



## Proposed Integrated Marketing Communications Strategy to Increase Brand Awareness and Sales of Women Apparel: Hijab Sabine

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**ABSTRACT:** The objective of this research is to formulate a novel marketing approach for a brand named Hijab Sabine. During the Covid-19 pandemic, the creative sub-industry, specifically the fashion sub-industry, experienced significant adverse effects. The Hijab Sabine brand is among those striving to recover and improve in the aftermath of the adverse effects of the Covid-19 pandemic. Over time, numerous new apparel businesses have emerged with product lines similar to that of Hijab Sabine. Although Hijab Sabine remains unchanged, new arrivals have shown greater progress. The primary factor responsible for this phenomenon is an inadequately developed marketing channel that has failed to adjust to the altered circumstances brought about by the COVID-19 pandemic. This study examines the issue at hand by conducting a comprehensive analysis of the brand's sales results through the use of external and internal analyses. The external analysis includes PESTEL, Porter's Five Forces, customer analysis, and competitor analysis, while the internal analysis involves an examination of the current STP, 4P marketing mix, VRIO, and BMC. The data for this study was obtained from in-depth interviews and observations. To summarize, the present study provides insights into the business strategy of Hijab Sabine and proposes recommendations for enhancing its marketing efforts and achieving success in the fiercely competitive market.

**KEYWORDS:** Brand Awareness, Hijab Sabine, Integrated Marketing Communication, Local Brand, Moslem Apparel.

### INTRODUCTION

Indonesia currently holds the distinction of having the largest Muslim population globally in 2022. As per a report published by The Royal Islamic Strategic Studies Center (RISSC), the estimated Muslim populace in Indonesia stands at 237.56 million. As a result, the scarf for head covering and Muslim dresses have grown in popularity in Indonesia. Previously, the Indonesia Islamic Fashion Consortium (IIFC) predicted that Indonesia would become the qibla of world Muslim fashion in 2020.

The 2018-2019 report from the State of the Global Islamic Economy explained that Indonesia's Muslim fashion exports entered the world's top 3 categories after Turkey and the United Arab Emirates (UAE). Muslim wear has evolved from a religious and cultural movement to a fashion-savvy trend and booming industry. The increased demand for Islamic clothing has encouraged the growth of the domestic Muslim fashion industry. The sector has been transformed from its origins in home industries and small and medium enterprises (SMEs) to large-scale manufacturing today.

As per the statement of Airlangga Hartarto, the Minister of Industry, the Indonesian Muslim fashion market has an estimated worth of US\$ 20 billion (equivalent to Rp. 280 trillion at an exchange rate of Rp. 14,000 per US dollar) and is experiencing an annual growth rate of 18.2%. The sector in question exhibits a growth rate that is threefold that of the national economy. As such, it is imperative that both online and offline support be extended to this sector. The minister himself cited the statement during the opening speech of the 2019 Muslim Fashion Festival. The COVID-19 pandemic has had a significant impact on the demand side, with domestic demand for textiles decreasing by 50% in 2020 (Arania, 2022). However, imports of textiles and apparel in Indonesia increased due to the pandemic, with the import value of special woven fabrics standing at US\$ 12,797,291 and imports of textile goods suitable for industrial use reaching US\$ 38,798,172 (Arania, 2022). BPS data shows that in May 2020, the value of this commodity reached US\$ 37,256,567 with a total of 1,907,540 kilos (Arania, 2022, 8-9).

### LITERATURE REVIEW

#### Five Stages of Market Adopter

Market adopters refers to the different groups of people who adopt a new product, idea, or technology over time (Rogers, 2003). that diverse groups of individuals absorb innovations in a predictable manner. Rogers classifies market adopters as



innovators, early adopters, early majority, late majority, and laggards. Each group adopts new technologies differently. Early adopters—often opinion leaders and high-status people—follow innovators. The early majority adopts before the late majority, which is more hesitant and cautious. Laggards are the last to adopt, and may only do so out of necessity.

Everett Rogers' Five Stages of Technology Adoption, widely known as the Diffusion of Innovation, describes how markets acquire new technology (Christensen, 2016). Innovators—risk-takers and early experimenters—start the process. They love trying new items and ideas. Early Adopters, social opinion leaders, are the second stage. They weigh pros and cons before adopting new innovation. The pragmatic and deliberative Early Majority, the third stage, learns from innovators and early adopters before adopting. In the fourth stage, the Late Majority is more dubious and adopts a new technology once it's broadly accepted. Laggards reject change and prefer old techniques. New technology is only adopted when necessary or coerced. This paradigm illuminates innovation dissemination across commercial or social segments.

Despite these variations, both models stress the necessity of identifying groups of customers who adopt new products, technologies, and innovations. Businesses can improve their marketing and communication strategies to boost innovation uptake and success by identifying customer categories and their traits.

## Marketing Strategy

Marketing can be defined as the process of creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (Walker & Mullins, 2013).

Business success requires a customer-focused marketing plan that coincides with the company's aims (Walker & Mullins, 2013). Here are some reasons why:

1. **Differentiation:** An organization can differentiate itself from competition by focusing on customer needs, wants, and preferences.
2. **Customer Loyalty:** Consumer-focused marketing helps establish consumer loyalty and relationships. An organization can improve customer satisfaction, repeat purchases, and positive word-of-mouth by understanding their needs and preferences and tailoring its services and communication.
3. **Revenue Growth:** customer-focused marketing can increase income by identifying new customer segments, expanding the reach of existing products and services, and boosting customer lifetime value.
4. **Innovation:** Organizations can find new market opportunities and create innovative products and services by listening to customers. This may lead to market-leading inventions.

A customer-focused marketing strategy is essential for organizations to understand and meet the needs of their customers, differentiate themselves from competitors, and achieve sustainable business growth and success (Belch & Belch, 2007).

Conducting comprehensive internal and external analyses is imperative for devising a successful marketing strategy (Walker & Mullins, 2013).

The company ought to commence by conducting an internal evaluation of its present marketing situation, appraising the efficacy of its marketing mix, sales performance, and profitability (Walker & Mullins, 2013). Comprehending the capabilities and resources of a company, encompassing its strengths, weaknesses, and core competencies, can offer valuable insights into the domains in which the company can achieve excellence (Walker & Mullins, 2013). Furthermore, the assessment of the corporate culture and financial status aids in the synchronization of marketing choices with the organizational principles and guarantees sufficient funds for marketing initiatives. Conducting thorough market analysis is crucial for businesses to gain insights into the external environment (Kotler, 2006). This process entails extensive research aimed at comprehending the market's dimensions, expansion potential, as well as the demands and inclinations of customers. Conducting an evaluation of competitors through an analysis of their strategies, strengths, and weaknesses can facilitate the identification of potential avenues for differentiation. The examination of macro-environmental factors, encompassing political, economic, social, technological, and legal dimensions, enables firms to proactively anticipate external impacts on their marketing tactics. Moreover, conducting an industry analysis facilitates the identification of prevailing patterns, prospects, and plausible hazards within the industry. Through the implementation of both internal and external analyses, organizations can formulate a thoroughly informed marketing strategy that is consistent with their available resources, capitalizes on market prospects, and establishes a competitive edge.



## Affiliate Marketing

The core of affiliate marketing is enabling participants—so-called affiliates—to engage in commission-based sales activities via affiliate networks while remaining independent of the advertiser (sponsor) (Duffy, 2005). An affiliate is compensated financially (often in the form of a commission) for directing Internet users to a sponsor's offer when the sponsor is promoting its product on the affiliate's website (MAZUREK, 2011).

A successful conclusion for both parties is essential for an affiliate-advertiser collaboration in an affiliate marketing arrangement. By its very nature, affiliate marketing offers the possibility of a win-win outcome for all stakeholders. Advertisers are aware of the advantages of a sales force that only accepts commissions, and they also have predictable marketing costs. Affiliates have the chance to develop a revenue stream without making infrastructure or inventory investments. The only thing needed is the skill to design websites that are appealing enough to draw enough visitors who are interested in the goods and services offered by the affiliate's advertising (Duffy, 2005).

As it translates in direct marketing:

- The offer needs to be interesting and relevant for users who are presently deficient in this area.
- This strategy's potency and effectiveness are dependent on the presence of interested and open recipients (small enterprises) (Tumwesigye, 2008).

## Branding

A brand is more than just a name or logo, and includes intangible assets such as brand associations, perceptions, and emotions that are associated with the brand. (Joachimsthaler & Aaker, 2000). Aaker posits that branding encompasses a collection of assets and liabilities that are associated with a brand name and symbol. These assets and liabilities can either enhance or detract from the value that a product or service provides to a company and/or its customers. Branding refers to the visceral response that individuals experience in relation to a particular product, service, or entity (Neumeier, 2006).

Branding is strategic for organizations and creates a unique and valuable brand identity, according to Neumeier's definition. Branding requires a thorough understanding of the target audience's needs and values. Customer loyalty, sales, and brand equity can increase (Neumeier, 2006).

## Integrated Marketing Communication

Integrated Marketing Communication (IMC) is a strategic approach to marketing that involves coordinating and integrating all communication channels to deliver a consistent and persuasive message to target audiences (Belch & Belch, 2007). Refer to Belch, IMC is a strategic business process that plans, develops, executes, and analyzes coordinated, quantifiable, convincing brand communication programs for consumers, customers, prospects, employees, associates, and other significant external and internal audiences.

IMC integrates and aligns marketing communications across channels to produce synergy. To give the target audience a consistent brand experience. Companies can boost consumer recall and recognition by synchronizing advertising, sales promotion, public relations, direct marketing, and other communication strategies (Kotler, 2006). By coordinating these channels, marketers can create a more effective and persuasive message that resonates with the target audience and builds brand equity.

The concept of IMC is about integrating all communication channels to create a consistent, coordinated, and effective message that builds brand equity and engages with the target audience (Kotler, 2006).

Integrated marketing communication (IMC) pertains to the synchronized and harmonious utilization of diverse marketing communication tools and platforms to communicate an integrated brand message to targeted audiences (Kotler, 2006). Kotler's IMC strategy relies on distribution channels:

- Consistency of message: Distribution channels let brands communicate with consumers. Companies can strengthen their brand image and value proposition by aligning their message across advertising, sales promotions, public relations, and personal selling. Consistency boosts brand awareness and consumer trust.
- Research and exposure: Distribution channels boost a brand's marketing communication. Retail, e-commerce, wholesalers, and distributors reach a wider audience. Companies may boost brand awareness and client engagement by using these platforms.



- Customer engagement: Distribution channels allow organizations to collect feedback, answer questions, and personalize experiences. Companies can create memorable brand experiences by putting marketing communication elements into distribution channels, such as product displays, packaging, point-of-sale materials, or interactive technologies.
- Channel partner and collaboration: Retailers, wholesalers, and distributors collaborate in distribution networks. IMC strategies must link communication goals with channel partners. Channel partners may effectively communicate the brand's value offer to customers by receiving consistent messaging, promotional support, and training. Collaboration improves brand consistency and consumer experience.
- Feedback and market intelligence: Distribution channel provide market intelligence and feedback. Customers, channel partners, and intermediaries provide consumer preferences, purchasing behavior, and market trends. Feedback can improve IMC targeting, messaging, and channel selection.

### Brand Awareness VS Customer Purchase

Awareness of a brand is essential for influencing consumer decisions and ultimately generating sales (Shahid, 2017). Consumers are more likely to buy products from brands with which they are familiar and have positive impressions. An increase in market share, profits, and shareholder value can result from building a strong brand with high recognition. Effective advertising, promotions, and sales can all increase brand awareness. As stated in, even if consumers desire to purchase a particular product, brand recognition will remain the most significant and influential factor in their purchase decision. Therefore, it is essential for businesses to prioritize developing and maintaining brand awareness in order to increase sales.

### Customer Journey

The customer journey is the whole of a customer's interactions with a company. It covers everything from product awareness and consideration to purchase, post-buy support, and continuing involvement (Bodine & Manning, 2012).

### AIDA Formula

The AIDA formula is considered a structured approach to crafting marketing communications that are impactful and persuasive (Belch & Belch, 2007). The acronym AIDA denotes Attention, Interest, Desire, and Action, which outlines a hierarchical model of effects that a communication message ought to strive to attain. Below is a comprehensive analysis of each individual stage:

1. Attention: The first step in the AIDA formula is to capture the audience's attention.
2. Interest: Once you have the audience's attention, the next step is to generate interest in your product or service.
3. Desire: The third step in the AIDA formula is to create a desire for your product or service.
4. Action: The final step in the AIDA formula is to prompt the audience to take action. This can be done by including a clear call-to-action that directs the audience to do something, such as buy your product, sign up for your service, or visit your website.

### Five A of customer Journey Path

the "Five A's" in marketing. This paradigm is centered on each stage the customer experiences while interacting with a product or service (Mahayanti, 2022). The Five A's generally consist of:

1. Awareness: At this stage, potential clients are made aware of a product or service. In order to generate interest and draw attention, it involves marketing operations including advertising, public relations, and content marketing.
2. Attraction: The second phase is to entice clients to a product or service after they have learned about it. Convincing message, distinctive value propositions, and convincing marketing strategies can help with this. The objective is to appeal to the target market with the product or service.
3. Acquisition: During this phase, possible customers who are interested are turned into paying customers. It could involve doing things like buying something, subscribing to something, or starting a business deal. The conversion process will be seamless and enjoyable, with that being the main goal.
4. Activation: Following acquisition, the activation stage seeks to guarantee that users begin utilizing the product or service successfully and onboarding goes without a hitch. In this phase, the emphasis is on promoting the customer success, offering the required direction, and addressing any first challenges or queries.



5. Advocacy: The last step of the customer journey is advocacy, where happy consumers turn into brand ambassadors and spread the word about the good or service to others. Excellent customer service, loyalty programs, referral rewards, and a great customer experience overall may all generate advocacy.

## Customer Relation Management

In the realm of Customer Relationship Management (CRM), the term "customer relations" pertains to the various forms of communication, transactions, and associations that take place between a business entity and its customers (Buttle, 2015). Customer relationship management (CRM) refers to the various strategies and approaches utilized by businesses to establish, sustain, and improve connections with their customers (Buttle, 2015).

## RESEARCH METHODOLOGY

### Data Collection Method

Gather information that will be useful in addressing the research questions and achieving the study goals. Based on the research concept, the type of data required, the resources available, and the ethical issues involved, the data collection methods are chosen (Creswell, 2014).

In this case the author obtains data from within the company directly by interviewing employees and the owner and observing via social media. Thus the data which the authors get are primary data and secondary data. To ensure a representative sample, the author will randomly select employees from different departments and random targeted customers. These individuals can provide valuable insights into their experiences with Hijab Sabine's. To gather more in-depth information, the author will conduct interviews with a subset of the respondents. These interviews will be semi-structured, allowing for open-ended questions and follow-up probing to gain a deeper understanding of their perspectives. Primarily, the goal is to obtain a diverse and representative sample of respondents to provide a comprehensive analysis of Hijab Sabine's brand image and sales.

The purpose of the data analysis approach is to interpret the gathered data and provide answers to the research questions. The research strategy will determine the data analysis approach used (Creswell, 2014).

In this part the author will analyze the data qualitatively. The purpose of qualitative data analysis is to understand non-numerical data and to find themes, patterns, and classifications within the data by doing an in-depth interview. Typically, there are 5-25 people involved in an in-depth interview (Creswell, 2014). Content analysis, rooted theory, and discourse study are common methodologies used in qualitative data analysis. The Hijab Sabine management team and targeted customers will be interviewed for this research.

1. Hijab Sabine Internal Management: Interviews will include conversations and perspectives from the internal management team. Stakeholders include the owner, marketing manager, sales manager, and others in total are 2 interviewees. These interviews will reveal the brand's USPs, competitive advantage, and marketing resources.

2. Hijab Sabine Targeted Customers: The interviews will also include in-depth discussions with the targeted customers and existing customer with total interviewee are 10 person. Hijab-wearing ladies interested in women's fashion will be interviewed for this brand. These interviews seek feedback on brand impression, purchasing behavior, preferred communication methods, and buying influences. These interviews will assist the IMC approach reach and engage the target audience, increasing sales.

### Data Analysis Method

The purpose of the data analysis approach is to interpret the gathered data and provide answers to the research questions. The research strategy will determine the data analysis approach used (Creswell, 2014). The author conducted an analysis and categorized it into two types: external analysis and internal analysis. The external analysis included PESTEL analysis, customer analysis, competitor analysis, and Porter's Five Forces analysis. During the internal analysis, the author performed various analytical techniques such as STP analysis, 4P Marketing mix analysis, VRIO analysis, and an evaluation of the current Business Model Canvas of Hijab Sabine.



## FINDING AND DISCUSSION

### External Analysis

#### *P.E.S.T.E.L Analysis*

PESTEL analyzes political, economic, social, technical, environmental, and legal variables. Analyzing these factors helps companies understand the external business environment and identify opportunities and threats that could affect their business and marketing strategy. Strategic planning sometimes uses PESTEL (Political, Economic, Social, Technology, Environment, Legal) analysis to discover external issues that may affect the company's operations (Kotler et al, 2006).

**Political factor:** Government laws and regulations affect the apparel industry. Trade, taxation, labor, and import-export legislation can affect business operations and profitability. Indonesia hiked textile and garment import taxes in 2021 to safeguard domestic businesses. This move raised production costs and limited access to competitively priced materials for local brand apparel firms.

**Economic factor:** COVID-19 and economic woes lowered Indonesian consumer morale. Consumer caution and low confidence cost local fashion brands sales and spending. Despite the economy's recovery, Indonesia's middle class and disposable income have grown. Local garment brands now have more customers, improving sales and market growth. Indonesia's increasing economy boosts fashion consumption and discretionary income. Local clothing brands have benefited from this trend. Covid-19 benefited and hurt online enterprises. Retail and online sales effect local clothing brands. Online shopping and retail expansion boost sales and market penetration. Indonesian e-commerce has grown due to online buying platforms and consumer demand. Local brands can now sell nationwide.

**Social factor:** COVID-19 boosted Indonesia's online retail. Local fashion brands with strong online presences and effective delivery systems sustained sales and consumer involvement during lockdowns and other limitations. Social media, influencer culture, and COVID-19 technology have transformed brand discovery and engagement. Influencers and social media raise brand awareness. Indonesians value eco-friendly and sustainable fashion. Socially conscious consumers buy local clothing labels that promote ethical manufacture, ecological sourcing, and eco-aware communication. Local brand garment makers are known for their CSR, community support, and ethical labor standards. Responsible consumers like this. Indonesia's rich cultural past makes traditional clothing popular. Local brands that incorporate traditional textiles, themes, or crafting processes attract culturally authentic customers.

**Technological factor:** Local brand apparel firms need social media and digital marketing. Social media can reach more people, develop compelling content, and establish their online presence. Local brand apparel firms can advertise their items, communicate with customers, and market niche on social media. Digital marketing helps companies reach and retain customers. Customer data and data analytics can reveal consumer behavior, tastes, and market trends. Local garment brands can utilize data analytics to understand client preferences, estimate demand, and modify products. Customer insights allow businesses to tailor marketing and offer products that fit customer needs.

**Environmental factor:** Environmental sustainability and consumer desire for eco-friendly products affect local brand clothes. Eco-friendly products and practices can enhance brand recognition and attract eco-conscious customers. Businesses that use recycled or organic materials, eco-friendly production methods, and ethical sourcing have an edge. These enterprises satisfy consumers' green preferences. Fashion firms can reduce textile waste, increase recycling, and find new ways to reuse or upcycle materials. These efforts promote circular, sustainable production.

**Legal factor:** Product descriptions, pricing, and customer service are protected by Indonesian consumer legislation. Local clothing makers must follow these laws to avoid controversy and keep clients. Local brand apparel companies must obey advertising and marketing laws to be honest, moral, and industry-compliant. Indonesia controls advertising for consumer protection and fairness. Local brand apparel companies must follow these laws in their advertising and marketing.

### Porter's 5 Forces Analysis

Porter's 5 Forces A tool for analyzing the competitive factors that affect industry profitability is Porter's 5 factors analysis (Porter, 1980). There are five forces in the framework:

1. Threat of new entrants: High

This refers to the potential for new competitors to enter the market and challenge established businesses. The industry becomes more competitive and less profitable as the threat of new competitors increases. Indonesian women's Muslim clothing has few



entrance obstacles, such as low capital needs or little government control, which can entice new players. Hijab Sabine can, however, stave off new competitors by upholding client loyalty and differentiating itself by distinctive designs, high quality, and focused message provided it has a solid brand reputation, a committed customer base, and a good marketing communications strategy.

2. Bargaining Power of Suppliers: High

This testifies to how much power suppliers have influenced the cost and calibre of inputs. The potential of suppliers to raise prices and lower industry profitability increases with their bargaining strength. In Indonesia, there are numerous providers of textiles, components, and accessories for Muslim women's clothing, which weakens the supplier's negotiating position. Their bargaining power may be greater if there are fewer suppliers or if they have exclusive materials or designs. In such circumstances, Hijab Sabine must focus on preserving solid relationships with suppliers, looking into different sourcing possibilities, and negotiating advantageous terms.

3. Bargaining power of Buyers: Mid

This relates to the level of control consumers have on the cost and calibre of things. Buyer bargaining power determines how much lower prices businesses may set and how profitable an industry is. Customers have more options and more negotiating power because there are many competitors in the market offering comparable products. Hijab Sabine could tackle this by concentrating on building brand loyalty through efficient marketing communications, providing top-notch customer service, and developing distinctive value propositions that speak to customers' wants and desires.

4. Threat of substitutes: Low

This refers to the point at which similar consumer wants can be met by other goods or services. The lower the price that businesses may charge and the less profitable the industry, the greater the threat of alternatives. Women's traditional attire, non-Muslim fashion labels, and custom tailoring are examples of acceptable alternatives to Muslim clothing for women. Hijab Sabine can draw attention to the cultural value of wearing Muslim clothing, its distinctive designs, and its high quality to reduce the threat. Their likelihood of moving to alternatives can be decreased by clearly expressing the advantages and values of the brand, which can help them feel strongly connected to it.

5. Intensity of competitive rivalry: High

This represents the level of competitiveness between the industry's current businesses. The profitability of an industry declines as competition intensifies. There are numerous well-known Muslim women's clothing brands in Indonesia, which suggests there is fierce competition. Hijab Sabine can use its integrated marketing communications strategy to generate brand awareness, develop a captivating message, interact with customers through numerous channels, and provide a distinctive value proposition in order to stand out from the competition. Hijab Sabine can keep a competitive edge and entice new customers by consistently inventing and staying ahead of rivals.

## Customer Analysis

In order to identify the most lucrative client categories and create marketing strategies that cater to their demands, customer analysis is a crucial part of marketing strategy (Kotler, 2006). It entails gathering and analyzing data on consumer demographics, behaviors, wants, and preferences. To compile the data, the author used some in-depth interviews and netnography analysis to target loyal customers of Hijab Sabine.

Interviewees' stakeholder interactions. Customer interviews and social media research established Hijab Sabine's target demographic. Urban and suburban 27–50-year-old women are the population. Hijab Sabine targets compact, fashion-conscious, quality-conscious individuals. Consumers choose sustainable, ethical products. Hijab Sabine will market to its demography. The headscarf that combine style, comfort, and adaptability allow the individuals in concern to express their individuality while adhering to modest fashion. Hijab Sabine customers want high-quality fabrics that last and breathe, as well as a variety of patterns and colors to match different outfits and events. These preferences will guide Hijab Sabine's product development and assortment planning to meet its target audience's needs.

Customer journey mapping taught the author about touchpoints and stages. Consumer decision-making encompasses discovering, assessing, buying, and commenting on the experience. Author identified touchpoints. Social media, online stores, physical stores, customer service, and influencer referrals are touchpoints. Hijab Sabine may increase customer happiness and loyalty by understanding the client journey and providing a seamless and consistent experience at every touchpoint.



Customer feedback and sentiment studies show Hijab Sabine's customer experience. Quality, innovation, and inclusiveness customers. Customer service, personalized recommendations, and cross-platform purchase are valued. Customers want speedy shipment, easy returns, and support. Based on these observations, the author wants to improve customer service, optimize online and physical shopping experiences, and create tools to decrease pain spots.

This analysis identified Hijab Sabine's customer base. Customer demographics, demands, preferences, customer journey, and customer experience will inform the integrated marketing communications plan. To increase brand awareness and sales, the author provides a seamless and personalised customer experience that connects with Hijab Sabine's target market. Through focused messaging, improved touchpoints, and outstanding customer service, the author hopes to establish Hijab Sabine as a trusted and preferred women's fashion brand and build brand loyalty.

### *Competitor Analysis*

Competitor analysis is essential to creating a solid marketing plan. The procedure comprises collecting and analyzing competitive landscape data including competitor strengths and weaknesses. By studying their competition, companies can create strategies to stand out (Kotler, 2006). The greatest way to defeat the competition is to quit trying to beat the competition (Kim & Mauborgne, 2005). Instead, create new market space to eliminate the competitor. Value innovation can create new markets and eliminate competition. Primary, in the competitor analysis, the author will use the 4P marketing mix analysis. In this case, the author will focus on how competitors drive their awareness to drive sales and customer acquisition with keep on eye to brand namely Button Scarves, Kami and Kineka. The essential component of the brand analysis for Button Scarves, KAMI Idea, and Kienka as competitors of Hijab Sabine in the context of developing an integrated marketing communications strategy to boost brand awareness and sales of women's apparel can be summarized as follows:

1. Brand Awareness

In their respective markets, all three brands are well-known. Customers are familiar with the brands and can quickly recognize and link them to the distinctive goods, designs, and characteristics they offer.

2. Brand Image and Positioning

While KAMI Idea concentrates on innovation and versatility in women's clothing and Kienka emphasizes elegance and timelessness in fashion, Button Scarves advertises itself as a distributor of versatile scarves with inventive designs. These brand positioning and imagery aid in differentiating the brands and highlighting their distinctive offerings to their intended market.

3. Customer perception of quality

The brands above are known for their use of premium fabrics, attention to detail, and production of well-made, long-lasting clothing.

4. Competitive differentiation

Each brand distinguishes itself from peers with its own special selling qualities. It might be the use of buttons by Button Scarves, the emphasis on creativity and adaptability by KAMI Idea, or the emphasis on refinement and timelessness by Kienka. These distinguishing qualities help the brand stand out from the competition and forge a distinctive identity in the marketplace.

5. Word-of-mouth and customer advocacy

Customers who have experienced the distinctive qualities of each brand, such as the button-based designs of Button Scarves, the cutting-edge selections of KAMI Idea, or the classic style of Kienka, can become strong brand advocates, spreading positive recommendations and boosting customer loyalty.

6. Communication channel and Touch point

The brands communicate with their target audience through a variety of communication channels and touchpoints, including online platforms, social media, influencer partnerships, retail locations, online advertising, customer engagement as build as email marketing and PR. With the use of these channels and touchpoints, they are able to communicate meaningfully with clients at different times throughout their customer journey.





**Internal Analysis**

*STP Analysis*

Segmentation:

Businesses may target certain customer segments with goods and services that are tailored to their particular requirements by using segmentation to find these possibilities. As Hijab Sabine segment and targeting below:

**Table I.** Current segmentation of Hijab Sabine

	Objective	Result
<b>Demographic</b>	Gender	Female
	Age	27 - 45yo
	Occupation	Professional; house wife
	Expinditure on purchase	> IDR 250.000
<b>Psycographic</b>	Attitude	Religious and Faithful
	Belief	Faithful follower
	Lifestyle	Commonplace
	Interest	Community & Sisterhood
	Personality trait	Devout & Religious
<b>Behavioral</b>	Trend	trend concious yet late adopter
	Prestige	Commonplace / average
	Technology	Community engagement & online forum
	Quality	Affordable
<b>Geographic</b>	Country	Indonesia; Singapore
	City	Jakarta; singapore
	Density	urban & sub urban city
<b>Socioeconomic</b>	Social class	Middle up class
	Income level	> IDR 5.000.000
<b>Benefit</b>		time saving

Targeting:

The targeting approach employed by Hijab Sabine can be delineated as follows:

- focuses on Muslim women who wear hijab as a religious and cultural practice. The company sells trendy and comfy hijabs to meet consumers' modesty needs.
- Muslim women of all ages. The company meets many fashion needs throughout life.
- Indonesian women focused. These areas have a large, impulsive population.
- Hijab Sabine targets trendy individual. The brand offers hijabs with stylish designs, elaborate patterns, and a variety of colors, allowing modest women to show their distinctive style.
- Hijab Sabine's customers value hijabs' durability and quality.
- Hijab Sabine targets a diversified consumer base of different backgrounds, nationalities, and body types.
- Hijab Sabine targets value-conscious hijabi shoppers who respect quality and affordability.

Positioning:

Entails developing a unique value proposition that differentiates the product or service and appeals to target buyers. Hijab Sabine markets itself as a no-frills modern label that provides women with stylish, high-quality, and modest clothing options in an effort to foster acceptance, empowerment, and self-assurance.

**4P Marketing Mix Analysis**

The 4Ps of marketing, generally known as the essential components of the marketing mix, form the marketing mix and help companies create effective marketing strategies that meet customer needs (Kotler, 2006). Breakdown bellow:

**Table II.** Current 4P Marketing Mix of Hijab Sabine

	<p>Product line:</p> <ul style="list-style-type: none"> <li>- Blouse</li> <li>- Tunic</li> </ul>  <p>Product:</p> <ul style="list-style-type: none"> <li>- Robe(woman) - Instant scarf</li> <li>- Scarf</li> <li>- Muslim praying set</li> </ul> 	<p>Motifs:</p> 
Price	IDR 199.000 - 649.000	
Place	<ul style="list-style-type: none"> <li>- Online &amp; Offline channel</li> <li>- Whatsapp order</li> <li>- Instagram</li> <li>- Muslim Fashion e-comem (Hijab)</li> <li>- Fashion Bazaar (Indonesian Fashion week &amp; muslim fashion festival)</li> </ul>	
Promotion	E-commerce campaign sale; bazaar discount	

1. Product

The good, service, or concept that a business gives to its clients is known as the product. It consists of features, design, quality, branding, and packaging (Kotler, 2006).

Hijab Sabine has provided a range of merchandise including blouses, shirts, tunics, long shirts that extend to the base of the knees, women's robes, headscarves, and prayer-related items since its inception. The brand Hijab Sabine exhibits a distinctiveness in its production of motifs, which are based on the brand's desired characteristics. Specifically, floral patterns are utilized in combination with pastel hues. In 2022, Hijab Sabine introduced monogram motifs to align with prevailing fashion trends, thereby augmenting the brand's distinctiveness. Hijab Sabine selects lightweight materials that impart a cool sensation, as they are well-suited to the prevailing climate in Indonesia. In addition, Hijab Sabine provides a variety of products that are suitable for travel, including compact prayer kits and lightweight garments in neutral hues. The subsequent elements are noteworthy distinguishing features of Hijab Sabine in comparison to other brands.

2. Price

Price is how much a buyer pays for a product or service. The price plan, promotions, payment terms, and other factors affect the product's perceived worth (Kotler, 2006).

Hijab Sabine's pricing strategy is determined by the cost of fundamental materials involved in the manufacturing process, while also incorporating the worth of genuine personalized patterns offered by the brand. Nevertheless, these prices have been modified to align with those of rival companies.

3. Place

Distribution describes how a thing is sold. Distribution channels include physical stores, internet marketplaces, and others (Kotler, 2006).

The outcomes of the interviews conducted with both internal and external stakeholders of Hijab Sabine have indicated a positive reception towards the brand. Additionally, respondents expressed a desire for increased product offerings and wider availability of retail locations across various distribution channels. At present, Hijab Sabine lacks a diverse range of distribution channels. With respect to the aforementioned observation, it can be inferred that the process of brand awareness is impeding the process of purchasing goods.

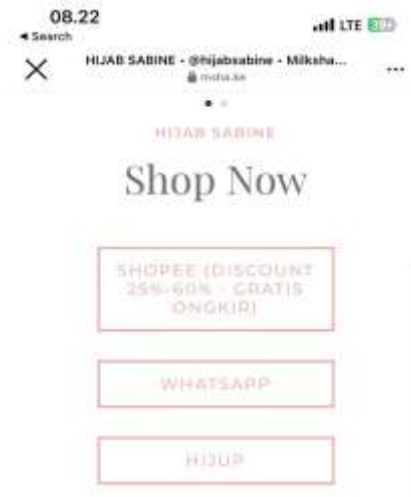


Figure III. Online Channel Distribution of Hijab Sabine

4. Promotion

Promotion is how a business persuades its target market to buy its products or services. It includes sales promotions, public relations, personal selling, and others (Kotler, 2006).

According to the findings of online observation and internal interviews, it appears that Hijab Sabine's promotional activities are primarily focused on e-commerce campaigns, such as the twin date campaign. In terms of offline promotions, the company seems to rely solely on simple price discounts, without any associated campaign.

VRIO Analysis

Table III. VRIO Analysis of Hijab Sabine

Resources	(V) Value	(R) Rarity	(I) Imitability	(O) Organization	Result
Exclusive supplier partnerships	✓	✓	✓	✓	Strong competitive advantage
Strong customer loyalty	✓	✓	✓	✓	Strong competitive advantage
Established distribution network	✓	✓	✓		Strong competitive advantage
Skilled marketing team	✓	✓	✓		Strong competitive advantage
Unique brand identity	✓	✓			Contemporary competitive advantage
Effective social media presence	✓				weak competitive advantage

The present analysis pertains to the internal and external interviews, as well as social media observations, conducted on Hijab Sabine. The objective is to determine the sources that can potentially generate a sustainable competitive advantage. As follows:

Exclusive supplier: Hijab Sabine works with a reputable textile business as its exclusive provider. Hijab Sabine receives materials not available on the market through a contract. Hijab Sabine's in-house printing partner lets the brand create bespoke digital prints for every collection's patterns without limits. Hijab Sabine owns non-conventional quality tailors. This can help with custom sizes and stocking.

Strong customer loyalty: Influencer Susan Emir founded Hijab Sabine. She has a large following that like his humility and friendliness. The fact that Sabine hijab stuff relies on Susan Emir's fans affects sales. Hijab Sabine also has a high customer retention rate due to its high quality.

Established distribution network: Hijab Sabine's distribution system is highly scalable and adaptable to accommodate changing economic operations. The system can adapt to changing market needs and handle rapid growth. Our network can handle seasonal demand spikes and consumer preferences.



Skilled marketing team: The Hijab Sabine marketing team values teamwork. The company fosters innovation by creating a welcoming environment. The marketing staff works with other departments to align their efforts with company goals, creating a consistent brand identity.

Unique brand identity: Hijab Sabine prioritizes customers. Customer needs, wants, and goals drive brand experience. Hijab Sabine's products, services, and experiences target consumers' pain points, desires, and motivations to better their lives and form strong ties. Hijab Sabine's logo is unique. Hijab Sabine's colors and graphics reflect the brand's principles and enable easy recognition.

Effective social media presence: Communication is Hijab Sabine's social media strength. They promptly answer audience questions and comments. Hijab Sabine ensures that our target population feels heard, valued, and included by carefully crafting engagements. Hijab Sabine understands digital visual storytelling. Hijab Sabine's social media aesthetics reflect the brand and attract attention. They use high-quality photographs, movies, and graphics to create an engaging experience. Social media platforms promote community and knowledge sharing. The brand organization encourages followers to share their thoughts, experiences, and ideas. Hijab Sabine encourages collaboration, conversation, and user-generated content to build a diverse community.

**BMC**

The Business Model Canvas (BMC) is a strategic management tool that helps entrepreneurs and business leaders describe, design, challenge, and pivot their business models (Osterwalder, 2010). Refer to internal management of Hijab Sabine, herewith BMC of Hijab Sabine down bellow:



Figure IV. Current Business Model Canvas of Hijab Sabine Brand

This current Hijab Sabine's business model evaluated based on several key factors, including its mission and values, supply chain management, marketing and branding, employee engagement, financial performance, and impact on society and the environment.

**S.W.O.T**

This SWOT analysis evaluates internal and external complications. External analysis identifies risks and opportunities that stem from market trends, competition, economic variables, and other factors. Internal analysis examines the company's resources, competencies, and competitive advantages. SWOT analysis integrates internal and external aspects that can affect the suggested integrated marketing communications strategy. Holistic study helps identify areas for optimizing strengths and minimizing shortcomings. It also allows market research and threat assessment.

Strength:

1. Product variants (marketing mix)
2. competitive pricing (marketing mix)
3. established channels: curated fashion ecommerce namely Hijup, and pop up booth at Indonesian Fashion week (marketing mix)
4. exclusive supplier partner (VRIO)
5. Customer loyalty (VRIO)
6. skilled marketing team (VRIO)
7. owning Modiste & sewer (BMC)



**Weakness:**

1. did not maximize distribution channel (marketing mix & BMC)
2. did not maximize brand's Social media as a communication channel (customer analysis)
3. lack of product specification information (customer analysis & VRIO)
4. Lack of revenue stream (BMC)

**Opportunity:**

1. New transformation network (PESTEL)
2. despite the economy's recovery (PESTEL)
3. Internet retail accelerate growth by Covid-19 affected (PESTEL)
4. Artificial intelligence era (PESTEL)
5. urban and suburban targeting as Hijab Sabine location is in Jakarta Selatan (STP)

**Threat:**

1. High numerous of new entrance (porter 5 forces)

**Solution and Implementation Plan**

**T.O.W.S Matrix**

The TOWS matrix exploration will enable Hijab Sabine link internal strengths with external influences, enabling informed decisions and effective brand IMC strategies. It shows the position's market position and identifies strategic opportunities and threats.

**Table IV.** T.O.W.S Matrix of Hijab Sabine

	OPPORTUNITY	THREAT
STRENGTH	<ul style="list-style-type: none"> <li>- Utilize product variants, competitive pricing, and established channels to capitalize on the accelerated growth of internet retail due to COVID-19 (S1, S2, O3).</li> <li>- Leverage the skilled marketing team and customer loyalty to establish a strong presence on social media and effectively communicate product specifications (S8, S5, W2, W3).</li> </ul>	<ul style="list-style-type: none"> <li>- Maximize the underutilized distribution channel to differentiate from new entrants (S3, W1, T1).</li> <li>- Utilize urban and suburban targeting and product variants to take advantage of the economic recovery and attract new customers (S1, O2, O5).</li> </ul>
WEAKNESS	<ul style="list-style-type: none"> <li>- Enhance revenue streams by leveraging the ownership of Modista &amp; sewer to offer additional services or collaborations with other brands (S7, W4).</li> <li>- Utilize the skilled marketing team and product specification information to tap into the new transformation network and target specific customer segments (S6, W3, O1, O5).</li> </ul>	<ul style="list-style-type: none"> <li>- Mitigate the threat of new entrants by leveraging exclusive supplier partnerships, competitive pricing, and customer loyalty to maintain a strong market position (S4, S2, S5, T1).</li> <li>- Enhance product specification information and utilize social media channels to differentiate from new entrants (W3, W2, T1).</li> </ul>

Hijab Sabine has the potential to strategically leverage its internal capabilities to capitalize on external opportunities, while simultaneously addressing any internal limitations and minimizing potential external challenges. The implementation of an integrated marketing communications strategy can aid in the enhancement of a brand's competitive advantages, expansion of its market reach, and augmentation of revenue streams.

**STP**

Through the adoption of the new STP strategy, Hijab Sabine can proficiently concentrate on and accommodate the requirements and inclinations of its distinct customer segments, thereby establishing itself as a reliable and coveted brand within the industry.

**Segmentation:**

Geographic: Urban and suburban regions, with a specific emphasis on metropolises that have a significant Muslim populace and a robust inclination for modest fashion.



Demographic: Aims to cater to the needs of Muslim women from diverse age brackets and backgrounds who are in search of stylish and premium-grade hijabs and women's clothing.

Psychographic: Individuals who possess a keen sense of fashion and value distinctive and fashionable modest clothing options, irrespective of their religious affiliations.

**Targeting:**

- Muslim women who value both modesty and fashion.
- Muslim women in employment who are in search of refined and stylish hijab choices.
- Individuals with a keen interest in fashion who prioritize inclusivity and diversity in their fashion choices, including options that align with modest fashion.
- Urban and Suburban (speciality: Java island & Sumatera) island targets fashion-conscious people and influencers in suburban and metropolitan areas, moreover, this area is dominated by a Muslim population (Kusnandar, 2022).

**Positioning:**

Hijab Sabine has the potential to establish itself as a prominent brand within the modest fashion sector by emphasizing the following fundamental components:

- High standards of craftsmanship: Place emphasis on the superior quality of materials and exceptional craftsmanship of the hijabs and apparel, thereby guaranteeing customer contentment.
- Fashion-forward design: Emphasize fashionable and chic designs that meet the fashion inclinations of the intended demographic, remaining current with contemporary fashion trends.
- Diversity and inclusion: The brand is positioned as inclusive, catering to a diverse customer base with an appreciation for modest fashion options.
- Authenticity of a brand: Highlight the brand's dedication to authenticity by offering products that are authentic and original, and that align with the brand's core values.

Through the adoption of the new STP strategy, Hijab Sabine can proficiently concentrate on and accommodate the requirements and inclinations of its distinct customer segments, thereby establishing itself as a reputable and coveted brand within the marketplace.

**4P Marketing Mix**

**Product:**

- The company's product strategy involves maintaining a diverse selection of women's clothing items, such as hijabs, dresses, tops, and accessories, that are both fashionable and of superior quality.
- Frequently introducing novel product variations and designs is imperative to accommodate evolving customer inclinations and fashion trends.
- Highlight the company's dedication to sustainable and ethical sourcing methodologies, targeting consumers who prioritize environmental responsibility.
- To cater to the demands and inclinations of customers, it is recommended to augment the product specifications by furnishing comprehensive details regarding the fabric composition, size alternatives, care instructions, and styling recommendations.

**Price:**

- In terms of pricing, it is recommended to uphold competitive pricing strategies that provide customers with value for their money, thereby appealing to those who are particularly price-sensitive.
- Regular pricing analysis should be conducted to ensure that the pricing strategy remains competitive in the market. This analysis should take into account various factors, including production costs, competitor prices, and perceived value.
- To stimulate demand and drive sales, it is recommended to implement promotional pricing strategies during seasonal sales, holidays, or special events.
- To stimulate upselling and augment the average transaction value, it is advisable to provide package deals or reduced prices on multiple purchases.

**Place:**

- The strategic approach to enhance the distribution channels involves the optimization of online marketplaces and collaboration with local boutiques to extend the outreach to a broader spectrum of customers.



- To enhance the brand's visibility on curated fashion e-commerce platforms such as Hijup, it is recommended to consider collaborating with other fashion influencers or online retailers.
- The objective is to enhance the e-commerce platform of the brand by optimizing the website's functionality to ensure a smooth and hassle-free shopping experience for customers. This includes implementing user-friendly navigation, secure payment options, and efficient order fulfillment processes.
- It is advisable to contemplate the prospect of establishing brick-and-mortar retail outlets in strategic areas or taking part in fashion events and exhibitions as a means of augmenting brand exposure and fostering direct customer interaction.

#### Promotion :

- the formulation of a comprehensive social media strategy aimed at enhancing brand recognition, fostering engagement with the intended audience, and facilitating customer acquisition.
- Engage in partnerships with prominent individuals in the fashion industry, including influencers, fashion bloggers, and hijabi fashion icons, in order to exhibit Hijab Sabine merchandise and generate excitement surrounding the brand.
- Execute focused digital marketing initiatives, comprising of banner ads, pay-per-click advertising, and social media promotions, to effectively target distinct consumer demographics.
- Utilize content marketing strategies such as blogging, video creation, and tutorial development to furnish customers with informative insights, styling recommendations, and motivational content.
- Employ email marketing strategies to cultivate customer connections, disseminate information on product enhancements, and provide access to exclusive incentives.
- One strategy to foster customer loyalty and promote word-of-mouth referrals is to establish loyalty programs or referral incentives that provide rewards for repeat purchases and referrals.

Through the implementation of this marketing mix, Hijab Sabine can strategically position itself within the market, expand its customer reach, and bolster its sales figures. Prioritizing product quality, competitive pricing, diversified distribution channels, and targeted promotions can effectively bolster brand recognition, customer involvement, and ultimately foster brand expansion and prosperity.

#### ***Business Model Canvas***

As Author showed current BMC above, herewith the proposed BMC to support new strategy for the company:

##### Key Partnerships:

- The company serves as the sole supplier partner for products that are distinguished by their superior quality and distinctiveness.
- High-quality, exclusive source.

For brand awareness, collaborations with selected fashion e-commerce platforms, shops, and influencers.

##### Key Activities:

- Designing and developing trendy women's clothing.
- Production and quality control for high-grade items.
- The implementation of marketing and advertising initiatives aimed at enhancing brand recognition and fostering interaction with the intended demographic.
- Management of distribution and logistics to guarantee efficient product delivery.

##### Key Resources:

- A marketing team with the expertise to devise and implement effective marketing strategies.
- Designers and fashion specialists will develop appealing and fashionable product variants.
- Modiste and seamstresses to maintain production process control and ensure product quality.
- Online visibility and sales are supported by e-commerce platforms and websites.

##### Value Proposition:

Hijab Sabine's customers benefit from several factors. First, the brand offers stylish, high-quality women's clothing for varied tastes. Hijab Sabine keeps its products trendy and enticing by staying ahead of fashion trends. Second, the brand's competitive cost makes stylish, modest clothes affordable. Thirdly, Hijab Sabine's user-friendly website and safe payment methods let clients to shop from home. The brand also promotes sustainability and ethical sourcing, appealing to eco-conscious fashionistas. Finally, Hijab Sabine



prioritizes personalized client care and assistance to develop long-term partnerships. Hijab Sabine hopes to become a trusted brand among metropolitan women seeking modest and trendy clothes through these value offerings.

Customer Segments:

Hijab Sabine's value offer targets many customer segments. First, the brand targets urban and suburban Jakarta Selatan ladies who want trendy and modest clothes. Hijab Sabine offers fashionable modest clothing based on the newest fashion trends. Second, the brand targets budget-conscious shoppers who want fashionable clothes. Hijab Sabine makes trendy clothes affordable by delivering low rates. Finally, the brand attracts eco-conscious shoppers who value ethical fashion. Hijab Sabine's sustainable and ethical sourcing procedures appeal to discerning consumers and eco-fashionistas. Hijab Sabine wants to become a go-to brand for contemporary and sustainable women's apparel by targeting these customer demographics and meeting their needs.

Customer Relationships:

- Customer service that is personalized to foster relationships and brand loyalty.
- A compelling social media presence to interact with consumers and respond to their questions.
- Fast order inquiry and problem resolution.

Channels:

- E-commerce platforms such as Hijup, the brand's proprietary website, and affiliated stores serve as conduits for online sales.
- Social media sites like Instagram and Facebook are used to promote brands and get people interested in them.
- There are physical shops and pop-up booths at fashion events to sell clothes and get the word out about the brand.

Revenue Streams:

- Online and offline channels revenue streams
- The utilization of bundle deals and promotions presents prospects for upselling and cross-selling.
- Possible sources of income include revenue generated from partnerships and sponsored content featuring influencers.

Cost Structure:

Business operations cost Hijab Sabine. These include product development and design costs for innovative, trendy clothes. Quality materials and efficient manufacturing require production and sourcing costs. Promoting the brand and reaching the target audience through numerous media requires marketing and advertising expenses. To provide a safe, user-friendly shopping experience, website maintenance and hosting expenditures are incurred. Operational expenditures include rent, utilities, and staffing for storefronts and pop-up booths. Hijab Sabine can keep its business profitable and provide excellent products and services by properly managing these expenditures.



Figure V. Proposed BMC of Hijab Sabine

To distinguish between current and proposed BMC, the author uses pink for current BMC that will be maintained and orange for proposed points.





## CONCLUSION

This research achieved its goals of identifying internal and external factors through a comprehensive analysis, improving integrated communication, developing an integrated marketing communications (IMC) strategy to increase sales, and recommending an implementation plan.

SWOT analysis revealed Hijab Sabine's internal and external strengths, weaknesses, opportunities, and threats. This investigation illuminated the company's existing situation and external elements that could affect its success.

Integrating communication to boost brand awareness and sales was also studied. Hijab Sabine may express its value offer and differentiate itself by using marketing mix aspects such product varieties, competitive price, established channels, and consumer loyalty.

An IMC plan was created using the findings and analysis. This technique uses social media marketing, influencer collaborations, targeted advertising, and email marketing to engage target audiences and boost sales.

Finally, the proposed IMC strategy should be implemented using a thorough plan. The three-month plan covered product development, price, distribution networks, and promotions. Hijab Sabine can implement the strategy and attain her goals with this detailed plan.

This research shows Hijab Sabine how to strengthen its integrated communication, IMC strategy, and sales. Hijab Sabine can improve brand positioning, customer interactions, and business growth by following the guidelines and implementing the plan.

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