

## Personal Branding Muslim Fashion on Tabriizhijab.idn

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**Abstract.** This study aims to determine how personal branding of Muslim fashion on Tabriizhijab.idn. The personal branding study used to analyze Tabriizhijab.idn's personal branding is using the guidelines that are often used is the concept of Eight Laws of Personal Branding, which is a personal branding strategy that emphasizes on the sides: specialization, leadership, personality, difference, appearance, unity, constancy, and good name. The method used in this research is a qualitative method by collecting secondary data sourced from writings and product sales posts marketed on the online shop sales platform in the shopee application and the results of an interview with one of Tabriizhijab's employees. Based on the research results, the personal branding carried out by Tabriizhijab.idn is in accordance with the concept of the Eight Laws of Personal Branding.

**Keywords:** Small Medium Enterprise, Personal Branding

### 1. Introduction

Small and medium-sized enterprises (SMEs) have an important role as the backbone of the economy in almost all countries. In Indonesia, SMEs make a significant contribution to GDP, which is 60.5% and to employment is 96.9% of the total national employment. So that the role of MSEs in Indonesia is very large for the Indonesian economy, with the number reaching almost 99% of all business units [1]. SMEs are a business sector that is able to adapt and face market changes. This is because the SME sector is relatively neutral and tries to build its own business without any government intervention [2].

Indonesia has three types of business fields, namely culinary, fashion, and agribusiness. Each type of business field has its own strategy to maintain its business in order to face competition in the business world. The business that will be discussed in this research is fashion. Fashion according to Troxell and Stone is defined as a style that can be accepted and used by the majority of people at a certain time.

Based on the results of research that has been conducted in assessing the influence of SMEs' efforts towards digitalization, which can be measured from the level of digitalization, technology adoption and business mode, it can help businesses respond well to public crises and contribute to the improvement of SME performance [3]. The development of increasingly advanced technology and the strength of the information provided makes Indonesian people have more knowledge. So this is what makes technology and fashion interrelated. With the increasing sophistication of technology, this greatly affects fashion trends in Indonesia, especially Muslim fashion trends. Muslim fashion trends in Indonesia every time have various updates and are favored by the majority of people both men and women. During the month of Ramadan, the trend of Muslim fashion is very much favored, the majority of people prefer to shop online worn this makes it easier for consumers to choose various kinds of fashion that will be used and can be done anywhere without having to queue in public places. According to the results of a survey conducted by Fenalosa on 200 thousand Muslim fashion consumers on the Tokopedia platform, it appears that it is dominated by women around 61.4% rather than men around 38.6% during the month of Ramadan, even sales of Muslim fashion products have increased 3x [4]. With the great influence of technology and the internet on the world of Muslim fashion, this has resulted in the internet becoming a very effective medium for personal branding.

Personal branding is a perception maintained by others about an individual, a meaningful perception of the value and quality of an individual, and a reflection of what individuals believe and are expressed by what they do and how they do it [5]. Meanwhile, personal branding can simply be interpreted as building a brand over a person. Personal branding aims to control the perspective or perception of others towards oneself [6]. Personal branding can also make a person easy to remember with something unique to him.

The large number of internet users and activities in social media that occur in Indonesia make someone to do personal branding in the right and appropriate way. With the advancement of the web from static sites to social and participatory spaces has provided greater opportunities and increasingly provides opportunities to engage potential consumers with personal communication, and allows the co-creation of brand messages through user-generated content (eg: comments, blogs, and videos) [7]. Personal branding of SMEs is adapted to adapt to the market and environment. It focuses on opportunity utilization and self-alignment. In the process of continuous adaptation of personal branding and SMEs they will seek creative innovation to maintain the total brand [8].

## **2. Method**

This research uses qualitative and scientific methods. Qualitative methods are research used to discuss and analyze phenomena, events, social activities, attitudes, beliefs, perceptions and individuals. The scientific method is a research activity based on scientific properties, namely rational, empirical, and systematic. The data source in this study is secondary data obtained indirectly from the source but using written sources such as books, journals and documents from related parties. This study only uses secondary data sourced from writings published on the Tabriizhijab.idn shopee platform which is a strategy to attract consumers and conduct interviews with one of Tabriizhijab.idn's employees. The documentation technique is a data collection technique in this study. The documentation method is information that comes from important archives and institutions or organizations from individuals.

## **3. Results and Discussion**

### **3.1 Tabriiz Hijab.idn**

Tabriizhijab.idn is a Muslim fashion business formed in 2021, which is engaged in the production of headscarves and small-scale sales of Muslim clothing. Tabriizhijab.idn sells a variety of products with its own production with a process that starts from selecting good quality fabrics and giving them to tailors, and packaging products.

### **3.2 Personal Branding Key Concept Analysis**

There are eight main concepts for personal branding, namely specialization (the law of specialization), leadership (the law of leadership), personality (the law of personality), difference (the law of distinctiveness), visibility (the law of visibility), unity (the law of unity), persistence (the law of persistence), and goodwill (the law of goodwill) [9]. The analysis of these eight main concepts in Tabriiz Hijab's personal branding is as follows:

#### **3.2.1 Specialization (The Law of Specialization)**

A personal brand should concentrate on a particular strength, expertise, or achievement. Specialization can be done in several ways, namely: ability, behavior, lifestyle, mission, product, profession, and service [10]. In the Tabriizhijab.idn online shop media in shopee, it can be seen that the products sold are specialized in Muslim fashion. This characteristic is inherent in Tabriizhijab.idn, where products are sold in the form of various types of hijab, outer, Muslim gamis, blouse, bucket hat, and slide sandals. It can also be seen from her shopee online media account that all models use hijab, but are still fashionable. The following is an online shop owned by tabriizhijab.idn on the shopee platform (see Figure 1):



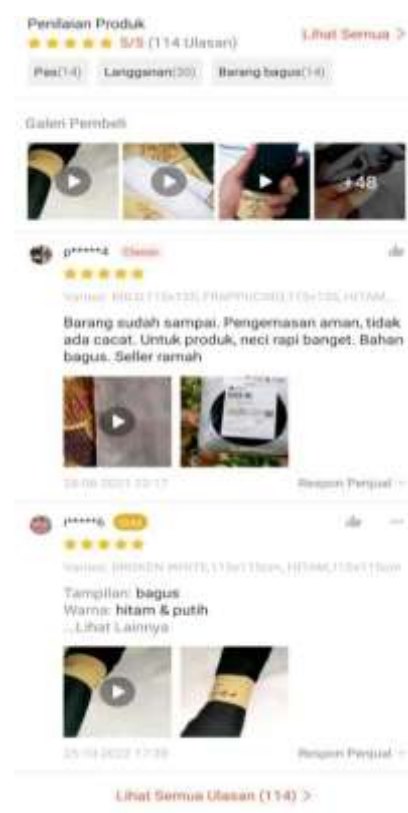
**Figure 1.** Display Shopee of Tabriizhijab.idn photo content

### 3.2.2 Leadership (The Law of Leadership)

Leadership is associated with creating engagement between teamwork, support, cooperation, empowerment, and membership [11]. Meanwhile, leadership according to other research, leadership includes things such as Excellence, Position, and Recognition [9]. In terms of excellence, tabriizhijab.idn is considered quite an expert in the field of fashion and she also prioritizes good quality for her Muslim fashion products. For the position aspect, this business is run by three young people, with positions that have been determined and according to their respective expertise. There are three positions or tasks that each person carries out, namely CEO Founder and CEO, Marketing Office, and Production and Quality Assurance, this is so that each member has a direction and purpose in helping to run this business. This business was formed due to the development of the way of wearing the hijab and Muslim clothing at this time began to follow the prevailing fashion in society, and so did the increasing public interest in making purchases through online shopee, so this became one of the objectives of establishing the tabriizhijab.idn business on one of the shopee platforms. Tabriiz Hijab also wants online sales to increase, and many people recognize the products owned by Tabriiz Hijab itself.

### 3.2.3 Personality (The Law of Personality)

At the stage of building personal branding, personality is very important for the person concerned to have a clear brand profile and remain loyal to the brand [12]. In this aspect of personality to illustrate that a person's brand is indeed well valued, it can be seen from the assessment of others. When viewed from the shopee account owned by tabriizhijab.idn, it can be seen in the comments section and the stars that appear, illustrating that this business has a good personality. The following is an example of an assessment given by a buyer after buying a hijab product owned by tabriizhijab.idn (see Figure 2):



**Figure 2.** View of tabriizhijab customer rating on shopee

### 3.2.4 Distinctiveness (the law of distinctiveness)

Distinctiveness needs to be highlighted to create a more effective personal brand. Distinctiveness is needed as a form of perception so that it is easy to see, easy to understand, and attractive [13]. The difference between Tabriizhijab.idn compared to others, namely the hijab products it has, namely the results of its own production, where the material is selected from a type of fabric that is good and comfortable to use, and has very neat stitches. And supported by stylish and moders designs. The following are the products owned by tabriizhijab (see Figure 3):



**Figure 3.** Tabriizhijab.idn product photo display

### 3.2.5 Visibility (The Law of Visibility)

Visibility in personal branding must be visible. After everything is well designed, of course the most important thing is that the brand can be seen and recognized by others. So we must know how and when we should interact with others to introduce our own brand [14]. In order to be seen by many people. Tabriizhijab.idn displays its products on one of the online shop platforms, namely shopee. Shopee is a platform which includes an updated platform with fashion conditions and developments. It is through this media that Tabriizhijab.idn develops its personal branding so that more people know about its products.

### 3.2.6 Unity (The Law of Unity)

One's personal life behind the Personal Brand must be in line with the ethics, morals and predetermined attitudes of the brand. Personal life must be a mirror of the image that a person wants to instill in the brand [13]. This aspect suggests that a person behind a personal brand must be attached to the morals and behavior of the brand. The personal branding displayed by Tabriizhijab.idn is appropriate or unified based on the appearance displayed in the online shop. The figure who participates fairly in the sale of this product, both employees and models, is described as a Muslim woman who always wears Muslim clothing but is modern and fashionable.

### 3.2.7 Persistence (The Law of Persistence)

Personal branding must be seen consistently and continuously until the personal brand can be widely recognized. Every personal brand takes time to develop and to be able to speed up the process [16]. This is also done by Tabriizhijab.idn. The establishment of the Tabriizhijab.idn business in 2021, was the beginning of the creation of an online shop account at shopee (Tabriizhijab.idn) which only sells hijab in one model. The development of sales and consumer demand, Tabriizhijab.idn seeks to add several models of veils, Muslim clothing, sandals, blouses, and bucket hats. As well as trying to improve quality products and good service for consumers. But Tabriizhijab.idn will remain consistent with Muslim fashion that is distinctively designed and follows trends.

### 3.2.8 Goodwill (The Law of Goodwill)

Personal branding will give good results and will last long if the person behind it is considered to have a positive image. The person will be associated with values or ideas that are generally recognized as positive and beneficial influencers [17]. From the results of Tabriizhijab.idn's posts, it shows positive things, and the way each product is explained is well explained. And Tabriizhijab.idn also provides good service to consumers, starting from answering several consumer questions before buying, how the product is packaged, and delivering goods on time. So that this positive thing is not only beneficial for Tabriizhijab.idn but is an added value for consumers when making online transactions.

## 4. Conclusion

Based on the results of this study, the researcher concluded that the personal branding carried out by Tabriizhijab.idn through e-commerce media, namely shopee, has fulfilled all the main concepts of personal branding. The advantages of the products owned by Tabriizhijab.idn are that the models are attractive, elegant, and fashionable, and in terms of prices, they are still affordable in consumers' pockets with target consumers of female gender aged 18-25 years. In terms of marketing the products owned by Tabriizhijab.idn, it is also very good. Even though Tabriizhijab.idn is still classified as a small and medium-sized business and is not well known to many people, Tabriizhijab.idn is still trying to improve the quality of the products it sells and still follow fashion trends that consumers can like.

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