

WhatsApp Marketing Strategy in Building Brand Awareness of Multi-Brand Muslim Fashion Products

Wasilatul Maufiroh, Moh. Idil Ghufro

Universitas Nurul Jadid Paiton Probolinggo, Indonesia

Penulis korespondensi: wasilatulmaufiroh2@gmail.com

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Abstract

WhatsApp, as a messaging app, is used by the Ely Collection store to send product promotion messages. This study aims to analyze the marketing method used by Ely Collection through the WhatsApp channel to build multi-brand Muslim fashion products in Pajarakan. The background of this research is the increasingly fierce competition in the Muslim fashion industry and the shift from conventional to digital marketing, especially among micro businesses that rely on direct consumer communication. This study uses a qualitative case study approach. Data was obtained through in-depth interviews, observations, and documentation, then analyzed using qualitative descriptive techniques. The results of the study show that WhatsApp is the primary medium for promotion, communication, and transactions, with users using status, catalog, and direct message features. This strategy can increase interaction and closeness with consumers and encourage customer loyalty. However, marketing effectiveness remains suboptimal due to obstacles such as inconsistent promotions, low sales conversion rates, and weak brand awareness stemming from multi-brand business models. This study concludes that WhatsApp has an important role in supporting relationship-based digital marketing in local Muslim fashion businesses. Strategic optimization, planned and consistent, is necessary to strengthen brand identity and improve sales performance.

Keywords: WhatsApp Marketing, Marketing strategy, Muslim fashion

1. Introduction

The Muslim fashion industry is one of the creative economy sectors that has experienced significant development in recent years. These developments are not only marked by the increasing need of society for clothing in accordance with religious values, but also by a change in how consumers view Muslim fashion as part of the lifestyle, social identity, and cultural expression of modern Muslim society. Muslim fashion is no longer understood narrowly as a worship garment or a symbol of individual piety, but has developed into a part of the modest fashion industry that combines modesty, aesthetics, trends, comfort, and market competitiveness. This condition shows that Muslim fashion has great economic potential, especially in a country with a majority Muslim population such as Indonesia. ([afiyah, 2024](#))

Globally, the modest fashion sector has quite strong growth prospects. The State of the Global Islamic Economy 2024/2025 report notes that Muslim consumer spending in the modest fashion sector will reach around USD 327 billion in 2023 and is projected to increase to USD

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433 billion by 2028. The same report also shows that the number of the world's Muslim population has surpassed 2 billion by 2023, creating a huge market base for halal products, including Muslim fashion. The data shows that Muslim fashion is not only a cultural-religious phenomenon, but also a strategic sector in the global halal economy.

The growth of the Muslim fashion industry also provides great opportunities for Micro, Small, and Medium Enterprises (MSMEs). Indonesia as a country with the largest Muslim population has a domestic market that has great potential for the development of Muslim fashion products. In the initial manuscript, it was stated that the Muslim fashion industry is growing at around 15–20% per year, while the global Muslim fashion market is projected to reach USD 311 billion by 2024. The data shows that Muslim fashion is a potential sector within the halal economic ecosystem. However, the data still needs to be re-verified with official sources, such as the State of the Global Islamic Economy Report, the Ministry of Trade, the Ministry of Industry, or relevant statistical institutions in order to have strong academic validity. ([Agisna, 2025](#))

In line with the growth of the Muslim fashion industry, marketing strategies have also undergone significant changes. If previously business actors relied more on physical stores, direct promotion, and word-of-mouth marketing, marketing is now shifting to digital media. This shift is not only happening to large-scale businesses, but also to local MSMEs that utilize social media, marketplaces, and instant messaging applications to reach consumers. One of the digital media that is widely used by small business actors is WhatsApp because it has a direct, personal, easy-to-use, and close communication character to people's daily habits.

To strengthen the argument in the background of the research, supporting data is needed that shows the relationship between the development of the Muslim fashion industry, the potential for marketing through WhatsApp, the context of fashion MSMEs in Probolinggo Regency, and the initial condition of the Ely Collection as the object of research. This data is important to present so that research is not only built on assumptions, but has a clearer empirical footing. With this supporting data, the urgency of the research becomes clearer, especially in explaining why the marketing strategy on WhatsApp for the Ely Collection should be studied academically.

Table 1. Supporting Data on Research Phenomena and Problems

Data Type	Data Content	Source	Relevance to Research
The growth of Muslim fashion	15–20% per annum	Official sources/journals	Demonstrate market potential
WhatsApp Indonesia Users	112 million users	Digital/statistical reports	Demonstrating the potential of WhatsApp marketing
Fashion MSMEs Probolinggo	161 MSMEs	DKUPP/SIDT	Shows the local context
Data Collection	Ely 100+ contacts, 3–5 chats/day	Initial observations/interviews	Indicate the problem of the research object

WhatsApp plays an important role in MSME marketing activities because it serves not only as a communication tool but also as a platform for promotion, customer service, product information delivery, and transactions. Through status, catalog, direct message, photos, videos, and customer groups, businesses can introduce products quickly and efficiently. In the context of small businesses, WhatsApp is a relatively inexpensive marketing channel, easy to operate, and allows two-way communication between sellers and buyers. Therefore, WhatsApp can be

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considered one of the strategic digital marketing communication tools for MSMEs, especially for locally based Muslim fashion businesses.

This phenomenon is also seen in the Ely Collection, one of the local Muslim fashion businesses in Pajajaran. Ely Collection is a home-based business that does not have a physical store, but uses WhatsApp as the main channel in marketing activities. Ely Collection offers multi-brand products, featuring Muslim fashion brands such as Nibras, Elzatta, Motif, and others. This multi-brand business model enables Ely Collection to offer a variety of products to consumers. However, this model also presents its own challenges, especially in building store identity, customer loyalty, and brand awareness for the Ely Collection as a product provider, not just for the brands of products sold. ([Lina, 2025](#))

Based on preliminary data in the script, the Ely Collection has more than 100 customer contacts on WhatsApp. However, the number of contacts has not been fully proportional to the increase in transactions. Customer interactions are reported to range from 3–5 chats per day, but not all result in a purchase. In addition, promotional activities have not been carried out consistently, as they occur only about twice a week without a structured schedule. This condition shows that the use of WhatsApp as a marketing channel has not been strategically managed. WhatsApp is still more widely used as a simple communication and promotional medium, not yet fully a systematic marketing instrument to build brand awareness, increase sales, and strengthen customer relationships. ([Dwi et al., 2025](#)).

Another problem Ely Collection faces is low brand awareness of its store name. Consumers tend to find it easier to remember the product brand, such as Nibras, Elzatta, or other Muslim fashion brands, than to remember Ely Collection as the store that sells the product. This is an important challenge because in a multi-brand business model, stores not only compete in selling products, but also have to build trust and identity in the minds of consumers. If consumers only remember the product brand, not the store name, loyalty to the Ely Collection could be weak. Consumers can easily switch to other sellers who offer similar products at cheaper prices or more attractive promos.

In addition to brand awareness, the Ely Collection also faces price competition. In the multi-brand Muslim fashion market, the same products are often sold by many business actors. As a result, consumers have many options and tend to compare prices across sellers. This competition is growing with the presence of large marketplaces such as Shopee, TikTok Shop, and Tokopedia, which offer easy transactions, discounts, free shipping, and various forms of digital promotion. This condition requires Ely Collection to not only rely on products, but also strengthen marketing communication strategies, customer service, personal closeness, and consumer trust through WhatsApp. ([Dirbawanto1, n.d.](#))

From a digital marketing perspective, the success of a promotion is determined not only by the presence of the media, but also by the consistency of the message, the quality of the content, the intensity of communication, the speed of response, and the ability to build relationships with customers. WhatsApp can be an effective medium if used in a planned manner, for example through the preparation of promotional schedules, the creation of attractive catalogs, the use of informative product photos and videos, quick responses to customer questions, and the delivery of product information honestly and not excessively. Thus, marketing strategy on WhatsApp should be understood as a communication process that includes promotion, interaction, service, and trust-building.

In the context of Muslim business, marketing strategies also cannot be separated from the

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principles of Islamic business ethics. Marketing not only aims to increase sales but must also pay attention to information accuracy, trust in service, price transparency, alignment between promotions and product conditions, and responsibility to consumers. Ely Collection, as a Muslim fashion business, needs to maintain these values in every marketing communication through WhatsApp. The submission of photos, videos, sizes, materials, prices, and product conditions must be done honestly so as not to cause consumer disappointment. Thus, Islamic business ethics can be an important dimension in assessing the quality of Ely Collection's digital marketing communication.

Previous research has shown that WhatsApp can be used as a digital marketing channel to increase interaction, accelerate communication, and strengthen relationships between business actors and consumers. Other research also shows that brand awareness strongly influences purchasing decisions, as consumers are more likely to choose products or stores that are known, trusted, and memorable. In addition, the literature on Islamic business ethics emphasizes that honesty, trustworthiness, and transparency are the main principles in business activities, including in digital marketing. However, most previous research has still addressed digital marketing in general, focusing more on social media such as Instagram, Facebook, TikTok, and marketplaces, and few have specifically examined WhatsApp as the main marketing channel for multi-brand local Muslim fashion businesses. ([Studi, 2019](#))

Given these conditions, several research gaps are important to study. First, research on WhatsApp as the main channel for marketing local Muslim fashion MSMEs is still relatively limited compared to research on marketplaces and visual social media. Second, research on marketing strategies in Muslim fashion businesses with a multi-brand model has not been widely done, even though this business model has special challenges in building store brand awareness. Third, there has been little research integrating WhatsApp marketing strategies with Islamic business ethics principles in the context of local Muslim fashion businesses. Therefore, this research is important for understanding how Ely Collection uses WhatsApp as a marketing channel, how the strategy builds brand awareness, and how Islamic business ethics principles are applied in digital marketing communication.

Thus, this study examines the marketing strategy through the WhatsApp channel at Ely Collection to build brand awareness of multi-brand Muslim fashion products in Pajajaran. This research is expected to make an academic contribution to the study of MSME digital marketing, especially on the use of WhatsApp as a marketing communication medium. In addition, this research is expected to provide practical benefits for local Muslim fashion business actors by developing promotional strategies that are more consistent, communicative, ethical, and long-term customer relationship-oriented.

2. Literature Review

2.1. Foundations of Digital Marketing Theory

Digital marketing is the promotion and sale of products through digital platforms, such as social media, websites, and instant messaging apps. Advances in digital technology have transformed traditional marketing practices into more efficient, broader systems. For micro, small and medium enterprises (MSMEs), digital marketing provides an opportunity to reach more consumers without the need for large investments in physical infrastructure.

In Indonesia's Muslim fashion industry, the use of digital marketing strategies is increasingly important as the industry grows at 15-20% per year. Indonesia has even been ranked first in the world's modest fashion industry's supporting ecosystem, according to the State of the Global

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Islamic Economy Report (SGIER) 2024/2025. This phenomenon shows that the Muslim fashion sector is not only preferred by domestic consumers but also has great global opportunities.

2.2. WhatsApp as a Digital Marketing Channel

WhatsApp has evolved from its initial function as a personal communication application to an effective marketing tool for MSMEs. Research shows that integrating WhatsApp into the marketing strategy has a positive, significant impact on MSME sales. In Indonesia, WhatsApp is used by around 84% of social media users, making it the platform with the highest reach for consumer business communications.

Research by ([Suhardi, 2020](#)) revealed that general marketing strategies may not always have a major influence on sales, but specific uses of WhatsApp and Facebook show a positive and significant impact. These findings confirm that the effectiveness of digital marketing does not depend on the number of platforms used, but on optimizing the use of platforms that are in line with business characteristics and audience goals.

2.3. Brand Awareness on Muslim Multi-Brand Fashion Products

Brand awareness is an important marketing concept that refers to consumers' ability to recognize or remember a brand under various market conditions. Research ([Rahayu, 2021](#)) indicates that the level of brand awareness directly affects the consumer's purchasing decision the higher the brand awareness, the more likely the consumer is to choose that product over a competitor's product.

Businesses with multi-brand models face particular challenges in creating brand awareness. Consumers usually find it easier to remember the brand name of a product (such as Nibras, Elzatta, or Zoya) than the name of a store or distributor. This leads to a lack of a retailer identity and an increased likelihood of consumers moving to other stores that sell similar brands. Therefore, a consistent marketing communication strategy is needed to strengthen the store's brand in consumers' minds.

2.4. Business ethics in digital marketing

Business ethics is a set of moral principles that govern the behavior of business actors in order to carry out business activities honestly, fairly, and responsibly. In the context of digital marketing, business ethics are not only about promotion but also encompass information honesty, transparency, and the ways business actors relate to consumers through digital media. The development of digital marketing, including the use of apps like WhatsApp, offers the convenience of fast and personal communication. However, this convenience can also lead to unethical practices, such as providing excessive information, manipulating product appearances, or promoting products that do not match reality. Therefore, the application of business ethics is essential to maintain consumer trust.

In an Islamic perspective, business ethics is based on the principles of honesty, trust, transparency, and fairness. These principles encourage businesses to provide accurate product information, provide responsible services, and avoid fraudulent marketing practices. Thus, marketing activities focus not only on profit, but also on moral values and social responsibility. The application of business ethics in digital marketing has a positive impact on customer trust and loyalty. Consumers are more likely to choose honest and trustworthy sellers. In the context of multi-brand businesses, business ethics play a role in creating brand awareness, because trust

in sellers makes consumers not only remember the product, but also the store's identity.

Thus, business ethics in digital marketing function as a moral guideline and as an important strategy in building trust, increasing customer loyalty, and strengthening business positions in the midst of market competition, especially in Muslim fashion MSMEs that utilize digital media as the main marketing channel.

3. Research Methods

This research uses a descriptive qualitative approach with a case study type. This approach was chosen because the research seeks to understand in depth the digital marketing practices carried out by Ely Collection through WhatsApp channels, especially in marketing Muslim fashion multi-brand products and building brand awareness among customers. The case study was used because the research focused on one business object: the Ely Collection in Pajarakan, Probolinggo Regency, which is a home-based local Muslim fashion business, does not have a physical store, and uses WhatsApp as its main medium for promotion and customer communication. This approach aims to provide a deep understanding regarding the marketing process that has been running, identifying the challenges faced, and opportunities that can be used to optimize marketing strategies. ([Rahayu, 2025](#)).

The research was conducted at the Ely Collection Pajarakan in Probolinggo Regency. The location selection was purposive because Ely Collection is one of the local Muslim fashion business actors that actively use WhatsApp for marketing, including status updates, catalogs, private messages, product photos, and promotional videos. In addition, Ely Collection operates a multi-brand business model by selling various Muslim fashion brands, which presents its own challenges in building store identity and brand awareness amid increasingly competitive Muslim fashion markets.

The data sources in this study include primary and secondary data. Primary data was obtained through in-depth interviews with purposively selected informants. The research informants include Ely Collection owners, WhatsApp admins or managers if available, customers who have purchased products through WhatsApp, and potential customers who have interacted but have not made a purchase. The selection of informants aims to obtain balanced data from both business actors and consumer recipients of marketing messages. Meanwhile, secondary data were obtained from documentation, including WhatsApp Business catalogs, digital promotion archives, screenshots of WhatsApp status, product photos, order records, customer testimonials, and scientific references relevant to digital marketing, WhatsApp marketing, brand awareness, multi-brand Muslim fashion, and Islamic business ethics.

Data collection is conducted through in-depth interviews, observations, and documentation. In-depth interviews were conducted to explore Ely Collection's marketing strategy, customer communication patterns, use of WhatsApp features, marketing obstacles, and efforts to build brand awareness. Observations were made by observing Ely Collection's marketing activities through WhatsApp, such as the frequency of status uploads, the form of promotional content, the use of catalogs, responses to customers, and interaction patterns in the product offering process. Documentation is used to reinforce interview and observation data through digital promotional evidence, product catalogs, photographs, order records, and other marketing archives. In the documentation process, data related to the customer's personal identity is kept confidential and is only used for academic purposes.

Data analysis is carried out interactively through three stages, namely data reduction, data

presentation, and conclusion drawn. Data reduction was carried out by sorting and grouping data according to the research's focus, including WhatsApp promotion strategies, the use of status and catalog features, customer communication patterns, Ely Collection brand awareness, digital marketing constraints, and the application of Islamic business ethics in marketing communication. The presentation of data was in the form of a descriptive narrative, reinforced with interview excerpts, observational results, and relevant documentation. Furthermore, conclusions were drawn by interpreting the pattern of field findings to answer the research focus on how Ely Collection uses WhatsApp as a marketing channel in building brand awareness of Muslim multi-brand fashion products.

The validity of the data was tested through source triangulation and triangulation techniques. Source triangulation is done by comparing information from Ely Collection owners, customers, potential customers, and marketing documents. Meanwhile, technical triangulation was carried out by comparing data from interviews, observations, and documentation. In addition, the researcher also confirms the data to the informant to ensure that the information interpreted is in accordance with the experience and intentions of the informant. With this procedure, the data obtained is expected to be credible and to describe WhatsApp marketing practices at Ely Collection objectively and in depth.

4. Results And Discussion

4.1. Marketing strategy through the WhatsApp channel at the Ely collection in building multi-brand Muslim fashion products in Pajajaran

The study's results show that Ely Collection uses WhatsApp as its primary marketing channel for Muslim fashion products. WhatsApp is used because this business is home-based and does not have a physical store, so digital communication is the main means of reaching customers. WhatsApp is used to introduce products, share photos and videos, upload promotional statuses, answer customer questions, convey pricing information, and accept orders. In practice, WhatsApp not only serves as a communication medium but also as a marketing space that partially replaces some of the functions of physical stores.

The marketing strategy Ely Collection has pursued remains simple and focused on personal closeness. The promotion is carried out via the WhatsApp status feature, showcasing Muslim fashion products from various brands. In addition, communication with customers is done through private messages, especially when customers ask about prices, sizes, colors, materials, or stock availability. This pattern shows that Ely Collection relies on a digital-based personal selling approach, which is a marketing strategy that emphasizes a direct relationship between sellers and potential buyers through online communication media. ([Fasa, 2025](#))

However, this strategy has not been fully implemented systematically. Based on preliminary data, Ely Collection promotions through WhatsApp are carried out about twice a week and do not have a structured content schedule. This condition shows that WhatsApp has been used as a marketing medium, but has not been optimally managed as a digital marketing communication strategy. In the context of digital marketing, promotional consistency is an important element because it can strengthen consumers' memories of the store, products, and messages conveyed. When promotions are carried out irregularly, the opportunity to build sustainable relationships with customers also becomes more limited.

These findings show that WhatsApp has great potential as a marketing medium for MSMEs, but its effectiveness depends on how content is managed, the intensity of communication,

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response quality, and the ability of business actors to build customer trust. Thus, Ely Collection's marketing strategy needs to be directed not only at product uploading activities, but also at content planning, customer segmentation, store identity strengthening, and consumer response evaluation.

4.2. WhatsApp's role in building multi-brand Muslim fashion products in prison

Ely Collection leverages several WhatsApp features in marketing activities, especially statuses, private messages, product photos, product videos, and catalogs. The status feature is used to show the latest products, specific promos, or products that are currently available. This feature is quite effective because it can reach all contacts stored on WhatsApp. With more than 100 customer contacts, WhatsApp status is a cheap and easy-to-use promotional channel for Ely Collection.

Private messages are used to establish direct communication with customers. Through private messages, customers can ask about product details, size, material, color, price, and payment system. This communication provides space for the Ely Collection to take a personal approach to potential buyers. In MSME digital marketing, personal communication is important because customers not only need product information but also seek certainty, friendliness, and trust in sellers. ([Handoko, 2024](#))

In addition, the Ely Collection also uses product photos and videos as promotional tools. Photos and videos help customers see the product more clearly. In the fashion business, visual appearance is highly influential because consumers often consider the model, color, material, and the product's suitability to their needs. Therefore, the quality of photos and videos is an important part of WhatsApp's marketing strategy. Clear photos and videos that show product details, along with complete size and material information, can increase customer confidence before purchase.

However, the use of WhatsApp features can still be improved. Ely Collection needs to optimize the WhatsApp Business catalog so customers can view the product list more clearly. A neat catalog makes it easy for customers to compare products, view prices, and choose products without always having to ask questions via private message. In addition, the customer label feature can also be leveraged to group regular customers, potential buyers, seasonal customers, and customers who have asked but haven't purchased. In this way, communication strategies can be made more targeted. ([Dzulhanto, 2025](#))

Ely Collection's Brand Awareness in a Multi-Brand Business Model

One of the key problems identified in this study is the low brand awareness of the Ely Collection name. Consumers tend to find it easier to remember the brand of a product, such as Nibras, Elzatta, Motif, or other Muslim fashion brands, than to remember the Ely Collection as the store that sells it. This is a common challenge in multi-brand business models, as stores sell various brands that already have their own identities.

In a multi-brand business model, it is not enough for business actors to only offer a variety of products. The store must also establish its own identity so that customers have a reason to return to buy at the same place. Such an identity can be built through prompt service, clear product information, transparent pricing, friendly communication style, consistent promotions, customer testimonials, and a satisfying shopping experience. If a store identity isn't built, then customers could potentially only search for products based on the brand, not based on trust in the Ely Collection.

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Ely Collection's brand awareness can be strengthened through the consistency of the use of the store name on each promotional content. For example, each product photo or video can be given a simple visual identity such as the Ely Collection name, contact number, and promotional design distinctiveness. In addition, the Ely Collection can create a promotional narrative that not only highlights product brands, but also affirms the store's position as a trusted multi-brand Muslim fashion provider in Pajajaran.

These findings show that WhatsApp can be an important medium for building brand awareness, but it must be used consistently and in a targeted manner. Promotions that only feature products without a store identity risk making customers more reminiscent of the product's brand than the Ely Collection. Therefore, WhatsApp's marketing strategy should focus on two goals simultaneously: selling products and building customer memories of Ely Collection as a store.

Customer Interaction and Purchase Conversions

Initial data shows that Ely Collection has more than 100 customer contacts on WhatsApp, but daily customer interactions still range from 3–5 chats. Of those interactions, not all of them end in a purchase. Some customers only ask about the price, size, materials, or stock, but have not proceeded with the transaction. This shows a gap between interaction and purchase conversion.

Low purchase conversions can be affected by several factors. First, customers still need confidence before buying because fashion products are highly dependent on the model's taste, size, material, and fit. Second, customers have many choices of other sellers, either through WhatsApp, marketplaces, or social media. Third, price competition makes customers tend to compare similar products before making a decision. Fourth, inconsistent promotions make customers not always get a continuous purchase incentive.

In this context, customer interactions should not be understood as just ordinary conversations, but as opportunities to build marketing relationships. Each customer question can be a starting point to explain the value of the product, provide recommendations, offer alternative options, and strengthen trust. Therefore, the Ely Collection needs to develop a more persuasive, but still ethical, communication pattern. For example, sellers can provide additional information about ingredients, product benefits, how to care for the product, size suitability, and previous customer testimonials.

In addition, Ely Collection can apply a follow-up strategy to customers who have asked but have not yet purchased. Follow-up can be done politely, not forcefully, and still maintain customer comfort. This strategy is important because in digital marketing, purchasing decisions often don't happen directly, but through a deliberative process. With the right communication, customers who initially only ask can be directed to become buyers.

WhatsApp Marketing Constraints on Ely Collection

The results of the study show that there are several obstacles in using WhatsApp as a marketing channel for Ely Collection. The first obstacle is inconsistent promotion. Promotional activities that are only carried out about twice a week do not deliver marketing messages continuously. In digital marketing, content consistency is essential to maintain customer engagement and strengthen consumers' memories of the store.

The second obstacle is the low conversion from interaction to transaction. Although there are customers who ask questions via WhatsApp, not all questions lead to a purchase. This condition shows the need for a more targeted communication strategy, starting from the delivery of

product information, techniques for answering customer objections, to follow-up after customers ask questions.

The third obstacle is price competition. Multi-brand Muslim fashion products are often sold by many business actors. As a result, consumers can easily compare prices with other stores or marketplaces. In this situation, the Ely Collection needs to build an advantage that is not only based on price, but also based on service, trust, ease of communication, and personal closeness.

The fourth obstacle is the weak identity of the store. Consumers are more likely to recognize the brand of the product than the Ely Collection is as a store. If left unaddressed, this condition can erode customer loyalty. Consumers can move to other sellers as long as the product they are looking for is available at a lower price. Therefore, strengthening brand awareness is a strategic need for the Ely Collection.

Application of Islamic Business Ethics in Marketing Communication

In the context of the Muslim fashion business, marketing strategies are not enough only in terms of promotional effectiveness, but also need to be studied in terms of Islamic business ethics. Ely Collection as a business that sells Muslim fashion products needs to maintain the principles of honesty, trust, transparency, and responsibility in every communication with customers. This principle is important because transactions on WhatsApp occur without a face-to-face meeting, so customers are highly dependent on the information conveyed by the seller.

The application of Islamic business ethics can be seen from the way Ely Collection conveys product information. Information about the material, size, color, price, stock, and condition of the goods must be conveyed clearly and not excessively. Product photos and videos should also clearly show the condition of the goods, without causing misunderstandings. If there is a color difference due to lighting or camera limitations, the seller needs to convey information to the customer.

In addition, the principle of trust is also reflected in the service after purchase. If a customer makes a complaint or asks about the condition of the product after the transaction, the seller needs to respond well. A friendly and responsible response can increase customer trust. In the long run, such trust is more valuable than a momentary gain because it can drive repeat purchases and customer recommendations.

Thus, Islamic business ethics can be an important cornerstone in Ely Collection's WhatsApp marketing strategy. Ethical marketing not only helps increase customer trust, but also strengthens the image of Ely Collection as a Muslim fashion business that not only sells products, but also maintains the values of honesty and responsibility in business.

Washing

In the current digital era, the use of social media is an important strategy in business development, including in the Muslim fashion multi-brand business in the Pajarakan area. One platform that has a significant role is WhatsApp. The majority of business actors use the WhatsApp application to develop their business ([Diandra, 2022](#)). Ely Collection chose WhatsApp as a marketing medium because this platform is easily accessible to the majority of people in prison. Almost all customers use WhatsApp as a daily communication tool, by using WhatsApp as a product marketing medium to make it easy for everyone to sell and shop ([Sinduwiatmo, 2024](#)). The reason Ely Collection chose WhatsApp as the main channel in marketing is that initially Ely Collection marketed products from close friends, and from there,

many people began to be interested, wondering, and many have ordered. And around 2022, Ely Collection began to promote its products through WhatsApp status, and since then many have started to order. Then Ely Collection started creating a WhatsApp channel to make it easier to share/promote its products without the need to send messages one by one. Since promoting its products through the Ely Collection sales WhatsApp channel, there has been a development, although not too big. Products promoted first by Ely Collection are usually long-standing products, for example, they are ready for two years because there are several strategic reasons in managing the Muslim fashion business. One of the main reasons is to sell old stock so that no goods accumulate in the warehouse, while ensuring that capital can rotate quickly. By utilizing WhatsApp channels for promotion, these products can be offered to customers at lower prices, through discounts and special offers, thus attracting the attention of consumers. In addition, in the Muslim fashion industry there are many classic models that are timeless, such as plain robes that are still relevant and can be marketed even though they were produced two years ago. This strategy is also classified as efficient because it does not require new production costs, so it is still able to provide profits. The role of WhatsApp business in this program is as a means of communication that can help Ely Collection to sell its products more efficiently and effectively to consumers. ([Bakti et al., 2024](#))

The strategy implemented by Ely Collection in marketing its products through the WhatsApp channel is to apply discounts on each product and there is an arisan system as well, meaning this arisan can be a credit system at a price of a bandrol. The Ely Collection also provides discounts to all buyers without exception, both new and regular customers. This policy is applied regardless of consumer status, so that every buyer has the same opportunity to benefit from the discount program offered. Ely Collection chose WhatsApp because of its practicality, speed, and agility in sending messages and sharing information. With no annoying ads and the ability to adjust signal conditions, WhatsApp has become a very popular tool for business communication. In general, social media, especially WhatsApp, has become a very efficient means of promoting and developing businesses in Indonesia with a low budget, but still has a significant influence in terms of social interaction and marketing. ([Martin & Pratiwi, 2025](#)).

One of the great things about WhatsApp is its easy-to-use design. In early 2018, WhatsApp launched WhatsApp Business, an application aimed at entrepreneurs. WhatsApp Business is an official service from WhatsApp that provides communication solutions for businesses and business owners. WhatsApp Business supports business owners in reaching more customers. With WhatsApp, businesses can more easily share managerial decisions, plan meetings, leverage location-sharing features to provide clients with information, and promote products. ([Romadloni et al., 2023](#)) Buying interest from consumers is behavior that arises as a reaction to an object that causes the desire to make a purchase. The desire to shop will arise if business people organize promotions with attractive product presentations, and the products offered are in line with consumer preferences and needs. Buying activities occur because of consumer interest or interest in the product, while the emergence of interest in the product is caused by various factors both internally and externally. Therefore, it is important to do a more in-depth analysis of promotions through WhatsApp. ([Ulya & Pujiastuti, 2025](#))

The marketing strategy carried out by Ely Collection through the WhatsApp channel in developing multi-brand Muslim fashion products in Pajajaran is not only to introduce products to buyers, but also to strengthen the business's reputation as a comprehensive, reliable, and responsive Muslim fashion provider to consumer needs. Brand awareness is built through regular product catalog submissions, eye-catching photos and videos, and detailed information

on product materials, sizes, and prices. ([Gian, 2025](#)) In addition, WhatsApp channels serve as digital storefronts to showcase the latest products or promotions, so customers can see updates in real time. WhatsApp business provides a great opportunity to improve the sales strategy for the Ely Collection, WhatsApp business is also equipped with various interesting features. ([Maulana et al., 2024](#))

Overall, this study shows that the use of marketing strategies through WhatsApp by Ely Collection is effective in building multi-brand Muslim fashion products in prisons. This approach contributes to improved communication, customer loyalty, and growing sales. Features in WhatsApp Business, such as catalogs, statuses, broadcasts, customer groups, and automated messages, support direct marketing and personalized, intensive relationships. With this strategy, not only are products promoted, but also trust is built through regular interactions, even discount offers, an installment system, as well as promotions for old stock, so that capital can rotate faster. Apart from being a promotional medium, WhatsApp acts as a digital storefront that strengthens brand awareness through the display of photos, videos, and detailed product information, and is also able to facilitate promotional activities, so that it can increase consumer interest in buying. With relatively low costs and wide reach, WhatsApp has proven to be a strategic tool in developing the Ely Collection Muslim multi-brand fashion product business in prison.

5. Conclusion

Based on the results of research on marketing strategies through the WhatsApp channel at the Ely Collection in building multi-brand Muslim fashion products in prison, it can be concluded that the use of WhatsApp, especially WhatsApp Business, is a very appropriate, effective, and flexible approach in supporting the progress of home-based Muslim fashion businesses. WhatsApp is not just a communication tool, but has turned into a digital marketing tool that can connect businesses and customers directly with more personal, fast, and efficient. The marketing strategy used by Ely Collection prioritizes long-term relationships with customers, This is achieved through close, responsive, and intense communication. The Ely Collection introduces a wide range of products from many brands through features such as product catalogs, daily statuses, broadcast messages, customer groups, WhatsApp channels, and automated messaging. The presentation of photos, videos, clear product descriptions, and information on price, size, and materials goes a long way in building consumer confidence in product quality. Therefore, WhatsApp not only serves as a promotional tool, but also as a digital display that strengthens the business image and increases brand awareness among the prison community.

The study also indicates that the promotional methods used, such as providing equal discounts to all customers, both new and old, offering installment or social gatherings, and promoting existing stock so that capital can rotate faster, are successful ways to maintain business stability. This method is not only aimed at increasing sales, but also to keep the business sustainable and able to compete in the increasingly strict Muslim fashion industry in the Probolinggo area. In addition, the use of WhatsApp helps Ely Collection to reduce promotional costs because it does not require a large advertising budget like other digital platforms. From the point of view of sharia business ethics, the Ely Collection has also demonstrated a commitment to applying the principles of honesty, fairness, and responsibility in the way they market their products. Clear delivery of product information, fair discounts, and prompt service demonstrate the values of Islamic business that focuses on consumer blessings and satisfaction. The application of these principles helps to build a strong relationship of mutual trust between sellers and buyers, thus

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supporting customer loyalty over a long period of time.

In general, the findings of this study show that marketing through WhatsApp plays an important role in creating and developing multi-brand Muslim fashion products in prisons. WhatsApp not only serves as a promotional medium, but also as a service platform, customer relationship management, brand image enhancement, and market network expansion at a fairly affordable cost. This strategy has been proven to improve more efficient communication, encourage consumer interest in buying, and strengthen the competitive position of businesses in the midst of digital advancements and increasingly complex competition. Therefore, this study provides theoretical thinking in a digital marketing study that focuses on personal communication through WhatsApp, as well as providing practical benefits for MSME actors, especially in the field of Muslim fashion, in maximizing the use of simple but strategic digital media for business continuity and development in this modern era.

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