

Summer 7-24-2019

CREATIVE INNOVATION ONLINE RELATIONSHIP MARKETING ISLAMIC FASHION E-COMMERCE IN INDONESIA

Melly Maulin Purwaningwulan
Universitas Padjadjaran, melly16002@mail.unpad.ac.id

Asep Suryana
Universitas Padjadjaran, a.suryana@unpad.ac.id

Uud Wahyudin
Universitas Padjadjaran, uud.wahyudin@unpad.ac.id

Susanne Dida
Universitas Padjadjaran, susanne.dida@unpad.ac.id

Follow this and additional works at: <https://digitalcommons.unl.edu/libphilprac>

Part of the [Advertising and Promotion Management Commons](#), [Business and Corporate Communications Commons](#), [E-Commerce Commons](#), [Fashion Business Commons](#), [Library and Information Science Commons](#), [Marketing Commons](#), and the [Social Media Commons](#)

Purwaningwulan, Melly Maulin; Suryana, Asep; Wahyudin, Uud; and Dida, Susanne, "CREATIVE INNOVATION ONLINE RELATIONSHIP MARKETING ISLAMIC FASHION E-COMMERCE IN INDONESIA" (2019). *Library Philosophy and Practice (e-journal)*. 2579.
<https://digitalcommons.unl.edu/libphilprac/2579>

CREATIVE INNOVATION ONLINE RELATIONSHIP MARKETING ISLAMIC FASHION E-COMMERCE IN INDONESIA

Melly Maulin Purwaningwulan

Faculty of Communication Science, Universitas Padjadjaran, Bandung Indonesia

melly16002@mail.unpad.ac.id

Departement of Communication Science, Universitas Komputer Indonesia, Bandung Indonesia

melly.maulin@email.unikom.ac.id

Asep Suryana

Faculty of Communication Science, Universitas Padjadjaran, Bandung Indonesia

a.suryana@unpad.ac.id

Uud Wahyudin

Faculty of Communication Science, Universitas Padjadjaran, Bandung Indonesia

uud.wahyudin@unpad.ac.id

Susanne Dida

Faculty of Communication Science, Universitas Padjadjaran, Bandung Indonesia

susanne.dida@unpad.ac.id

Abstract: This research aimed to in-depth analysis and provide solutions about the processes and forms of online relationship marketing e-commerce Islamic fashion. This study used qualitative approach with case study method. Evidence or data for research purposes came from documents, archival records, interviews, direct observation, participant observation, and physical devices. Data validity test conducted through several tests which included credibility, transferability, dependability, and confirmability test. Relationship marketing cannot be purely online, synergies between online and offline activities are needed to be more effective. Community has become the power of relationship marketing for Islamic fashion e-commerce in Indonesia. Programs conducted by community marketing and special events with inspirational themes. Besides customers, relationships are also conducted with tenants and clients. Search and share through social media is a tool for customers to disseminate company campaigns. Innovation is an important part of power marketing. Friendvertising, the concept that showed communication between forms of online social communities is very relevant. More for less economy is a new rules of the game: using assets as efficient and effective as possible to produce optimal added value for customers. This research is the first study about creative innovation relationship marketing Islamic fashion e-commerce that has unique and different market target characteristics from other e-commerce.

Keywords: Islamic Fashion e-commerce, Creative Innovation, Relationship Marketing, Community Marketing, Special Event

Introduction

In the past 10 years, the Muslim market in Indonesia has moved so dynamically and surprisingly. The Muslim market is stretching and growing so rapidly, marked by the rise of the hijab industry, halal cosmetics, Islamic banking and finance, halal food, sharia hotels, and so on. Muslim fashion is experiencing its heyday, even becoming a rapidly growing trend especially in Indonesia. The rapid development of Muslim fashion in Indonesia is inseparable from the population of Indonesia, which is predominantly Muslim. Indonesia is said to be the center of Muslim fashion throughout the world. The government launched Indonesia's goal to become the center of the world Muslim fashion model in the upcoming 2020.

The hijab revolution in Indonesia took place twice, the 1990s became the revolutionary period of hijab 1.0 while the hijab 2.0 revolution began in the 2010s. The trigger for the Hijab 1.0 revolution was the permissibility of wearing hijab in schools which were previously limited

by the government. It is permissible to use this hijab that triggered freedom of hijab widely in the community. The Hijab 2.0 revolution in 2010, caused the change of hijab image that was once associated as cheesy, religious, and synonymous with woman who participated in the recitation, now turned 180° into a modern, stylish, and colorful. Hijab has become a lifestyle. The hijab 2.0 revolution was driven by the rise of young Muslim fashion designers in Indonesia, such as Dian Pelangi, Ria Miranda, Jehanara Nasution, and Zaskia Adya Mecca (Yuswohady, 2017).

The rapid development of the e-commerce industry in Indonesia is marked by the growing number of online stores and increasingly aggressive marketplaces. Nowadays, Indonesia is the largest e-commerce market in the world, after China and India. This is indicated by the value of e-commerce transactions in Indonesia which is estimated to reach US \$ 130 billion in 2020, and according to the records of the Indonesian Ministry of Communication and Information, in 2017 the value of e-commerce transactions is estimated to increase by 30% -40% (MIX Marketing & Communication, 2017).

The increase in the value of e-commerce transactions is inseparable from the increasing number of internet users in Indonesia. In 2019, the number of Internet users in Indonesia are projected reached 175 million or approximately 65,3% from the total population of Indonesia. These projection number are increase 32 million or 22,37% compared to the last survey of the Indonesian Internet Service Users Association (Asosiasi Pengguna Jasa Internet Indonesia - APJII) which recorded that Indonesian internet users are 143 million. The increase of internet users mainly supported by the more expanding of smartphone usage and finishing of Palapa Ring fiber optic cable deployment project that connects the internet network in Indonesia ([https://id.beritasatu.com/telecommunication/2019 diakses 24 April 2019](https://id.beritasatu.com/telecommunication/2019%20diakses%2024%20April%202019)) This fact illustrated that the growth of e-commerce in Indonesia is increasingly promising.

One of the companies that developed a model of an unconventional marketing communication approach is HIJUP.COM. The first and the biggest Islamic fashion e-commerce in the world and in Indonesia which was established in Ramadhan 2011, precisely August 1, 2011. With the concept of online mall, HIJUP.COM provides a wide range of products by Muslim fashion designers in Indonesia. Since its inception, HIJUP.COM has a role as an intermediary between Muslim fashion designers and prospective buyers worldwide.

HIJUP.COM offers Islamic fashion from various designers in Indonesia by using the website as an online market place or store. Not all e-commerce are pioneers in making changes about how to communicate with their customers. Many e-commerce users are followers, HIJUP.COM includes as one of the e-commerce that aggressively changes their marketing communication model to adapt to technology.

The market target of HIJUP.COM is a group of millennials born in the 1980s and 1990s, this group certainly has unique characteristics, this characteristic reality is the basis of HIJUP.COM in innovating both products, promotions, and services to their customers. HIJUP.COM creates ideas that can adapt to the habits of their customers, especially in shopping, online media usage and relationships with customers. The young generation gives a positive response to the internet in marketing communication. The main strength of internet use is its communicative power (Bijakšćć, et al, 2015).

The tendency of creative innovation for relationship marketing coupled with the fact that HIJUP.COM customers are Muslims who is also a community. Muslims are social people who have a shared purpose, such as to achieve salvation in the world and the hereafter with always carrying out the commands of Allah *Subhanahu wa Ta'ala* and stay away from the prohibitions, because Muslims are a community.

Creative innovation is done by HIJUP. COM is inseparable from competition. Competition in the online trading business (e-commerce) in Indonesia will be even tighter in line with the launch plan of Amazon Inc. in Indonesia. This giant e-commerce from the United

States will compete with two large corporations from China, namely Alibaba Group Holdings and Tencent Holdings, which were already present in Indonesia.

The two phenomena above are coupled with the fact that consumer shopping behavior also changes in line with technological development and economic power. In fact, consumer's shopping motivation is very complex. When consumers want to spend their shopping time to be more efficient and prefer to entertain themselves while shopping. Thus, consumers become more motivated to shop with digital marketing (Uraltaş, 2014). Players who survive in the digital economy era are those who are able to produce products or services and marketing communication strategies, especially relationship marketing that are compatible with the new rules of the game: using assets as efficient and effective as possible to produce an optimum value-added for customers. Digital marketing can be a great way to engage with customers actively and creatively.

From the results of previous research on digital marketing, there have been unanswered problems about how online relationship marketing Islamic fashion e-commerce has unique and different market target characteristics from other e-commerce. Therefore, this study aimed to answer online relationship marketing e-commerce fashion Muslim in Indonesia using the case study method and the theory of Computer Mediated Communication (CMC Theory) and the AISAS Model (Awareness-Interest-Search-Action-Share) as the research basis. This research is expected to provide in-depth analysis and the best solutions about online relationship marketing of e-commerce Islamic fashion in Indonesia. Indonesia as a country with great potential for Muslim markets and e-commerce, this research is also expected to have a positive impact on the development of marketing strategies in the digital economy era especially for the Islamic fashion industry in Indonesia and will be a policy consideration for the Indonesian government in facilitating the development of e-commerce in Indonesia.

To answer these problems, formulation of the problem raised in this research as follow:

1. How is the process and type of creative innovation online relationship marketing of Islamic fashion e-commerce in Indonesia?
2. Why do Islamic fashion e-commerce in Indonesia conducted creative innovation online relationship marketing?
3. How is online relationship marketing model of Islamic fashion e-commerce in Indonesia?

Method

This study used qualitative approach with case study method. An empirical inquiry that investigates phenomena in real life contexts, when the boundaries between phenomena and contexts do not appear explicitly and where multiple sources of evidence are utilized (Yin, 2013). The type of case study used in this study is a single case study.

The object of research examined in this research is online relationship marketing of HIJUP.COM Islamic fashion e-commerce. HIJUP.COM as a unique e-commerce was chosen as a research object with the following reasons:

1. HIJUP.COM is the first and the largest Islamic fashion e-commerce in Indonesia.
2. HIJUP.COM is an Islamic fashion e-commerce that adapts to the disruption changes in marketing communication through creative innovations of their promotions and relationship marketing.
3. HIJUP.COM has a promotion method that reflects the empowerment of Indonesian women.

To obtain data that reflects the state of research subject and able to answer what is the purpose and problem of this research, researchers selected all the informants in this research using purposive sampling technique. Researchers determined the informants as the source of information by observing and selecting the informants who are very knowledgeable and

masterful about research problems and also directly involved in the conduct of relationship marketing activities.

Table 1. Research Informants

#	Informant Name	Information
1	Hanna N. Faridl	Chief Community Officer (CCO) of HIJUP.COM.
2	Andriansyah	Head Marketing of HIJUP.COM
3	Hafsyah	Creative Content Supervisor of HIJUP.COM
4	Ranisa Rahman	Head of Business Development of HIJUP.COM.
5	Shafira Sidratul Muntaha Siswanda	Community (Public Relations of Hijabers Community Bandung)
6	Rini Wahyuni	Costumer of HIJUP.COM
7	Yuki Hastarina	Tenant of HIJUP.COM (CEO of KIMI Indonesia)

Case study is a qualitative research genre that has unique characteristics. Data collection of case study research can be conducted with various techniques, data collection techniques are adjusted to the characteristics of selected case and predetermined theme. Evidence or data of case study purposes in this research came from six sources, namely documents, archival records from digital sources, an open-ended and focused interviews, direct observation, participant observation, and physical devices. Researchers used two methods of data analysis techniques that are usually used in case study, namely analysis based on theoretical propositions and developing case descriptions. The theological propositions used to underlie the analysis are CMC Theory, integrated marketing communication, consumer behavior, and the AISAS model as the foundation of e-marketing. Then, researchers created a descriptive framework consisting of chapters in accordance with the need to be able to develop appropriate and in-depth analysis of HIJUP.COM online relationship marketing.

The data validity test conducted through several tests which included credibility (internal validity), transferability (external validity), dependability (reliability), and confirmability (objectivity). Specifically, for testing data credibility or trust in the research data, researchers conducted the extention of observation, increased persistence in research, triangulated data, discussed with colleagues, analyzed negative cases, and membercheck.

Results

Process and Types of Creative Innovations Online Relationship Marketing

During the research process, researchers observed that HIJUP.COM was more dominant using and utilizing the internal potential and creativity of human resources for marketing communication programs. Three divisions in HIJUP.COM are directly involved in relationship marketing activities with customers, namely Business Development Division, Creative Division, and also Marketing and Business Development Division. Creative Innovation Online Relationship Marketing is part of Integrated Marketing Communication conducted by HIJUP.COM. Integrated Marketing Communication has delivered a new era where marketers combine communication messages from all available media channels and produce a continuous brand experience process. Integrated Marketing Communication integrates public relations,

online advertising, social media, and other communication elements into a single unit that has the same message and purpose.

The innovation process is an important part of power marketing within the company's business framework. Business has two basic functions, namely marketing and innovation. It can be said that the winning business formula is extraordinary marketing and innovation. Entering year 2018, e-commerce industry has become more advanced than ever, along with more customers who choose to shop online. This creates challenges and opportunities for marketers to not only offer products, but to fulfill the needs and desires of customers through appropriate relationship marketing and differentiate brand uniqueness.

Researchers analyzed that the establishment of HIJUP.COM as an e-commerce was a form of innovation and a form of market place change in Indonesia at that time. HIJUP.COM was born from the sensitivity of Diajeng Lestari as the founder about the surrounding environment and society, which eventually became a business opportunity, combined with innovation and unique products, achieving something greater than just the opportunity to enter the business market. For Diajeng Lestari, founder of HIJUP, business-to-consumer (B2C) based e-commerce with the concept of a fashion mall that specifically sells Muslim fashion in Indonesia, starting a business in Muslim fashion is not just about running a business. There is a side about caring Muslim women (*Muslimah*) who wear *hijab* (veil) in order to feel more confident about their appearance. More than that, she felt that she wanted to make Indonesian Muslim fashion more developed while advancing the Indonesian economy, consider the number of Muslim population and hijab market opportunity in Indonesia" (<http://entrepreneurhub.id/2017/07/21/diajeng-lestari-keunikan-hijup/>)

HIJUP.COM is active and strong in using social media. Social media is not only used to promote products but also build relationships with customers to deliver HIJUP.COM values as Islamic fashion e-commerce. Chief Community Officer (CCO) of HIJUP.COM said that they strong on social media, Instagram, and their Youtube Channel is channel of e-commerce with the largest (subscribers) in Indonesia, because they were also working on that seriously, they also have Facebook page and official account on Line Messenger (Interview with Hanna N. Faridl, January 22, 2018)

Despite acknowledging strong social media platforms, HIJUP.COM does not make social media as the only media for promotion and build relationship with customers. Synergy between social media and other communication channels is needed. Social networks have proven to be a core partner in promotional and communication activities for companies that are interested in surprising customers, but making it like a savings solution that is intended to produce amazing results in a short amount of time is just as excessive (Orzan, 2012). Researchers concluded that there are two forms of creative innovation relationship marketing that HIJUP.COM conducted with its customers. This relationship according to researchers is a mix between online and offline which is a creative innovation that never been done by other e-commerce.

In the planning process of online relationship marketing, HIJUP.COM adjusted it to the company's vision, mission, and goals. The purpose of HIJUP.COM communication is implemented in various promotional and campaign programs. In the observation process, researchers saw that through social media, HIJUP.COM is very productive and consistent in deliver their communication objectives, especially those that relating to relationships with customers. The message delivered is not only about physical meaning of a *hijab*, but also emotional meaning. That *hijab* is freedom, *hijab* is an expression of strength, *hijab* is the energy and power of a woman.

Head of Business Development explained about HIJUP.COM's goal, she said as the super system of Muslim women (*Muslimah*), the super system of women who wear *hijab*, to make them looking beautiful, looking good. Make them feel beautiful and feel good is one of Diajeng Lestari's vision. Beside that, making HIJUP.COM creates more jobs, empower each other,

empower SMEs. Muslim SMEs that will become the pride for Indonesia as the center of Muslim fashion in the world. HIJUP.COM also have annual campaign. This campaign is a benchmark, the red thread of what HIJUP.COM did for a year. For example, do good, look good to feel good” (Interview with Ranisa Rahman, December 13, 2017).

Two forms of innovative relationship marketing from HIJUP.COM are:

1. Community Marketing

Community can be an effective medium for marketing communication strategies and it became increasingly important in the digital era. Through the community, customers can more easily interact with fellow customers, connect customers with non-customers, create deeper loyalty and help company get valuable input in an effort to improve the quality of their products or services. Entering the digital and mobile era, technology strongly supports activities and interactions in the community. Today’s people move and interact without being limited by physical constraints, time and location.

This is in accordance with Cristian's research, that in the digital marketing era, company still has to create and maintain relationships with customers in a way called the brand community that was developed through social media (Cristian, 2012).

CCO of HIJUP.COM explained about the importance of the community, she said that three main assets of HIJUP.COM, first, customer service: shopping convenience; second, tenants: establishing close communication, third, communities: involved in building a community. She also said that what makes HIJUP.COM moving forward now, because they have maintained these three main assets (Interview with Hanna N. Faridl, January 22, 2018).

HIJUP.COM as an e-commerce fashion Muslim is very aware about how important the existence of the community for the company, especially Muslim as the market target of HIJUP.COM that is also a community. So the most effective marketing approach on this market is to use a community approach (community marketing) by connecting one customer with another customer in the community (Yuswohady, et al, 2015).

Branding activities conducted by HIJUP.COM are not just pursuit the brand awareness, but also engaging customers, there is an emotional attachment between HIJUP.COM and customers through positive things such as sharing with inspirational figures and working together in community events (sponsorship). The closeness between HIJUP.COM and the community was explained by Head of Community Development, "what distinguishes us from the others is that our engagement with the community is better than the others, so it can be said that HIJUP is the closest to the community, not only with the *hijab* communities, because basically, HIJUP has connection with women communities”. She also said that marketing on female is the best strategy and introducing products’ knowledge through the community is better according to her opinion. This is also become the difference between HIJUP.COM and the others (Interview with Ranisa Rahman, December 13, 2017)

HIJUP.COM does not only cooperate with Hijabers Community in Indonesia, here’s examples of other communities that cooperate with HIJUP.COM:

- a. Syar’i Lifestyle
- b. Indonesia Hijab Bloggers
- c. Lovepink
- d. Semua Murid Semua Guru (SMSG)
- e. Queen Rider
- f. Great Muslimah
- g. Hijab Speak

The example of mix community marketing activity is HIJUP Speaks Pink UP: Together, Support Each Other. As the commemoration month of breast cancer, on October 24,

2018, HIJUP collaborated with Lovepink to encourage breast cancer survivors through education on skin health care to appear confident with a touch of fashion. HIJUP Speaks Pink UP: Together, Support Each Other is a form of support to increase public awareness about breast cancer, by examining women's breast itself or what is known as the BSE (Breast Self-Examination) campaign.

The event, which took place in South Jakarta, invited a number of breast cancer warriors and survivors who were members of the Lovepink community founded by Shanti Persada and Madelina Mutia. On this occasion, cancer survivors also share their experiences and consult directly with experienced nutritionists and doctors. This event was also guided by the face of HIJUP, Tiqasya, who also worked as a doctor.

In addition, HIJUP also provides online support by providing discounts of up to 50% for women's clothing products in pink and purple. The buyer contributes one thousand Rupiah to the breast cancer counseling program with Lovepink foundation for every product purchased, during the period October 26 until October 28, 2018. Through the online payment transactions, customers can contribute with the amount according to their needs.

From the above explanation, researchers analyzed the existence of synergy between online and offline activities conducted by HIJUP.COM. The informations are disseminated through websites and social media before the activities, promotion of online sales that support activities are also carried out and coverage after the implementation of activities is also published through websites and social media. These activities embrace the community, in accordance with the company's vision and mission, profitable the product marketing and of course involved the face of HIJUP as an influencer marketing.

2. Special Event

Special events are activities that are attempted to support the marketing of a product by communicating the product information to the public to increase knowledge and fulfill the pleasures of the audience through a particular event. In addition to relationship marketing, special events are one of the most effective publicity media which trying to get coverage from various media to be able to promote the products produced by the company. There is still a positive synergy between the online and offline mechanisms in the special event of HIJUP.COM. According to researchers' observations, the objectives of HIJUP.COM's special event are:

- a. Affects the public targets
- b. Associates the brand with a particular activity, lifestyle, or individual
- c. Reaches wider public targets
- d. Increases public awareness of brands, products, or company
- e. Publishes brand, product, or company that will increase public knowledge

Special event of HIJUP.COM held with relevant themes that is actual phenomena in the community so that they can establish closer relationships with customers. In realizing the special event, HIJUP.COM also cooperates with large companies which are their clients. Examples of HIJUP.COM relationship marketing programs through special events:

a. HIJUP Goes to Campus

One of the activities held by HIJUP.COM to the society, especially female students, aimed to get to know each other, share experiences and knowledge to inspired them to be better. HIJUP.COM visits various universities in Indonesia and conducts interactive discussions with actual themes.

For example, HIJUP Goes to Campus with Sunsilk goes to Universitas Padjadjaran November 29, 2017, HIJUP and Sunsilk had the opportunity to visit fellow students at Bale Santika, Universitas Padjadjaran, Jatinangor, Sumedang. Chief Community

Officer of HIJUP.COM, Hanna Faridl and Bella Attamimi who are social media influencers talking about "Social Media Generation: Young, Creative, and Inspiring". HIJUP Goes to Campus with Sunsilk invited and educated participants to be able to use social media well as a medium that can inspire various works or businesses.

b. HIJUP Office to Office

HIJUP.COM activity aimed to expand the target market to career women, improve their understanding about HIJUP.COM, educational media about the strength of being Muslim women (*Muslimah*), and also an aspirational media for hospitality. Example HIJUP Office to Office on February 3, 2017, carrying the theme "Muslimah Today: Active & Productive", HIJUP.COM visited Garuda City Center, Cengkareng, Tangerang, which is the office of Garuda Indonesia Airlines. The event was packaged in an interactive talk show with CEO of HIJUP.COM Diajeng Lestari and fashion designer Fitri Aulia who is also one of the tenants of HIJUP.COM that consistently carries the *shar'i* (Islamic) fashion style under the Kivitz brand.

c. World Hijab Day

A movement that was first proclaimed by a New Yorker, Nazma Khan. This movement began after the 9/11 tragedy, where discrimination occurred to the women with *hijab*. The aim of this movement is to increase the solidarity and strength that *hijab* women have to stick to their beliefs. Since then, all citizens of the world, whether Muslim or not, show tolerance and provide support to the women with *hijab* to get equal opportunities to create beautiful works. HIJUP.COM as one of the world's first Islamic fashion e-commerce, support this movement to show solidarity in order to increase the confidence of women with *hijab*.

In the World Hijab Day 2018, HIJUP.COM with Sunsilk held Hijab Celebration Day on February 11, 2018 at Bintaro Xchange Mall Jakarta from 6AM to 6PM. The World Hijab Day series began with Fun Run within 5K which reached the target of more than 500 participants. A series of other activities such as parenting class, yoga class, fashion show, cooking demo, and creative class. World Hijab Day 2018 was attended by the Brand Ambassador of HIJUP.COM Laudya Cynthia Bella, Face of HIJUP.COM Ratu Anandita, Lia Karina, and Hamidah Rahmayanti, and one of the tenants of HIJUP.COM Herfiza and also supported by several Indonesian public figures.

d. *Hijrah* Movement

Along with the emergence of the *hijrah* (religious migration) phenomenon in Indonesia, HIJUP.COM supports a variety of beneficial activities that can inspire many parties. HIJUP.COM is committed to accompanying various needs of Muslim in Indonesia, both spiritual and physical, through various online and offline programs that inspire an Islamic lifestyle. In 2018, HIJUP.COM presented *Kajian Akbar HIJUP* with the theme *Lillah, Fillah, Billah* (because of Allah, above the Shari'a of Allah, with Allah's help) in seven cities in Indonesia: Jakarta, Bandung, Palembang, Padang, Lombok, Makassar, and Pekanbaru. Also as the effort to support the *hijrah* movement, HIJUP.COM sponsored HIJRAHFEST 2018 (the largest *Hijrah* Festival in Indonesia) which was officially opened on Friday, August 9, 2018. The event was initiated by the Komunitas Musawarah which consisting of Indonesian artists.

e. Woman's Day Out

Woman's Day Out is the strategy of HIJUP.COM to attract customers to come to their stores. In addition to online purchases, HIJUP.COM builds relationships by inviting customers to have an offline shopping experience. But of course the "invitation" is packaged in an event full of education for women, especially for mothers who have children. Woman's Day Out is held at HIJUP.COM store with various themes. The most common theme is about parenting, so the term parenting club appears on the agenda of Woman's Day Out. "Why do we make a Parenting Club because almost 60% of HIJUP.COM customers are married and have children. That means we have to have marketing content that is relate to our customers, because our majority customers are women with *hijab* and already have children so we finally make a Parenting Club" (Interview with Andriansyah, December 13, 2017).

The Considerations for Conducting Creative Innovation Online Relationship Marketing

According to Druker (Sugiarsono, et al, 2017) found seven reasons for companies to innovate, as follow:

1. The Unexpected: unexpected success, or unexpected failure, can make a unique opportunity to innovate.
2. The Incongruity: the difference between reality and what people assume, or between what happens and what should be, can create innovation opportunities.
3. Process Needs: when there is a weak chain in a (business) process, while no one cares, it is an opportunity for people or companies to provide the missing chain.
4. Changes in Industry or Market Structure: when the industrial landscape or market changes, it's a good opportunity for the presence of new products, services, or business approaches.
5. Demographics Change: changes in demographic aspects and population size, age structure, composition, employment conditions, education level, and income level, will also open up new opportunities.
6. Change in Perception, Mood, and Meaning: opportunities to innovate will emerge when public assumptions, their attitudes and beliefs change.
7. New Knowledge: advances in science and non-science can provide opportunities for new products or markets.

Based on the comparison of the results of interviews, observations, and analysis of various sources with Druker's opinion above, researchers pulled the red thread of HIJUP.COM considerations to innovate are process needs, changes in industry or market structure, demographics change, change in perception, mood and meaning, and also new knowledge.

The opportunity to develop a business will become more attractive if there are challenges that come with it. Competitors for example, basically, competitors become one aspect that is able to motivate companies to be better. When business people become the only business players in the field, they will certainly feel happy and satisfied, as a result the ability to innovate decreases because they will feel that they are at the safest point. If the company is in the tight competition, the race to create innovation will always be challenging. Companies will continue to look for new ways that are more effective to win the business competition, on this condition, it is an obligation for companies to conduct competitor reviews (competitor analysis).

Based on data in the field, researchers categorize two types of HIJUP.COM competitors that encourage creative innovation in relationship marketing, as follow:

1. Similar E-commerce

The primary competitor of HIJUP.COM is more and more emerging Islamic fashion e-commerce in Indonesia. In its development, it turns out that e-commerce which is not

Islamic fashion creates a special channel for Islamic fashion, for example Zalora with the name Zalia, BerryBenka with the name Hijabenka, and also PinkEmma which is a general fashion e-commerce offering quite a lot of Muslim fashion items. And researchers believe there will be more and more emerging Islamic fashion e-commerce in Indonesia.

2. Online Shop on Instagram and Facebook

Social media is still a very interesting platform to explore. Business people use social media as the media to introduce and market their products to customers. In addition to following trends, the use of social media in marketing can reduce promotional costs which are relatively expensive. Business actor can allocate the costs for other needs related to production or distribution. Most business people of Muslim fashion in Indonesia are SMEs, where online marketing becomes more efficient for them. Internet marketing is ideal for SMEs, where it focuses on attracting the attention of customers. Internet marketing encourages customers to switch to SMEs, because the possibility of deeper user involvement (Louise, 2016).

Besides being competitive, HIJUP.COM engages creative innovation relationship marketing because of changes in customers. Researchers concluded four aspects of changes to customers that most encouraged HIJUP.COM to make creative innovations. The following are four customer changes:

a. Customer Behavior

Changes in customer behavior include habits, purchasing patterns, usage patterns, and media consumption patterns. Customer behavior is a dynamic process that includes the behavior of individual customers, groups, and society members who constantly experience changes. Customer behavior is increasingly critical in spending money. The digital age makes customers very easy to find information. Simply by searching for information through a computer or mobile phone, customers can easily compare one brand with another.

To be able to understand consumer behavior appropriately, HIJUP.COM conducts a series of online surveys so that it can pay attention to the direct actions taken by consumers in acquiring and consuming products, including the process of decisions that precede and follow these actions. Efforts made by consumers to get a product begins with an effort to find information. If the product is at high risk, then consumers will seek more information to scan mistakes in decision making. If consumers believe in the benefits of a product, consumers will buy and consume the product. The behavior of consumers will certainly vary according to the situation and external conditions that influence it. Information is not only about products, to ensure purchasing decisions, smart consumers see the activities of other companies.

b. Psychographics (Values Adopted)

Psychographics are personal factors of consumers that will determine the process of purchasing products. Psychographics include personality, lifestyle, and values adopted. Personality is a typical human psychological innate way, which results in a relatively consistent response to environmental stimuli. Personality can be a very useful aspect to analyze consumer brand choices because consumers may choose a brand according to their personality.

Each individual also has a different lifestyle and values. Lifestyle is someone's pattern in the world that is revealed in activities, interests, and opinions. Marketers try to find relationships between groups and lifestyles. Thus, marketers can more clearly direct the brand to one's lifestyle, and be able to find out new trends in the lifestyle of consumers. Lifestyle is partly shaped by money and time. Companies which aims to serve consumers who limited by money will create low-cost products and services. Consumer decisions

are also influenced by their core values. Core value means a belief system that forms the basis of consumer attitudes or behavior.

Lifestyle is illustrated through a social class, and work. However, the same social class and work do not guarantee the emergence of the same lifestyle. Seeing this as an opportunity in marketing activities, many marketers direct their brands to one's lifestyle. Lifestyle changes, more and more people prefer to shop online, which is the most important factor that accelerates the development of a digital marketing system. (Uraltaş, 2014)

c. Sociographics (Community Behavior)

Sociographics are social factors that influenced someone's purchasing behavior. There are several social factors, such as the role and status of individuals in society. The higher role of someone in an organization, the higher their status in the organization will directly affect their purchasing behavior. Another example that is currently very decisive on consumer behavior is the reference group. The reference group in consumer purchasing behavior can be interpreted as a group that provided a direct or indirect influence on a person's attitude or behavior. This group is usually called a membership group, which is a group that can directly influence someone, consisting of religious groups, professions, trade associations, and others. This means that the tendency of individual community behavior today is very high and these communities will ultimately determine consumer behavior. It seems that this sociographic factor gets the most attention from HIJUP.COM. An example of a community that is very close to HIJUP.COM is the Hijaber Community, seen from the history of HIJUP.COM's establishment along with the development of the Hijabers Community in Indonesia. Public Relations of Hijabers Community Bandung (also known as HCB) Shafira Sidratul Munhata Siswanda, explained about the collaboration between HCB with HIJUP.COM, she believes that it is more like a branding, because Hijabers Community is a community that is quite known in Bandung, so the members are the potential customers of HIJUP.COM, HCB is indeed the best matches for HIJUP.COM branding (Interview with Shafira Sidratul Munhata Siswanda, November 11, 2017)

d. Technographics (Pattern of New Technology Adaptation)

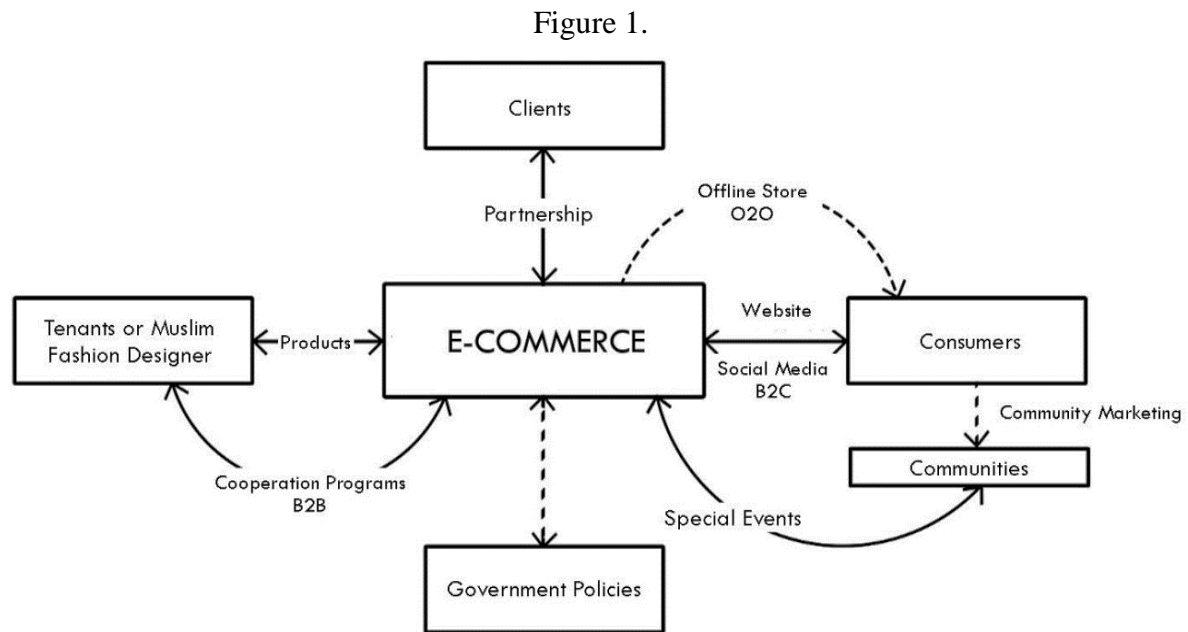
The emergence of a new marketing communication paradigm based on the internet or e-commerce in Indonesia is not optimal yet, because there are still limited consumers who use cyberspace in making purchase transactions. There is still a need for a new technological adaptation process to implement this e-technology. However, the process of technology adaptation in general in Indonesia has increased significantly, with the increasing use of the internet among the public. According to Suryani, "The development of internet technology has given birth to generations that have different behaviors than the previous generation. Generation Y which was born in the internet era is seen as complementing the previous generation, namely baby boomers and generation X. The availability of various information media in the life of generation Y has a significant impact on information seeking behavior in purchasing decision making" (Suryani, 2013). Every commercial information performs its role as a giver of information and personal source that carry out legitimacy or evaluation functions. Through an information gathering activity, consumers can learn about competing brands along with the features that each brand has, before deciding which brand to buy.

Based on data in the company profile of HIJUP.COM on July 2018, the device used to visit the HIJUP.COM website is increasingly diverse. 73.1% from mobile browser, 20.8% from desktop, 4.4% from Android and 1.7% from IOS. Generation Muslim (#GENM) in Indonesia is a type of consumer who is technology literate in every activity. This become a milestone in the development of Islamic fashion in Indonesia. As explained by Yuswohady, "#GENM is a

type of techy consumer, they exist in cyberspace, both for socialization, shopping, learning, and narcissism. They use social media such as Facebook, Twitter, Instagram, YouTube and Path for socialization. Besides, they are also very narcissistic in style and fashion, many of them become celebrities in cyberspace. And also many of them who become *hijab* bloggers with millions of followers, such as Dian Pelangi, Fitri Aulia, Ghaida Tsurraya, Jehanara, and others" (Yuswohady, 2017).

Online Relationship Marketing Model of Islamic Fashion E-Commerce

Based on the results of this research, the following is the ideal model of online relationship marketing of Islamic fashion e-commerce in Indonesia:



Discussion

The B2B2C business model is indeed conducted by other e-commerce, but HIJUP.COM has a strong commitment to advancing its tenant business and inviting consumers to empower themselves. Researchers argue that this is a strong milestone of HIJUP.COM relationship marketing that does not only have relationships with customers but also involves tenants and clients.

HIJUP.COM uses #EmpowerChange as a message that invites especially Muslim women as the biggest market target of HIJUP.COM to empower changes. The changes referred to a very broad, but first they have to cover themselves. Every Muslim is a representative of Islam, they have to show how to remain obedient and unpretentious but still look attractive. Worn good and attractive clothes is expected to give a good or comfortable feeling for themselves, which in turn will encourage Muslim women to do good to their fellow humans. #EmpowerChange is translated to Look Good, Feel Good, Do Good. #EmpowerChange encourages local producers to join the development of Islamic fashion industry in Indonesia to become increasingly known in the world and now HIJUP.COM also supports the halal industry developed by many parties in Indonesia. "Messages packaging is also very important, inspiring messages will touch customers' hearts more precisely for relationship marketing, because today's customers have a strong orientation to get brands that they can identify and trust" (Interview with Hafsyah, December 13, 2017).

Since January 2018, HIJUP.COM changes their business orientation from online to offline. Regarding HIJUP Store, CEO Diajeng Lestari confirmed that, "This year, thank God HIJUP has entered the Online to Offline (O2O) market by opening stores in major cities. At the end of this year, HIJUP Store is targeted to be present in 20 cities in Indonesia and also in London, England. At the age of seven, HIJUP wants to provide something more for the community and society with a variety of content that inspires an Islamic lifestyle" (<https://indopos.co.id/read/2018/08/09/146672/ultah-7th-hijup-expand-penetration-market>).

The involvement with communities and the use of influencers or celebgram (celebrities on Instagram) shows the existence of negotiations or relations between online and offline. Efforts to build closeness with loyal customers not only online but also offline. The level of experience in this research is one of the benchmarks for the success of HIJUP.COM marketing communication programs. The presence of influencers or celebrities in cyberspace and at the events of HIJUP.COM really determines the attractiveness and number of participants of the event.

The changes in the online marketing communication model with creative innovation of HIJUP.COM is in line with the 4C strategy in marketing communication which shifts the 4P strategy originally created by E. Jerome McCarthy. The 4C strategy according to Reeves and Knell (2011: 155-166) consists of:

1. Community, the biggest challenge for marketing is how to not only be successful products marketed to individuals, but also to communities that are a collection of these individuals.
2. Customization, progress in all fields because of the high dependence of individuals on the internet has changed the pattern and character of spending money. The point is that businesses also need innovation. Internet and interactive technology have expanded the opportunities for customization, popularizing the idea of mass customization where the personalization of products and services for each customer is no longer intended for the upper class, but for all customers at prices comparable to ordinary mass-produced products.
3. Co-creation, the tendency of today's consumers who desire to use products that they designed themselves. Consumers are bored with the shapes and designs offered by manufacturers.
4. Conversation, a new art is needed in conversing with consumers. Consumers are getting smarter. Speech conversations and rigid communication with customers will be increasingly abandoned. Marketing communication must prioritize dialogue, partnership and co-creation with customers, along with the end of the era of relations and rigid communication.

HIJUP.COM relationship marketing is inseparable from the power of social media. HIJUP.COM also sees that social media is used in the process of finding information about products by the consumers. Information seeking conducted by consumers can be divided into two levels: first, a lighter information search situation called information strengthening. At this level people will look for a series of information about a product. Second, consumers may be able to enter into the information seeking stage actively. They will search for information through reading material, other people's experiences, and visit the store to study certain products. Marketers' focus at this stage is how can marketers identify the main sources of information obtained by consumers and how the sources influence the subsequent consumer purchasing decisions. It may be that the Millennial generation group tends to be interested in and have favourable response to market-dominated information quality in social media. On the other hand, it may be that Generation X group tends to be passive toward new product information, store deals and promotion. (Ju-Young M. Kang, Jieun Kim, 2017)

In the process of finding this information, consumer habits have changed where social media has become an important source. When connected with the CMC Theory, information

about products and even the experience of using products can be known through the process of communication by using social media between consumers and each other.

From the customer side as a user of social media, marketing communication in the era of social media is no longer one-way. The presence of social media provides a more interactive communication direction. For example, advertisements on social media are the content that can become a conversation among users, where relationships between users are friendship or in the network. A friendvertising concept is formed, a concept that shows how communication occurs among online social community's forms. This concept shows the power of social media to reach consumers in a friendship networking on social media.

Audiences on social media move very liquid. Everyone free to give their views, criticizes, expresses opinions, even disseminates information to other social media users. If the basic tools of social media are friendship then what users do on social media is basically to virtualize their identity and develop their network of friends in the online world (Nasrulah, 2017).

The increasing business community that uses the internet to conduct their activities indirectly has created a new world called cyberspace. In contrast to the real world, cyberspace has unique characteristics where humans can interact with anyone in the world if it is connected to the internet. The flow of interaction between consumers and products or brands was previously known generally through the AIDMA (Awaranness-Interest-Desire-Memory-Action) channel, internet changes the consumer paradigm, AISAS (Awaranness-Interest-Search-Action-Share) becoming the new pattern of interaction between consumers and products or brands (Sugiyama, 2011).

1. Awaranness. Products are introduced to the market target. The introduction can be done through various forms of marketing communication activities (above the line or bellow the line). With the presence of this internet era, the choice to introduce products can be done in various ways that are relatively inexpensive and diverse.
2. Interest. Prospective consumers are interested in the product. That attraction can occur because of the right communication for prospective customers. Interest can occur when consumers feel interested in the information on the website, so how to compile a website that is suitable for its purpose, build the right experience, comfortable, and fun when people dig up information on the website can increase consumer interest in the product.
3. Search. Before making a decision, consumers will try to find as much information as possible through search engines, product reviews, posts on blogs, other websites, mailers and all other information that helps consumers to make decisions.
4. Action. The process of direct interaction between consumers and sales channels, transactions, delivery, consumption, and after sales service is a truly unified experience that must always be maintained to match even exceeding the expectations of consumers.
5. Share. Results after consumers feel all their interaction experiences with products or brands, they will share their experiences with others through email, chat, blogs, mailists, online forums, and others. Good or bad experiences will easily spread to many people. The power of Search and Share is an extraordinary capital for online relationship marketing.

Creative innovation of HIJUP.COM has a target. The measurable target, thus the impact of innovation on the company's business progress can be monitored. The success of creative innovations of HIJUP.COM to create relationship marketing is determined by the right human resources that trigger innovation with a team that supports each other, a clear process of creating innovation, the observation process, experimentation, and improvement of HIJUP.COM's innovation and corporate culture which supports innovation.

Conclusion

To build and develop relationship marketing Islamic fashion e-commerce in Indonesia requires creative innovation. Relationship marketing can not be purely online, but in order to

be more effective, synergy between online and offline activities is needed. In accordance with its target market, the community has become the power of relationship marketing for Islamic fashion e-commerce in Indonesia. In addition to customers, relationships are also conducted with tenants and clients.

The power of search and share on social media can be used as a tool for relationship marketing. This method can show customers about who and what the company is doing. By controlling conversations with customers, company can make stories about brands that resonate with customers. One mistake when company use online marketing strategies is the tendency to post promotional material only. No customer who wants to join a company that doesn't stop talking about themselves. Customers want something with real value.

Suggestions from the results of this research, in the informational overloaded era to get customer attention, is not a matter of how many companies bombard customers with information but how accurate and relevant the company's communication is with the customer context. The market naturally forces more with less, chooses the right media, sorts out productive segments, controls content and utilizes customer participation to spread the company's campaign messages.

Acknowledgment

This research is supported or partially supported by Indonesian Endowment Fund for Education (Lembaga Pengelola Dana Pendidikan – LPDP RI) as one of the funding agencies and credible scholarship in Indonesia.

References

- Bijakšić, Sanja, Brano Markić, Arnela Bevanda. (2015). *Attitudes and Opinions of Young Population on the Concept of Internet as A Form of Integrated Marketing Communication University of Mostar. European Journal of Business and Economics* ISSN 1804-5839 Volume 10 Issue 2, Page 32-36.
- Chaffey, Dafe et al. (2000). *Internet Marketing*. England: Pearson Education Limited
- Cristian, Moroza. (2012). *Digital Marketing Influence on the Formation of Brand Communities. University from Pitesti, Faculty of Administrative and Communication Sciences Braila. Management Strategies Journal* ISSN 1844-668X, Volume V, Issue: 1 (15), Page 37-43.
- Kasali, Rhenald. (2017). *Disruption*. Jakarta: PT. Gramedia.
- Ju-Young M. Kang, Jieun Kim. (2017). *Online Customer Relationship Tactics Through Social Media and Perceived Customer Retention Orientation of The Green Retailer. Journal of Fashion Marketing and Management: An International Journal* Vol 21 Issue : 3. Page : 298-316
- Louise, Van Scheers. (2016) . *Determine Small and Medium Enterprise (SME) Internet Marketing Usage in The Tshwane Area, South Africa. University of South Africa. ACTA UNIVERSITATIS DANUBIUS* Vol 12 No 1, Page 39-63.
- Nasrulah, Rulli. (2017). *Media Sosial Perpektif Komunikasi, Budaya dan Sositologi*. Bandung: Simbiosis Rekatama Media.
- Orzan, Gheorghe Orzan, Otilia Elena Platon. (2012) . *Consumer Opinions Toward Online Marketing Communication and Advertising Communication and Advertising On Social Network. academy Economic Studies Bucharest Challenges of the Knowledge Society. Economics*. Page 1438-1445.

- Reeves, Richard dan Knell, John. (2011). *The 80 Minute MBA Menjadi Master Bisnis Tanpa Sekolah*. Jakarta: Literati.
- Sandikci, Ozlem, Gillian Rice, Edward Elgaar. (2011). *Handbook of Islamic Marketing*. UK: *Publishing Cheltenham Limited*.
- Sugiarsono, Joko, et al. (2017) . *Innovative Companies Perjalanan Perusahaan-Perusahaan Indonesia Mencapai Sukses Berbekal Inovasi*. Jakarta: PT. Swasembada Media Bisnis.
- Sugiyama, Kotaro, Tim Andree. (2011). *The Dentsu Way: Secrets of Crosswitch Marketing from the World's Most Innovative Advertising Agency*. New York: MacGraw Hill.
- Sugiyono. (2013). *Memahami Penelitian Kualitatif*. Bandung: Alfabeta
- Suryani, Tatik. (2013). *Perilaku Konsumen Di Era Internet*. Yogyakarta: Graha Ilmu
- Thurlow, Crispin, Lengel, Laura, Tomic, Alice. (2004). *Computer Mediated Communication Social Interaction and The Internet*. London: Sage Publications Ltd.
- Uraltaş, Nazlim Tüzel. (2014) . *New Digital Marketing Actors: Private Shopping Clubs and Their Advertising Practices*. *Marmara University. Journal of Media Critiques (JMC)* P-ISSN: 2056-9785 E-ISSN: 2056 9793, Page 13-26
- Yin, K, Robert. (2013). *Studi Kasus Desain dan Metode Edisi Revisi*. Jakarta: PT. Raja Grafindo Persada.
- Yuswohady, Madyani, Dewi, Herdiyansyah, Alim, Ikhwan. (2015) . *Middle Class Muslim*. Jakarta: Gramedia Pustaka Utama.
- Yuswohady, Herdiansyah, Irvan, Fatahillah, Farid dan Ali, Hasanuddin. (2017) . *Gen M #Generation Muslim "Islam Itu Keren"*. Bandung: Mizan Media Utama.

Official Website of HIJUP.COM

Company Profile of HIJUP.COM

Instagram Account of HIJUP.COM

YouTube Channel of HIJUP.COM

Line Messenger Account of HIJUP.COM

Facebook Page of HIJUP.COM

MIX Marketing & Communication Magazine, edition: May 2017-June 2017

Keunikan HIJUP <http://entrepreneurhub.id/2017/07/21/diajeng-lestari-keunikan-hijup/> (accessed on December 24, 2018).

Muslim, Abdul. 2019, Pengguna Internet Tembus 175 Juta. <https://id.beritasatu.com/telecommunication/2019-pengguna-internet-tembus-175-juta/184148> (accessed, on April 24, 2019)

Ulang Tahun ke-7 HIJUP <https://indopos.co.id/read/2018/08/09/146672/ultah-ke-7-hijup-perluas-penetrasi-pasar> (accessed on December 24, 2018).