

Da'wah Messages as the Spiritual Marketing Approach of Islamic Fashion E-Commerce at HIJUP.COM

Melly Maulin Purwaningwulan^{1*}

¹ Politic and Social Science Faculty, Universitas Komputer Indonesia, Bandung, Indonesia

Article Information

Submitted April 3, 2021

Revised May 25, 2021

Accepted June 2, 2021

Published June 30, 2021

Abstract

Indonesian Muslim consumers are looking for functional and emotional benefits in products and seeking spiritual blessings. This trend is a challenge for Islamic fashion e-commerce in promoting its products. This study uses a qualitative approach with the type of single case study research methods. The subject of this research is Islamic fashion e-commerce HIJUP.com. Researchers selected informants in the study using purposive sampling and snowball sampling techniques. Researchers used two analysis methods in case of breakdowns: an analysis based on theoretical propositions and developing case descriptions. The study results show that in Islamic fashion e-commerce, HIJUP.com contains the contents of da'wah messages, precisely, Look Good, Feel Good, Do Good. The da'wah message includes a philosophy that leads to obedience to Allah SWT concept. The message structure uses conclusion drawing and order of presentation. The message display in HIJUP.com is high-tech but straightforward techniques. The message format is unique, with interests in story or narrative and visual elements. The source of the message uses brand ambassadors, influencer marketing, and also buzzers. The study concludes that the da'wah message conveyed by Islamic fashion e-commerce includes aqidah, sharia, and morals that focus on obedience to Allah SWT, not in the preaching style while inspiring to empower Muslim women.

Keywords: Spiritual marketing, Islamic fashion, Da'wah message

Introduction

One of the e-commerce companies that has developed a non-conventional marketing communication approach is HIJUP.COM. It is the first and largest Islamic fashion e-commerce in Indonesia. This Islamic fashion e-commerce establishes on August 1, 2011, during the month of Ramadan. Besides operating an online mall concept, HIJUP.COM provides products made by Muslim fashion designers in Indonesia. Diajeng Lestari as

the founder of HIJUP.COM explained that the primary purpose of establishing HIJUP.COM was to market Muslim clothes while having a syiar mission through various campaigns intended at empowering veiled women (HIJUP.COM Company Profile, 2019).

Indonesia has an enormous opportunity to grow a giant in the e-commerce industry. Another fact to be a consideration is the trends and behavior of online customers in Indonesia. According to the survey, fashion and travel

***Author Correspondence:** Melly Maulin Purwaningwulan, email: melly.maulin@email.unikom.ac.id, Jalan Dipati Ukur No. 112-116, Bandung, Jawa Barat 40132.

booking products are the most popular goods and services in online transactions. On the other hand, books and wholesale products are less widespread in Indonesia's e-commerce transactions (Aribawa, 2016).

Muslim fashion develops significantly in the fashion industry in Indonesia. The Muslim market in Indonesia is dynamic and surprising. The Muslim market is stretching and multiplying, marked by the proliferation of the hijab industry, halal cosmetics, sharia banking and finance, halal food, sharia hotels, etc.

Islamic values and teachings of the Prophet Muhammad are starting to become driving factors for Indonesian Muslim consumers in purchasing decisions and influencing their consumption behavior (Yuswohady et al., 2017). Islamic fashion supports by the development of increasingly advanced internet technology and has affected customers to switch to online shopping. With the high density of Muslims in the Asia Pacific, Islamic fashion is one of the encouraging markets in this business. In conclusion, the Islamic fashion industry is growing more diverse and inclusive, and the demand for modest clothing is increasing (Hassan et al., 2019).

The development of technology and information has an impact on entrepreneurs or producers. They have to compete to survive in the fierce competition. Marketers should be competent to read the market chance and be responsive to consumers' demands and need. Producers must create products following the trends and needs of consumers, then communicate them and attract consumers to purchase the products offered with various strategies.

Media technology has increased so that all forms of problems that occurred before the development of media technology can resolve with various media sophistication. We can find out about current events immediately by accessing the information through the mass media, either television or the internet. The characteristics of the information society, specifically: 1. High level of information intensity (high information needs); 2. Use of information technology for social, teaching, business, and other activities; 3. The digital exchange data quickly over long distances (Minan, 2016).

The development of the media is an indicator of current development, but on the other hand, the recent development will affect culture (Ananda, 2017).

The millennial generation or Y Generation grew up in the rapidly developing information and technology era. Marketers should seize these opportunities by recognizing the characteristics of the Y generation to accommodate and formulate the appropriate marketing strategy based on the requirements of the Y generation (Adiba, 2019).

Integrated marketing communication is considered a business strategy to get the maximum positive impact for the business. The mode of marketing communication is a combination of different promotional mixes in the related way to produce unlimited messages and maximum impact on customers (Naeem & Naz, 2013).

The marketing process starts with intellectuality then extends to the world of spirituality. Sula and Kartajaya divide marketing into three main concepts. The first concept focuses more on the rational

marketing approach; the second concept is called emotional marketing. Meanwhile, the third concept states that the business approach has changed from rational, emotional, into spiritual (Sula & Kertajaya, 2005). The issue of spirituality in marketing (business) has grown a significant topic of discussion because it affects people's consumption behavior (Kumar, Vinod, 2014)

Business and marketing practitioners transform the intellectual (rational) level to the emotional and finally to the spiritual market. Consumers will consider the appropriateness of products and services to the spiritual values they believe. At the intellectual (rational) level, marketers using marketing functionally-technically approach by using several marketing instruments. At the emotional level, marketers should balance the emotions and affective aspects of customers. Customers perceive as complete human beings, including their emotions and feelings (sense). Spiritual marketing is the highest level. Consumers calculate profit and loss and the calling of the soul that drives them (Sigit, 2018).

Marketers often meet dilemmas when preparing marketing communication campaigns, especially when selecting appropriate messages with communication tools (Boonchai, 2018). HIJUP.COM presents a different strategy by using YouTube with hijab tutorials to promote products and preach. This method makes HIJUP.COM the pioneer of hijab tutorials in Indonesia.

Preaching is one of the numerous commands of Allah SWT to Muslims as a form of Islamic law enforcement. Carrying out da'wah is an obligation for every Muslim, especially those who have reached puberty (adult), both men and women. Every Muslim

is considered a liaison for the task of the Prophet Muhammad to convey da'wah (Dinillah & Kurnia, 2019).

Da'wah activities are fundamental in Islam. Islam requires da'wah so that its teachings communicate, and da'wah demands Islam as its foundation. The category of da'wah media is not limited to places of worship or religious institutions, but anything to communicate spiritual messages, such as theater, films, novels, magazines, bulletins, and the internet.

Da'wah is a communication process. At the individual (object) level, da'wah activities are communication activities to send messages from a communicator (*dai*) to the communicant (object of da'wah) through certain media. The purpose of communication is to change the communicant as the communicator request. The changes include understanding (knowledge), attitudes, and individual actions. In religious terminology, the changes will involve aspects of *aqidah* (faith), morals, worship, and *mu'amalah* (practice) (Rochman, 2015).

This study intends to analyze how Da'wah Messages as a Spiritual Approach to Marketing Islamic Fashion E-Commerce in Indonesia, especially at HIJUP.COM. From the explanation above, the problem formulates as follows:

1. How is the Message Content of the Spiritual Marketing Approach of Islamic Fashion E-Commerce in Indonesia?
2. How is the Message Structure for the Spiritual Marketing Approach of Islamic Fashion E-Commerce in Indonesia?
3. How is the Message Format for the Spiritual Marketing Approach of Islamic Fashion E-Commerce in Indonesia?

4. How is the Message Source for the Spiritual Marketing Approach of Islamic Fashion E-Commerce in Indonesia?

Method

This study applies a constructivist paradigm. Researchers observed how HIJUP.COM mapped and presented da'wah messages as part of marketing communication activities. This study uses a qualitative approach with a single case study method.

With the case study method, this research proposes a deeper understanding of the problem under study. Case studies are relevant to observing specific knowledge about individual, organizational, social, and political phenomena. A case study is an empirical inquiry that investigates phenomena in real-life contexts when the boundaries between phenomena and contexts are not visible and multiple sources of evidence are utilized (Yin, 2013).

The subjects in this study were owners, employees (HIJUP Squad), consumers, designer partners/tenants, and clients of HIJUP.COM Islamic fashion e-commerce. In addition to parties from HIJUP.COM Islamic fashion e-commerce, researchers also engage the hijab community, marketing communication experts, and the government (e-commerce regulators) as research subjects. The selection of research subjects follows the characteristics of case study research by using various sources of information in data collection. The variety of research subjects aims to provide a detailed and in-depth description of the response to the phenomena. Researchers selected all informants in this study using purposive sampling and snowball sampling techniques.

The object of the research study is the message of da'wah in marketing communication activities. The object of study is bizarre, contemporary, and specific. The research object is particular because HIJUP.COM is the first and largest Islamic fashion e-commerce in Indonesia and the world.

Primary data in this research was obtained from in-depth and focused interviews with three informants, as shown in figure 1. The results of field observations convert into notes about situations, cases, and data about informants. Secondary research data are documents and archive records from official websites and social media.

Table 1. Research Informant

Informant Name	Description
Andriansyah	<i>Head Marketing of HIJUP.COM</i>
Hafsyah	<i>Creative Content Supervisor of HIJUP.COM</i>
Ranisa Rahman	<i>Head of Business Development of HIJUP.COM.</i>

The data analysis framework was carried out by researchers interactively and continuously. The stages carried out by researchers include:

1. Data collection. This step is an early stage in information analysis techniques. At this stage, the researcher is searching and collecting relevant data due to the research objectives. At the data collection stage, the researcher arranged the initial classification by organizing, tracking, and recording related data required by the researcher.
2. Data Reduction. At this stage, the researcher selects the information after the researcher collects the data. In addition

to creating selections, researchers should summarize, choose the main things, focus on the essential items, and find patterns.

3. Data Displays. This stage is essential in data analysis techniques by displaying data in brief descriptions, find the relation among categories and similar activities.
4. Conclusion Verification. In this stage, the researcher will conclude after analyzing the data. In the beginning, conclusions can be temporary but will change if the researcher does not find strong evidence supporting the next data collection stage (Sugiyono, 2007).

Researchers also use two analysis methods in case studies, particularly analysis based on theoretical propositions and developing case descriptions. The theory for the research is online marketing communications, consumer behavior, and da'wah messages. In the next step, the researcher generates a descriptive framework regarding the precise and in-depth analysis of HIJUP.COM online marketing communications.

The validity test of the data carried out in the study includes several credibility tests: a) triangulation of sources, b) triangulation of data collection techniques, c) discussions with colleagues and member checks, d) transferability testing, e) dependability testing, and f) conformability testing.

The research location at HIJUP.COM, Jalan Pejaten Barat Raya Number 2 Pasar Minggu, South Jakarta, and another place was agreed upon with the informant to conduct interviews.

Result

Contents of Da'wah Messages in Islamic Fashion E-Commerce

The content of the message contains the essence of the information to be conveyed to the target audience. In selecting the message, HIJUP.COM surveys at various essential considerations. According to Watono, these considerations are:

- 1) The appeal to stealing the consumer's attention. This consideration demands an understanding of the consumer passion so that we grasp the fascinating details or trends to consumers;
- 2) The content of the message must be able to present and describe the unique value proposition of the product, both functional, emotional and self-expressive;
- 3) The most crucial consideration is that the content of the message must influence and direct consumers to buy the product (Watono & Watono, 2011).

The selling concept of HIJUP.COM is to "*look good, feel good, do good.*" The HIJUP.COM tagline means a da'wah message that a charming appearance (look good) will generate a good feeling (feel good) and will eventually move consumers to commitment and contribution in doing great things (do good). The message of da'wah is mainly viewed in the recurring event of the HIJUP.COM in major cities in Indonesia, which carries the theme "*Lillah, Fillah, Billah*" (because of Allah, upper Allah's Shari'a, with Allah's help). Spiritual messages or da'wah are messages related to Islamic values and thought. Consumers are increasingly concerned and get spiritual benefits (spiritual sense) from HIJUP.COM products.

This phenomenon welcome by various groups, especially the Islamic religious leaders. Implementing a religious culture by applying a religious culture means reducing the prohibited cultures. What used to dress casually is now dressed in honor, the honor of women in maintaining themselves as respected beings who glorify. The appeal of spiritual messages also emphasizes by Hafsyah, who is responsible for HIJUP.COM's creative content that:

"The unique idea is that we try to present classy Muslim fashion, because now there are many brands, such as HijaBenka, and others. We just have not seen a Muslim brand that can bring the value of their products, right?... We have various references, Zara, or high-end designers. We adapt it for Muslim women. We also sell more than clothes, but we want the hijab fashion style to have high prestige. We want Muslim clothes not only to be synonymous with old fashion mother's style or madrasa children. We want Muslim fashion to be fashionable and classy. This background carries in our promotional materials" (Hafsyah, 2019).



Figure 1. Several da'wah contents at HIJUP.COM

Figure 1 illustrates the appeal of the HIJUP.COM message on Instagram, which combines fashion with da'wah within the hashtag #EmpowerChange.

The dominant message appeal of HIJUP.COM is da'wah with a rational impression. In essence, HIJUP.COM's message content includes material on product promotion, Islamic insight/ understanding, tenant/ brand/ designer description content, Muslim women empowerment inspiration, Muslim dress tips, beauty tips, and information about HIJUP.COM.

HIJUP.COM has a philosophy that leads to one concept, specifically obedience to Allah SWT. HIJUP.COM as a marketer, carries out marketing endeavors by prioritizing moral values and product quality. Brand compliance in following and maintaining Islamic values and rules. Furthermore, brand goals in the Muslim market are an aspect that strengthens HIJUP.COM's Islamic branding.

Message Structure Islamic Fashion E-Commerce Da'wah

The primary framework of a brand message is how to solve a consumer's life problem. For this reason, brands must understand who their consumers are and how they live their lives first. Marketers should be sensitive in knowing a consumer's expectations in their life, their goals, and general problems that potential customers often struggle with it.

Hijab users targeted by HIJUP.COM are free-thinker, obedient to religion but believe in the expression of freedom. HIJUP.COM delivers messages according to consumers targeted to be "the hot button" for potential buyers.

The message structure should be systematic, engaging, and appropriate to create a compelling message. There are three types of message structures, precisely:

1. Conclusion Drawing. Displays a conclusion idea by asking questions and allowing the message receiver to make their conclusions.
2. One-or Two-Sided Arguments. Marketers praise the advantages of being marketed (one-sided) or mention some amateurish opinions or weaknesses (two-sided).
3. Order of Presentation. The strongest or exciting argument can be presented at the beginning or ending in terms of presentation (Rakhmat, 2020)

HIJUP.COM's message structure uses two formats, specifically conclusion drawing and order of presentation. HIJUP.COM content matches da'wah's message and inspiration for Muslim empowerment (soft selling) with flowing language and avoiding preaching styles.

HIJUP.COM's product message tells more about the meaning of creativity behind the product by providing the most substantial argument at the beginning either ending of the message. For example, a product of one of HIJUP.COM's tenants, Ria Miranda, performed creative content with the theme "Ria Miranda Essentials for HIJUP.COM The story of Caruban" in January 2018.

Figure 2 explains The Story of Caruban, which means a story about Cirebon, which inspires the Cirebon palace by describing the many mixtures of Chinese and Dutch cultures as its trademark. The product consists of 5 different story variants veil product. The first theme is Chinese Ceramic Craft which contains love regardless of cultural differences.

Second, Delftware Scraft Holland, the advantages of giving gifts. Third, the Chinese Scraft Mythology has about human nature to be worldly. Fourth, Phoenix Scraft contains about rising from adversity. Lastly, the Craft Sketch and the door design that express humility. The message from this product exposes the history of culture in Indonesia. The Indonesian culture has an exciting story and provides a philosophy of positive values.



Figure 2. A veil with the theme "The Story of Caruban"

The theme carried by the hijab product implies that pluralism is more than recognize pluralism but also a representation that respects diversity and respect for others, learns to open up various beliefs, the willingness to share, learning from each other (inclusivism), and active involvement (Maftuchah, 2015).

The product message by its patterns above is a confirmation of local culture and customs concerning religion. It can perceive that there is a compromise of religious messages that synergize with local content. Proving the synergy of faith with local culture creates many creative forms (Khoriyah, 2011).

Message Format Islamic Fashion E-Commerce Da'wah

Message format concerns how to convey a message symbolically, such as headline, copy, and body language (TV advertisements), color, texture, size, shape, and fragrance (product or packaging). According to Rakhmat, the message organization stage consists of:

1. Attention stage. Try to attract participants' attention with easy language or an exciting story about the presented subject. The needs stage conveys the subject matter of the needs and desires of the participants.
2. Stage of satisfaction. Try to get agreement from the participant by accomplishing the needs of the material presented.
3. Visualization stage. This stage is about imagining/describing the implementation of ideas/topics in the future, both positive, negative, and the contrast between positive and negative.
4. Action stage. Take action from visual products (Rakhmat, 2020)

HIJUP.COM message formats adopt various styles, such as taglines or company slogans, inspiring storylines, and inspiring sentences. The message format in HIJUP.COM also delivers at an event, press release submitted by HIJUP.COM to online media journalists. Themes campaigned in corporate social responsibility programs, Facebook and other social media content, and consumer recommendations.

The sophistication of digital technology helps the appearance of the HIJUP.COM message format. In general, the current advertising model is already highly sophisticated (high-tech). HIJUP.COM message format is unique with advantages in story/ narrative elements and visual aspects,

both videos and photos different from other e-commerce. HIJUP.COM message format uses not only Bahasa Indonesia but also English. The researcher observes that English is following HIJUP.COM's upper-middle class. Geographically, HIJUP.COM's market segmentation is worldwide. Advances have also helped the HIJUP.COM message format in technology. The possibility of adding or changing message formats is following technological developments.

Source of Islamic Fashion E-Commerce Da'wah Messages

The message sources relate to the person who should deliver the company's message, especially regarding the credibility of the message sender. Nowadays, consumers are highly active in communicating and exploring information on social media platforms. Brands must build an image in the digital world, especially on platforms that directly interact with consumers to catch the recent trend.

HIJUP.COM uses various message sources such as brand ambassadors, influencer marketing, and also buzzers. HIJUP.COM has had two brand ambassadors since 2016, specifically Laudya Cynthia Bella and Dian Pelangi. Both brand ambassadors stated that joining HIJUP.COM was a real action to improve the Muslim fashion industry in Indonesia. HIJUP.COM collaborated with the two artists as their brand ambassadors to sustain a continuous program called Fashion Mission.

In contrast to brand ambassadors, influencer marketing more understands and dominates the social media aspect. Moreover, influencers who already have enormous followers are pleased to receive various

recommendations. HIJUP.COM uses the term "The Face of HIJUP" for influencer marketing. August 8, 2017, HIJUP.COM introduced six new faces of HIJUP.COM (The New Face of HIJUP), which represent the vision and mission of HIJUP.COM. The function and purpose of The Face of HIJUP are explained by Ranisa Rahman below:

"E-commerce has its influencers, now HIJUP.COM besides having ambassadors, we make a kind of "Face of HIJUP" so they can be called female influencers who are experts and famous in their respective fields. So we choose from various professions, there are doctors, Gitasav (a student), Hamidah Rachmayanti (as an influencer and celebrity), Nadya Fatimah (a syar'i model), and Ratu Anandita (an artist and young mother that has a sports hobby). Lastly, we are hiring Lia Kalina (athlete) (Rahman, 2019)."

Buzzer comes from the word buzz, which means droning, rumors, and gossips. A buzzer usually conveys a series of information repeatedly. The decision to choose the product and find out more details depends on the audience's judgment. A buzzer has no obligation to lead the audience's opinions or invite the audience to follow the buzzer's suggestions.

Brand ambassadors, influencer marketing, and buzzers have different roles and functions. The researcher observed that these three message senders synergize to achieve the goals of HIJUP.COM. Brand ambassadors and influencers have a similar role: brand awareness from HIJUP.COM and a communication link to the target market. The difference is in coverage, material, and way of communication. For example, as the brand ambassador of HIJUP.COM, Dian Pelangi has a broader range of communication than the "Face of HIJUP." The communication material that will raise through Dian Pelangi is hard-

selling promos and inspiring Dian Pelangi as a Muslim fashion designer who brings Indonesia to the international world. The "Face of HIJUP" with a varied background expects to communicate HIJUP.COM to a more conical segment. Additionally, the "Face of HIJUP" communicationally can affect hard selling (Andriansyah, 2019).

Discussion

Da'wah in the digital era can be arranged more freely without holding to meet face to face directly with the community. Digital da'wah supports the effectiveness of receiving messages, and the community achieves the meaning of da'wah deeply (Budiantoro, 2017). Currently, da'wah is being faced with global and invisible challenges, specifically the COVID-19 pandemic. This epidemic has hampered the da'wah movement. The recommendation to physical distance policy hinders the interaction between da'i and mad'u. The regulation of da'wah amidst the threat of COVID-19 needs to reformulates. Another significant challenge currently faced is the limitation of the da'wah movement through social and physical distancing policies, especially with a pragmatic da'wah approach. The application and mastery of information technology media is a new paradigm or direction that should strengthen (Juhari, 2020).

Various inventions and technological innovations support people in accessing information quickly. Technological renewal is a golden opportunity for Muslims (though not da'wah activists) to spread morality through the internet and social networks (Ahmad, 2011). In this case, HIJUP.COM as e-commerce increasingly connects with

customers through social media. Social media gives marketers a dynamic new space to reach customers, interact with them, and leverage their campaigns for a more significant impact. However, despite its high potential for customer interactions, social media is fraught with challenges (Tafesse & Wien, 2017).

One of HIJUP.COM's visions is to operate a role in the global Islamic movement. Diajeng Lestari intends to sell Muslim clothes as the founder of HIJUP.COM. The syiar factor through various campaigns aimed at empowering veiled women is the primary goal of Diajeng Lestari. HIJUP stands for Hijab Up (as in words Makeup or Dress Up) because HIJUP.COM believes that HIJUP.COM can bring a better chance for all Muslim women worldwide. When wearing the hijab, women are not restricted to help others, creating something beautiful, and receiving the respect of others.

The HIJUP.COM logo contains a strong da'wah message. The HIJUP.COM logo reminds us of the Prophet Muhammad. The semi-circle symbolizes the moon's separation, which implies a miracle given by Allah to the Prophet Muhammad as recorded in the Qur'an, surah al-Qomar verse 1. The verse reminds us that nothing is impossible if Allah SWT commands. The circle is broken off at an angle of 40 degrees which indicates the age of the Prophet Muhammad when he received his first prophecy. Al-Quran is the greatest miracle of the Prophet Muhammad SAW, which is a guide for all humanity in achieving happiness and safety in this world and the hereafter.

HIJUP.COM's social media is organically growing very fast, and its followers are increasing in multiply. YouTube International has been awarded (for having more than

150,000 subscribers and more than 20 million views). HIJUP.COM marketing and promotion is produced digitally through social media, blogs, YouTube channels, electronic newspapers (e-newsletters), supporting famous people (buzzer endorsement), and digital marketing virally or by word of mouth.

HIJUP.COM audiences spend hours using various social media platforms to access any information. This reason is a background why the marketers decide to use social media as the primary marketing channel. Academically, many studies show that social media have proven effective in developing networks, for example, online word of mouth (WOM) and online networks (Appel et al., 2019). One of the main advantages of social media is its broad reach; a message on social media spread to millions of people rapidly. The consumer's survey shows the confirmation of this statement. The magnitude of this potential requires strengthening content messages on social media sites to entertain consumers (Somdech et al., 2019).

As a manifestation of a Muslim's faith, Islamic da'wah can socialize through various media without reducing the meaning and purpose. The precise da'wah media is a media that can accommodate and adapt according to the times (Armiah, 2015).

Based on the field observations of researchers, consumers appreciate the HIJUP.COM Instagram posts in the morning. HIJUP.COM Instagram barely focuses on selling but conveying Islamic values through its posts. Content creation is one of the HIJUP.COM attractions to arouse the emotional side of consumers. HIJUP.COM uses social media Instagram for promotion and to present Islamic values, such as quotes, prayers, and hadiths that touch the hearts of consumers.

The message of da'wah in a subtle way will build relations between HIJUP.COM accounts and their followers. Illustration of da'wah messages on HIJUP.COM Instagram social media are as follows:

"Dear, patience is the key to faith. With patience, we can refrain from anger, hatred, verbal restraint from complaining, restrain the body from destructive actions, and forgive without berating and scolding. May Allah always make it easy for us to be patient and let go of everything we experience, Amin Yarabbal Alamin" #HIJUPQuotes (HIJUP.COM Instagram, 2020)."

Allah SWT says: *"There is nothing happier for a believer, more than the grace of Allah to protect our life, specifically by sending angels to guard us against every evil and tragedy that has not yet destine. If difficulties and suffering come, they will always be there to calm & expand their chests while saying, 'Do not be afraid and do not feel sad, be happy with the Jannah that Allah has promised (Surah Fusshilat: 30)".*

HIJUP.COM develops creative plans as the basis for implementing marketing communication campaigns. Organizing campaigns and innovative planning is essential to produce unique and attractive marketing creativity compared to competitors. A message development strategy can be interpreted as influencing the public or specific targets by persuading and motivating the public to participate. Thus, the message can produce an effect that follows planned (Handes, 2019).

A person's religious commitment will increase along with his mental health and psychological well-being. A person's commitment to his spiritual awareness will also reduce a person's level of stress and anxiety (Saliyo, 2020). HIJUP.COM consumers will increase rapidly with the fourth category,

specifically Universalist, so HIJUP.COM is looking for the proper position in the market with a focus on value. HIJUP.COM wants to show that Muslim women are more than just beautiful, confident, fashionable, and inspiring. Through HIJUP.COM, consumers not only buy fashion products but also participate in preaching through Indonesian Islamic fashion.

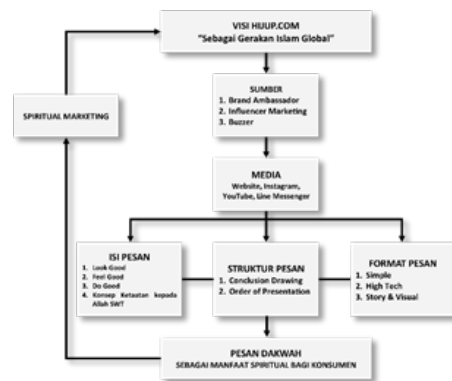


Figure 3. Da'wah message model as a spiritual approach to Islamic fashion e-commerce marketing in Indonesia

Conclusion

Da'wah is an obligation for every Muslim. Da'wah aims to persuade people to believe in Allah SWT. Da'wah includes content (essence) and method. The content (material) must deliver according to the source of religious normativity and regarding the context. The method of message delivery should always be in line with the period. Da'wah material produced by Islamic fashion e-commerce includes faith, sharia, and morals. In consuming products and services, Indonesian Muslim consumers are not just looking for functional and emotional benefits as in previous marketing. Muslim consumers are now starting to look for spiritual blessings. Spiritual advantages through da'wah messages become a point of differentiation to facing the

competition between various product brands. The spiritual dimension reflects the holistic attributes and brand representations derived from the belief system. Based on the research results, the researcher recommends that the Muslim market revolution in Indonesia is now entering a new phase. Muslim 4.0 has a more Islamic lifestyle, uses digital media, and needs a fun way for da'wah. The da'wah strategy should adapt to these changes so that the creativity of da'wah messages can be a new step in the reconstruction process of da'wah in Indonesia that considers the diversity of religious patterns in society.

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