

DIGITAL BRANDING STRATEGY FOR HALAL FASHION PRODUCTS IN INCREASING MARKETING

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Brands become things that can make an impression and keep consumers to be loyal customers. Building the right personal branding is the key to winning competition in the era of digitalization by doing digital branding. The aim of this research is to understand and describe the digital branding strategy that halal fashion products can enhance marketing. This research uses qualitative methods. It was carried out at Agen Rabbani Kota Jombang which is located at Jl. Kusuma Bangsa No. 73, Pulo Lor, Kec. Jombang, Kab. Jombang with primary and secondary data collection. Then a descriptive analysis of the data is carried out to draw conclusions. Based on the studies already carried out, the conclusion can be drawn that the digital branding strategy (X1) has a significant positive impact on marketing improvement. The results of research on halal fashion product variables (X2) have an impact on the implementation of digital Branding strategy in enhancing marketing at Agen Rabbani Kota Jombang.

Keyword: *Digital Branding, Marketing Strategy, Marketing Enhancement*

Abstrak

Merek adalah hal yang mampu memberikan kesan dan memelihara konsumen menjadi pelanggan setia. Membangun personal branding yang tepat adalah kunci untuk memenangkan persaingan di era digitalisasi dengan melakukan digital branding. Tujuan dari penelitian ini adalah untuk memahami dan mendeskripsikan strategi digital branding produk halal fashion yang dapat meningkatkan pemasaran. Penelitian ini menggunakan metode kualitatif. Hal itu dilaksanakan di Agen Rabbani Kota Jombang yang berlokasi di Jl. Kusuma Bangsa No 73, Pulo Lor, Kecamatan Jombang, Kabupaten Jombang dengan pendataan primer dan sekunder. Kemudian dilakukan analisis deskriptif terhadap data untuk menarik kesimpulan. Berdasarkan penelitian yang telah dilakukan, dapat disimpulkan bahwa strategi digital branding (X1) memiliki dampak positif yang signifikan terhadap peningkatan pemasaran. Hasil penelitian variabel produk halal fashion (X2) berpengaruh pada penerapan strategi digital branding dalam meningkatkan pemasaran di Agen Rabbani di Kota Jombang. Hasil penelitian tentang variabel peningkatan pemasaran (X3) menemukan pengaruh positif dengan melakukan strategi digital branding di Agen Rabbani Kota Jombang.

Kata Kunci: Digital Branding, Strategi Pemasaran, Peningkatan Pemasaran

Introduction

In product marketing, digital branding is very important for a company. We live in an era where technology is necessary, network communication, or network companies are important. Businesses, entrepreneurs and even community leaders must continue to develop their marketing strategies. This problem is characterized by easier access between consumers and producers¹. There are several important factors in building an integrated marketing communication marketing strategy, namely branding, identifying opportunities and opportunities, conducting market analysis to determine market needs, developing and evaluating alternative and efficient strategies and recording all activities carried out that can be used as material for further evaluation².

There is a relationship between branding and marketing communication. Today, the digital world is inseparable from our daily lives. People are connected by their gadgets to the Internet. They share all kinds of information over the Internet. Sharing and searching for information has dominated communication in a short time as the most common activity on the Internet³. The latest marketing strategies, Segmentation, Targeting, and Positioning, help businesses succeed. The process of dividing the market into specific groups is called market segmentation. By using this method, businesses seek to meet demand with the desired market segmentation. Targeting or targeting is carried out after the market is determined, this targeting phase is by aiming at the target market that has been determined from the market segmentation. Positioning or positioning such as forming a synchronous or fitting value proposition for customers to buy⁴.

¹ Dyah Arini Widyastuti, Pamardi Gili Wiloso, and Seto Herwandito, "Analysis of Personal Branding on Social Media (Case Study of Sha'an D'anthes Personal Branding on Instagram)," *Jurnal Inovasi* 11, no. 1 (2017): 1–16. ² Eman Sipasi et al., "BRANDING STRATEGY OF EAST JAVA PARK GROUP AS AN ICON OF BATU CITY TOURISM" 6, no. 3 (2017): 59–66.

³ Raesita Rakhmawati Rosadi et al., "Volume V No II (2022) WONDERFUL INDONESIA CAMPAIGN AS INDONESIA'S NATION" V, no. II (2022): 10–11.

⁴ Rivani Fardiana Putri, Elsa Windu Fitriani, and Sri Hardianti Sartika, "An Analysis of the Marketing Strategy of Erigo Store Local Indonesian Fashion Brands that Go Global," *Transekonomika: Accounting, Business and Finance* 2, no. 5 (2022): 213–20.

The Muslim fashion business has changed due to technological advancements in the modern era. In this industry, the competition is getting tougher because every brand is trying to make goods that can continue to captivate the public. To achieve this goal, Muslim fashion brands are trying to display something unique in their advertisements. They use a variety of tactics in the market, both on online and offline platforms.

George A. Steiner and Jhon B. Miner said that strategy is a collection of plans necessary for an organization or company. It includes what is necessary to achieve organizational goals, including the formulation of organizational tasks, goals, and objectives, policy strategies, key programs to achieve them, and methods for ensuring that those strategies are implemented to achieve the organization's ultimate goals⁵.

In a business context, a company's strategy is a thorough planning formulation of how the company will achieve its goals and objectives. This strategy focuses on one or more essential elements that will help the company achieve success. In strategy management, strategy formulation is the process by which an organization or company plans the steps to be taken to achieve pre-set goals and objectives.

Research related to digital branding has been carried out, including: research by Dini Yani, Muhammad Yusuf, Ery Rosmawati & Zenita Apriani (2022) with the title "Study of Brand Image Branding Strategy Through Digital Marketing Overview of MSMEs: Sanggabuana Coffee in Mekarbuana Village, Karawang" explains the theory and concept of branding can improve product quality in increasing the potential for regional tourism development. Another research according to Syahrul Hidaynato & Ishadi Soetopo (2020) which has the title "Digital Branding Strategy in Startup Social Crowdfunding (Case Study on Kitabisa.com)" explains that Kitabisa.com build a brand based on market insights using internal and external communication strategies. As well as in the research of Ardhin Primadewi, TulkhahMubasyir, Yusti, Afan & Miftakhul Fauzi entitled "Strengthening the Marketing of Ashfa Madu Borobudur MSME Products through Product Branding Strategy" which resulted in the conclusion that digital marketing materials, website and social media management can support administrative activities managed.

⁵ Alifa Nur Fitri, "Muslim Fashion Branding Strategy (Nibras House Fashion Brand Analysis Study)," no. December (2022).

According to Helm and Jones (2010), brand management and branding are now more important components for the success of newly established companies. The world is currently claimed to be a single market and the potential launch is leading the way to a transformation in consumer attitudes⁶. Building a strong brand reputation can be a tool to win the competition and differentiate yourself from competitors. Building a strong image requires the right approach, a long time, and considerable cost. However, when an image is well created, it becomes a valuable asset to the brand and forms consumer loyalty, which allows the business to grow and thrive.

It is now considered that a person's fashion style and clothes show their personality. Today, the fashion industry is huge and makes a lot of money. As a result, they develop their respective identities before finally uniting well. Due to a person's adherence to fashion trends, the term "fashion" became popular in society and became a source of personal pride⁷.

Halal fashion combines contemporary trends with religious values, with designs that respect religious norms, do not accentuate body curves, and respect religious principles⁸. Halal fashion in Indonesia still follows religious teachings about covering the aurah without eliminating the cultural context.

In this context, a branding strategy is a collection of decisions and actions taken by a company to build and manage the image, identity, and perception associated with its brand. The importance of digital branding can be felt in the following things:

1. Differentiate from competitors: In a competitive market, an effective branding strategy helps a company differentiate its goods or services from competitors. Companies can capture consumers' attention and build brand preferences by creating a unique brand identity and image.
2. Build consumer loyalty: Companies can build emotional connections with consumers through a strong branding strategy. Brands that successfully build consumer loyalty tend to have market share

⁶ Syahrul Hidayanto and Ishadi Soetopo Kartosapoetro, "Digital Branding Strategy in Social Crowdfunding Startups (Case Study on Kitabisa.Com)," *CONSENSUSIVE: Scientific Journal of Communication* 9, no. 1 (2020): 19–33.

⁷ Syahrudin Kadir, "HALAL FASHION INDUSTRY OPPORTUNITIES IN INDONESIA: (Development Models and Strategies)," *AL-IQTISHAD: Journal of Economics* 15, no. 1 (2023): 142–60.

⁸ Melly Sitorus and Ani Faujiah, "Opportunities for the Halal Fashion Creative Industry in Indonesia," *Education Management and Sharia Economics* 4, no. 1 (2023): 141–54.

that are stable and have the opportunity to earn long-term profits.

3. Increase brand value: A strong branding strategy allows brands to increase their value. Strong and well-known brands tend to have higher value in the eyes of customers and can maintain a long-term advantage over their competitors.

This research was conducted because rabbani companies can build good loyalty using content concepts and strategies that are closely related to target consumers. Nowadays, consumers tend to open a company's website or social media just to see what products it offers. In addition, they will make instant offline transactions. However, companies must also be able to do their best to transact through the internet.

Therefore, based on the problems that have been mentioned, the intentions that will be raised in this study include to find out the digital branding strategy in improving marketing. This research emphasizes the suitability between the implementation of the existing digital branding strategy at Rabbani Agents in Jombang City.

Literature Review

Digital Branding Marketing Strategy

An analysis of the company's strengths and weaknesses from its environment should be the basis for determining a marketing strategy. In the preparation of marketing strategies, the company's environmental factors are seen such as market or competition conditions, technological advancements, economic conditions, government regulations and policies, socio-cultural conditions, and political conditions. Internal factors of the company are seen such as spending or finance, marketing, production, organization, and human resources⁹. According to Bygrave's (1996) book *The Portable MBA in Entrepreneurship*, a marketing strategy is a set of rules and instructions used effectively to tailor a marketing program (such as products, prices, promotions, and distribution) to target market opportunities to achieve business goals¹⁰.

⁹ Fajar Fauzan and Aning Sofyan, "Saint Barkley's Branding Strategy in Instagram," *Proceedings of Communication Management* 6, no. 1 (2020): 207–10.

¹⁰ 2018: 41) James A.F Stoner, "The Theoretical Foundations of اديدج," *Fundamentals of Political Science* 13 (1988): 17–39; Treat J et al James W, Elston D, "Cessation No Title No Title No Title," *Andrew's Disease of the Skin Clinical Dermatology*, 20AD.

In general, the objectives and functions of marketing strategies are as follows¹¹:

1. Maximizing consumption or in other words facilitating and stimulating consumption to attract customers to buy the products offered by the company.
2. Maximizing customer satisfaction through various services that customers want.
3. Maximizing choices (product variety) in the sense that the company provides various types of products so that customers have them and have different choices.
4. Providing various conveniences to improve the quality of life.

The use of a marketing mix, also known as a "marketing mix", is a form of marketing strategy that can help market products to increase consumer satisfaction¹²:

1. Product (X1)

Marketing depends on products, which can be goods or services that a company provides to its customers.

2. Price (X2)

The exchange rate given to customers to acquire the goods offered by the company is known as the price. Production costs, marketing strategies, and profit margins are some of the factors used to determine pricing.

3. Promotion (X3)

Advertising, public relations, direct marketing, and more are examples of company promotions.

4. Place (X4)

This leads to a sales location plan. Companies must ensure that products are easily and effectively accessible to customers. This is similar to marketing a product through a website that makes it easy to navigate.

5. People (X5)

Everyone involved in the business includes customers and employees.

¹¹ Lubis Nurbaity Arlina, "Marketing Strategies in Business Competition," *Public Perception of Orthodontic Treatment Performed by Non-Professional Parties*, 2004, 1–14.

¹² Dewi Diniaty Agusri, "Designing Marketing Strategies for Pandan Weaving Products," *Journal of Science, Technology and Industry* Vol. 11, N, no. 2 (2014): 2.

6. Physical evidence (X6)

Physical evidence can include things like facilities, brands, designs, and more. Good physical evidence should make the product easier for customers to understand.

7. Process (X7)

In building customer service, systems and processes are crucial. Companies that have good processes can improve service quality and increase customer satisfaction.

If branding is basically the personality of a product or service, digital branding helps customers understand the true personality of the product or service through customer experience and the value that the brand wants to convey through social media. Then customers can use this understanding to help them make decisions¹³.

Carrying out *branding activities* requires a strategy, because *the brand* itself has several stages or levels. According to Wijaya (2013), the *branding* process has several stages, the first is brand awareness, the second is that consumers know about a certain brand of a product or called *brand knowledge*, the third consumers have begun to understand the image and quality of the brand or called brand image, the fourth there is brand experience from consumers or *brand experience*, and the fifth and last is that consumers have spirituality to the brand or known as *brand spirituality*¹⁴.

Lotta Back explained that digital branding is a digital channel and asset as the location of a product or service used to communicate a brand. Therefore, digital branding can create images and *images* of different institutions¹⁵. To make it easier to explain digital branding, it can be interpreted that digital branding is one way In addition, Lotta Back explained about understanding digital branding. According to him, digital branding conveys the advantages of products in the era of online communication like today and is very helpful in

¹³ Dinda Miftahul Jannah and Indra Novianto Adibayu Pamungkas, "Digital Branding of Hotel Kolektif Bandung through Instagram for Generation Z Market Share," *E-Proceeding of Management* 6, no. 1 (2019): 1372–1479. ¹⁴ Adri, "Digital Books," 2018, fliphtml5.com.

¹⁵ Lyra Vellaniza Ferbita, Yanti Setianti, and Susanne Dida, "Digital Branding Strategies for Scientific Institutions Indonesian Knowledge (LIPI) Through Social Media," *Journal Acta Diurna* 16, no. 2 (2020): 113–36.

relationship with customers because branding is a channel to communicate with customers.

There are 8 types of digital branding strategies, including:

1. Logo

A logo is a visual form of the brand that is created. A good logo is the simplest and most practical to remember.

2. Website

A website like a storefront is useful for displaying products. Web design is an important component in building branding.

3. Brand Messaging

Brand communication is useful for demonstrating the key values of a effort.

4. Search Engine Optimization

SEO is closely related to websites; Its function is to make the brand appear in search engine results like Google, so that people will visit and use the business website.

5. Social Media

It can be defined as a digital platform that provides facilities for each user to engage in social activities. Basically, social media is also part of the development of the internet.

6. Email Marketing

A marketing method that is carried out by sending emails to consumers or potential customers.

7. Online Advertising

Almost all types of apps, such as games and social media, contain ads. Attract audiences to visit your website or buy items from advertisers.

8. Influencer Marketing

The content created is able to reach a lot of reach and many consumers, even brands are ready to spend a large amount of money on this branding strategy.

There are 4 stages carried out from the marketing strategy planning process:

1. Establish the company's mission.
2. Recognize the business unit of the company's strategy.
3. Analyze and evaluate existing business portfolios.
4. Determine the new business field to enter.

Branding makes it easier for consumers to recognize a business product, even if it is not the target market. This makes it easier, faster, and more efficient to promote new brands and influence product sales. Make it easier for consumers to find products based on brand or company name. In the long run, branding is very good as an asset, so brands are known throughout time. Even by seeing or hearing the brand, consumers already understand the quality of the product.

There are also disadvantages, such as the longer time it takes to introduce the brand to consumers. Due to the many products or services available on the market, branding is not easy. Other disadvantages in terms of costs that must be incurred are also greater, especially promotional costs. For example, when making a logo to look more professional, then use logo design services that cost more.

Fashion Halal

Since Islam was proclaimed, fashion and Muslims have been united. In Islam, the clothing worn by a person, both Muslim and non-Muslim, is proof of obedience and submission to God. Therefore, dressing as a Muslim has a worship value, which means that it must be in accordance with Islamic rules¹⁶.

One of the ways Muslims follow the commands of Allah SWT and religious rules is to wear Muslim clothes. Qur'an and Hadith verses about the obligation to dress as Muslims QS. Al-A'rof : 26 .

يٰۤاٰدَمُ قَدْ اَنْزَلْنَا عَلَيْكَ لِبَاسًا يُّوَارِي سَوْءَتِكُمْ وَرِيْشًا وَلِبَاسُ التَّقْوٰى ذٰلِكَ خَيْرٌ ذٰلِكَ مِنْ اٰيٰتِ
اللّٰهِ لَعَلَّهُمْ يَذَّكَّرُوْنَ

Meaning: "O son of Adam, indeed We have sent down to you clothes to cover your awrah and beautiful clothes for jewelry. And that pious garment

¹⁶ Mutmainah and Muhammad Ryan Romadhon, "Influence of Halal Lifestyle, Islamic Branding, and Social Media Marketing on Muslim Fashion Purchasing Decisions," *Airlangga Journal of Innovation Management* 4, no. 2 (2023): 158–71.

the best. Such is part of the signs of God's power, hopefully they will always remember."

Halal is a way to meet the needs or needs of the general public, but for Muslims, it is their religious obligation. In Indonesia, the halal goods certification process is carried out by the Indonesian Ulema Council (MUI). As long as the goods or services are available, anyone can be creative, and business people are not limited to Muslim countries or Muslims only. Fashion is considered a social diffusion in which consumer groups adopt new styles, according to consumer behavior.

The concept *of halal lifestyle* has received a positive response in the national and international arena. In aggregate, the value of the global halal industry is almost double when compared to the Islamic finance industry. Halal life prioritizes the use of halal goods. Some of the phenomena that show a shift in modern lifestyles that lead to Islamic values include people who are increasingly critical in choosing what products are halal to consume¹⁷.

According to Islamic law, a product is considered halal if it meets halal and thoyyib requirements, starting from ingredients, tools, processes, and results. To prevent production that violates Islamic law, this idea must be applied thoroughly and consistently

¹⁸. Based on the results of the research, the millennial group assumes that fashion consumption and religious beliefs cannot be separated, even making people loyal in using halal products.

Muslim women today are very fond of halal fashion, which allows them to combine and blend whatever they like while not breaking their religious rules. People in society strive to style according to the fashion that is trending. They are willing to buy and change fashion items such as clothes and cosmetics to remain considered fashionable and fashionable. With the advent of fashion trends, individuals will try their best to express themselves through fashion in public places in order to be seen and appreciated by others.

Muslim women can choose to abide by the Holy Scriptures in whole or only in part. Today, many other Muslim fashion companies, such as Zoya, Elzatta, and Nibras, located in major Indonesian cities, are following in Rabbani's footsteps

¹⁷ Hanafiah Ramadhani Alfatikhah Nur Ayyah and Rochiyati Murniningsih, "The Influence of Halal Lifestyle and Self-Identity Towards Halal Fashion in Indonesia," *Unimma*, 2021, 537–46.

¹⁸ Nilda Susilawati, Miti Yarmunida, and Khairiah Elwardah, "The Halal Fashion Trends for Hijabi Community: Ideology and Consumption," *Dinar: Journal of Islamic Economics and Finance* 8, no. 2 (2021): 35–46.

as one of the well-known brands in Indonesia. Some Muslim fashion brands use social media and e-commerce platforms to market their goods, allowing customers to become familiar with them. However, the rabbani Muslim fashion brand has never disappeared.

How to Increase Sales

Selling is the skill of making others want to buy the goods or services they are selling¹⁹. Since sales serve as the basis of activities to reach the intended market, sales are the most important marketing function.

To cover costs and earn profits, the sales function also provides revenue. All efforts are made to ensure that products can be sold if they are made or purchased for sale. Therefore, various methods to increase sales should be used, such as advertising and demonstrations, and promotions should be used extensively to influence 20% customers.

Media marketing has a very real social impact on increasing online sales²¹.

1. Display an attractive and professional logo identity

Through the logo, the business identity will shine brightly, so that it is able to give a deep impression in the eyes of consumers.

2. Create a unique product name

Brand is one of the crucial aspects to increase sales figures. Tips for forming a unique and also attractive product name.

3. Product branding with unique slogans

Slogan get anesthesia user with sentence Emphasis
which provides an element of certainty.

Research Methodology

The research approach used in this study is a qualitative approach, because it is based on several considerations. *First*, because at this time many sales and marketing have shifted to the digital era. *Second*, the importance of branding in marketing also increases product sales. *Third*, fashion products

¹⁹ (Danang Sunyoto, 2020)

²⁰ A.G Fallis, "Information System for Processing Inventory Data at the Bookstore Study Cv. Aneka Ilmu Semarang," *Journal of Chemical Information and Modeling* 53, no. 9 (2013): 1689–99.

²¹ Shinta Wahyu Hati Mellina, Riska Anjelli, "Journal of Applied Business Administration ANALYSIS OF THE USE OF DIGITAL MARKETING ON SOCIAL MEDIA," no. September (2022): 132–41.

This Muslim Rabbani from time to time has never failed in marketing. *Fourth*, qualitative research provides space for respondents to express their own views, as a result of which subjective things can be understood from the framework of their own actors.

In analyzing the data, the researcher uses methods with the stages of data collection, data reduction, data presentation, and conclusion drawn. The location chosen as the research site is the Jombang City Rabbani Agent which is located at Jl. Kusuma Bangsa No 73, Pulo Lor, Jombang District, Jombang Regency, East Java 61419, Indonesia. It is a store that provides various types of products including veils, Muslim clothes, mukenah, and other Muslim needs.

Research is carried out with techniques or methods that are considered relevant to the data sought. Primary data obtained directly from people or informants who are deliberately selected by the researcher with the aim of obtaining data or information in research problems through interviews. The parties used as informants include the owner of Rabbani Jombang, employees, and consumers. The source of the data is recorded through written records or audio or video recordings, film shooting. Secondary data can be obtained from literature sources, namely rabbani documents or catalogs, books, journals, websites, and so on.

Research Results and Discussion

Toko Rabbani is involved in the halal fashion industry, established in 1991. Rabbani is one of the largest veil companies in Indonesia that is moving forward using progressive growth and development. In 2000 there began to be agents spread across several cities, one of which was in Jombang City. The Jombang City Rabbani agent was established about 6 years ago in 2017 which has changed the head of the store 3 times. The appointment of the last store head is in March 2023 on behalf of Kak Alfina Septi. The first store was not in the store that is currently occupied, but in the shophouse next door. Moved in 2021 to another shophouse on Jl. Kusuma Bangsa No.73, Pulo Lor, Sengon Kec. Jombang, Jombang Regency, East Java, which used to be a fishing shop. The current store size is 4 x 4 m. Starting to be active on social media from the beginning of the rabbani store opening and implementing a digital branding strategy.

The Role of Digital Branding of Halal Fashion Products in Improving Marketing

In increasing marketing volume, Rabbani stores must be able to read the situation in social media and current trends. In such a way, the company can increase sales and marketing value by using a digital branding strategy along with the increase of competitors in the same field, so the Rabbani store is trying to develop its business to a large scale, this is done by adding new products and increasing the number of discounts offered.

Toko Rabbani is a business engaged in women's, men's and children's fashion, using one of the marketing strategies, namely the digital branding strategy. Where in carrying out its activities, this halal fashion store develops and expands marketing methods by marketing products using digital media, online platforms and *e-commerce*. In order to attract more consumers and introduce products in a more attractive way.

It can be noted that currently the rabbani store uses a digital branding strategy to carry out marketing, all of which are well implemented in order to obtain the goal of increasing marketing at the Jombang City agent rabbani store.

1. Maximizing customer hearts

Rabbani stores have managed to create a good impression for customers.

Starting by:

- a. Upload products every day.
- b. Providing special discounts on certain days.
- c. Discount for customers who have a member card.

2. Create engaging content

Content creation is done consistently and follows trends.

Also provide reviews to customers on online sales platforms.

3. Effective payments

Rabbani stores provide two types of payment:

- a. Offline, cash payments.
- b. Online is done by bank transfer, mobile banking, QR code, and e-wallet.

4. Provides fast and precise responses

Toko rabbani practices a branding strategy in sales, namely *fast response* to the conditions that occur and responding to customer questions.

Table 1
Sales Data for 3 Months of October, November, and December 2023



Data for the last 3 months from online sales of rabbani Muslim fashion products showed that in October the total transaction was 29,302,820 thousand. In November, it amounted to 68,673,173 thousand. Meanwhile, in December it was 88,404,920 thousand. All transactions carried out came from sales on social media such as WhatsApp, Instagram, TikTokshop, Facebook, and Shopee. An online-based payment system with bank transfers, mobile banking, QR codes, and e-wallets.

Implementation of Digital Branding Strategy in Rabbani Product Marketing

Toko rabbani uses digital branding strategies to improve and maintain marketing quality, including:

1. Logo

The logo philosophy of the Jombang City agent rabbani company. The main hue used in the rabbani identity is purple which has a soothing and delicate meaning, there is also a pink color which has a feminine meaning. There is the letter *raa* which is taken from the Arabic alphabet. Each *raa* letter on the logo has a meaning.

Figure 1. Logo Rabbani



Raa means God the most. This means that the Jombang rabbani company firmly holds that when doing business, we must always be guided by our beliefs, namely Allah SWT, and believe that Allah SWT regulates everything. In running a business, the desire to get financial benefits and blessed sustenance is the basis of *the second medium-sized Raa*.

The smallest raa means risk. Therefore, every company is never free from risks, whether large or small. One of the reasons why the Rabbani logo is used as a meaning is because the company wants to always be good at facing risks and be able to handle them well. It is hoped that using the logo that you have now, customers will always remember and permanent *brand loyalty* is maintained.

2. Website

The Jombang City agent rabbani company does not have its own website, still joining the official website of the central company, namely www.rabbani.co.id. For online platforms, rabbani sales are through social media.



Figure 2. Rabbani Website Image

3. Brand Messaging

Rabbani is one of the brands that is famous for its instant veils made of t-shirts and are comfortable. Rabbani makes names and slogans that are easier to remember and accept by the public, such as "Trend setter of veils"

instant". Not only that, the brand messaging from rabbani has a mandatory sentence that the public also remembers, namely remember rabbani, remember KAS "School Children's Veil".

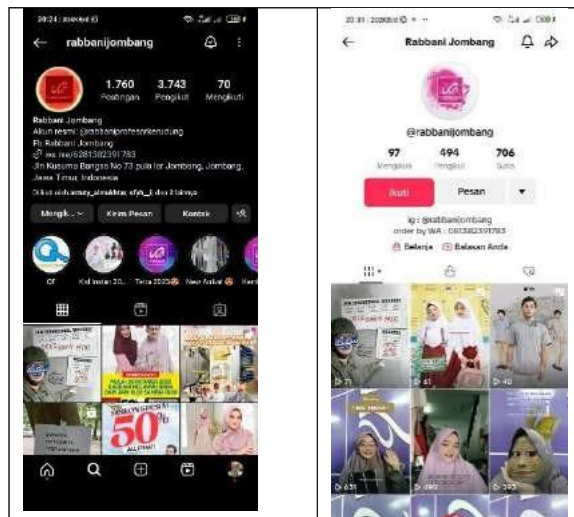
4. SEO (Search Engine Optimization)

SEO is still interrelated with websites. SEO is a technique for managing websites to be able to work optimally and get top rankings on search engines such as Google.

5. Social Media

Social media is a factor that affects the amount of marketing, with the existence of social media, the number of marketing is increasing. Here are some social media accounts owned by Jombang City agent rabbani:

- a. Instagram : @rabbanijombang
- b. Tiktok Shop : @rabbanijombang
- c. Shopee : (still not active)
- d. Facebook : @rabbaniprofesorkerudung
- e. Whats App : 081382391783



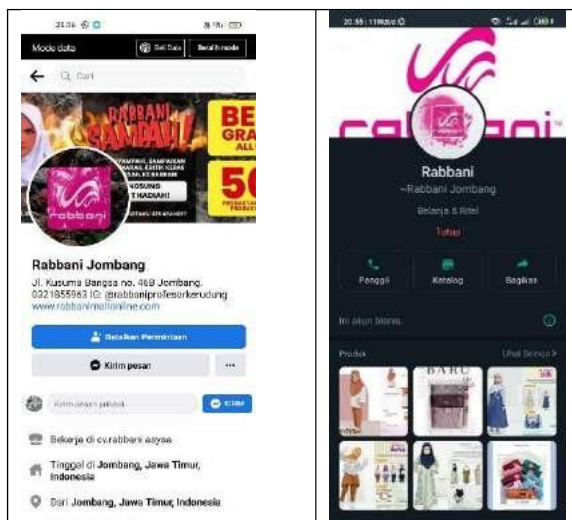


Figure 3. Rabbani Agent Social Media Accounts

6. Email Marketing

There are no offers through email marketing yet, because it is felt by Rabbani Jombang itself that most consumers have enough to make purchases through social media platforms and offline.

7. Online Advertising

Rabbani online advertisements are spread on social media and television, namely becoming a Brand Ambassador of the Hafidz Indonesia program, religious lecture shows, Muslim clothing fashion shows, and so on. Meanwhile, the advertisement from the Jombang Rabbani Agent is that they are sponsorships in several Islamic boarding schools and schools such as book reading competitions, Muslim fashion show competitions, school isro' mi'roj events.

8. Influencer Marketing

Toko rabbani has become a well-known brand in Indonesia that has collaborated with companies, schools, and television stations. The Jombang Rabbani agent has collaborated with one of the famous lodges, namely the Darul Ulum lodge, one of the students there became an ambassador for Jombang City rabbani students. The cost problem has been borne by the central Rabbani. Not only that, in order to remain the pride of the rabbani community, they also collaborated with several *Indonesian public figures* and celebrities such as Ust Maulana, Mamah Dedeh, Cing Abdel, Fatin Shidqia and many others. Unlike those sold in the rabbani market, the clothes used for television station programs are specially sewn from the central tailor which is commonly referred to as *limited edition*.

Obstacles to the Implementation of Digital Branding Strategy on Halal Fashion Product Marketing

According to Temporal, one of the most important challenges for the growth of Muslim or Islamic brands in the world is how they can increase brand awareness and customer preferences for the brands they offer. This is due to the fact that many Western brands today have strong brand equity and strong customer ^{loyalty}²².

An obstacle is an obstacle or obstacle with circumstances that limit or prevent the target. The implementation of the company's digital branding strategy encountered various obstacles faced both from internal and external obstacles.

In order for the system to make significant progress, problem-focused efforts can improve or re-maximize existing initiatives. Obstacles must be identified and the system as a whole must be regulated. In cases where constrained process components are fixed, an interactive approach can help find the weakest relationships to come.

1. Internal constraints

The factors that limit a company that originate from within the company are known as internal constraints. Internal constraints should be used as best as possible to increase throughput without increasing inventory or operational costs.

The internal obstacle felt by Rabbani Jombang in implementing the digital branding strategy is the lack of sophistication of the store's cellphone in terms of memory and camera. The memory capacity is full and the camera quality is not satisfactory. So the solution to this obstacle is to use a cellphone from the employee himself for live needs or record products.

2. External constraints

External constraints are factors that limit a company that comes from outside the company. The external obstacle felt by the Jombang Rabbani Agent in implementing the digital branding strategy is the increasing number of competitors in the same field and the number of brands that make products similar to rabbani at a more affordable price or can be called rabbani KW.

²²Dwi Wayu Pril Ranto, "Creating Islamic Branding as a Strategy to Attract Consumer Buying Interest," *Jbma* I, no. 2 (2013): 1–11.

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Based on the test results in this study, the digital branding strategy variable (X1) has a significant positive impact on marketing improvement. This is evidenced by sales data for the last 3 months that Muslim fashion rabbani products have been on the rise over the years. The strategies implemented by digital branding such as logo creation, website, drone messaging, search engine optimization, social media, email marketing, online advertising and influencer marketing have proven to be successful and reliable. The results of the research on halal fashion product variables (X2) have an influence on the implementation of digital branding strategies in increasing marketing at Rabbani Jombang Agents. The results of the research on the variable of increasing marketing (X3) found a positive influence by carrying out a digital branding strategy at the Jombang City Rabbani Agent.

By carrying out a digital branding strategy for halal fashion products in increasing marketing that pays attention to local Muslim values and culture. Muslim-majority areas can make optimal use of economic potential.

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