social media, new customer growth stagnates.

Owner's Quote:

"So far, we've relied heavily on promoting to neighbors, friends, and existing customers. When there's a new model, I take a photo and send it via WhatsApp. We haven't used Instagram or TikTok specifically because I haven't had time to manage them."

Source: Data processed 2025

Employee's Quote:

"When we have new products, we usually take photos and send them to a few customer contacts on WhatsApp. Sometimes customers come directly, sometimes they order via chat. The promotion is still simple like that, not yet at the level of creating a social media account."

Source: Data processed 2025

Consumer's Quote:

"I learned about Adhiya Fashion from a neighbor. When there's a new model, the owner sends photos via WhatsApp. I either buy in person or transfer via WhatsApp. I've never seen them on Instagram."

Source: Data processed 2025

### **Social Media Marketing Strategies Implemented**

Adhiya Fashion's digital marketing is limited to sporadic WhatsApp status posts, with no official Instagram or TikTok accounts. Product photos are shared on statuses or specific groups, reaching only existing contacts without content archiving systems. Time constraints and lack of digital skills are the main reasons for not adopting social media seriously. Despite the high visual potential of their products for social media platforms, this remains untapped due to the lack of a structured strategy.

Owner's Quote:

"I haven't used social media for serious selling. At most, I post photos on WhatsApp status for friends or customers to see. But I haven't created a dedicated account or managed content regularly."

Source: Data processed 2025

Employee's Quote:

"We haven't used social media like Instagram or TikTok yet. So far, it's just through WhatsApp statuses or family and friend groups, not reaching outsiders."

Source: Data processed 2025

Consumer's Quote:

"I've never seen Adhiya Fashion on Instagram or TikTok. Usually, new product info comes via WhatsApp from the owner. I think an Instagram account would make it easier for people to find and see their product collections."

Source: Data processed 2025

### **Effectiveness of Social Media Marketing**

The effectiveness of marketing via WhatsApp statuses is low, attracting only existing customers without reaching new audiences. Transactions occur post-upload, but their volume is limited due to reliance on the owner's contacts. Promotional content lacks variety, with no videos or scheduled strategies, failing to leverage social media algorithms. Platforms like Instagram and TikTok could boost exposure, but current efforts are retentive rather than expansive.

Owner's Quote:

"WhatsApp status promotions work decently; some order right after seeing photos. But to attract new

customers, I think we need to start using Instagram or TikTok to reach people outside our circle.”

Source: Data processed 2025

Employee’s Quote:

“Promotions via WhatsApp status have some results, but it’s only for people we already know. We can’t reach new people or other areas yet.”

Source: Data processed 2025

Consumer’s Quote:

“I often see product photos on WhatsApp status. If I like them, I message to order. But I think an Instagram account would let more people see and order from other cities.”

Source: Data processed 2025

### **Effectiveness of Social Media Marketing Using the 4P Approach**

The 4P analysis shows that Adhiya Fashion’s products (trendy, high-quality hijabs) and competitive pricing are strengths, but digital promotion and distribution are suboptimal. Simple WhatsApp photos fail to maximize product visual potential, and distribution is limited to direct sales and local orders. Social media platforms like Instagram could enhance promotion through creative content and distribution via logistics integration. Optimizing the 4P requires structured content strategies and digital platform adoption.

Owner’s Quote:

“In terms of products, we have many models and colors, and the prices are affordable. Using Instagram or TikTok could reach buyers from other cities, especially with more varied promotions.”

Source: Data processed 2025

Employee’s Quote:

“The products are good quality, and the prices are reasonable. But sales are still local. With social media, promotions could reach a wider audience and attract new people.”

Source: Data processed 2025

Consumer’s Quote:

“The products are great, and the prices are suitable. If there were Instagram promotions, I think more people would be interested, especially if they can ship to other regions. I often shop online when I see appealing promotions.”

Source: Data processed 2025

### **Interview Results with the Owner**

Interviews with the owner reveal that Adhiya Fashion began with hijab orders for religious gatherings, evolving into an official business in August 2024, focusing on hijab bergo. Products offer premium materials at affordable prices, with flexible pricing strategies like discounts and bundling. Promotion is limited to WhatsApp due to time and digital skill constraints, but the owner is interested in adopting social media with guidance to expand the market while maintaining personal connections.

Owner’s Quotes:

“It started casually during a religious gathering when I was asked to order hijabs for uniforms. It turned out to be profitable, so I began sourcing hijabs myself.”

“The best-seller is hijab bergo because most buyers are mothers.”

“If the patterns are too flashy, they get criticized, so I choose more subdued ones.”

“I still sell high-quality materials, but there are affordable options, even under twenty thousand.”

“For bulk purchases, I offer discounts. Sometimes I bundle premium and regular products to sell faster.”

“I haven’t used Instagram or TikTok yet; it’s still just WhatsApp to people around me.”

Source: Data processed 2025

### **Interview Results with Employees**

Employees handle stock checks, packaging, and simple promotions via WhatsApp Stories or groups. Though inexperienced in business social media, they recognize the significant potential of Instagram and TikTok for market expansion. Limited human resources and skills are barriers, highlighting the need for digital marketing training to empower employees.

Employee’s Quotes:

“My tasks are checking incoming and outgoing goods, monitoring stock, and reporting product needs.”

“I’ve helped promote via WhatsApp, like Stories or in group chats.”

“I think there’s great potential if we manage Instagram or TikTok. For now, without social media, I promote within our local circle.”

Source: Data processed 2025

### **Interview Results with Consumers**

Consumers learned about Adhiya Fashion through neighbor recommendations and are satisfied with the comfortable, well-stitched, and affordable hijabs. Ordering via WhatsApp is practical, but consumers suggest an Instagram account would ease catalog access and enable recommendations to out-of-town contacts, indicating digital potential for market expansion.

Consumer’s Quotes:

“I first heard about Adhiya Fashion from a neighbor. I saw their products were good and affordable.”

“Now, when I want to buy, I order via WhatsApp after seeing statuses or receiving photos.”

“With an Instagram account, it would be easier to see all available models, and I could recommend it to relatives in other cities.”

Source: Data processed 2025

### **Challenges Faced**

Key challenges for Adhiya Fashion include the absence of official social media accounts, limited digital literacy, lack of dedicated promotion staff, manual operations, and a market reach confined to local circles. These barriers hinder market expansion and operational efficiency, underscoring the need for improved digital skills and process automation.

### **Development Potential**

Adhiya Fashion has significant potential with its high-quality, affordable hijabs and the growing trend of Muslim fashion. Leveraging social media platforms like Instagram and TikTok can expand the market, enhance brand awareness, and foster engagement through creative content like tutorial videos or live streaming, supported by digital training for the owner and employees.

This discussion evaluates the marketing strategies of MSME Adhiya Fashion, which rely on conventional methods like word of mouth and WhatsApp, constrained by the absence of official social media accounts and limited digital marketing knowledge, restricting market reach to local communities such as religious groups and neighbors. The 4P marketing mix analysis reveals that high-quality, trendy hijab products and competitive pricing hold significant potential, but distribution is limited to physical stores and promotions lack structured visual content. For digital transformation, it is recommended to create Instagram and TikTok accounts for professional product visualization, integrate marketplaces like Shopee for broader distribution, and promote through content calendars, paid ads, and micro-influencer collaborations. Supported by digital training and performance evaluation via platform insights, these strategies aim to enhance brand visibility, expand the market beyond Sidoarjo, and ensure long-term growth adaptive to digital trends.

### **Effectiveness of Social Media Strategies Used**

Adhiya Fashion’s current marketing relies on word of mouth and WhatsApp, effective for retaining loyal customers through personal interactions but limited in reaching new audiences due to the lack of official Instagram or TikTok accounts. The 4P analysis highlights the strengths of quality products and competitive pricing, but local distribution and minimal digital exposure hinder market expansion. With a loyal customer base, structured digital strategies could significantly boost sales.

### **Challenges Faced**

Key challenges for Adhiya Fashion include limited digital marketing knowledge, absence of social media and marketplace accounts, insufficient time and dedicated promotion staff, limited advertising budgets, and unprofessional product documentation. These factors restrict market reach to local circles, impede digital expansion, and result in reactive promotions without content planning, making online marketing potential suboptimal.



### **Development Potential**

Adhiya Fashion has significant potential due to its competitive, high-quality products, loyal customer base, visually appealing products suited for social media, growing digital trends, flexible promotion costs, and opportunities for influencer and reseller collaborations. Initial steps like creating official accounts, developing a visual identity, and maintaining a content calendar can optimize digital marketing to expand the market and enhance competitiveness.

### **Digital Marketing Development Strategy**

The development strategy includes creating Instagram and TikTok accounts for visual exposure, content creation training, weekly content calendars, optimizing WhatsApp Business, strengthening visual identity, offering thematic bundling and discounts, and collaborating with communities or micro-influencers. This phased approach aims to build a digital transformation roadmap, enhancing brand visibility and expanding the market beyond Sidoarjo through consistency and active engagement.

### **Digital Marketing Strategy**

Adhiya Fashion's digital marketing strategy emphasizes selecting relevant platforms, creating engaging content, and continuous evaluation to expand the market and build brand image. The implementation plan includes setting up accounts within 1-2 weeks, designing brand identity in 2 weeks, producing monthly content, ensuring prompt interactions with a 10% engagement increase, using paid ads for a 30% reach increase, and monthly performance analysis via platform insights.

### **Content Marketing**

Adhiya Fashion's content marketing focuses on relevant content to attract audiences, such as aesthetic product photos, hijab tutorial videos, product stories and testimonials, educational content on hijab care, and interactive formats like polls. This approach fosters emotional connections, boosts brand awareness, and drives sales, expanding reach from local to regional or national levels through authentic and consistent narratives.

### **Search Optimization**

SEO aims to enhance Adhiya Fashion's visibility on search engines like Google using relevant keywords such as "affordable hijabs Sidoarjo" or "local syar'i hijabs." Although lacking a website, SEO is crucial for future online platforms, helping potential customers discover Muslim fashion products, strengthening digital presence, and competing in a competitive industry with high search rankings.

### **Social Media Marketing**

Social media marketing leverages Instagram for aesthetic feeds and interactive stories, TikTok for viral videos like hijab styling tutorials, relevant hashtags, and micro-influencer collaborations. This strategy builds engagement, trust, and brand identity through consistent posts, trend monitoring via analytics, and strengthens competitiveness amid dynamic Muslim fashion trends.

### **Email Marketing**

Email marketing uses electronic mail for direct communication, sending monthly catalogs, seasonal promotions, and personalized greetings like Eid. With an organized customer database, engaging content, and consistent design, this strategy complements social media to maintain loyalty, encourage repeat sales, and build long-term relationships, though it is underutilized by small MSME.

### **Online Advertising**

Online advertising involves paid ads on Instagram, Facebook, and TikTok with specific demographic and interest targeting, starting with small budgets like Rp25,000–Rp50,000 daily. Campaigns focus on flagship products with aesthetic content or testimonials, timed for seasonal moments to boost brand awareness, attract new customers, and analyze results via insights for continuous optimization.

## **IV. CONCLUSION**

This study evaluated the marketing strategies of Adhiya Fashion, a micro-enterprise specializing in modest Muslim women's fashion. The business relies on conventional promotion through WhatsApp and word-of-mouth, which limits its market reach to local communities, such as neighbors and religious study groups. A 4P analysis revealed high-quality hijab products with trendy designs and competitive pricing.

However, localized distribution and an unstructured promotional approach, which lacks seasonal campaigns or discounts, restrict its expansion. Despite these challenges, the business has significant growth potential due to the rising trend of Muslim women's fashion and a loyal customer base. This potential can be maximized through digital transformation. The study's recommendations include creating accounts on Instagram and TikTok, optimizing WhatsApp Business, establishing a consistent content calendar, and developing a strong visual identity. These strategies aim to enhance brand visibility, reach a broader market, and ensure long-term growth.

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