



Implementation of Digital Marketing Through Instagram In Improving Marketing Communication of Al-Fath Muslim Lifestyle: A Case Study of Al-Fath Muslim Lifestyle

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Abstract: This study examines the implementation of digital marketing through Instagram as a marketing communication strategy for Al-Fath Muslim Lifestyle, a retail fashion brand under Margaria Group in Yogyakarta. Using a qualitative descriptive approach, data were collected through in-depth interviews, observations, and documentation to understand how Instagram supports communication processes, customer engagement, and brand visibility. The analysis is guided by Luttrell's (2015) Circular Model of Social Media (Share, Optimize, Manage, Engage). Findings indicate that Al-Fath effectively utilizes Instagram features—such as Instafeed, Instastory, reposts, and Instagram Ads—to enhance brand awareness, increase audience reach, and strengthen customer relationships. Optimization through bio links, consistent posting timelines, and content curation further improve visibility and engagement. However, engagement through interactive formats such as quizzes and community-based content remains limited. The study concludes that Instagram serves as an essential tool for modern marketing communication and recommends improving interactive strategies to deepen consumer involvement.

Keywords: Digital Marketing, Instagram, Marketing Communication, Social Media Strategy, Al-Fath, Margaria Group

Introduction

Rapid technological advancement has transformed traditional marketing into digital-oriented strategies. Social media, particularly Instagram, has become a key platform for businesses to deliver marketing communication efficiently, interactively, and cost-effectively. Indonesia is among the world's largest Instagram user bases, with over 104 million users as of 2023, making it a strategic channel for brands targeting young and digitally active consumers.

Al-Fath Muslim Lifestyle, a retail brand under Margaria Group, shifted its marketing communication strategy from traditional advertising to digital platforms to expand visibility and adapt to changing consumer behavior. Instagram is at the center of this transformation due to its strong visual orientation, high engagement rate, and integrated features such as Instagram Ads.

Despite the growing use of social media in retail marketing, studies exploring Instagram-based communication strategies in Muslim fashion retail remain limited.

Therefore, this study aims to understand how Al-Fath implements digital marketing through Instagram using the Circular Model of Social Media and to assess its effectiveness in enhancing marketing communication.

Literature Review

Digital Marketing and Social Media Communication

Digital marketing integrates internet-based technologies to promote products, create value, and build customer relationships (Chaffey & Smith, 2017). Social media platforms facilitate two-way communication and real-time interaction, making them effective tools in Integrated Marketing Communication (IMC) (Kotler & Keller, 2018).

Instagram as a Marketing Tool

Instagram offers visual storytelling through photos, videos, reels, Instastories, and advertisements. Its features encourage content engagement, brand awareness, and purchase intention, especially in fashion retail, where visual appeal plays a central role (Ghaisani & Afifi, 2022).

Circular Model of Social Media (Luttrell, 2015)

Luttrell's model consists of four components:

1. **Share** – distributing content to reach target audiences.
2. **Optimize** – improving visibility through strategic use of features.
3. **Manage** – monitoring interactions and content performance.
4. **Engage** – fostering two-way communication with audiences.

This model is widely used to evaluate corporate social media performance.

Methodology

This study employed qualitative descriptive research, emphasizing depth over quantity. Data were collected using:

- Interviews with Al-Fath's Supervisor and Marketing Manager,
- Observations of Instagram activities and customer interactions,
- Document analysis including insights from Instagram analytics and promotional content.

Data analysis applied Miles & Huberman's (1994) interactive model of data reduction, data display, and conclusion drawing.

Results and Discussion

Share

Al-Fath consistently uploads product photos, videos, promotional materials, and customer reposts through Instafeed and Instastory. This aligns with the Share dimension, where visual content effectively communicates product value. Reposted customer content strengthens credibility and fosters trust.

Optimize

Optimization is achieved by:

- including contact links (WhatsApp),
- using bio links to Shopee stores,
- adding maps and store location,
- consistent posting schedules (12:00, 14:00, 18:00),
- high-quality photography and visual identity.

Instagram Ads significantly increased impressions, reach, and interactions, with engagement rising more than 50% compared to organic posts.

Manage

Management activities include:

- replying to comments and direct messages manually,
- monitoring insights using Instagram Professional Dashboard,
- collaborating with vendors for content editing,
- ensuring real-time interaction through Instastory.

Although functional, management remains manual and would benefit from automated dashboards.

Engage

Al-Fath engages users through giveaway events, reposts, and customer testimonials. However, interactive features such as Q&A quizzes, polls, or gamified content are rarely used. Increasing such activities could deepen engagement and build customer loyalty.

Conclusion

The study concludes that Instagram is an effective and strategic medium for enhancing marketing communication at Al-Fath Muslim Lifestyle. Through the Circular Model of Social Media, Al-Fath demonstrates substantial progress in:

- increasing brand visibility
- enhancing audience interaction
- strengthening consumer trust
- optimizing promotional reach through Instagram Ads.

Recommendations

1. Increase interactive content such as quizzes, polls, and educational posts.
2. Adopt automated management tools to improve response time and analytics.
3. Enhance influencer collaborations with structured content guidelines.
4. Develop Instagram Reels and short-form video strategies, which receive higher engagement.
5. Implement periodic content audits to identify trends and assess performance.

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