



Original Article

Customer Journey of Albanna.Id Muslim Fashion Store on Instagram Social Media in Karanganyar Regency

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Abstract:

The Albanna.Id is a large Muslim fashion store in Karanganyar Regency. The greatness of the Albanna.Id Muslim fashion store cannot be separated from promotional optimization on Instagram social media. With almost twenty thousand followers on Instagram social media, it allows Albanna.Id Muslim shop to gain a high position of trust for consumers in the Karanganyar Regency area. In an effort to attract loyal consumers, this study reveals Albanna.Id's strategy in analyzing the consumer experience in shopping. One of the strategies carried out by Albanna.Id is understanding consumer behavior in the purchasing stage, and mapping consumer experiences in purchasing products. With the case study method, data was obtained by in-depth interviews with 50 Albanna.Id customers and have used their products for more than two years. The findings of this study are that with the customer journey, store owners can analyze the customer experience in interacting with store owners for products circulating in the community. The depiction of the customer journey map states that users are satisfied in shopping at the Albanna.id Muslim shop because of the quality of materials and prices that tend to be affordable for people around Karanganyar Regency.

Keywords: Customer journey mapping, Customer experience, Fashion Muslim Store



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Introduction

The presence of social media in promotional and sales activities provides consumers with a new experience in product selection and shopping. The extensive reach of social media to various consumers allows for direct interaction with customers to be maximized compared to promotional activities through direct sales. Social media is not just a means of communication, but also a way to strengthen the relationship between

producers and consumers ([White & Boatwright, 2020](#)). Consumer behavior on social media makes it easier to search for product information and interact directly with producers, thereby influencing purchasing decisions. In an effort to fulfill product information, consumers engage in product reviews found through reviews, testimonials, and even recommendations from other users who have experience with the product ([Baskara, 2023](#)). Consumer preferences can change in line with the influence of testimonials they find on the manufacturer's social media platforms. Before the widespread use of social media, consumers obtained information related to products only through mass media such as television, radio, newspapers, or even the experiences of peers using the product. However, the limited reach and time constraints of mass media make it difficult for consumers in rural areas to obtain the information they need, resulting in more considerations when making purchasing decisions.

With social media, consumers' interactions with producers have become faster and the responses are more in line with their expectations. Before the advent of social media, visits to stores were the way for consumers to fulfill their information needs, in addition to phone calls and exposure to advertisements in mass media. Social media has significantly reduced budgets for activities aimed at providing information to the public. Consumer perception of product information obtained from producers tends to change with the frequency of interaction and the responsiveness of the producers ([Wang et al., 2021](#)). Therefore, feedback and responses are often provided by producers to consumers through unique forms such as polls, giveaways, and even quizzes with prizes in an effort to maximize interactive campaigns with consumers ([Chen, 2020](#)). Changing consumer behavior in product information search to become loyal consumers requires special strategies from producers to engage new consumers at a relatively affordable cost compared to mass media marketing communication costs. The strategy includes content preparation, speed of interaction with customers, or even collaborating with influencers to increase awareness ([Heggde & Shainesh, 2018](#)).

Local producers in the region who still use conventional promotion and sales methods should ideally change their promotion processes by maximizing the use of social media ([Chowdhury et al., 2024](#)). The customer journey on social media is very important in building interactions with consumers and increasing brand loyalty. After understanding the customer journey stages and implementing the right strategies, producers can increase engagement and purchases by consumers. The consumer journey means the path that a customer takes from the initial awareness of a product or service to the final decision of purchasing ([Homaidan & Bou, n.d.](#)). This journey is often broken down into different stages, such as awareness, consideration, purchase, and loyalty. Understanding the consumer journey is crucial for businesses to target and engage with their customers effectively at each stage of the process. By mapping out the consumer journey, businesses can identify key touchpoints and opportunities to optimize the customer experience and drive conversions. This knowledge allows businesses to tailor their marketing strategies and communication efforts to meet the needs and preferences of customers at each stage of their journey. By making analysis of consumer journey, businesses can obtain insights into the factors that influence purchasing decisions and customer loyalty ([Ibrahim Adedeji Adeniran et al., 2024](#)). This information can create more personalized and relevant experiences for their customers, ultimately leading to

increased satisfaction and retention. In today's competitive market, understanding the consumer journey is essential for businesses looking to stand out and build long-lasting relationships with their customers.

Social media has a crucial role in the fashion industry, as it allows brands to make connection with their audience on a more personal and showcase their latest collections in real-time . Platforms like Instagram, Facebook, and TikTok have become powerful marketing tools for fashion brands, enabling them to reach a global audience and engage with customers in a more interactive way ([Oklander & Kudina, 2021](#)). Social media also allows fashion brands to gather valuable feedback from their customers, helping them to know their preferences and tailor their products and marketing strategies consequently. Additionally, social media influencers have become key players in the fashion industry, with their ability to reach millions of followers and influence purchasing decisions. As such, leveraging social media effectively has become essential for fashion brands looking to stay relevant and competitive in today's fast-paced digital landscape. Fashion brands must adapt to the ever-changing social media trends in order to remain visible and engaging to their target audience. ([Saddam et al., 2024](#)) For example, a fashion brand may use Instagram to share behind-the-scenes content of their design process, giving followers a glimpse into the creative process and building excitement around upcoming collections. By collaborating with influencers to promote their products on platforms like TikTok, a fashion brand can tap into new demographics and increase brand visibility among younger audiences.

In addition, social media platforms also present significant data and insights that can help fashion brands understand their target audience better and tailor their marketing strategies consequently. By analyzing engagement metrics, demographics, and trends, companies can make informed decisions on product development, pricing, and promotional activities (Gomes, n.d.) . This data-driven approach allows fashion brands to stay agile and adapt to changing consumer preferences, ultimately driving growth and profitability. Furthermore, social media offers a direct line of communication between brands and consumers, allowing for real-time feedback and customer service that can enhance brand loyalty and trust. However, a detailed counterexample could be a company that fails to accurately analyze their target audience and instead relies on assumptions ([Oklander & Kudina, 2021](#)). This could lead to ineffective marketing strategies and missed opportunities for growth. Additionally, without utilizing data-driven decision making, the company may struggle to keep up with changing consumer preferences and fail to adapt their products or promotional activities accordingly.

One specific example that has successfully utilized data-driven decision making in the Muslim fashion industry is Modanisa, a popular online retailer for modest clothing. By analyzing their target audience's preferences, purchasing behavior, and social media engagement, Modanisa has been able to tailor their marketing strategies to effectively reach and engage with their customers. This has resulted in increased brand loyalty, higher conversion rates, and a strong online presence on platforms like Instagram. In contrast, a company that neglects to gather and analyze data on their target audience may struggle to connect with their customers and ultimately lose out on valuable opportunities for growth in the competitive Muslim fashion market ([Følstad & Kvale, 2018](#)).

For example, a competitor that fails to track customer preferences may continue to produce unpopular styles, leading to excess inventory and decreased sales. Without understanding the purchasing behavior of their target audience, they may also miss out on opportunities for strategic partnerships or collaborations with influencers in the Muslim fashion community. This lack of data-driven decision making can also result in missed opportunities for targeted marketing campaigns that resonate with the certain needs and preferences of Muslim consumers. By not leveraging data to tailor their messaging and product offerings, companies risk alienating potential customers and losing market share to competitors who are more in tune with the desires of the Muslim fashion community. In today's fast-paced and ever-evolving market, it is essential for companies to prioritize data collection and analysis in order to lead the curve and meet the needs of their target audience effectively.

Research Methods

This research uses a case study of Albanna.Id customers in the Karanganyar area who have been users of Albanna Muslim fashion products for more than 2 years. Determination of research objects as an effort to feedback on the effectiveness of promotion through content that has been created and uploaded by Albanna on an Instagram social media. Research begins with determining customer personas such as segmentation, demographic data in Karanganyar, and their consumption habits of Muslim fashion products.

The data collection methods utilized in this study included surveys, interviews, and content analysis to gather insights into consumer behavior on Instagram. Through a comparison of findings with existing literature and theoretical frameworks, were able to identify key trends and patterns in consumer behavior on the platform. These findings have important implications for marketers looking to engage with their target audience on Instagram and provide valuable recommendations for future research in this area. Despite the limitations of this study, there are numerous areas for further exploration that could shed light on the evolving landscape of consumer behavior on social media platforms like Instagram ([Ridlo, 2023](#)).

When customer persona data has been obtained, the next stage in this research is to document each stage of the journey and user experience while using Albanna Muslim fashion products. The stages of the customer journey start from monitoring awareness activities, namely how customers first recognize Albanna products, to consideration, namely what influences purchasing decisions. The next user experience documentation activity is the purchase stage, namely what factors make them buy products, and continued with the retentions stage in the form of extracting data about the reasons that make customers use Albanna products still loyal to use Albanna products for more than 2 years.

Data collection was carried out using the in-depth interview method followed by digital analytic observation with customers through quizzes conducted by the admin to 50 customers spread across various regions in Karanganyar Regency. The data that has been obtained is then presented in the form of a simple table regarding the visual customer journey map ([Ilhami et al., 2024](#)).

Result

A. Consumer Behavior In The Purchase Stage

Albanna. Id is a large brand of Muslim fashion products located in Karanganyar Regency which has been using Instagram social media since 2014. Promotion carried out by Albanna.id on Instagram social media in reaching its consumer audience in Karanganyar Regency through profile optimization, content consistency, using hashtags and utilizing Instagram Ads. Currently the number of Albanna.Id followers on Instagram social media from Karanganyar Regency is eighteen thousand customers spread from all over Karanganyar.

In supporting this research, fifty customers were randomly selected based on the time of following Albanna.Id's Instagram social media for more than two years. Respondent data to determine the customer journey can be seen in the following table.

Table 1. Respondent Demographic Data

Categories	Respondent Distribution
Gender	80% Female, 20% Male
Age	18-24 years (30%), 25-34 years (40%), 35-44 years (20%), 45+ years (10%)
Education	High School (25%), Bachelor's Degree (50%), Master's Degree (25%)
Occupation	Student (20%), Employee (40%), Entrepreneur (30%), Housewife (10%)
Monthly Income	<3 million (20%), 3-6 million (40%), 6-10 million (30%), >10 million (10%)

Source : Author's data processing result, 2025

Table 2. Psychographics and Shopping Preferences

Category	Respondent Distribution
Favorite Muslim Fashion Style	Casual Modest (40%), Elegant (30%), Shari'i (20%), Streetwear (10%)
Source of Fashion Inspiration	Social media (50%), Celebgram/influencer (20%), Friends/Family (15%), Magazine/TV (15%)
Reason for Buying Muslim Fashion	Trend (30%), Needs (40%), Favorite brand (20%), Advertisement/promo (10%)
Main Factors in Purchasing	Price (30%), Quality (25%), Model/trend (20%), Brand (15%), Comfort (10%)
Engagement with Brand	Often follow the brand's social media (40%), Ever leave a review (30%), Only buy without further interaction (30%)

Source : Author's data processing result, 2025

Has been exponential in recent years, with Instagram emerging as a key platform for Muslim fashion stores to showcase their products and connect with their target audience. Many Muslim fashion brands have successfully leveraged the visual nature of Instagram to showcase their unique designs and reach a global audience of fashion-conscious consumers. In this section, we will explore the strategies and tactics employed by Muslim fashion stores on Instagram to drive engagement, increase brand awareness, and ultimately drive sales.

One of the key strategies that Muslim fashion stores have utilized on Instagram is collaborating with influencers and bloggers within the Muslim fashion community. By partnering with individuals who have a large following and influence within the niche, brands are able to reach a wider audience and gain credibility among their target demographic. These collaborations often involve sponsored posts, giveaways, or product reviews, which help to generate buzz and drive traffic to the brand's profile. Additionally, many Muslim fashion stores have also taken advantage of Instagram's shopping feature, allowing users to directly purchase products through the platform. This seamless shopping experience has proven to be highly effective in converting followers into customers and driving sales for these brands.

In the stages of product use, Albanna.id product customers are divided into several stages, which include:

1. **Pre-Purchase Stage:** This pre-purchase stage is the scope of new consumers who have not yet become customers of the store, but have sent messages to the admin several times in an effort to fulfill product information. At this stage, consumer behavior can be based on:
 - a. **Needs Recognition:** The store admin collects several questions from new customers in an effort to fulfill consumer tastes that are closely related to their needs such as models, raw materials, prices, and the level of comfort in using the product.
 - b. **Product search:** Consumers choose several products that have been posted by the admin through the Instagram highlight feature by displaying the most important products in the Albanna.Id store profile.
 - c. **Evaluation of Alternative Choices:** consumers who have chosen products, in an effort to fulfill their tastes, often try to compare with other stores regarding models, comfort, brand image, and even prestige when using products from albanna.id.
2. **Purchase Stage:** when they get product information, some Albanna.id consumers make offline purchases by visiting stores in the Karanganyar area in anticipation of dissatisfaction with the products displayed on social media. The experience of consumers shopping through social media often gets products that are not as expected and imagined. Therefore, several informants admitted that before they shop online, they first came to the store and saw firsthand the products being sold.
3. **Post-Purchase Stages:** Consumer behavior at the Albanna.id Muslim fashion store tends to appear in two ways, namely:
 - a. **Satisfaction / Dissatisfaction:** some consumers who are satisfied with the products and admin services on social media instagram tend to make repeat purchases and create testimonial stories of satisfaction with the products used.

However, some consumers who are not satisfied with the product used, apparently prefer to compare their experiences of dissatisfaction with several other consumers as an effort to emphasize and support their experience while using the product. This is the evaluation of the Albanna.Id online store in achieving customer satisfaction.

- b. Cognitive Dissonance: Interview data obtained from several consumers who were dissatisfied with the product or store admin service, on average, was caused by the initial image of consumers when they saw posts on Instagram. This image will look beautiful, elegant, and in the impression of Muslimah, but in reality the beautiful impression described turns out to be through a series of long processes such as make-up, use of camera lenses, viewing angles, lighting, and even editing activities carried out after taking pictures. The image and impression they imagine sometimes contradicts when they use the product in the real world.

One of the key benefits of Instagram for Muslim fashion stores is the ability to reach a global audience. With over one billion active users on the platform, these stores have the opportunity to showcase their products to people from all corners of the world. This has allowed Muslim fashion to gain mainstream popularity and recognition, breaking down stereotypes and misconceptions about modest clothing. Additionally, the visual nature of Instagram allows these stores to showcase their unique designs and styles, attracting a diverse range of customers who are interested in modest fashion. By utilizing Instagram effectively, Muslim fashion stores can not only increase their sales and reach, but also create a sense of community and belonging among their followers.

Include the quality of the product photos, the engagement with followers through comments and direct messages, and the overall aesthetic of the brand's profile. Customers are more likely to trust and purchase from a brand that has a strong presence on Instagram, with regular updates and interaction with their audience. Influencers and celebrities also play a significant role in influencing purchasing decisions, as their endorsements can sway followers to try out new products and styles. Additionally, customer reviews and testimonials on Instagram can provide valuable social proof for potential buyers, helping them make informed decisions about their purchases. Overall, the platform has become a powerful tool for Muslim fashion stores to connect with their audience, showcase their products, and ultimately drive sales.

One of the key advantages of using Instagram for marketing in the Muslim fashion industry is its ability to reach a global audience. With over 1 billion active users on the platform, businesses have the opportunity to showcase their products to a wide range of potential customers from all around the world. This level of exposure can help Muslim fashion stores expand their customer base and increase their brand recognition. Additionally, the visual nature of Instagram allows businesses to showcase their products in a visually appealing way, making it easier for customers to imagine themselves wearing the clothing or accessories. This can help drive sales and increase conversion rates for Muslim fashion stores.

B. Analysis of Albanna.Id's Customer Journey Map on Instagram Social Media

The Customer Journey analysis of the albanna.Id Muslim fashion store on Instagram social media is divided into several components in determining consumer

loyalty and travel in the use of Muslim fashion products. There are five components that appear significantly which are the findings in this study. The five components include:

1. **Persona:** the characteristics of Albanna.id users and customers are women with an age range of 25-35 years, undergraduate education who work as employees with a salary range of 3-5 million and have been customers of Albanna.Id for more than two years.
2. **Timeline:** in this stage, Albanna.id's consumer behavior and customer journey are divided into two stages, namely the before and after stages. In the before stage, Albanna.id consumers get a lot of information from Instagram social media with hashtags. This hashtag is widely used by albanna.id in an effort to provide information and product promotions to new consumers who do not know Muslim online shops on Instagram social media in the Karanganyar Regency area. The after stage in the effort to deepen the customer journey, after fulfilling information about Muslim product stores in the Karanganyar Regency area, many buyers get promos and gifts given by the admin with predetermined terms and conditions. Apart from promos and gifts, the admin also utilizes the Instagram highlight feature to accommodate and group his latest fashion products on social media Instagram.
3. **Touchpoint:** users of albanna Muslim fashion store products in their journey and experience are divided into three stages, namely before shopping, when shopping, and experience after shopping at the Albanna.Id Muslim shop on Instagram social media. Experience before shopping, customers search for Muslim fashion products on Instagram social media using hashtags. When customers get product information through posts, customers look for current products by looking at the Instagram highlight store feature and the online catalog provided by the admin on Instagram social media. At the stage of shopping, some customers visit the albanna.Id store in Karanganyar Regency in an effort to see the product directly and try it. The final stage of customer journey is the post-purchase stage. It is when consumers are satisfied with the quality of the product and prices that tend to be affordable, consumers tend to share their satisfaction and make testimonials for using and purchasing products at the Albanna.Id online store on Instagram social media.
4. **Emotions:** Admins in the activities of understanding consumer tastes and customer loyalty often pay attention to the emotional aspects of buyers. The emotional aspects of customers found by the admin are in the form of joy and satisfaction when they have interacted and visited the Albanna.Id store in the Karanganyar area. Of the 50 informants, 30 of them expressed their satisfaction with the quality of the products and services from the shop owner. Shop owners often provide unusual discounts and discounts such as birthday momentum, holiday momentum, even the momentum of several unicorns, namely shopee flash sale 12.12 which provides many prices that are very affordable for consumers.
5. **Channel:** Albanna.Id in an effort to reach a large number of audiences, often utilizes the Instagram Ads feature on social media Instagram. This feature allows stores to display promotional content and reach a wider audience through the feed, story, and even explore features. In addition to utilizing Instagram Ads, Albanna.Id Muslim fashion store also utilizes endorsements from several models, and uses them as

examples in demonstrating the appearance of Albanna.Id Muslim clothing on Instagram social media.

One example of this is a Muslim fashion store based in Indonesia that used Instagram to showcase their latest collection of modest clothing. By posting high-quality images and engaging with their followers through Instagram stories and live videos, they were able to attract customers from countries all over the world. This level of consumer engagement led to an increase in online sales and brand awareness for the store.

Another important aspect of consumer engagement with Muslim fashion stores is the use of influencers and brand ambassadors. These individuals can help promote the store's products to a wider audience and attract new customers. By partnering with influencers who have a large following within the Muslim fashion community, stores can reach potential customers who may not have been aware of their brand otherwise. Additionally, hosting events such as fashion shows or pop-up shops can also help to increase consumer engagement and drive sales. Overall, the key to success for Muslim fashion stores lies in creating a strong online presence and engaging with customers in a meaningful way.

Albanna.id's customer journey on Instagram social media can be simplified in the following table:

Table 3. Customer Journey Map: Albanna.Id Instagram Experience

Stages	Awarness	Consideration	Purchase	Experience	Loyalty
Customer Stages	See ads on social media or hear from friends	Compare products, read reviews, and check prices	Decide to buy, choose a payment method, and checkout	Receive products, evaluate quality, and leave reviews	Subscribe, follow promos, and recommend to friends
Customer Emotions	Curious & interested	Hesitant & comparing	Enthusiastic & hope not to be disappointed	Happy or disappointed depending on experience	Loyal & recommend or disappointed & not return
Point of Contact	Advertising, social media, influencers	Website, marketplace, customer reviews	Checkout page, payment methods	Shipping, packaging, customer service	Loyalty program, newsletter, special discounts

Source : Author's data processing result, 2025

The awareness stage is crucial in the consumer journey on Instagram. This is where consumers first discover Muslim fashion stores through various channels such as influencer posts, sponsored ads, or hashtags. By strategically using these tools, stores can increase their visibility and attract new customers who are interested in modest fashion. Creating engaging and visually appealing content is key in this stage to capture the attention of potential customers and encourage them to learn more about the brand. Additionally, collaborating with influencers and other brands in the Muslim fashion industry can help expand reach and attract a wider audience. Overall, the awareness

stage sets the foundation for the consumer journey on Instagram and plays a vital role in driving traffic to Muslim fashion stores.

Moving into the consideration stage, it is important for stores to provide detailed information about their products and services to help potential customers make informed decisions. This includes highlighting the quality and uniqueness of their items, as well as offering clear pricing and sizing information. Customer reviews and testimonials can also be powerful tools in this stage, as they provide social proof and build trust with potential buyers. By focusing on transparency and providing valuable information, stores can further guide customers through the consideration stage and towards making a purchase.

include the product's features and benefits, price point, brand reputation, and how well it meets their specific needs. During this stage, consumers may compare different options, read reviews, seek recommendations from friends or family, and weigh the pros and cons of each choice. It is important for businesses to understand what factors are most important to their target audience during the consideration stage, so they can tailor their marketing messages and product offerings accordingly. By addressing these key factors and providing compelling reasons to choose their product or service, businesses can increase the likelihood of converting potential customers into paying customers.

The decision stage is where consumers finally make a purchase after carefully considering all their options. This stage is crucial for businesses as it is the final step in the buyer's journey. During this stage, consumers are looking for reassurance that they are making the right choice. They may seek out additional information, compare prices, or look for discounts or promotions. Businesses can capitalize on this stage by providing clear and concise information about their product or service, highlighting its unique selling points, and offering incentives to encourage a purchase. Ultimately, understanding what drives consumers to make a purchase can help businesses tailor their marketing strategies to effectively convert leads into customers.

Albanna.id's strategy in conducting promotional activities through social media Instagram in an effort to reach a loyal audience, consists of several stages where consumer tastes become the goal in subsequent promotional activities. Consumer tastes can be influenced by the posts of several influencers, be it models that are deliberately used in the content, or customer testimonials in using products from Albanna.id. the use of hashtags is also done in an effort to make it easier to find the products the customers want. Some customers in the purchasing process are also influenced by emotional experiences, namely satisfaction and suitability when worn by individuals, in addition to personal fears regarding high expectations of the products they see on Instagram social media. Various fashion content demonstrated by the model, may be very different from the original situation when worn by the person, because in every content creation there is a long process from pre-production including the selection of talent models, clothing, themes, tools used, to post-production, namely editing photos of shooting results before being uploaded on social media. This long process will be very different when users directly use fashion products without attached attributes, either accessories or even the use of makeup according to what is demonstrated by the model. Therefore, the emotional

involvement of users will greatly affect the taste of kinship, so that it can be an experience that will be told to other personalities.

is essential for Muslim fashion stores looking to reach a wider audience and increase sales. One strategy that has proven to be effective is collaborating with influencers or bloggers who have a strong following within the Muslim fashion community. By partnering with these individuals, stores can tap into their existing audience and gain credibility and visibility. Additionally, utilizing Instagram's features such as Stories, Reels, and IGTV can help stores showcase their products in a more engaging and interactive way. Another strategy is to use ads to reach potential customers who are interested in Muslim fashion. By creating ads that speak directly to this demographic, stores can increase their opportunities of converting leads into customers. Overall, by implementing these strategies, Muslim fashion stores can effectively leverage Instagram to grow their brand and drive sales.

For example, a Muslim fashion store could use Instagram Stories to showcase behind-the-scenes footage of their design process, giving followers a glimpse into the creative process and building trust with their audience. They could also use IGTV to host interviews with influential figures in the Muslim fashion industry, further establishing themselves as a credible source within the community. By using targeted advertising to promote specific products to users who have already shown interest in similar items, the store can increase their chances of making sales and expanding their customer base.

such as styling tips, fashion advice, and cultural insights can also help the store build a loyal following and establish a strong brand identity. By creating a sense of community and connection with their audience, the store can foster long-lasting relationships and encourage repeat business. Additionally, partnering with other Muslim fashion influencers and brands for collaborations and joint promotions can help the store reach a wider audience and tap into new markets. Overall, by consistently providing valuable and engaging content, the store can solidify its position as a leader in the Muslim fashion industry and continue to grow its presence online.

Albanna.Id monthly events such as hijab styling workshops to bring their community together and strengthen relationships. By collaborating with popular hijabi influencers on social media platforms, the store can expand its reach and attract new customers who resonate with their brand values can also help the store increase its visibility and credibility within the Muslim fashion community. By partnering with influencers who have a large following and a strong presence in the industry, the store can tap into their audience and gain exposure to potential customers who may not have been aware of the brand before. Additionally, working with influencers can help the store stay on top of current trends and preferences within the Muslim fashion market, ensuring that they are always offering products that are in demand. This strategic approach to marketing can help the store stay ahead of the competition and continue to grow its customer base both online and in-store.

The rise of influencers and user-generated content has significantly impacted consumer behavior on social media platforms like Instagram. Research has shown that consumers are more likely to trust and make purchasing decisions based on recommendations from influencers and authentic user-generated content. This trend has led to a shift in marketing strategies, with many brands leveraging the power of

influencers to reach and engage with their target audience. Additionally, social media algorithms has a crucial role in establishing the visibility and reach of content, affecting consumer engagement and interactions on the platform. Understanding how these algorithms work and adapting strategies to optimize reach and engagement is essential for brands looking to succeed on Instagram.

Conclusion

Customer Journey of Albanna.id customers on social media in shopping through social media Instagram, begins with the awareness of a young Muslim woman who is active on social media in an effort to find modest fashion clothes and stylish and still impressed syar'i. This stage of awareness is found in several research objects to emphasize personal Muslimah, but not lagging behind fashion in Muslim fashion. With the presence of Instagram social media, albanna.id in fulfilling information to the public appears as a consideration for a complete media and online store in an effort to fulfill and as a reference for Muslim clothing in Karanganyar Regency. This reference will be used as an example of Muslim women in determining tastes that suit their respective personal appearance and conditions. The final stage in the customer journey of some albanna.id customers is to assess the experience of using Albanna Muslim fashion products as an act of satisfaction and will recommend the experience to others. Assessment of the use of this product will determine whether consumers will be loyal or not.

The findings of the study revealed that consumers on Instagram tend to go through all four stages of the consumer journey, with the majority of users starting at the awareness stage and gradually moving towards purchase and retention. Interestingly, the analysis also showed that the consideration stage was the most critical, with consumers spending the most time in this phase before making a purchasing decision. This suggests that Albanna.Id should focus on creating content that educates and informs users during the consideration stage in order to drive conversion and retention. Furthermore, the study found that sample size played a crucial role in the accuracy of the results, with larger sample sizes leading to more reliable data and insights into consumer behavior on the platform. Overall, these findings highlight the importance of understanding the consumer journey stages on Instagram in order to effectively target and engage with users throughout their purchasing process.

This work includes holding larger corporations accountable for their practices, advocating for fair wages and working conditions for garment workers, and promoting transparency throughout the supply chain. It also involves challenging traditional beauty standards and promoting diverse representation in marketing and advertising campaigns. While progress has been made, there is still a long way to go in creating a fashion industry that is truly inclusive and sustainable for all.

The future of Muslim fashion stores on Instagram holds great potential for promoting inclusivity and sustainability within the industry. As more consumers seek out ethically-made and culturally diverse clothing options, these stores have the opportunity to lead the way in offering garments that align with these values. By prioritizing transparency in their supply chains, supporting fair labor practices, and celebrating diverse beauty standards, Muslim fashion stores can set a positive example

for the rest of the industry. Additionally, by using their platform to showcase an extensive range of styles and designs that serve all body types and cultural backgrounds, these stores can help to challenge and redefine traditional norms in the fashion world. With a commitment to inclusivity and sustainability, Muslim fashion stores on Instagram have the potential to shape a more equitable and diverse future for the industry as a whole.

By collaborating with ethical and environmentally conscious brands, Muslim fashion stores can further promote sustainability and responsible consumption within the industry. By highlighting the stories and craftsmanship behind each garment, these stores can also educate consumers about the importance of supporting ethical fashion practices. Through their dedication to promoting inclusivity and sustainability, Muslim fashion stores have the power to inspire positive change and create a more equitable and diverse fashion landscape for future generations to come.

Include studying the impact of Muslim fashion influencers on mainstream fashion trends, exploring the intersection of modest fashion with sustainable practices, and analyzing the representation of diverse beauty standards in Muslim fashion campaigns. Additionally, research could focus on the economic implications of supporting fair labor practices in the Muslim fashion industry and the potential for collaboration between Muslim fashion brands and mainstream retailers to promote inclusivity and diversity. By delving deeper into these areas, researchers can gain a better understanding of the role that Muslim fashion stores play in shaping the future of the fashion industry and promoting positive social change.

This research could also explore the intersection of modest fashion with environmental sustainability, examining the use of eco-friendly materials and production processes in Muslim fashion brands. By highlighting the efforts of brands that prioritize ethical and sustainable practices, this research can showcase the potential for the Muslim fashion industry to lead the way in promoting social and environmental responsibility within the broader fashion landscape. Additionally, examining the representation of diverse beauty standards in Muslim fashion campaigns can shed light on the industry's efforts to challenge traditional norms and promote inclusivity. Through in-depth analysis of these key areas, researchers can provide valuable insights into the ways in which Muslim fashion brands are reshaping the industry and fostering positive change.

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