

# Buttonscarves Branding Strategy Through Instagram to Increase Loyalty

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## ABSTRACT

### Keywords

Branding Strategy; Instagram; Social Media; Customer Loyalty; Buttonscarves

This study analyzes the branding strategy implemented by Buttonscarves through Instagram to increase customer loyalty. Buttonscarves, as a premium hijab brand, optimally utilizes Instagram to strengthen branding and attract consumer attention. With a descriptive qualitative approach, data was collected through interviews and documentation. The results of the study show that Buttonscarves uses a consistent visual branding strategy, digital campaigns, collaboration with influencers, and interactive features such as Stories and Reels to increase customer engagement. This strategy is effective in strengthening brand identity, increasing engagement, and building a loyal customer base. This study provides insight into how social media can be utilized as a branding tool and marketing strategy in the fashion industry.

## 1. Introduction

The rapid growth of smartphone usage and internet penetration in Indonesia has changed the digital marketing landscape, especially through social media platforms such as Instagram (Latiff and Safiee, 2015). By 2024, Indonesia will have well over 90 million Instagram users, with the majority being women aged 25–34, making it a strategic platform for branding and customer engagement (NapoleonCat, 2024). Simultaneously, the dynamic evolution of hijab fashion—from a religious symbol to a modern fashion statement—has intensified competition among brands. The IDR 42.2 trillion Muslim fashion industry (Indonesian Digital Marketing Association, 2022) underscores the importance of an effective branding strategy to attract and retain customer loyalty. Buttonscarves, a premium hijab brand founded in 2016, is an example of such an approach with its rapid growth, international expansion, and 1.1 million Instagram followers. However, despite its success, Buttonscarves faces stiff competition from brands such as Wearing Klamby (2.4 million followers) and Heaven Lights (2.2 million followers), raising questions about how the brand maintains loyalty in a crowded market.

Various studies have shown that social media, especially Instagram, plays a central role in building brand image and increasing customer loyalty. Features such as Instagram Stories, Reels, and Instagram Shopping allow companies to convey strong visual narratives, expand audience reach, and build emotional connections with consumers (Sultan et al., 2021). Research by Latiff and Safiee (2015) also highlights the importance of social media as a branding strategy in the digital era. Other studies, such as Assegaf (2023), explore how Buttonscarves successfully expanded into the Malaysian market with a digital marketing strategy, while Sapitri & Saptono (2023) and Juliana et al. (2018) analyze factors such as brand image, social influence, and viral marketing in the purchase decision of Buttonscarves hijab. Even so, most previous studies still focus on quantitative or external marketing dimensions; not many have explored the aspects of visual strategy, brand narrative, and

digital community in an integrated manner in building customer loyalty, especially in the context of local premium brands competing in the global market.

Table 1. Comparison of followers and year of establishment of Instagram Buttonscarves and its competitors

NO	Instagram Account Name	Number of Followers	Year of Establishment
1	@Buttonscarves	1,1 M	2016
2	@wearingklamby	2,4 M	2013
3	@heaven_lights	2,2 M	2013
4	@kamiidea	575 K	2012

Previous studies have explored aspects of Buttonscarves' marketing strategy, such as expansion in Malaysia (Assegaf, 2023) and the influence of brand image on purchase intention (Sapitri & Saptono, 2023). Other studies examine viral marketing and electronic word-of-mouth (Juliana et al., 2018). However, these studies tend to focus on isolated factors such as market expansion or consumer psychology, neglecting a holistic analysis of Instagram-based branding strategies and their direct correlation to customer loyalty. While some emphasize quantitative metrics (e.g., number of followers), they forget about qualitative elements such as content curation, community engagement, and emotional branding—key factors driving loyalty in the digital age (Kotler & Keller, 2018). In this regard, Buttonscarves' approach is an intriguing phenomenon. The brand uses Instagram not only to promote its products but also to build an elegant image and a loyal consumer community through the @thebslady account. With consistent visual content and creative digital campaigns, including collaborations with global icons such as Halima Aden, Buttonscarves demonstrates its capacity to bridge religious values with modern lifestyles without losing its local cultural roots. Their strategy also includes active interaction with customers, exclusive product launches, and the use of visual media that aligns with brand identity. This aspect is an important gap that has not been sufficiently explored by previous studies: how a cohesive visual content strategy and community approach can strengthen brand loyalty in the premium Muslim fashion industry in the digital era.

This study aims to explore Buttonscarves' branding strategy through the Instagram platform in building and maintaining customer loyalty. Using a qualitative-descriptive approach, this study analyzes visual content, patterns of interaction with consumers, and brand narratives conveyed through Buttonscarves' official Instagram account and its digital community. The analysis was conducted using observation techniques, in-depth interviews, and documentation, which overall are expected to provide theoretical and practical contributions to the study of digital branding in the Indonesian Muslim fashion sector, as well as enriching the understanding of the role of social media in creating long-term emotional bonds between brands and their consumers.

Therefore, the main objective of this study is to identify and analyze key elements in Buttonscarves' digital strategy that contribute to the formation of customer loyalty and brand expansion. This study employs a qualitative-descriptive approach, utilizing content analysis of Buttonscarves' official Instagram content and TheBSLady community, along with participant observation of digital interactions within the brand's social media ecosystem. With this approach, it is hoped that the findings of this study can provide practical implications for Muslim fashion industry players and theoretical contributions in the realm of community-based digital marketing.

## 2. Method

This study aims to understand Buttonscarves' branding strategy through Instagram in increasing customer loyalty. Therefore, the approach used must allow researchers to explore the meaning and practice of visual communication and digital engagement that are qualitative and contextual. The

method is structured so that readers can replicate the research process in a logical sequence according to the structure of the results to be presented.

This study uses a descriptive qualitative approach. We chose this approach because it enables researchers to deeply explain phenomena by interpreting data gathered from sources and documents. The main focus lies in exploring the meaning of visual strategies, social interactions on Instagram, and branding practices carried out by Buttonsscarves. In accordance with Creswell's (2009) exploratory approach, researchers act as the main instrument that interacts directly with subjects and data in the field.

The researcher used two data sources, namely primary data obtained through in-depth interviews and direct observation of Buttonsscarves' Instagram content, as well as participation in the @thebslady community account. Interviews were conducted with internal parties (Instagram admin, creative team, sales & marketing) and external parties (loyal customers) using a semi-structured interview guide. Then secondary data was obtained from visual documentation (post screenshots, campaign videos), news articles, online publications, and literature studies related to digital branding and customer loyalty.

The data collection technique used an interview technique conducted face-to-face and online. We collected information from two groups: the managers of Buttonsscarves Instagram accounts and their loyal customers. The purpose of this interview is to delve into the perceptions, communication strategies, and factors that drive consumer loyalty and usage. Visual observation: researchers directly watched Instagram upload patterns, including frequency, visual style, use of features such as Stories, Reels, and Live, as well as interactions in the comments column; and finally, documentation, namely data collected from Instagram uploads and other digital promotional materials (text, images, audio-visual), including screenshots of brand digital activities and campaigns.

The data analysis technique was carried out thematically and qualitatively by referring to the Miles and Huberman model, which consists of data reduction, data presentation, and also drawing conclusions. To ensure data validity, researchers used triangulation techniques (data, sources, methods). Researchers compared the findings from interviews with visual observations and documentation. Validity was strengthened by conducting member checking with informants and comparing research results with relevant literature.

### 3. Result and Discussion

This study aims to reveal Buttonsscarves' branding strategy through Instagram in increasing customer loyalty. Based on the results of interviews, social media observations, and digital documentation, several main strategies implemented by Buttonsscarves were found. These strategies not only focus on product promotion but also on creating brand identity, strengthening emotional interactions with customers, and building a solid online community.

#### 1. Consistency of Visual Image as a Brand Identity Strengthenener

The observation results indicate that Buttonsscarves applies a consistent visual style in every upload on Instagram. Pastel color palettes, clean layouts, use of representative models, and elegant messages are the characteristics of the @buttonscarves account. This strategy strengthens the brand identity as a classy and fashionable premium hijab brand.

Consistency in conveying visual identity is an important element in branding strategy. According to Gelder (2005), an audience consistently recognizes and associates a strong brand with its visual identity. This finding shows that Buttonsscarves has succeeded in building a perception of quality and exclusivity in the minds of customers through its digital aesthetics.

#### 2. Interactive Engagement through Digital Community: @thebslady

One of the unique features of Buttonsscarves' digital strategy is the presence of the @thebslady community on Instagram. This community not only functions as an information channel but also as a place for interaction between the brand and loyal customers. Active customers share their

experiences using the product, attend various online and offline events, and participate in new product launches.

Customer interviews show they feel like part of the Buttonscarves family, not just buyers. This is in line with Oliver's theory (1999), which states that consumer loyalty is not only formed by product quality but also by emotional involvement and the feeling of being part of a brand community.

### 3. Use of Instagram Features as a Two-Way Interaction medium

In addition to regular content uploads, Buttonscarves also maximizes Instagram features such as Instagram Stories, Reels, and Live. We use this feature to promote new products, provide real-time customer answers, and showcase influencer-led hijab styling tutorials.

The two-way communication strategy implemented has increased interaction between the brand and consumers. The impact can be seen from the high level of comments, likes, and reshares of content by its followers. In line with the opinion of Sultan et al. (2021), effective use of social media allows brands to build more personal relationships with customers, which ultimately increases loyalty.

### 4. Product Exclusivity and Event Marketing Strategy

Documentation and interview results reveal high enthusiasm for the launch of new products like the Louvre Series. Customers are willing to queue for a long time to get limited products, which indicates the brand's success in creating a sense of exclusivity. This strategy strengthens the premium image and encourages repeat purchases as a form of loyalty.

Event marketing strategies such as limited launches, VIP invitations, and collaborations with famous figures also strengthen consumer emotional loyalty. This phenomenon shows that Buttonscarves not only sells products but also sells experiences and lifestyles. According to Aaker (1996), brands that have a strong brand personality will find it easier to build long-term emotional relationships with their customers.

### 5. Customer Loyalty Indicators

According to the results of interviews with loyal customers, three main indicators of customer loyalty were found: repeat purchases despite high prices, recommendations to others, and loyalty to the brand despite many competitors' choices. Customers admitted to feeling satisfied not only because of the quality of the materials but also because of the fast service, exclusive packaging, and pleasant buying experience.

This supports Kotler and Keller's (2016) theory that loyalty is formed from customers' overall experience of a brand, including quality, service, and emotion. Customers' willingness to keep choosing Buttonscarves, despite the availability of cheaper brands, shows the high emotional and functional value offered by this brand.

The results of the study show that Buttonscarves implements a very consistent branding strategy through the Instagram platform. All uploaded content shows visual uniformity in terms of color, photo style, and design arrangement. A soft pastel color palette, thematic content arrangement, and selection of models with certain visual characters are part of the effort to build an elegant and modern premium brand image. This visual narrative appears dominant in every upload, strengthening brand identity and making it easier for the audience to recognize Buttonscarves' distinctive style. The neat and organized feed design also creates a professional and exclusive impression, which is then interpreted by customers as an indicator of brand quality.

The @thebslady community account actively builds consumer engagement in addition to its visual power. This community is a space for interaction between customers and brands, where customers share photos of their clothing styles, take quizzes, and provide testimonials directly. Customers actively participate in this community, particularly during the launch of a new collection. This evidence shows that Buttonscarves does focus on one-way communication and creates two-way interactions that build a sense of emotional attachment.

In-depth interviews conducted with customers found that loyalty to Buttonscarves is not only based on product quality, such as materials and design, but also on the overall shopping experience.

Customers feel they get exclusive treatment both when interacting on Instagram and when attending product launch events in person. Several customers said that they were willing to queue for hours to get the latest products and still chose this brand even though the product prices were relatively high. The decision to continue buying and even recommending products to others is a strong indication of the emotional loyalty that has been formed.

Buttonsscarves' branding strategy through Instagram is building a consistent visual image and creating emotional engagement through the customer community. This study strengthens the findings of Latiff and Safiee (2015), which emphasizes the importance of visual branding in shaping brand identity, and extends the idea of Juliana et al. (2018) regarding word-of-mouth by showing that digital communities can be an active and sustainable branding tool.

Compared to competitor strategies such as the casual Wearing Klamby or the luxurious Heaven Lights, Buttonsscarves takes a branding path that combines exclusivity with a personal approach. This strategy shows that customer loyalty is not only built through product quality but also through structured and engaging digital experiences.

These results also provide enrichment to the theory of brand equity and emotional branding, where visual identity and social media interactions play an important role in creating long-term relationships with consumers. Thus, this study not only strengthens previous findings but also provides a new perspective on the importance of community and personal interaction in branding strategies in the digital era.

#### 4. Conclusion

Based on the research results of Buttonsscarves branding strategy through Instagram in increasing customer loyalty, it can be concluded that Buttonsscarves branding strategy through Instagram is able to build customer loyalty effectively through three main pillars: visual identity consistency, digital community involvement, and personal interactive experiences. Elegant and integrated visual images strengthen the brand's perception as a premium brand, while communities such as @thebslady are an important forum in forming a sense of belonging for customers to the brand.

The use of Instagram's interactive features brings brands closer to their audiences and forms a two-way relationship that strengthens emotional attachment. These findings show that loyalty is not only born from product quality but from the overall experience offered by the brand, both online and offline.

Thus, Buttonsscarves has not only succeeded in competing in the competitive hijab fashion market but also provides a concrete example of the application of community-based digital branding strategies and cohesive visual narratives. This research is expected to provide theoretical contributions in digital branding studies and become a practical reference for Muslim fashion industry players in building customer loyalty through social media.

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