

AN ANALYSIS OF THE PROMOTION MIX OF ZOYA FASHION AND HIJAB

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Abstract

Marketing is a plan that enables a company to optimally utilize its resources to achieve its objectives. The success of marketing is largely determined by how promotions are conducted. This study is based on the dynamics of the promotion mix utilization at Zoya Fashion and Hijab, which experienced a decline in product sales during the Covid-19 pandemic from 2019 to 2021, but has since stabilized. The purpose of this research is to analyze the promotion mix of Zoya Fashion and Hijab and to provide approaches to enhance their promotion mix. This study employs a qualitative method with a descriptive approach, collecting data through interviews, observations, and documentation. Informants in this research include Zoya Fashion and Hijab management board, store supervisor and customers. The study applies the promotion mix theory, revealing that advertising, personal selling, sales promotion, public relations and publicity, as well as direct marketing, have been continuously and optimally implemented by Zoya Fashion and Hijab

INTRODUCTION

The development of hijab and Muslim fashion trends is marked by the emergence of various colors and models of hijabs aimed at meeting diverse consumer needs. Many entrepreneurs have opened hijab stores, both online and offline, to cater to consumer demands. However, not all hijab fashion businesses can survive and grow into well-known brands due to the increasingly fierce competition in the hijab fashion industry.

One of the well-received producers in the hijab fashion industry is Zoya Fashion and Hijab, which has been operating in the Muslim fashion sector. Zoya Fashion and Hijab create products that follow the latest fashion trends to continuously provide solutions for Muslim women in dressing through steps to strengthen brand awareness. Building brand awareness for a product is crucial as one of the efforts to introduce that the producer has products similar to other competitors but with a different concept (Fatekhawati, 2019). So far, the hijab and Muslim fashion market in Indonesia is still dominated by the ten largest and most well-known brands besides Zoya Fashion and Hijab, namely Rabbani, Elzatta, Buttonsscarves, Vanilla Hijab, Heaven Lights, Kami, Shafira, Lozy Hijab, and Ria Miranda (Putriansyah et al., 2023).

Background of Zoya Fashion and Hijab

Zoya is one of the business lines of Shafco Enterprise (now PT. Shafco Multi Trading), a holding company engaged in Muslim fashion since 1989, headquartered in Bandung, Indonesia (Giantika, 2020). Zoya was founded in 2005 by Mrs. Feny Mustafa as an affordable alternative for middle-class Muslim fashion, as well as a high-quality and up-to-date Muslim fashion option. Zoya's Brand Philosophy is "light and color,"

showcasing collections that are lightweight, easy to wear, easy to match, and complete in design and color (Istiningrum, 2023). Zoya has become a well-known brand in Indonesia, competing with other famous hijab brands that also release modern hijab products. Zoya won the Top Brand Award in 2015 in the branded hijab category. This award was based on surveys and research conducted by Marketing Magazine and Frontier Consulting Group, which were simultaneously carried out in eighteen major cities in Indonesia. The Top Brand Award measurement uses three parameters: top of mind share, top of market share, and top of commitment share, resulting in the top brand index (Efita, 2015).

Table 1.
 Top Brand Indonesia Branded Hijab Category 2019-2024

Nama Brand	2019	2020	2021	2022	2023	2024
Azzura	2.00	3.70	4.50	4.90	5.20	7.70
Elzatta	15.50	19.30	28.60	32.10	29.00	21.90
Rabbani	22.30	22.50	22.60	21.90	20.70	25.00
Zoya	27.20	27.40	21.10	21.80	19.30	24.30

Source: www.topbrand-award.com

The digital era has created social media as a group of applications on the internet built with a foundation of technology. The potential of social media in the near future is immense; the large volume of data provided by social media will present new challenges and opportunities (Apriyani et al., 2018). In online marketing communications, Zoya Fashion and Hijab leverages social media, especially the Instagram account @zoyalovers, to market its products. Beyond aiming for profit, Zoya Fashion and Hijab also provides various useful information to its followers. This demonstrates that Zoya Fashion and Hijab is not only focused on profit but also on education and other values based on digital marketing.

The use of social media by Zoya Fashion and Hijab in marketing products and sharing information includes their website www.zoya.co.id. Social media allows the company to conduct marketing efforts accessible to many people, providing free presentations about the company, its history, products, and achievements, and encouraging potential customers to visit its website. Social media marketing plays a crucial role in advertising the brand, company, and creative products satisfactorily (Wawrowski et al., 2020). Additionally, Zoya Fashion and Hijab has a Facebook fan page named Zoya Lovers with approximately 1,309,227 likes and an Instagram account @zoyalovers with about 692k followers, along with other social media platforms (Giantika, 2020). While Zoya's brand image is already good, it must continue to be enhanced, including sponsoring events related to the hijab world, especially national hijab competitions and international hijab exhibitions (Pratiwi, 2017).

Definition of Promotion

Promotion is one of the variables in the marketing mix that is essential for companies in marketing their products or services (Swastha, 2008). It is a form of marketing communication that encompasses activities aimed at spreading information, influencing/persuading, and/or reminding the target market about the company and its

products, so that they are willing to accept, purchase, and remain loyal to the products offered by the company (Tjiptono, 2008). According to Sistaningrum (2002), promotion is an effort or activity undertaken by a company to influence actual and potential consumers to make purchases of the products offered, either currently or in the future.

Promotion Mix

Forms of promotion have similar functions but can be distinguished based on their specific tasks. Kotler and Armstrong, in their book on promotion mix, state that “A company’s total promotion mix-also called its marketing communications mix-consists of the specific blend of advertising, public relations, personal selling, sales promotion, and direct marketing tools that the company uses to engage consumers, persuasively communicate customer value, and build customer relationships” (Kotler et al., 2008). In accordance with the previous statement, Kotler and Keller (2012) outline the five components of the promotion mix: advertising, sales promotion, personal selling, direct marketing, and public relations, which are described in detail as follows:

- a. Advertising
Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.
- b. Personal Selling
Personal selling involves face-to-face interaction with one or more prospective buyers for the purpose of making presentations, answering questions, and securing orders.
- c. Sales Promotion
Sales promotion encompasses various short-term incentives to encourage the trial or purchase of a product or service. Its goal is to boost product or service purchase by enhancing its value in the eyes of the buyer.
- d. Public Relations
Public relations consist of various programs designed to promote or protect a company’s image or individual products.
- e. Direct Marketing
Direct marketing involves using mail, telephone, fax, email, or the internet to communicate directly with or solicit a response or dialogue from specific customers and prospects.

Promotion Mix of Zoya Fashion and Hijab

The promotion mix will be thoroughly analyzed concerning advertising, personal selling, sales promotion, direct marketing, and public relations to understand how each component can be effectively implemented in the context of Zoya Fashion and Hijab’s promotion mix. Overall, the analysis of the promotion mix plays a crucial role in marketing as it helps companies achieve marketing objectives, communicate effectively, increase brand awareness, drive purchases, and build consumer relationships. This study aims to understand the promotion mix analysis applied by Zoya Fashion and Hijab and identify suggestions for improvements that can be made by Zoya Fashion and Hijab.

METHOD

The research method applied is descriptive qualitative, as it describes a social phenomenon, specifically the promotion mix in the marketing of Zoya Fashion and Hijab products. The descriptive approach aims to provide a detailed depiction of a particular message or text; this method solely focuses on illustrating the aspects and characteristics of the message (Eriyanto, 2013). The research object is Zoya Super Store, located at Jl. Sulanjana No. 26, Bandung City, West Java.

Data collection techniques for this study include observation, interviews, and literature review. Observation is conducted to gather direct data on interactions and communications, such as language and terminology used, items frequently carried or created, communication patterns, and more. In-depth interviews are performed to obtain detailed and comprehensive information without coercion. Recording devices and notes are used for data documentation from Zoya Fashion and Hijab management board, store supervisor and customers. The literature review is conducted to acquire relevant references and data from books, journals, and previous research.

Data analysis techniques in this study follow Miles and Huberman (2014) as outlined below:

- a. Data Reduction
Data from observations and interviews with Zoya Fashion and Hijab management board, store supervisor and customers are sorted and classified for analysis.
- b. Data Presentation
Using a qualitative approach or narrative text, data findings related to the promotion mix of the Zoya Fashion and Hijab brand are described.
- c. Data Verification or Conclusion Drawing
All collected and analyzed data are synthesized into conclusions as findings.

RESULTS & DISCUSSION

During the Covid-19 pandemic from 2019 to 2021, Zoya Fashion and Hijab experienced a decline in sales. However, the company gradually saw an increase in sales and productivity year by year through the implementation of more strategic marketing management practices. According to Kotler (2000), marketing management is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that fulfill individual and organizational objectives. One of the marketing strategies consistently applied by Zoya Fashion and Hijab is the promotion mix strategy. The marketing mix refers to the set of marketing tools that the company employs to achieve its marketing objectives in the target market (Kotler, 2000).

Figure 1.

Sales Data Chart for Zoya Fashion and Hijab 2019-2023



Source: Internal Data of Zoya Fashion and Hijab

Promotion Mix Activities of Zoya Fashion and Hijab Advertising

Zoya Fashion and Hijab use advertising as one of their promotional strategies to enhance brand awareness and promote hijab products to their target market. Advertising involves using messages to introduce a product to the public through various media, while ads are activities sponsored by the company to present and promote the company's products, with costs borne by the sponsor. Common forms of advertising include electronic media and print media.

The following are some advertising methods employed by Zoya Fashion and Hijab:

a. **Print Advertising**

Zoya Fashion and Hijab use print advertising in the form of banners or billboards, especially during specific events. For example, a large banner on the wall of Balubur Shopping Center in Bandung is highly visible to the public on the main road, such as Jalan Pasupati. Print media effectively reaches people in specific areas, providing flexible information delivery and repeated reading opportunities since it is placed in a fixed location. Additionally, print media has a longer lifespan compared to digital ads, allowing the audience to view the ad repeatedly, which helps reinforce the message, build strong brand awareness, and enhance product recall.

b. **Digital Advertising**

Zoya Fashion and Hijab have utilized digital platforms such as social media and websites to market their products and brand. In digital advertising, Zoya Fashion and Hijab employ engaging images, short videos, and concise descriptions to attract potential consumers. For example:

- On the Instagram account @zoyalovers, Zoya Fashion and Hijab frequently post captivating images of their latest hijab collections, accompanied by short videos on how to wear the hijabs.
- On the official Zoya Fashion website (<https://zoya.co.id/>), they use informative brief descriptions and high-quality images to showcase their

products, along with tutorial videos that assist consumers in selecting and using the products.

c. Advertising Collaboration with Public Figures

Zoya Fashion collaborates with well-known celebrities in the hijab industry to promote their latest collections through Instagram Stories and live sessions, including collaborations with Larissa Chou. Additionally, popular fashion influencers create video tutorials on various styles of wearing Zoya Fashion hijabs and share them on their YouTube channels to inspire their followers.

Zoya Fashion and Hijab face several challenges in their advertising efforts. First, while social media is effective for promotion, the lack of direct interaction with customers may reduce personalization and emotional connection with consumers. Second, the use of billboards and banners, although effective during events, is less optimal in reaching a wider and more geographically and demographically diverse audience outside specific event times. Third, digital technology also presents a challenge for some customers, particularly those middle-aged and older, who may be less familiar or unable to access social media, resulting in suboptimal information dissemination through digital platforms.

Personal Selling

Zoya Fashion and Hijab's personal selling strategy involves sales counters that directly serve customers by offering products and explaining the differences, advantages, and prices of each item. Sales representatives also provide recommendations on which products to purchase. Additionally, Zoya Fashion and Hijab use social media as a platform for personal selling by responding to comments, sending direct messages to customers, or hosting live Q&A sessions through available features. This approach helps build more personal relationships and ensures that customers feel valued. Zoya Fashion and Hijab also organize pop-up stores and exhibitions at various strategic locations, allowing for direct interaction with potential customers and providing opportunities for live product demonstrations.

A challenge in Zoya Fashion and Hijab's personal selling strategy is the limitation of services at pop-up stores and exhibitions. High visitor numbers often make it difficult for sales counters to provide adequate attention and service to each customer. As a result, many customers are directed to shop through online platforms for a more convenient and efficient experience.

Sales Promotion

Sales promotions can generate a stronger and quicker response due to their communicative nature. Zoya Fashion and Hijab engage in the following sales promotion activities:

a. New Product Launches

Zoya Fashion and Hijab introduce new products by highlighting their unique features and advantages. This information is disseminated through various media, including social media, email, and the website, to attract potential customers.

b. Discounts and Special Offers

Zoya Fashion and Hijab regularly conduct discount programs and special offers communicated to customers through online and offline platforms. These discounts are often aligned with seasons, holidays, or specific events to boost sales.

c. Giveaways and Competitions

Zoya Fashion and Hijab host giveaways and competitions on social media to increase interaction and engagement with customers. This strategy not only attracts attention but also encourages more people to discover and try their products.

d. Bundle Offers

Zoya Fashion and Hijab offer bundle deals, where multiple products are sold together at a more economical price compared to purchasing them separately. This promotes larger purchases and increases transaction value.

e. Membership Programs

Zoya Fashion and Hijab have a membership program that provides various benefits, such as exclusive discounts, early access to new products, and information about the latest promotions. This program helps retain and enhance customer loyalty.

f. Influencer Collaborations

Zoya Fashion and Hijab collaborate with influencers and celebrities to promote their products through social media. These collaborations include product reviews, exclusive discount codes, and showcasing products in influencers' daily content, which helps boost brand exposure and reach a wider audience.

Despite the effectiveness of these strategies, Zoya Fashion and Hijab face challenges in creating innovative promotional programs due to the need to adhere to company policies. This limitation restricts them to participating only in promotion programs designed in accordance with existing regulations.

Public Relations

The following are some public relations strategies developed by Zoya Fashion and Hijab:

a. Integrated Product Launches

Zoya Fashion and Hijab organize product launch events that involve media, influencers, and industry figures to introduce their latest collections. These events include fashion shows and interview sessions to generate buzz and excitement among consumers.

b. Exclusive Fashion Shows

Hosting exclusive fashion shows, particularly around significant events such as Eid al-Fitr, to showcase the latest collections. These events feature unique designs and invite key figures, providing inspiration and attracting public attention.

c. Collaborations with Influencers

Partnering with influencers and celebrities to expand brand reach through social media posts and product reviews. This strategy helps build a positive image and increases brand visibility among the target audience.

d. Interactive Social Media Campaigns

Using social media to run interactive campaigns such as quizzes, contests, or live Q & A sessions. This approach enhances customer engagement and fosters a closer relationship between the brand and its audience.

Challenges in Zoya Fashion and Hijab's public relations efforts include difficulties in reaching a broader audience through launch events and fashion shows, which often involve only specific media and celebrities. Additionally, there are challenges in ensuring that each PR activity has a significant and lasting impact, rather than just drawing temporary attention.

Direct Marketing

The following are some direct marketing strategies implemented by Zoya Fashion and Hijab:

- a. Targeted Email Campaigns
Zoya Fashion and Hijab send emails specifically designed for various customer segments, offering exclusive deals and the latest information based on preferences and purchase history. This helps maintain message relevance and improves customer response.
- b. App-Based Loyalty Programs
Zoya Fashion and Hijab launched a mobile app that features a loyalty program with rewards, discounts, and special offers. Customers can access exclusive promotions and track their points directly from the app.
- c. Affiliate Programs
Zoya Fashion and Hijab have implemented an affiliate program allowing customers to earn additional income by promoting products through special links. For instance, similar to affiliate programs on Shopee, customers can earn commissions on sales made through their links.
- d. Exclusive Pop-Up Events
Zoya Fashion and Hijab host pop-up events accessible only to customers who receive special invitations via email or the app. These events provide customers with the opportunity to purchase the latest products directly and enjoy an exclusive experience.
- e. Broadcast Messages via WhatsApp
Zoya Fashion and Hijab use WhatsApp to send special offers, product updates, and event information to registered customers. This enables direct and personalized communication with the audience.
- f. Live Shopping Sessions
Zoya Fashion and Hijab conduct live shopping sessions on platforms like Shopee and Tokopedia. For example, Zoya Fashion and Hijab perform live broadcasts on Shopee Live to introduce new collections and offer special promotions. On Tokopedia, they host live shopping sessions that allow customers to view products in real-time, inquire about product details, and make purchases.

One challenge in Zoya Fashion and Hijab's direct selling strategy is the limited reach of targeted email campaigns, where emails might not be delivered or opened by all intended customers. Additionally, in live shopping sessions, the main challenge is the limitation of

real-time interaction due to technical issues or timing conflicts with customers' schedules, which can reduce promotional effectiveness.

Approaches to Enhancing the Promotion Mix for Zoya Fashion and Hijab

Based on the research findings, interviews, and observations, several approaches to enhancing the promotion mix for Zoya Fashion and Hijab are proposed as follows:

Figure 2.
Framework for Enhancing the Promotion Mix for Zoya Fashion and Hijab



Source: The input from the researcher on the obtained data.

Advertising

Here are some solutions to enhance the advertising strategy for Zoya Fashion and Hijab:

- Increase Personal Interaction**
Leverage live chat features or Q&A sessions on social media to build closer relationships with customers and improve personalization.
- Diversify Advertising Media**
In addition to billboards and banners, use digital advertising platforms such as Google Ads or YouTube to reach a broader and more diverse audience.
- Combine Offline and Online Channels**
Incorporate offline methods such as print media in magazines and brochures, accessible to all age groups, to complement digital efforts, ensuring information reaches various customer segments.

Personal Selling

According to Saladin (2007), "Personal selling is a face-to-face interaction with one or more prospective buyers with the aim of making a sale." Here are some innovative recommendations to improve personal selling at Zoya Fashion and Hijab:

- Adaptive Sales Training**
Enhance the sales team's skills with simulation-based training that emphasizes adapting to customer needs in real-time.
- Interactive Kiosks at Pop-Up Stores**
Install interactive kiosks equipped with tablets to provide in-depth product information and enable customers to make purchases directly without waiting for sales counter assistance.

- c. Virtual Personal Shopper Service
Introduce a virtual personal shopper service that allows customers to receive consultations and product recommendations via video calls, helping them feel more attended to even if not physically present.
- d. AI Technology for Customer Preference Analysis
Implement AI-based tools to analyze purchase data and customer preferences, allowing the sales team to offer more relevant and personalized products, enhancing the shopping experience and customer satisfaction.

Sales Promotion

For sales promotions, here are four innovative recommendations to enhance sales for Zoya Fashion and Hijab:

- a. Experiment with Augmented Reality (AR)
Implement AR technology on apps or websites to allow customers to virtually try on hijab products before purchasing. This offers an engaging interactive experience and increases customer engagement.
- b. Referral Program
Launch a referral program where existing customers receive incentives for successfully referring friends or family to purchase products. For example, offer discounts or special gifts for each successful referral.
- c. Flash Sale with Influencer Integration
Host flash sales integrated with social media influencers. For instance, invite influencers to promote special offers live, valid only for a limited time. This creates a sense of urgency and boosts promotion visibility.
- d. Gamification in Promotions
Create game-based promotional campaigns on social media or apps, such as quizzes or competitions involving hijab products. Offer prizes to winners or active participants to boost engagement and attract new customers.

Public Relations

Zoya Fashion and Hijab can increase brand awareness by organizing events that engage the community and individuals directly. Such events introduce the brand to a broader audience and strengthen the relationship between the brand and customers. By fostering direct interactions and joint activities, these events create a deep emotional connection. Choosing events aligned with brand objectives and audience interests ensures a memorable experience and builds positive relationships. To compete effectively, Zoya Fashion and Hijab should strengthen customer relationships, offer real added value, and create exceptional experiences to maintain customer loyalty and expand market share.

Some types of events that Zoya Fashion and Hijab could organize to promote products and strengthen customer relations include:

- a. Virtual "Behind the Scenes" Campaign
Host live streaming sessions or videos showcasing the hijab design and production process, introducing the team behind the scenes, and providing insights into material choices and techniques. This enhances transparency and emotional connection with consumers.
- b. Collaboration with Local Designers for Capsule Collections

Partner with local designers to create exclusive capsule collections available for a limited time. This collaboration can attract media attention and customers with unique design innovations and support for local talent.

c. Local Exhibitions and Collaborative Workshops

Organize exhibitions and workshops in smaller cities involving local communities to showcase expertise in hijab design and production. Activities may include learning sessions on hijab fashion trends and opportunities for exclusive product purchases.

d. Partnerships with Regional Cultural Events

Collaborate with cultural festivals or traditional events in various regions to promote hijab collections inspired by local cultures. This helps build deeper connections with communities and expand market reach.

Direct Marketing

Zoya Fashion and Hijab can enhance various media interactions with customers by providing information and inquiries via direct messages and messengers on Instagram and Facebook. Direct interactions with customers will improve direct marketing efforts for Zoya Fashion and Hijab's product promotions. Improving these analyses can help Zoya Fashion and Hijab increase promotional effectiveness and achieve marketing objectives. It is essential to test and evaluate each change to ensure a positive impact on sales and the Zoya Fashion and Hijab brand image.

Here are some suggested strategies to improve direct marketing for Zoya Fashion and Hijab:

a. Multi-Channel Segmentation and Reminders

Use detailed segmentation for email campaigns and send reminders through additional channels such as SMS or app notifications to ensure messages reach all desired customers.

b. Schedule Recurring Live Shopping Sessions and Recordings

Hold multiple live shopping sessions at different times and provide access to session recordings anytime. This addresses time slot and technical constraints, increasing reach and promotional effectiveness.

c. Personalized Product Recommendations via Direct Messaging

Use customer data to send personalized product recommendations via direct messaging on Instagram or Facebook Messenger. This enhances offer relevance and allows for more personal interactions, improving customer experience and driving sales.

CONCLUSION

In analyzing the promotion mix for Zoya Fashion and Hijab, various promotional elements have been identified to effectively promote the brand and its products. During the COVID-19 pandemic, Zoya Fashion and Hijab experienced a significant decline in sales and faced numerous challenges. However, according to the company's internal data, Zoya Fashion and Hijab has successfully recovered and improved its performance over time. Nevertheless, the research results indicate that the implemented Promotion Mix strategy still requires further optimization to achieve maximum effectiveness. Based on the research findings on the promotion mix of Zoya Fashion and Hijab, it can be concluded

that Zoya Fashion and Hijab has implemented various promotional strategies to enhance brand awareness and promote their hijab products. Advertising through print media such as banners and billboards, as well as digital platforms like social media and websites, has been employed to reach a broader audience. Collaboration with public figures and influencers has also contributed to increased brand exposure. However, there are still challenges in reaching a more diverse audience and building strong personal interactions with customers. The personal selling strategy at Zoya Fashion and Hijab, which involves direct interactions with customers through sales counters and pop-up stores, as well as the use of social media for personal selling, has helped establish closer relationships with customers. However, challenges such as providing adequate attention and service at pop-up stores and technological limitations for older customers need to be addressed. Zoya Fashion and Hijab's sales promotions, including new product launches, discounts, giveaways, bundle offers, membership programs, and collaborations with influencers, have been effective in boosting sales. Nonetheless, overcoming the challenge of creating innovative promotional programs in line with company policies remains essential for achieving more optimal results. In direct marketing efforts, Zoya Fashion and Hijab has developed various media for interacting with customers through direct messages and messengers on social media. It is crucial for Zoya Fashion and Hijab to continuously test and evaluate the strategies employed, as well as monitor and assess promotional results. This way, the company can identify successes and challenges and make necessary improvements to enhance promotional effectiveness and achieve its marketing objectives.

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