

# Instagram Photography of Hijab Products

(Case Study In Balubur Town Square Bandung City)

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**Abstract**—Hijab is a mandatory outfit that must be worn for Muslim women. Hijab has become a trend and is very popular in various media. One of the media that popularized is Instagram. In Instagram there is a very interesting hijab photo style, so consumers become interested and buy the product. The research aims to describe the visual elements of photography on the Instagram of the hijab product in Balubur Town Square Bandung City. The research uses a case study method with a descriptive approach. The research sample is Instagram photos on the hijab brand: Juniper Lane, Zaha, and Zysku Xena in Balubur Town Square Bandung City. Data collection techniques by observation, study documentation on Instagram photos, and interviews with hijab brand owners and consumers. Data analysis uses visual analysis and content analysis techniques. The results of this study indicate that Instagram photography of hijab products in Balubur Town Square in Bandung City has met the standards of good visual elements of photography. In general, photography of hijab products on the instrument has met the criteria for good quality color tones, taking detailed photos, the use of a focused background, balanced composition, the use of hijab combined with other accessories, and attractive clothing attributes style. The elements of hijab photography used on these Instagram photos have a positive impact on more consumers who like it, and for sellers can increase more marketing.

**Keywords**—*photography, Instagram, hijab*

## I. INTRODUCTION

Clothing that is trending among women is the hijab. Hijab is a woman's clothing who is Muslim, shows religious characteristics, and obeys religious orders. Hijab consists of a veil (khimar) and a headscarf (outerwear). The mandate of wearing the hijab in Islamic teachings has been said by Allah SWT. in the Qur'an surah Al-Ahzab (QS 33:59), which instructs women to extend their veils all over their bodies [1]. In Surah An-Nur (QS 24:31), women are instructed to cover their breasts with a long veil [1]. Hijab is used not only as a covering for genitalia, but also serves to maintain honor, is easily recognized, and protects women themselves.

Hijab today is experiencing very rapid development. Muslim women used to wear the hijab as ancient and traditional. Now it has become a necessity, a lifestyle trend,

and is an identity for modern Muslim women. The rapid development of the hijab continues to evolve, both in terms of type clothes, models, accessories, fashion creations, and so on [2].

The very rapid development of the hijab is partly due to promotion through online media, Instagram. Instagram contains an exhibition of various hijab photos complete with very interesting designs, models and information. For hijab product sellers, it is greatly helped by utilizing the Instagram media, which is to more efficiently promote hijab products that are sold to potential consumers. For potential customers, you don't have to bother coming to the store using expensive transportation, lots of energy, and a long time. Prospective consumers can immediately buy the hijab product they like, anytime and anywhere their house can access through the media Instagram. According to Larasati, sellers and potential consumers are very spoiled with various service facilities that help both parties [3].

Indonesia has the largest Muslim population in the world. The Muslim population in Indonesia is 199 million people or 85.2% [4]. The large Muslim population and the enthusiasm of women in wearing the hijab, give hope for Indonesia to become a market and a center for Muslim fashion in the world. According to Kusuma, designer Ria Miranda explains that the biggest contribution in realizing dreams as a world market is thanks to the support of Indonesian hijabers [2]. Hijabers are very fanatical and proud to use domestic hijab brands. Now various hijab designers and brands have emerged and have succeeded in triggering business people to create other local hijab brands to earn a fortune.

Designers Dian Pelangi, Ria Miranda, Jenahara, and Zaskia Sungkar are the pioneers of hijab products in Indonesia. They have started producing hijabs with special design characteristics so as to attract an increasing number of consumers. The success of their hijab product was followed by the emergence of other brands such as Rabbani, Elzatta, Zoya, and Shafira which are now also gaining popularity in Indonesia. They now do not only rely on physical stores, but also market their products through websites and Instagram. They produce hijab brands that have their own characteristics, such as those that focus on casual, formal, simple to the most

complicated looks. The next generation emerged local brands such as Juniper Lane, Hijab Princess, Ethniq Couture, Maima, and so on; which also enlivened the Muslim fashion market in various cities [5,3].

Indonesia has a fashion city, namely Bandung. In this city also growing hijab producers. Well-known manufacturers include the Juniper Lane, Zaha, and Zysku Xena brands. The results of a preliminary study in Bandung show that the three local hijab brands are the most favorite hijab brands and have a large sales turnover. This brand focuses on marketing its products through Instagram media and already has 60-100 thousand followers. The three hijab brands have become popular due to interesting content of hijab photos on Instagram. They post hijab photos attractively and are always updated regularly. They can post photos about 2-3 times during prime time and trying to vary the content of posts, so that they are not monotonous on a single photo of a hijab product, but interspersed with photos related to brands such as photos of consumers wearing certain products or events. Thanks to this hijab photo posting service on Instagram, the number of hijab sales has increased.

On the basis of the above case, the researcher is interested in exploring Instagram photography of brand hijab products Juniper Lane, Zaha, and Zysku Xena which is located at Balubur Town Square, Bandung City. The motivation for conducting this research is because these producers promote photos of hijab products on Instagram with attractive visual elements that are relevant to the researcher's field of study, namely photography. Apart from this, studies on hijab photography on Instagram have not been much researched and studied. This research is expected to be useful as feedback for producers in designing hijab photos on Instagram, so these can be used as promotions for increasing marketing and increasing income.

This research formulates the problem, namely: "How is hijab photography on Instagram brands? Juniper Lane, Zaha, and Zysku Xena at Balubur Town Square, Bandung City? " The formulation of the problem is divided into two sub-problems, namely: (1) How are the visual elements of photography used to strengthen promotional strategies on Instagram?, and (2) How are consumers' perceptions of the promotional visualization elements of the hijab brands?

This study aims to describe in depth about brand product Instagram photography Juniper Lane, Zaha, and Zysku Xena at Balubur Town Square, Bandung City. These objectives are further divided into specific objectives, namely: (1) to describe the visual elements of photography used to strengthen promotion strategies on Instagram, and (2) to describe consumer perceptions of the visualization elements of the hijab brand promotion.

The benefit of this research can provide scientific insight into visual communication design about visualization in brand hijab photography Juniper Lane, Zaha, and Zysku Xena in Bandung. In addition to this, it is also useful to be used as a reference in promoting products through the use of

photographic visual elements that are in accordance with the Islamic marketing code of ethics, and can be used as materials for improving promotional designs, and increasing more successful hijab production.

## II. METHODS

The method used in this research is a case study [6]. The purpose of using the method is intended to learn more deeply about the Instagram photography of brand hijab products Juniper Lane, Zaha, and Zysku Xena in the city of Bandung. The approach used is descriptive qualitative through content analysis [6]. This study seeks to explain a phenomenon or variable in a description with a clear narrative. Martin and Hanington explain that the content analysis approach is also a systematic description of the form and content of writing, speech, or visual material presented in themes, patterns, and counting incidents of words, phrases, images, or concepts [7].

The research subject or sample is brand photography Juniper Lane, Zaha, and Zysku Xena at Balubur Town Square, Bandung City. The reason for choosing this subject is based on the consideration that these three brands are hijab producers that focus on marketing through the online media Instagram, are the most favorite for customers, have a large number of Instagram followers, and high sales turnover. Respondents in this study are the owner of the hijab brand and 30 consumers of the hijab brand in Bandung.

Data collection techniques by interview, observation, documentation study, and literature study. Interviews were conducted by directly asking the owners and consumers of the three local hijab brands. Observations are made through the process of observing and recording the patterns of communication activity on the brand Instagram media Juniper Lane, Zaha, and Zysku Xena in Bandung. Documentation study is carried out by studying data related directly and indirectly to the research subjects. Literature study is carried out by collecting relevant information from various research journals, books, papers, scientific articles, websites, newspapers related to the study of Instagram photography of hijab products.

Data were analyzed using analytical techniques in terms of visual elements of photography on brand Instagram promotional photos Juniper Lane, Zaha, and Zysku Xena [6,8]. The analysis of the visual elements of photography is seen from the tonal elements of color, the type of image taking, the direction of the camera's view, the photo object, the background, and the composition. In addition, data and information collected through interviews were analyzed qualitatively inductively [6].

## III. RESULTS AND DISCUSSION

### A. Instagram Photography Content

Brand Instagram photography content Juniper Lane, Zaha, and Zysku Xena categorized based on direct observations on online media taken from the last period. Content categories are

based on the frequency of visual elements that often appear on Instagram photos of each local hijab brand.

Based on the three brands, there are six photo categories that have the same elements, namely: (1) products (single photos), (2) products (combined photos), (3) products used by celebrities / celebrities, (4) consumers use products, (5) offline sales activities, and (6) activities outside of sales (fashion shows). This category is the most photos on Instagram of the three hijab brands in Bandung. This condition shows that the photographic content on Instagram varies greatly [9-12].

### *B. Visualization on Instagram Promotion*

The visualization on Instagram promotions shows that the photos are in the product category (single), the tendency of these three local hijab brands to have a grayish tonal color in their product photos. According to Eiseman, grayish color can give a professional impression, quality, and looks expensive [13]. The types of shooting on photos that are preferred by consumers in these three brands are different. For Juniper Lane, the wide shot and medium shot types are almost balanced. Meanwhile, from the Zaha label, the type of shooting that gets more likes is the medium shot type [14].

The types of shooting used by the hijab brand Zysku Xena almost all use the wide shot type. For the object category, female models with foreign faces get more likes than models with local faces. In the photo background, consumers have different ratings for these three labels. Photos from Juniper Lane are preferred with outdoor backgrounds. Photos of Zaha and Zysku Xena brands mostly use indoor backgrounds in the room. Also, with the composition used in taking photos. Because the Juniper Lane brand uses a lot of outdoor backgrounds, its composition varies more between a balanced composition and the rule of third. Meanwhile, Zaha and Zysku Xena tend to use balanced compositions.

The types of clothing and accessories that get the most likes also vary between these three labels. The clothes that are liked by the Juniper Lane brand are almost balanced with each other, such as tops, tunics, outerwear, and dresses. The accessories worn on the model are also various creations such as the use of the hijab which varies from scarf, pashmina, and turban; shoe models such as high heels and platform sandals; as well as types of jewelry such as necklaces, earrings, and headbands. Meanwhile, the Zaha brand prefers clothes with a tunic type. Complementary accessories that are widely used are pashmina, necklace jewelry, and high heels. For the fashion photos from Zysku Xena that get the most likes are the types of dresses and tunics that are combined with trousers.

The tonal colors used by the three hijab brands are on average grayish. The use of this type of shooting in this category is quite different for each hijab brand. For Juniper Lane, the type of shooting used is on average only wide shot types. While the Zaha label, uses the type of shooting according to the product being offered, such as wide shots for dresses, medium shots for tops, and close ups to focus on the details of certain parts of clothing.

The type of shooting used by Zysku Xena in almost all product photos (combined) uses the wide shot, medium shot, and close up types. For the direction of view of the camera, photos in this category tend to show the front, side and rear viewpoints so that the appearance of the clothes can be seen clearly. The use of a model that gets a lot of likes on (combined) product photos is a female model with a foreign appearance. The three local hijab brands use a lot of balanced compositions.

For the types of clothing complementary accessories worn to the model, these three labels are quite simple, limited to pashmina and platform sandals or high heels. The clothing attribute for the product photo category (combined) that many consumers like for each brand has different results. Juniper Lane tends to prefer tunic and trousers, Zaha wears dresses, outerwear, and tops, while Zysku Xena is more tunic and outer combined with trousers.

Products used by celebrities / celebrities have different tonal colors for each photo. Most photos of celebrities / celebgrams that are preferred by followers are photos with bright colors. If we look at the combination of pantones produced by this category photo, based on Eiseman and Dameria, the colors created form muted and capricious nuances [13,15]. These two colors shades give off a natural and simple feel. For this type of shooting used by celebrities / celebrities, the tendency is to use the wide shot technique.

The composition of photos that get a lot of likes, for Juniper Lane and Zysku Xena is a balanced composition, while Zaha likes photos with a rule of third composition. Each hijab brand has different types of clothing that get the attention of consumers. Juniper Lane and Zysku Xena are well-liked by their tunic style attributes combined with skinny / jogger leggings or trousers. Meanwhile, Zaha is preferred with celebrities / celebrities who wear a set of clothes such as tops and pants, and dresses. The accessories worn by celebrities / celebrities are quite diverse. If the photos for the product category use simple accessories, these celebrities / celebrities tend to add a lot of accessories such as glasses, handbags, watches and various types of shoes.

Product categories used by celebrities, this consumer photo also provides a variety of tonal colors. Most of the photos of these consumers are bright and bright. The nuances of the pantone created by this category are also the same as the product categories used by celebrities / celebrities, namely muted and capricious nuances. Both of these color shades give a natural and simple impression [13]. The three hijab brands take photos with wide shot shooting types and use a balanced composition. For photo backgrounds that are preferred by Instagram followers, it is different. Photos of consumers who use Zaha products get more likes with indoor backgrounds, while Zaha and Zysku Xena are more likely to use outdoor backgrounds.

The accessories used by consumers of the three hijab brands are quite varied when compared to the previous category. Accessories that are widely worn such as various

types of bags, scarves, jewelry, and shoes. The types of clothing attributes that many consumers like are quite different between brands. Juniper Lane gets a lot of likes for almost all types of clothing owned by this label, namely tunics, outerwear, tops, and dresses. Meanwhile, Zaha's favorite type of clothing is a top, tunic combined with leggings. The Zysku Xena brand is popular only for the type of tunic that is combined with trousers.

The hijab brands Juniper Lane, Zaha, and Zysku Xena have almost the same for the category of offline sales activities. Photos that are preferred by consumers are photos such as the atmosphere of consumers who are choosing and shopping for products, the appearance of their physical stores, and the products that are on display. The type of shooting on an average photo is a wide shot type because it can show the current atmosphere. The composition also has similarities between these three brands, namely using the same rule of third composition. The color tones that were caught on camera from the three hijab labels varied from one photo to another. The tendency of photos to provide real-time tonal colors, which depends on the atmosphere of the place where the activity takes place. If you look at the combination between the pantones produced by this category photo, the colors created form classic and natural nuances. These two colors shades give off an impression of simplicity, authenticity, and neutrality [13].

This photo of the out-of-sale activity category has variations in tonal color. Each photo depends on the lighting at the time of the fashion show, such as Juniper Lane more photos with shades of blue and violet, Zaha presents bluish colors, and Zysku Xena is more yellowish. However, the combination between pantones produced by this category photo, based on Eiseman and Dameria, the colors created form spiritual and serene nuances [13,15]. These two colors shades give off a dazzling, mysterious, and soothing impression [16].

The types of shooting in photos that are mostly used for the Zaha and Zysku Xena brands take more wide shots and use a balanced composition, so that the ongoing fashion show activities can be seen clearly. Meanwhile, Juniper Lane uses the same type of shooting between wide shot and medium shot. This type of shooting wide shot can present an atmosphere of ongoing activity and medium shot focuses more on the details of the product on display. For compositions on Juniper Lane, many types of rule of third are used [17].

### *C. Consumer Views of the Visual Elements of Instagram*

In general, consumers tend to have different views on each visual element of photography. But overall these visual elements and fashion styles have contributed positively to consumers' plans to buy local hijab brand products in Bandung. This means that the visual elements and fashion styles of Instagram promotions are proven to increase sales flow.

Some evidence that the visual elements of photography and fashion styles on Instagram promotions can increase sales are as follows. Consumers have a positive view of the Instagram photo of the local hijab brand in Bandung in terms of tonal

colors. Perceptions of single and combined Instagram photos tend to be professional, high quality, and look expensive. Perceptions of celebrity/ celebgram of Instagram photos and consumers using products tend to be natural and simple. This positive view according to consumers can lead to the desire to buy the hijab product.

In addition to this, consumers have a view of Instagram promotional photos on local hijab brands in Bandung. In terms of the type of shooting, it tends to be medium shot (medium image), wide shot (overall picture) and close up (detailed picture). The view of consumers towards product photos tends to like the direction of view of the camera from the front, side and back. This is because the direction of view of the camera can provide an overall picture of the product that can be seen from various sides [18].

Consumers who have a positive view of the object elements of Instagram photos tend to like foreign female models. This is because foreign women are prettier, with fair skin and a proportional body shape, thus making the photo look more professional. Consumers have a view of the Instagram photos of the three local hijab brands, seen from the background element, tend to have different views. Consumers prefer to use indoor backgrounds for product photos and outdoor for photo categories other than products. This difference really depends on the clarity of the object of the photo being promoted [17].

This positive view of consumers indicates that the trademark owner of Muslim clothing has not fully complied with Islamic trade ethics, such as theistic ethics (rabhaniyyah) which are in accordance with Allah's provisions and ethical (akhlaqiyyah) which have good morals [19]. Brand owners only fulfill consumer needs and do not fully comply with Islamic ethics and values, such as choosing colorful colors, clothing that is less loose (strict), and accessories that are not in accordance with Islamic sharia [20].

## IV. CONCLUSION AND RECOMMENDATIONS

The conclusion of the study shows that the Instagram photography of hijab products in Balubur Town Square, Bandung City has met the standard of good visual photography elements. In general, hijab product photography on the diagram can meet the criteria for quality tonal colors, detailed shooting, more focused use of backgrounds, more balanced composition, use of hijab combined with other accessories, and types of attractive clothing attributes. The fulfillment of the hijab photography element on Instagram has a positive impact on consumers, so that many consumers like it. This condition also has a positive impact on product marketing promotions and a higher number of sales. Even so, from the essence of hijab production in photography on Instagram, it does not meet Islamic sharia ethics.

Suggestions for hijab product owners should be able to promote photos on Instagram that can meet the visual elements of photography and meet the Islamic dress code requirements set by the MUI, such as clothes that are not colorful and are not strict.

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