

Social Media Strategies for Enhancing Brand Awareness in a Custom-Made Fashion Business

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Abstract

Purpose: This study aims to analyze how integrated social media marketing strategies implemented by JEJE Official enhance brand awareness in a custom-made fashion business.

Research Methodology: This study employed a descriptive qualitative approach using a case study design. Data were collected through non-participant observation of JEJE Official's Instagram, TikTok, Facebook, and WhatsApp Business accounts over a three-month observation period, supported by documentation of digital content and a literature review. Data were analyzed using the interactive qualitative analysis model of Miles, Huberman, and Saldaña.

Results: The findings reveal that each platform performs a complementary role. Instagram strengthens visual branding and professional identity, TikTok expands audience reach through short-form video content, Facebook maintains information dissemination and community interaction, while WhatsApp Business facilitates personalized communication that builds customer trust. The integration of these platforms improves brand recognition, recall, credibility, and customer engagement.

Conclusions: Integrated social media marketing is an effective strategy for increasing brand awareness in custom-made fashion businesses because it combines visual storytelling, interactive communication, and personalized customer service throughout the customer journey.

Limitations: This study is limited to a single case study and relies primarily on qualitative observation without incorporating consumer surveys or social media analytics.

Contribution: This study extends digital marketing literature by proposing an integrated multi-platform social media strategy suitable for small creative fashion businesses and provides practical guidance for strengthening brand awareness through coordinated digital communication.

Keywords: *Brand Awareness, Custom-Made Fashion, Digital Marketing, Social Media Marketing, WhatsApp Business*

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1. Introduction

The rapid development of digital technology has transformed marketing practices across various business sectors. In the contemporary marketplace, businesses are required not only to produce quality products but also to communicate their brand value effectively through digital channels. Digital

marketing enables companies to reach broader audiences, interact directly with consumers, and build long-term customer relationships through data-driven and technology-based communication. In this context, social media has become an important marketing medium because it supports interactive communication, visual storytelling, and continuous consumer engagement ([Chaffey & Ellis-Chadwick, 2022](#)).

The shift toward digital marketing is particularly significant for Small and Medium-Sized Enterprises (SMEs) operating in the creative industry, especially custom-made fashion businesses. Unlike ready-to-wear fashion brands that compete through standardized products, mass production, and price efficiency, custom-made fashion businesses rely on personalization, craftsmanship, and close collaboration with customers throughout the design and production process. Each product is uniquely created according to individual preferences, body measurements, and specific occasions, making customer trust and effective communication essential determinants of business success. Consequently, social media serves not only as a promotional channel but also as a strategic platform for demonstrating design expertise, showcasing craftsmanship, communicating authenticity, and fostering long-term customer relationships. These distinctive characteristics require marketing strategies that differ substantially from those employed by mass-produced fashion businesses ([Kannan, 2017](#); [Chaffey & Ellis-Chadwick, 2022](#)).

Brand awareness is one of the fundamental elements of brand equity because it reflects the ability of consumers to recognize and recall a brand in a particular product category. In the digital environment, brand awareness is built not only through advertising but also through consistent content, audience interaction, visual identity, testimonials, and customer experience. A brand that communicates consistently across social media platforms is more likely to be remembered and trusted by consumers ([Keller & Swaminathan, 2020](#)).

Social media marketing has become a strategic instrument for strengthening brand awareness because it allows businesses to create, share, and manage content that reaches consumers in an interactive manner. Previous research indicates that social media marketing activities can influence brand awareness, brand image, and brand loyalty. These activities include entertainment, interaction, trendiness, customization, and electronic word-of-mouth, which are relevant to businesses seeking to build customer relationships through digital communication ([Bilgin, 2018](#)).

The fashion industry is closely related to visual communication. Fashion products are often evaluated by consumers through visual appeal, design details, styling, and presentation. Social media platforms such as Instagram and TikTok offer important opportunities for fashion businesses because they allow visual storytelling through photos, short videos, reels, stories, and interactive content. Research on fashion brands shows that visual content and online interaction play an important role in building consumer engagement and brand perception ([Loureiro et al., 2019](#)).

JEGE Official is a custom-made fashion business located in Surabaya, Indonesia. The business produces wedding gowns, kebaya, evening gowns, and formal wear based on customer preferences and body measurements. To introduce its products and strengthen its brand identity, JEGE Official uses several digital platforms, namely Instagram, TikTok, Facebook, and WhatsApp Business. Instagram used to display product portfolios and visual branding, TikTok is used to share short-form video content, Facebook is used to support information distribution and community communication, while WhatsApp Business is used for direct customer service and consultation.

Although previous studies have widely examined social media marketing in the fashion industry, the majority have focused on large fashion brands, luxury fashion, e-commerce, or ready-to-wear businesses with standardized products. Comparatively little attention has been paid to small custom-made fashion enterprises, where customer relationships, personalized services, and craftsmanship play a more central role than production scale. As a result, the mechanisms through which integrated social media platforms contribute to brand awareness in custom-made fashion businesses remain insufficiently understood. This gap highlights the need for contextual research that explains how

multiple social media platforms can be strategically integrated to strengthen brand awareness in small creative businesses.

Based on these considerations, this study aims to analyze the integrated social media marketing strategies implemented by JEJE Official through Instagram, TikTok, Facebook, and WhatsApp Business to enhance brand awareness. Unlike previous studies that generally examine individual social media platforms or large-scale fashion companies, this research focuses on the complementary roles of multiple digital platforms within a small custom-made fashion business. Therefore, this study contributes theoretically by extending the understanding of integrated social media marketing strategies in the context of creative SMEs and contributes practically by providing a reference for fashion entrepreneurs seeking to strengthen brand awareness through coordinated digital communication.

2. Literature Review

2.1 Digital Marketing

Digital marketing refers to marketing activities that use digital technologies, online platforms, and internet-based communication to promote products or services and build relationships with consumers. Digital marketing includes various channels such as websites, search engines, email, social media, mobile applications, and online marketplaces. The main advantage of digital marketing lies in its ability to reach targeted audiences, support two-way communication, and provide measurable marketing performance ([Chaffey & Ellis-Chadwick, 2022](#)).

In the current marketing environment, digital technology does not merely function as a promotional tool but also as a medium for creating customer experiences. Businesses use digital platforms to understand consumer needs, personalize communication, and deliver value through relevant content. Marketing 5.0 emphasizes the importance of combining human-centered marketing with digital technology to create meaningful relationships between brands and consumers.

2.2 Social Media Marketing

Social media marketing is the use of social media platforms to create, communicate, and deliver brand messages to consumers. It enables businesses to interact with audiences, build online communities, and encourage user participation. Social media allows consumers to engage with brands through likes, comments, shares, saves, direct messages, reviews, and user-generated content ([Appel et al., 2020](#)). Effective social media marketing requires the integration of strategic planning, content management, customer interaction, and organizational coordination to achieve long-term marketing objectives ([Felix et al., 2017](#)).

Social media marketing activities can strengthen brand equity because they increase brand exposure, encourage customer interaction, and stimulate electronic word-of-mouth. In the context of small businesses, social media is useful because it provides a relatively low-cost marketing channel while still allowing brands to communicate directly with potential customers ([Yadav & Rahman, 2017](#)). Social media marketing supports relationship building, customer interaction, and value creation throughout the customer journey ([Ancillai et al., 2019](#)).

Social media marketing also requires strategic planning in terms of content creation, customer interaction, and platform integration to achieve long-term marketing objectives ([Li et al., 2021](#); [Parsons & Lepkowska-White, 2018](#)). Social media marketing is not only concerned with promotional activities but also with developing integrated strategies involving content creation, customer interaction, and the coordinated use of multiple digital platforms to achieve long-term marketing objectives ([Li et al., 2021](#)). Effective social media marketing requires consistent planning, content management, audience engagement, and continuous evaluation to strengthen relationships between businesses and consumers ([Parsons & Lepkowska-White, 2018](#)).

2.3 Brand Awareness

Brand awareness refers to the extent to which consumers can recognize or recall a brand when considering a particular product or service category. Brand awareness is important because consumers

are more likely to choose brands that are familiar, visible, and trusted. Strong brand awareness can help businesses differentiate themselves from competitors and support consumer decision-making (Keller & Swaminathan, 2020). In social media marketing, brand awareness can be developed through repeated exposure to brand names, logos, product visuals, captions, stories, testimonials, and consistent interaction. Brand awareness is not only created by the number of followers but also by how well consumers remember the brand, understand its characteristics, and associate it with specific product values (Bilgin, 2018). Social media interactions not only improve brand awareness but also encourage long-term brand engagement and value co-creation between businesses and consumers (Bilro et al., 2022).

2.4 Instagram Marketing

Instagram is one of the most important social media platforms for fashion businesses because of its visual-oriented features. Fashion brands use Instagram to display product portfolios, introduce collections, present customer testimonials, and communicate brand identity. Features such as Feed, Stories, Reels, Highlights, and Direct Messages enable businesses to combine visual promotion with customer interaction. Instagram marketing becomes more effective when visual storytelling and influencer-generated content encourage user engagement and strengthen brand perception (Jin et al., 2019).

For custom-made fashion businesses, InstFormula 1agram is useful because it allows consumers to see design details, fabric choices, fitting results, and previous customer orders. Visual consistency on Instagram can strengthen brand recognition and create a professional image. Studies on fashion brands indicate that social media engagement is influenced by the quality of visual content, storytelling, and interaction with followers (Loureiro et al., 2019).

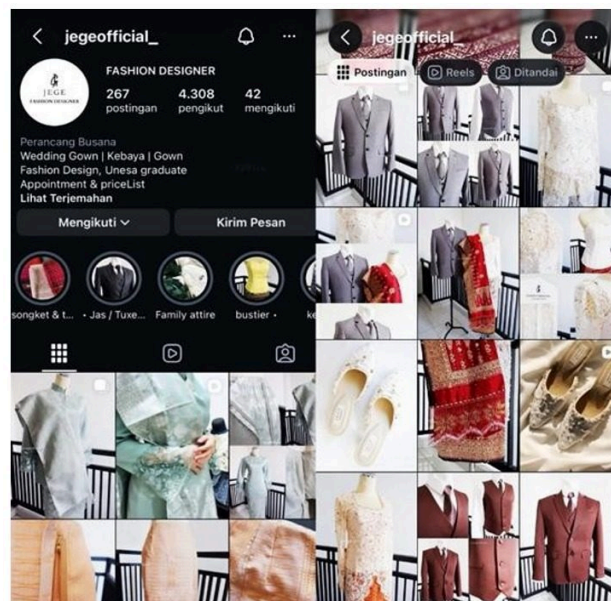


Figure 1. Instagram profile of JEGE Official

Figure 1 presents the official Instagram profile of JEGE Official. The profile showcases product portfolios, customer testimonials, and consistent visual branding that strengthen the business's professional image. These visual elements support the development of brand awareness by enabling potential customers to recognize JEGE Official's identity and the quality of its custom-made fashion products.

2.5 TikTok Marketing

TikTok has developed into an influential social media platform because of its short-form video format and algorithm-based content distribution. Unlike platforms that rely heavily on followers, TikTok allows content to reach wider audiences through recommendation systems. This makes TikTok relevant for small businesses seeking to expand visibility and introduce their brand to new consumers.



Figure 2. Tiktok profile of JEJE Official

In fashion marketing, TikTok can be used to show behind-the-scenes activities, styling processes, fitting sessions, transformation videos, design details, and customer experiences. Short-form video content is effective because it can attract attention quickly and communicate brand personality in a more dynamic way. Research on TikTok marketing shows that the platform supports brand engagement by encouraging entertaining, authentic, and interactive content (Barta et al., 2023). To illustrate the implementation of TikTok marketing by JEJE Official, Figure 2 presents the business's official TikTok profile. The profile demonstrates how JEJE Official utilizes short-form video content to showcase product collections, design processes, and promotional activities, thereby increasing brand visibility and audience engagement.

2.6 Facebook Marketing

Facebook remains relevant for business marketing because it supports various communication functions, including business pages, photo albums, customer reviews, events, and community-based interaction. For small businesses, Facebook can be used to distribute information, display product catalogues, share promotional content, and maintain communication with existing customers.

Although younger consumers may prefer visual and short-video platforms, Facebook still has value as an information archive and community communication platform. Businesses can use Facebook to reach customers from different age groups and provide more complete information about products and services. Social media brand posts can influence consumer engagement when the content is informative, relevant, and consistent with brand identity.



Figure 3. Facebook profile of JEJE Official

To illustrate the implementation of Facebook marketing by JEJE Official, Figure 3 presents the business's official Facebook profile. The profile showcases product catalogues, promotional posts, and customer interactions that support information dissemination, strengthen brand visibility, and maintain communication with existing and potential customers.

2.7 WhatsApp Business Marketing

WhatsApp Business is a digital communication tool that supports direct interaction between businesses and consumers. Its features include business profiles, product catalogues, quick replies, labels, automated greeting messages, and broadcast messages. These features help businesses provide faster responses and manage customer communication more efficiently.

In custom-made fashion businesses, WhatsApp Business is particularly important because customers often require direct consultation regarding design, size, material, price, and production time. The personalized nature of WhatsApp communication can strengthen customer trust and support purchase decisions. Trust is an important factor in social media marketing because consumers are more likely to engage with brands that are responsive, reliable, and transparent (Ebrahim, 2020).

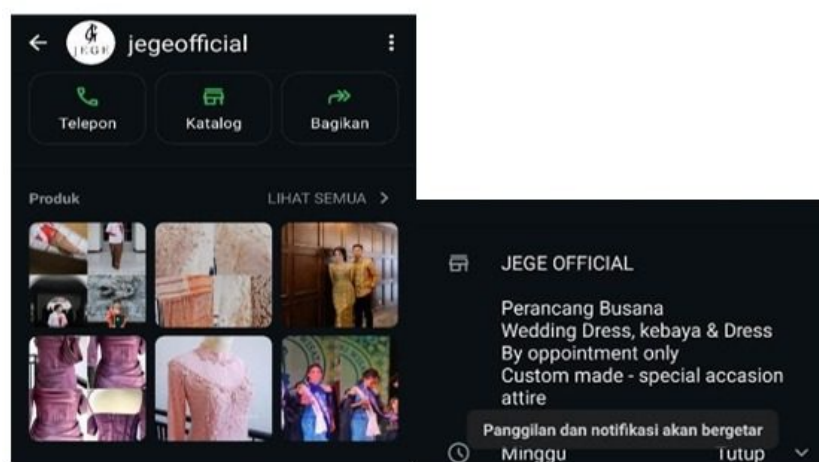


Figure 4. WhatsApp Business profile of JEJE Official

To illustrate the implementation of WhatsApp Business marketing by JEJE Official, Figure 4 presents the business's official WhatsApp Business profile. The profile demonstrates how JEJE Official utilizes WhatsApp Business to provide direct customer consultations, share product catalogues, respond to customer inquiries, and facilitate order management, thereby strengthening customer trust and supporting purchase decisions.

2.8 Customer Engagement

Customer engagement refers to consumer participation and interaction with a brand through cognitive, emotional, and behavioral responses. In social media, engagement can be seen through likes, comments, shares, saves, direct messages, mentions, reviews, and user-generated content. Customer engagement reflects the quality of the relationship between the brand and its audience (Tafesse, 2016). Customer engagement through social media enables businesses to co-create value with consumers by encouraging interaction, participation, and long-term relationships, ultimately strengthening brand performance (Cheung et al., 2021).

Customer engagement reflects consumers' active interactions with brands through social media, which can strengthen brand relationships, trust, and loyalty. Social media platforms facilitate customer engagement by encouraging consumers to interact with brand content, share experiences, and participate in brand communities (Harrigan et al., 2017). Social media engagement reflects users' active participation through content interaction, communication, and relationship building across digital platforms (Trunfio & Rossi, 2021).

In the apparel and fashion sector, social media activities can influence customer-brand relationships because consumers interact with brands not only to obtain product information but also to experience inspiration, identity, and lifestyle values. Interactive social media activities help brands establish emotional connections and build long-term relationships with consumers. Consumer engagement in social media brand communities involves behavioral, cognitive, and emotional interactions that contribute to stronger brand relationships ([Santos et al., 2022](#)).

2.9 Digital Marketing in Fashion Business

Fashion businesses depend strongly on visual communication and brand identity. Consumers often evaluate fashion brands based on visual aesthetics, product quality, style relevance, and perceived credibility. Social media allows fashion businesses to communicate these elements through photos, videos, captions, testimonials, and storytelling. Previous research also shows that effective social media marketing strategies significantly improve marketing performance and customer engagement in fashion brands ([Wu, 2020](#)). Fashion brands also use social media to create emotional relationships with consumers through storytelling, visual identity, and online interaction ([Loureiro et al., 2019](#)). Therefore, digital marketing is not only a promotional activity but also a strategic tool for constructing brand meaning. Fashion brands increasingly rely on social media to communicate brand identity, create emotional value, and strengthen their competitive positioning in digital markets ([Arrigo, 2018](#)).

Social media marketing efforts can influence consumer behavior by shaping brand perception and strengthening brand equity. In fashion businesses, social media content can create symbolic value because consumers associate products with identity, lifestyle, and emotional experience ([Godey et al., 2016](#)). Social media marketing can also create consumer benefits such as information, entertainment, social interaction, and brand experience, which contribute to stronger brand equity ([Zollo et al., 2020](#)). Fashion businesses rely heavily on visual communication because consumers evaluate products based on aesthetics, style, and perceived quality. Previous studies indicate that effective social media marketing strategies significantly improve customer engagement, marketing performance, and brand visibility in fashion businesses ([Wu, 2020](#)). Previous studies indicate that social media marketing significantly enhances customer relationships, brand equity, and purchase intention in fashion businesses.

2.10 Theoretical Integration

Previous studies have demonstrated that social media marketing positively influences brand awareness through customer engagement, content quality, and interactive communication ([Bilgin, 2018](#); [Felix et al., 2017](#)). However, most studies examine individual platforms or focus on large commercial brands. In contrast, this study adopts an integrated social media perspective by examining how Instagram, TikTok, Facebook, and WhatsApp Business function collectively throughout the customer journey. Instagram facilitates visual identity formation, TikTok expands brand exposure, Facebook maintains informational accessibility, and WhatsApp Business strengthens personalized customer relationships. This integrated perspective extends previous digital marketing literature by emphasizing complementary platform functions rather than isolated platform effectiveness.

2.11 Research Gap

Previous studies have examined social media marketing, customer engagement, brand equity, and brand awareness in various contexts. However, most studies focus on large brands, luxury fashion, ecommerce, or quantitative consumer behavior models. There is still limited research that explains how small custom-made fashion businesses integrate several social media platforms to strengthen brand awareness. This study addresses this gap by analyzing JEJE Official as a case study. The study focuses on how Instagram, TikTok, Facebook, and WhatsApp Business are used together to support visual branding, content distribution, customer engagement, and personalized communication. Since this research uses a qualitative case study approach, hypothesis testing is not applied.

3. Methodology

3.1 Research Design

This study employed a descriptive qualitative method using a case study approach. A qualitative approach was selected because it enables researchers to obtain an in-depth understanding of social phenomena within their natural settings and to explore the meanings behind human experiences and organizational practices. The case study approach is appropriate for examining a contemporary phenomenon in its real-life context, particularly when the boundaries between the phenomenon and its context are not clearly evident.

This research specifically investigates the implementation of integrated social media marketing strategies at JEJE Official and their contribution to enhancing brand awareness. A qualitative case study allows the researcher to comprehensively explore digital marketing activities across multiple social media platforms and interpret their role in supporting business branding. A qualitative case study is appropriate for exploring digital marketing implementation in real business contexts and understanding interactions among multiple digital communication channels within contemporary business environments ([Dwivedi et al., 2021](#)).

3.2 Research Object

The object of this research is JEJE Official, a custom-made fashion business located in Surabaya, Indonesia. The business specializes in producing wedding gowns, kebaya, evening gowns, and formal wear based on customer preferences and body measurements. This study focuses on the implementation of integrated social media marketing through Instagram, TikTok, Facebook, and WhatsApp Business to enhance brand awareness.

The selection of JEJE Official as the research object was based on its active use of multiple social media platforms to promote products, communicate with customers, and strengthen its digital brand identity, making it an appropriate case for qualitative investigation ([Dwivedi et al., 2021](#)).

3.3 Data Sources

The data used in this study consisted of primary and secondary data. Primary data were obtained through non-participant observation and documentation of JEJE Official's social media activities across Instagram, TikTok, Facebook, and WhatsApp Business. Secondary data were collected from journal articles, books, and other relevant academic publications discussing digital marketing, social media marketing, customer engagement, and brand awareness. Using multiple data sources enables researchers to improve credibility through triangulation ([Moser & Korstjens, 2018](#)).

3.4 Data Collection Techniques

Data were collected using three techniques: observation, documentation, and literature review. First, non-participant observation was conducted by examining JEJE Official's social media activities. The observation focused on content types, posting consistency, visual branding, customer interaction, communication style, and promotional activities implemented on Instagram, TikTok, Facebook, and WhatsApp Business. Non-participant observation was conducted over a three-month period (January–March 2026). Content was purposively selected based on predefined criteria, including product showcase posts, promotional campaigns, customer testimonials, behind-the-scenes content, educational posts, and customer interactions. Each observed post was documented through screenshots, categorized according to platform, content type, engagement characteristics, and branding objectives.

Second, documentation was conducted by collecting screenshots and digital records of product photos, promotional content, customer testimonials, business profiles, captions, videos, and product catalogues. These documents served as supporting evidence for the analysis.

Third, a literature review was conducted by examining previous studies and academic references related to digital marketing, social media marketing, brand awareness, customer engagement, and fashion business. The literature review provided the theoretical foundation and supported the interpretation of research findings. Observation, documentation, and literature review are widely recognized as complementary qualitative data collection techniques that allow

researchers to obtain comprehensive information from multiple evidence sources ([Moser & Korstjens, 2018](#)).

3.5 Research Instrument

The primary instrument in this qualitative study was the researcher. Supporting instruments included observation guidelines, documentation checklists, field notes, and content classification tables used to organize research findings systematically.

The observation guide was developed based on indicators of social media marketing, customer engagement, and brand awareness derived from previous literature. In qualitative research, researchers function as the primary instrument because they are directly involved in collecting, interpreting, and validating research data ([Moser & Korstjens, 2018](#)).

Table 1. Observation Focus of Social Media Marketing Activities

No.	Observation Aspect	Indicator
1	Platform function	Instagram, TikTok, Facebook, WhatsApp Business
2	Content type	Product showcase, behind-the-scenes, testimonial, promotion
3	Visual identity	Logo, color tone, layout, photography style
4	Customer engagement	Comments, direct messages, questions, responses
5	Brand awareness contribution	Recognition, recall, visibility, trust, professional image

To facilitate the observation process, Table 1 presents the observation focus used in this study. The table summarizes the main observation aspects and their corresponding indicators for analyzing JEJE Official's social media marketing activities across Instagram, TikTok, Facebook, and WhatsApp Business.

3.6 Data Analysis Technique

The data were analyzed using the interactive qualitative analysis model. The analysis consisted of four stages: data collection, data condensation, data display, and conclusion drawing. During the data condensation stage, information obtained from observation and documentation was selected, simplified, categorized, and organized according to social media platforms, marketing activities, and brand awareness indicators. The data display stage involved presenting findings through narrative explanations and tables to facilitate interpretation. Finally, conclusions were drawn by identifying patterns and relationships between integrated social media marketing strategies and brand awareness. The interactive analysis model enables researchers to analyze qualitative data systematically while continuously verifying interpretations throughout the research process.

3.7 Data Trustworthiness

To enhance the trustworthiness of the research findings, this study employed source triangulation. Information obtained from observations was compared with documentation and relevant literature to verify the consistency of findings. To enhance credibility, the researcher employed source triangulation by comparing observation findings with documentation and previous literature. Repeated observations across different platforms were conducted to verify consistency, while coding results were reviewed multiple times to minimize researcher bias. Source triangulation is commonly applied to improve research credibility ([Nowell, Norris, White, & Moules, 2017](#)). The researcher also conducted repeated observations of JEJE Official's social media platforms to ensure the consistency and accuracy of the collected data.

4. Results and Discussions

4.1 Overview of JEJE Official

JEJE Official is a custom-made fashion business that produces wedding gowns, kebaya, evening gowns, and formal attire. The business offers personalized fashion products based on customer needs, body measurements, design preferences, and event purposes. This business model requires strong communication between the designer and the customer because every product is made according to individual requests.

As a custom-made fashion business, JEJE Official needs to build trust before customers decide to order. Consumers must believe that the business can provide suitable designs, quality materials, precise production, and reliable service. Therefore, social media plays an important role in presenting previous works, communicating design expertise, and showing customer satisfaction.

JEJE Official uses Instagram, TikTok, Facebook, and WhatsApp Business as integrated digital marketing channels. Each platform has a different function, but all platforms contribute to strengthening brand awareness. Instagram supports visual branding, TikTok supports short-form video visibility, Facebook supports information sharing, and WhatsApp Business supports personalized customer communication.

4.2 Integrated Social Media Marketing Strategy of JEJE Official

The findings show that JEJE Official does not depend on only one social media platform. Instead, the business uses several platforms with different communication functions. This integrated strategy is important because consumers may encounter the brand through different digital channels. The integration of multiple platforms helps the business increase visibility, maintain consistency, and support customer interaction.

Table 2. Integrated Social Media Marketing Strategy of JEJE Official

Platform	Main Function	Content Form	Contribution to Brand Awareness
Instagram	Visual branding and product portfolio	Product photos, Reels, Stories, Highlights, testimonials	Strengthens brand recognition and professional image
TikTok	Short-form video marketing	Behind-the-scenes videos, fitting process, transformation content	Expands audience reach and attracts younger consumers
Facebook	Information and community communication	Product albums, promotional posts, customer information	Maintains brand visibility and customer relationships
WhatsApp Business	Personalized customer service	Catalogue, quick replies, consultation, order communication	Builds trust and supports purchase consideration

To summarize the integrated social media marketing strategy implemented by JEJE Official, Table 2 presents the roles of each social media platform, including their main functions, content forms, and contributions to enhancing brand awareness. The table illustrates how Instagram, TikTok, Facebook, and WhatsApp Business complement one another in supporting the company's digital marketing strategy. The use of multiple social media platforms reflects the need for small businesses to adapt to consumer behavior in the digital environment. Consumers may first recognize a brand through visual content, become interested through short videos, seek more information through Facebook, and finally communicate directly through WhatsApp Business. This process shows that social media marketing is not limited to promotion but also supports the customer journey from awareness to purchase consideration.

4.3 Instagram as Visual Branding Platform

Instagram is the main platform used by JEJE Official to build visual identity. The platform allows the business to display product portfolios such as wedding gowns, kebaya, evening gowns, and formal wear. Product photos are important because custom-made fashion

relies heavily on visual evidence of design quality, craftsmanship, silhouette, fabric selection, and finishing.

The visual content on Instagram contributes to brand awareness by repeatedly exposing audiences to the brand name, product style, and design characteristics. Consistent visual presentation can help consumers recognize JEJE Official as a custom-made fashion business with a professional image. Instagram also allows the business to use captions, hashtags, highlights, and stories to explain product details and service information.

Consistent visual presentation helps consumers recognize JEJE Official as a professional custom-made fashion brand. Visual-based social media marketing has been shown to improve customer engagement and brand performance in fashion businesses ([Wu, 2020](#)). Instagram also allows the business to use captions, hashtags, highlights, and stories to explain product details and service information.

Instagram also strengthens social proof through testimonials and client documentation. When potential customers see previous clients wearing JEJE Official products, they may perceive the brand as more credible and experienced. This is important for custom-made fashion because customers need assurance before ordering personalized products. These findings support [Keller and Swaminathan \(2020\)](#), who argue that repeated visual exposure strengthens brand recognition. Consistent visual identity allows consumers to associate JEJE Official with premium custom-made fashion services, thereby improving cognitive brand recall.

4.4 TikTok as Short-Form Video Marketing Platform

TikTok is used by JEJE Official to present short-form video content. This platform is useful for increasing brand visibility because its algorithm allows content to reach users beyond the existing follower base. For a small fashion business, this feature provides an opportunity to introduce products to new audiences without relying solely on paid advertising.

The types of content that can be developed on TikTok include behind-the-scenes videos, design sketches, cutting and sewing processes, fitting sessions, product transformation, and styling videos. These types of content are relevant to custom-made fashion because they show the production process and the value of craftsmanship. Short videos can also make the brand appear more authentic and relatable.

TikTok marketing supports brand awareness by creating memorable and easily consumed content. Short-form video content can communicate product value quickly while attracting audience attention through music, movement, text, and storytelling. TikTok brand communication is effective when content does not appear as conventional advertising but as creative and engaging storytelling ([Barta et al., 2023](#)).

For JEJE Official, TikTok can strengthen the brand by showing the human side of the business. Behind-the-scenes content allows audiences to see the effort, creativity, and process behind each product. This type of content can increase audience trust because consumers are not only shown the final product but also the making process. The effectiveness of TikTok lies not only in its algorithm-driven distribution but also in its ability to communicate authenticity. Behind-the-scenes content reduces consumers' perceived uncertainty regarding customized products and increases confidence before purchase decisions.

4.5 Facebook as Information and Community Platform

Facebook functions as a supporting platform for information sharing and customer communication. Although Instagram and TikTok are more dominant in visual and short-video communication, Facebook still provides value because it allows businesses to post longer information, create photo albums, share promotional content, and interact with customers through comments and messages. For JEJE Official, Facebook can be used to reach consumers who are more familiar with Facebook as a social networking platform. Product albums can serve as a digital portfolio, while promotional posts

can inform customers about available services, new collections, or special offers. Facebook also allows previous customers to interact with posts, which can help increase credibility.

The role of Facebook in brand awareness lies in maintaining the brand's presence across different audience groups. Consumers may not use only one platform, so the availability of JEJE Official on Facebook helps the business remain visible to a broader audience. Social media brand posts can encourage engagement when they provide relevant information and invite interaction. Facebook also helps preserve business information over time. Unlike short-lived story content, Facebook posts and albums can function as an archive of product documentation. This supports potential customers who want to browse previous works before contacting the business.

4.6 WhatsApp Business as Personalized Customer Communication Platform

WhatsApp Business plays an important role in the customer communication process. While Instagram, TikTok, and Facebook mainly function to attract attention and build awareness, WhatsApp Business supports direct interaction between the business and potential customers. Customers can ask about prices, designs, production duration, fabric options, and fitting schedules.

Personalized communication is important in custom-made fashion because customers usually need specific information before making an order. WhatsApp Business allows JEJE Official to provide fast responses, share catalogues, send design references, and explain order procedures. These interactions can strengthen trust and help customers feel more confident in the business.

The use of WhatsApp Business contributes to brand awareness by reinforcing the brand experience after consumers recognize the brand on other platforms. When customers receive responsive and clear communication, they are more likely to perceive the brand as professional and reliable. Trust plays a significant role in the relationship between social media marketing and brand loyalty because consumers tend to maintain relationships with brands that provide reliable communication ([Ebrahim, 2020](#)).

WhatsApp Business also connects awareness with purchase consideration. Consumers may first see the brand on Instagram or TikTok, then continue the interaction through WhatsApp. This shows that WhatsApp Business is not only a communication tool but also an important part of the digital marketing ecosystem. Unlike previous platforms that primarily generate awareness, WhatsApp Business functions as a relationship marketing channel that converts awareness into customer consultation and purchase consideration, supporting [Ebrahim \(2020\)](#) trust-based digital marketing framework.

4.7 Content Strategy for Enhancing Brand Awareness

The findings indicate that JEJE Official social media marketing strategy can be grouped into four major content strategies: visual content marketing, storytelling, customer engagement, and promotional communication.

Table 3. Content Strategy and Contribution to Brand Awareness

Content Strategy	Implementation	Brand Awareness Contribution
Visual content marketing	Product photos, gown details, styling documentation	Strengthens brand recognition and visual identity
Storytelling	Behind-the-scenes, design process, fitting process	Creates emotional connection and authenticity
Customer engagement	Replies, comments, direct messages, testimonials	Builds interaction and customer trust
Promotional communication	Discounts, service packages, new collection updates	Increases visibility and purchase consideration

To explain the content strategies implemented by JEJE Official, Table 3 presents the main content strategies used across the company's social media platforms and their contributions to enhancing

brand awareness. The table summarizes how visual content marketing, storytelling, customer engagement, and promotional communication support the development of a stronger brand identity and customer relationships.

Visual content marketing is important because fashion products are strongly influenced by appearance and design details. JEJE Official product photos and videos help potential customers understand the business's design style and product quality. In fashion marketing, visual communication can influence consumer perception because fashion products carry aesthetic, symbolic, and emotional value ([Godey et al., 2016](#)). Storytelling strengthens brand awareness by giving meaning to the product. When JEJE Official shares the process behind a gown or kebaya, the audience can understand the effort and creativity involved. This can differentiate the business from competitors that only display final products. Storytelling is useful for custom-made fashion because it highlights personalization and craftsmanship.

Customer engagement is reflected in how the business responds to comments, direct messages, and customer questions. Engagement creates a two-way relationship between the brand and consumers. When consumers feel that the business is responsive, they may develop stronger trust and interest. Customer engagement can strengthen the relationship between consumers and brands because it involves participation, attention, and emotional connection ([Tafesse, 2016](#)). Promotional communication is also used to maintain audience attention. JEJE Official can use promotional posts to announce bridal packages, seasonal offers, new designs, or exhibition participation. Promotional content contributes to brand awareness by reminding audiences of the brand and encouraging them to seek more information.

4.8 Contribution of Social Media Marketing to Brand Awareness

The integrated social media marketing strategy of JEJE Official contributes to brand awareness in four main ways. First, it increases brand recognition through repeated exposure to the brand name, logo, product photos, and visual identity. Consumers who frequently see JEJE Official content are more likely to recognize the brand when they need custom-made fashion services.

Second, social media strengthens brand recall by associating JEJE Official with specific product categories such as wedding gowns, kebaya, evening gowns, and formal wear. This association is important because consumers usually remember brands based on the product category they need. Strong brand recall can support purchase consideration when customers are planning special events.

Third, social media improves brand credibility through testimonials, client documentation, and behind-the-scenes content. These materials provide evidence that the business has experience in producing custom-made fashion products. Consumer trust can increase when potential customers see real examples of previous works and customer satisfaction.

Fourth, social media supports brand differentiation. JEJE Official can differentiate itself from competitors by communicating its design style, service process, and personalized approach. This is important in the custom-made fashion market, where consumers seek uniqueness and trust rather than only price comparison.

The findings are consistent with the view that customer brand engagement and social media interaction can support consumer-based brand equity. In social media environments, consumers are not passive recipients of marketing messages but active participants who interact with content and contribute to brand meaning ([Algharabat et al., 2020](#)).

4.9 Discussion

The results of this study show that integrated social media marketing is relevant for custom-made fashion businesses because each platform supports a different stage of customer interaction. Instagram builds visual recognition, TikTok expands reach through short-form video, Facebook maintains information accessibility, and WhatsApp Business strengthens personalized communication. The combination of these platforms creates a more complete digital marketing strategy.

The findings support previous research stating that social media marketing can strengthen brand awareness through interaction, content quality, and customer experience. Social media marketing does not only increase exposure but also creates opportunities for consumers to interact with brands and evaluate their credibility ([Dwivedi et al., 2021](#)).

In the context of JEJE Official, brand awareness is built through visual repetition, product storytelling, customer testimonials, and responsive communication. These elements are important because custom-made fashion involves a high level of customer trust. Consumers need confidence that the business can produce products according to expectations, especially for important events such as weddings, graduations, and formal ceremonies. These findings are also consistent with [Gabriela et al. \(2023\)](#), who reported that social media marketing activities positively influence trust and brand awareness among local fashion brands in Indonesia. Social media facilitates customer participation in value co-creation through interaction, knowledge sharing, and collaborative communication between brands and consumers ([Le et al., 2022](#)).

This study also shows that small businesses can use integrated social media marketing without requiring large promotional budgets. By consistently producing relevant content and maintaining interaction, a custom-made fashion business can build brand visibility and credibility. Social media marketing can provide consumer benefits through information, entertainment, interaction, and experience, which contribute to stronger brand relationships ([Zollo et al., 2020](#)).

Compared with large fashion brands, custom-made fashion businesses have a more personal relationship with customers. Therefore, the integration of WhatsApp Business is particularly important. While Instagram and TikTok help attract attention, WhatsApp Business helps convert attention into consultation and purchase consideration. This finding highlights the importance of connecting awareness-building platforms with direct communication channels.

Overall, JEJE Official integrated social media marketing strategy supports brand awareness by combining visual identity, content variety, customer interaction, and personalized service. The strategy is suitable for small creative businesses because it allows the brand to communicate uniqueness, professionalism, and trustworthiness in a cost-effective way. Social media facilitates customer participation in value co-creation through interaction, knowledge sharing, and collaborative communication between brands and consumers ([Le et al., 2022](#)).

5. Conclusions

5.1 Conclusion

This study analyzed the integrated social media marketing strategies implemented by JEJE Official to enhance brand awareness in a custom-made fashion business. The findings show that JEJE Official uses Instagram, TikTok, Facebook, and WhatsApp Business as complementary digital marketing platforms. Each platform has a specific function in supporting brand awareness.

Instagram functions as the main visual branding platform by displaying product portfolios, design details, testimonials, and visual identity. TikTok supports short-form video marketing by presenting behind-the-scenes content, production processes, and dynamic fashion storytelling. Facebook functions as an information and community platform that supports product documentation and customer communication. WhatsApp Business strengthens personalized customer service by enabling direct consultation, catalogue sharing, and responsive communication.

The integration of these platforms contributes to brand awareness by increasing brand recognition, strengthening brand recall, building consumer trust, and differentiating JEJE Official from competitors. The study concludes that integrated social media marketing is an effective strategy for small custom-made fashion businesses that seek to strengthen their brand visibility and professional image in the digital marketplace.

Theoretically, this study enriches the digital marketing literature by demonstrating that integrated social media marketing should be understood as a complementary communication ecosystem rather than a collection of independent platforms. The findings extend existing knowledge by illustrating how platform-specific functions collectively contribute to the development of brand awareness in small custom-made fashion businesses.

5.2 Research Limitations

This study has several limitations. First, the research focuses on a single case study, namely JEJE Official, so the findings cannot be generalized to all custom-made fashion businesses. Second, the study relies on observation and documentation of digital marketing activities without measuring consumer perceptions through surveys or interviews. Third, the study does not use quantitative analytics such as engagement rate, follower growth, reach, impressions, or conversion data.

5.3 Suggestions for Future Research

Future research may include multiple custom-made fashion businesses to provide comparative findings. Researchers may also use mixed-method approaches by combining social media analytics, customer interviews, and surveys to measure the influence of social media marketing on brand awareness more comprehensively. Future studies can also examine the role of influencer marketing, live shopping, artificial intelligence, and short-form video content in improving customer engagement and purchase intention in the fashion industry.

For business practice, JEJE Official should continue improving visual consistency, posting frequency, content storytelling, and customer response quality. The business should also document social media performance regularly, including reach, engagement, comments, saves, video views, and customer inquiries. These data can help evaluate the effectiveness of digital marketing strategies and support more accurate decision-making.

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Author Contributions

JG conceptualized the study, conducted the literature review, collected and analyzed the data, interpreted the findings, and prepared the original manuscript. IN supervised the research process, validated the research design and analysis, reviewed and edited the manuscript, and provided academic guidance throughout the study. Both authors have read and approved the final version of the manuscript and agree to be accountable for all aspects of the work.

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