

---

**| RESEARCH ARTICLE**

## **Digital Marketing Communication Strategy of MSMEs Through Instagram: An Analysis of the Circular Model of SOME and Marketing Communication Mix in Rhamala Vazha Indonesia**

**Galih Meigiansyah Putra**<sup>1</sup> ✉ **Rahmi Winangsih**<sup>2</sup>, **Naniek Afrilla Framanik**<sup>3</sup>

<sup>1 2 3</sup> *Master of Communication Science, University of Sultan Ageng Tirtayasa, Banten, Indonesia*

**Corresponding Author:** Galih Meigiansyah Putra, **Email:** [galih.mputra@gmail.com](mailto:galih.mputra@gmail.com)

---

**| ABSTRACT**

This study examines the implementation of digital marketing communication strategies by Micro, Small, and Medium Enterprises (MSMEs), focusing on Rhamala Vazha Indonesia through its Instagram account, @rhamalahijabku. The research aims to analyze how digital communication is managed using the Circular Model of SOME and the marketing communication mix framework. A qualitative descriptive method with a post-positivist paradigm is employed to explore the phenomenon in depth. Data were collected through online observation and in-depth interviews with relevant informants, including business owners and digital media administrators. The findings indicate that Instagram serves as the primary platform for delivering marketing messages, building brand identity, and fostering interaction with consumers. The implementation of the Circular Model of SOME demonstrates a systematic and sustainable communication process through the stages of share, optimize, manage, and engage. In addition, the marketing communication mix is applied comprehensively, integrating advertising, sales promotion, events and experiences, public relations, interactive marketing, mobile marketing, direct marketing, and personal selling within a unified digital ecosystem. The study concludes that the success of digital marketing communication in MSMEs is not solely determined by the use of social media platforms but by the strategic ability to manage content, understand audience behavior, and integrate communication elements effectively. This research contributes to the development of digital marketing communication studies, particularly in the context of MSMEs utilizing social media as a primary marketing tool.

**| KEYWORDS**

Digital Marketing Communication, social media, Instagram, MSMEs, Circular Model of SOME, Marketing Communication Mix.

**| ARTICLE INFORMATION**

**ACCEPTED:** 20 April 2026

**PUBLISHED:** 24 May 2026

**DOI:** 10.32996/jhsss.2026.8.5.19

---

### **1. Introduction**

Digital marketing communication has become an essential component in the development of contemporary business strategies, particularly for Micro, Small, and Medium Enterprises (MSMEs). In this context, marketing communication is understood as the process of delivering information, value, and meaning related to products or services to a broad audience, with the aim of building understanding while encouraging exchanges between producers and consumers. Shimp (2003) explains that marketing communication represents the integration of communication processes and marketing activities, where communication functions as a medium for message delivery, while marketing focuses on value exchange between organizations and customers. Therefore, marketing communication not only serves as a means of conveying product information but also plays a role in shaping perceptions and building long-term relationships with consumers.

Furthermore, Tjiptono (1997) emphasizes that marketing communication is an activity aimed at disseminating information, influencing, persuading, and reminding target markets to accept, purchase, and remain loyal to the products offered. In line with

**Copyright:** © 2026 the Author(s). This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC-BY) 4.0 license (<https://creativecommons.org/licenses/by/4.0/>). Published by Al-Kindi Centre for Research and Development, London, United Kingdom.

this, Kotler and Armstrong (2016) state that marketing communication is part of the marketing communication mix, which consists of advertising, sales promotion, public relations, personal selling, and direct marketing. These elements are used by companies to deliver value persuasively and to build long-term relationships with consumers.

Based on these perspectives, marketing communication can be understood as a strategic element that is not solely oriented toward sales but also toward building relationships between companies and consumers. The development of digital technology has brought significant changes to marketing communication patterns, shifting from conventional approaches to new media. McQuail (2011) explains that new media refers to digital communication technologies that enable broad access, high interactivity, and direct user engagement in the communication process. This transformation has positioned social media as one of the primary tools in digital marketing communication, as it facilitates faster, more open, and more interactive communication between producers and consumers.

In the context of social media utilization, one approach that can be used to analyze digital marketing communication is The Circular Model of SOME, introduced by Luttrell. This model consists of four key elements—share, optimize, manage, and engage—which serve as a framework for planning, managing, and evaluating communication activities on social media (Luttrell, 2015; Nuryasin & Setyawan, 2023). The model emphasizes that digital communication extends beyond message dissemination to include content management, audience understanding, and the development of sustained engagement. One of the most dominant social media platforms in digital marketing communication today is Instagram. This platform enables message delivery through a combination of visual content, text, and video in an interactive manner. Features such as Stories, Reels, Live, and Direct Messages make Instagram an effective medium for building two-way communication between businesses and consumers, while also strengthening digital marketing strategies (Kotler & Keller, 2016; Sugiarto, 2018).

The use of Instagram as a digital marketing communication medium is also demonstrated by MSME Rhamala Vazha Indonesia, which operates in the fashion sector. This enterprise utilizes Instagram as one of its primary channels to expand market reach and enhance brand awareness. By leveraging social media features and integrated communication strategies, Rhamala Vazha Indonesia is able to deliver marketing messages more effectively and interactively, reaching a broader audience. From a broader perspective, Nasrullah (2016) states that social media functions as a communication tool used for interaction, collaboration, information sharing, and self-representation in digital spaces. Meanwhile, Dewing (2012) explains that media convergence enables the integration of various forms of content within a single online-connected digital device, allowing interaction without spatial and temporal limitations. McQuail (2011) further adds that media digitalization has transformed the way people access, produce, and distribute information in a more flexible and interactive manner.

This transformation is also reflected in the increasing number of social media users in Indonesia. According to We Are Social (2023), the number of social media users in Indonesia reached approximately 167 million people, or 60.4% of the total population. This data indicates that social media has become a primary communication space in society, including in economic activities and digital marketing. In addition to serving as a communication medium, the development of new media has also influenced changes in transaction patterns within society. Skousen (2009) explains that transactions involve the exchange of goods and services that carry economic value. In the digital context, transactions no longer occur solely through direct interaction but also through e-commerce platforms and social media, enabling faster and more efficient buying and selling processes. Nisrina (2015) adds that Instagram has become one of the platforms widely used by businesses to promote products due to its ease of use and strong visual appeal. Within the MSME context, the use of social media plays a strategic role in enhancing competitiveness, expanding market access, and supporting business sustainability. MSMEs contribute significantly to the national economy, both in terms of employment and contributions to Gross Domestic Product (GDP). Therefore, the utilization of digital media has become a relevant strategy in responding to increasingly competitive modern market dynamics.

Based on these concepts, marketing communication cannot be separated from overall marketing strategies. Tjiptono (1997) reiterates that marketing communication functions to disseminate information, persuade, and remind consumers to purchase and remain loyal to the products offered. Meanwhile, Kotler and Keller (2016) explain that marketing communication is part of the promotional mix aimed at supporting the overall effectiveness of a company's marketing strategy. In managing digital marketing communication, The Circular Model of SOME can be used as an analytical framework to understand the effectiveness of social media activities. This model includes four main stages—share, optimize, manage, and engage—each of which plays a role in optimizing the dissemination and reception of messages on social media (Fadillah, 2018; Nuryasin & Setyawan, 2023). However, in practice, MSMEs still face challenges in optimizing digital marketing communication, particularly in maintaining strategy consistency and managing content effectively.

Based on the above background, this study is entitled “*The Implementation of Digital Marketing Communication in MSME Rhamala Vazha Indonesia*”, which aims to analyze digital marketing communication strategies through Instagram using the marketing communication mix approach and The Circular Model of SOME as analytical frameworks.

## **2. Literature Review**

### **2.1 New Media**

Marketing communication is one of the key areas within communication studies that focuses on delivering information, value, and meaning related to a product or service to a broad audience. From the perspective of Terence A. Shimp (2003), marketing communication is understood through two primary dimensions: communication and marketing itself. Communication is defined as the process of conveying understanding and ideas from individuals to groups, while marketing is viewed as a set of activities undertaken by individuals or organizations to transfer value to customers. Therefore, marketing communication can be positioned as an integrative process that combines elements of communication and marketing to create meaning and facilitate value exchange between producers and consumers.

Furthermore, the marketing communication process occurs through systematic stages, including source, encoding, transmission, and decoding. The source acts as the message sender, encoding refers to the process of translating ideas into messages, transmission is the delivery of messages through specific channels, and decoding represents the audience’s interpretation of the message. However, as noted by Freddy Rangkuti (2009), this process does not always operate ideally due to the presence of communication barriers that may affect message effectiveness.

With the advancement of technology, marketing communication has undergone significant transformation through the emergence of new media. New media introduces characteristics that differ from conventional media, such as interactivity, rapid distribution, and the ability to reach audiences globally without geographical limitations. In this context, marketing communication is no longer one-way but becomes more dialogic and participatory. Nevertheless, the fundamental objective remains unchanged: to communicate product value and build relationships with consumers, albeit through more dynamic and complex media.

### **2.2 Social Media in Marketing Communication**

In the development of new media, social media has become one of the primary channels in digital marketing communication practices. Conceptually, marketing communication is not limited to message delivery but also involves efforts to build sustainable relationships with audiences. Fandy Tjiptono (1997) emphasizes that marketing communication aims to disseminate information, influence, persuade, and remind target markets to accept and remain loyal to the products offered. Meanwhile, Kotler and Armstrong (2016) view marketing communication as part of the promotional mix designed to communicate customer value persuasively while building long-term relationships.

As part of the digital ecosystem, social media enables more intensive two-way communication between producers and consumers. It functions not only as a medium for information distribution but also as a space for interaction, collaboration, and community building. The high level of audience participation on social media makes it a strategic instrument for fostering engagement and consumer loyalty.

In practice, managing marketing communication through social media requires a structured approach. One relevant framework is The Circular Model of SOME, which includes the stages of share, optimize, manage, and engage. This model highlights the importance of sustainability in content management, starting from information dissemination, feature optimization, systematic content management, and ultimately building audience engagement. Thus, social media serves not only as a promotional tool but also as a strategic medium for establishing long-term relationships between brands and consumers.

### **2.3 Marketing Communication Mix Concept**

To achieve effective marketing objectives, a business cannot operate without careful planning. It requires the integration of various structured communication activities within a concept known as the marketing communications mix. This mix represents a combination of controllable variables that companies use to influence consumer perceptions, attitudes, and behaviors in the target market. Therefore, the marketing communication mix functions as a strategic foundation for effectively delivering product value.

This concept is also part of Integrated Marketing Communication (IMC), where various communication channels are harmoniously integrated to produce consistent and impactful messages. Kotler and Keller (2016) identify eight primary elements within the marketing communication mix: advertising, sales promotion, events and experiences, public relations, interactive marketing, mobile marketing, direct marketing, and personal selling.

Each element plays a specific yet complementary role. Advertising functions to deliver messages broadly, sales promotion provides short-term incentives, and events and experiences create emotional engagement. Public relations help build a positive corporate image, while interactive marketing and mobile marketing utilize digital technology to create more personalized and real-time interactions. Direct marketing enables direct communication with consumers, whereas personal selling emphasizes deeper interpersonal relationships.

By understanding and integrating all these elements, the marketing communication mix becomes an integrated system capable of optimizing every touchpoint between a company and its consumers. In the digital era, the implementation of this mix is increasingly relevant due to technological support that enables broader reach, more intensive interaction, and more measurable evaluation. Therefore, for MSMEs such as Rhamala Vazha Indonesia, the implementation of a digitally based marketing communication mix—particularly through social media—has become a crucial strategy in building competitiveness and strengthening market positioning.

### 3. Methodology

This study is grounded in the understanding that the selection of an appropriate methodology serves as the primary foundation for producing valid and scientifically accountable findings. Therefore, the methodological discussion in this research encompasses the research paradigm, the chosen approach, data collection methods and techniques, as well as the processes of data analysis and validation carried out systematically.

From a paradigmatic perspective, this study adopts a postpositivist paradigm. This paradigm is selected based on the assumption that social reality is neither singular nor absolute, but rather complex, dynamic, and influenced by various interrelated factors. Creswell & Creswell (2018) explain that postpositivism emerges as a critique of positivism, which assumes that truth is definitive and measurable. In contrast, postpositivism requires researchers to understand phenomena in a more open and contextual manner. In the context of this study, the postpositivist paradigm is considered relevant because the focus lies on digital marketing communication occurring within interactive social media spaces that cannot be entirely controlled. Additionally, this paradigm emphasizes the importance of triangulation in data collection to achieve a more comprehensive understanding of the phenomenon under investigation.

Furthermore, this research employs a qualitative approach. This approach is chosen to explore and understand the phenomenon of digital marketing communication in depth, particularly as practiced by the MSME Rhamala Vazha Indonesia through Instagram. Bungin (2006) states that qualitative research aims to reveal social reality holistically by emphasizing meaning, process, and context. This aligns with the objective of the study, which is not only to identify *what* happens but also to understand *how* and *why* the phenomenon occurs. Thus, the qualitative approach enables the researcher to explore the application of the Circular Model of SOME and the marketing communication mix in a more in-depth and interpretative manner.

In its implementation, this study utilizes a descriptive qualitative method. This method aims to describe phenomena systematically, factually, and accurately (Nazir, 1988). Descriptive research does not attempt to test hypotheses but rather to depict existing conditions as they are (Rakhmat, 2002). Therefore, this method is deemed appropriate, as the study focuses on describing and analyzing digital marketing communication activities conducted by Rhamala Vazha Indonesia without manipulating variables.

In the data collection process, this study employs several complementary techniques. First, observation, conducted online through the Instagram account of Rhamala Vazha Indonesia. In this case, the researcher acts as a non-participant observer, observing activities without directly engaging in the observed process. This observation aims to identify patterns of marketing communication, types of content, and interactions occurring on the platform. Second, in-depth interviews are conducted with relevant parties, including the owner, content team, and digital media administrators. These interviews aim to obtain data that cannot be captured through observation alone, particularly regarding strategies, planning, and evaluation of marketing communication. The combination of these two techniques is expected to produce rich and in-depth data.

Subsequently, the collected data are analyzed using qualitative data analysis techniques. The analysis process is carried out in stages, beginning with data review, followed by data reduction, and finally interpretation. In the review stage, the researcher examines all collected data to understand its context and substance. The next stage, data reduction, involves simplifying and categorizing data according to the research focus. The final stage, interpretation, aims to uncover both explicit and implicit meanings within the data (Pawito in Heryanto, 2013). In this study, the analysis focuses on two main frameworks: the Circular Model of SOME (share, optimize, manage, engage) and the eight indicators of the marketing communication mix.

The data sources in this study consist of primary and secondary data. Primary data are obtained directly through observations and interviews with relevant informants, while secondary data are derived from supporting documents such as company profiles, digital archives, and relevant literature. This classification is intended to strengthen data validity while providing a broader perspective on the phenomenon studied.

In determining the research focus, two key elements are identified: the subject and the object of the study. The subject of this research is the MSME Rhamala Vazha Indonesia as a business entity implementing digital marketing communication. Meanwhile, the object of the study is the digital marketing communication activities carried out through its Instagram account, particularly those related to the application of the marketing communication mix and the Circular Model of SOME.

To ensure data validity, this study employs source triangulation techniques. Triangulation is conducted by comparing data obtained from different sources and methods, thereby enhancing the credibility and objectivity of the research findings. Additionally, data validation is carried out through member checking, where findings are confirmed with informants to ensure their accuracy and alignment with actual conditions. This approach aligns with Creswell's (2014) perspective, which emphasizes the importance of verifying data from multiple viewpoints. Finally, this research is conducted at the Rhamala Vazha Indonesia store located at Jl. Takari KM 05, RT/RW 001/001, Link. Majalawang, Umbul Tengah Village, Serang City, Banten. The selection of this location is based on its relevance to the research object, namely digital marketing communication activities integrated with the company's operational practices.

Overall, the methodology employed in this study is designed to provide a comprehensive understanding of how digital marketing communication is implemented by MSMEs through social media. By utilizing a qualitative approach, descriptive method, and systematic data collection and analysis techniques, this study is expected to produce in-depth and relevant findings in the field of digital marketing communication.

## **4. Results**

### **4.1. Media Utilization in Digital Marketing Communication**

New media represents an innovation that has emerged alongside the advancement of modern communication technology and serves as a fundamental pillar in the transformation of digital marketing communication. From McQuail's perspective, new media refers to various digitalized communication technologies that enable broad access for individuals as a means of communication (McQuail, 2011). Its presence not only introduces changes in communication tools but also transforms how individuals produce, distribute, and consume information. Therefore, the utilization of media in digital marketing communication cannot be separated from the role of new media as the primary medium for delivering messages to the public.

The development of media itself has occurred through a long evolutionary process. McQuail (2002) outlines six stages of media development, beginning with the emergence of books and libraries in the 15th century, followed by print media such as newspapers, celluloid-based film, broadcast media such as radio and television, and music recording technologies. The final stage is marked by the emergence of the internet, which enables global interconnectivity among users. Unlike previous stages, the internet possesses characteristics that are more private and not entirely controllable by governments (McQuail, 2002:18–28). This distinction indicates that new media opens up a broader, more flexible, and participatory communication space, thereby creating significant opportunities for digital marketing activities.

The characteristics of new media further reinforce its potential in marketing communication. New media is not only concerned with the production and distribution of information but also encompasses the processes of data processing, exchange, and storage in a dynamic manner. Moreover, its institutional nature—which can operate in both public and private spheres—and its relatively less rigid regulation compared to conventional media allow individuals and organizations greater freedom in communication (Gumelar, 2013). Lister et al. (2003:73) even argue that new media has the potential to radically transform culture, including communication patterns between producers and consumers.

Furthermore, the internet, as the core of new media, introduces several key concepts that support the effectiveness of digital communication. Gene and Beer (2008) propose six fundamental concepts: network, information, interface, archive, interactivity, and simulation (Utami, 2021). These concepts demonstrate that new media functions not merely as a communication channel but also as a system that enables interaction, data management, and the creation of more complex and integrated communication experiences. This is particularly relevant in digital marketing communication, which requires active interaction between businesses and consumers.

One of the primary characteristics of new media that supports marketing communication is media convergence, which refers to the integration of various forms of media within a single digital platform. Lister (in McQuail, 2011) identifies several defining features of new media, including its digital, interactive, hypertextual, network-based, virtual, and simulated nature. Interactivity enables real-time two-way communication, while hypertext and network structures facilitate the rapid and widespread distribution of information. Meanwhile, the virtual and simulation aspects allow for the creation of more engaging and persuasive communication experiences for consumers. These characteristics position new media as an effective tool in supporting digital marketing communication strategies.

#### **4.2. The Circular Model of SOME in the Rhamalahijabku Account**

In efforts to market products and services to the public, every business entity is required to design communication strategies that are adaptive to technological developments. The shift from traditional media to digital media has positioned social media as the primary channel for delivering marketing messages. In the context of this study, the Instagram account *Rhamalahijabku* is positioned as a representation of new media utilization in digital marketing communication. Therefore, an analytical approach is needed that not only explains the communication processes that occur but also examines how such communication is effectively managed. One relevant model for this purpose is the Circular Model of SOME.

This model serves as an analytical framework designed to optimize the dissemination of information through social media (Anggrahini et al., 2023). Regina Luttrell, the originator of this model, conceptualizes social media as a set of activities, practices, and habits carried out by individuals and groups in sharing information and opinions online through digital conversations (Luttrell, 2015). Based on this perspective, the Circular Model of SOME functions not only as an analytical tool but also as a strategic guideline for planning and managing digital communication in a more structured, systematic, and effective manner.

Conceptually, this model consists of four main elements: share, optimize, manage, and engage (Nuryasin & Setyawan, 2023). These four elements form a continuous and interconnected communication cycle. At the share stage, the primary focus lies in selecting the appropriate social media platform as a communication channel. In this case, the Instagram account *Rhamalahijabku* is considered a strategic medium due to its strong visual and interactive characteristics, which support effective delivery of marketing messages while simultaneously building brand image in the public's perception (Qarib et al., 2021).

The next stage, optimize, emphasizes the account manager's ability to listen, understand, and actively participate in ongoing conversations on social media. In practice, the *Rhamalahijabku* account is expected to interpret audience responses to uploaded content, whether through comments, likes, or direct messages. This process is crucial because analyzing audience feedback enables business actors to identify both strengths and weaknesses in their content, while also adjusting communication strategies to better align with audience needs and preferences (Nuryasin & Setyawan, 2023).

The following stage, manage, relates to the overall management of communication activities. At this stage, account administrators are required to conduct media monitoring, provide quick responses, and establish real-time interaction. In the context of the *Rhamalahijabku* account, this can be observed through how administrators respond to customer inquiries, handle complaints, and maintain consistency in delivering information. The speed and accuracy of responses are critical factors in building trust and sustaining positive relationships with the audience.

Finally, the engage stage focuses on fostering deeper audience involvement. At this stage, the *Rhamalahijabku* account functions not only as an information provider but also as an interaction facilitator capable of building long-term relationships with consumers. Strategies may include collaborating with influencers, showcasing customer testimonials, and creating content that encourages audience participation (Irsyad et al., 2023). Thus, engagement is not merely measured by the quantity of interactions but also by the quality of the relationships established between the brand and its consumers..

#### **4.3. Marketing Communication Mix in the Rhamala Vazha Indonesia Account**

Marketing communication is one of the key areas of study within the field of communication, focusing on the delivery of information about products or services to a broad audience. From a conceptual perspective, Shimp (2003) divides marketing communication into two main elements: communication and marketing. Communication is understood as the process of conveying ideas and thoughts to groups, while marketing refers to a series of activities involving value exchange between organizations and customers. The integration of these two concepts gives rise to marketing communication as a process that not only delivers messages but also constructs meaning and facilitates value exchange between producers and consumers. Therefore, marketing communication serves as a strategic bridge connecting producers' interests with consumer needs through persuasive and targeted information delivery.

In line with this, Tjiptono (1997:219) emphasizes that marketing communication aims to disseminate information, influence, persuade, and remind target markets to be willing to accept, purchase, and remain loyal to the products offered. This perspective positions marketing communication as a crucial instrument in influencing consumer behavior, not only at the point of purchase but also in building long-term relationships. This view is reinforced by Kotler and Armstrong (2016), who argue that marketing communication is part of the marketing communication mix—a combination of promotional tools used by companies to convey customer value persuasively while fostering sustained engagement. Thus, marketing communication is no longer viewed as a one-way process but rather as an integrated and dynamic communication system.

However, in practice, marketing communication does not always produce the expected responses. Rangkuti (2009) notes that communication barriers—whether related to message content, media channels, or audience perception—can affect the effectiveness of information delivery. This highlights the complexity of marketing communication and underscores the need for well-designed strategies to ensure that messages are effectively received by the audience. Consequently, with the advancement of digital technology, marketing communication has undergone significant transformation, particularly through the utilization of social media as a more interactive and participatory communication channel.

In this context, the marketing communication mix becomes a key concept for designing comprehensive communication strategies. Kotler and Keller (2016) define the marketing communication mix as a combination of communication tools used by companies to effectively deliver messages to target audiences. This concept aligns with the Integrated Marketing Communication (IMC) approach, in which various communication channels are synergistically integrated to produce consistent messaging. Therefore, the marketing communication mix functions not only as a promotional tool but also as a strategic approach to building brand image and fostering long-term relationships with consumers.

Furthermore, Kotler and Keller (2016) identify eight primary elements of the marketing communication mix: advertising, sales promotion, event and experience, public relations, interactive marketing, mobile marketing, direct marketing, and personal selling. Each element has a distinct role yet complements the others. Advertising serves to deliver messages broadly, while sales promotion provides short-term incentives to encourage purchases. Event and experience create direct and meaningful interactions, whereas public relations focus on building a positive corporate image. Meanwhile, interactive marketing and mobile marketing leverage digital technologies to facilitate more effective two-way communication.

In addition, direct marketing enables companies to interact directly with consumers, allowing for faster and more measurable responses. Personal selling, on the other hand, adopts a more personalized approach through direct interaction, fostering emotional connections with consumers. Collectively, these elements demonstrate that the marketing communication mix is a flexible and adaptive system capable of responding to various market conditions, including those in the digital environment.

In relation to the Instagram account of Rhamala Vazha Indonesia, the application of the marketing communication mix is highly relevant for analysis. Social media, as part of interactive marketing and mobile marketing, provides a platform for business actors to integrate various promotional elements within a single digital space. Through visual content, direct interaction, and the utilization of Instagram features, Rhamala Vazha Indonesia is able to deliver marketing messages more effectively, build relationships with consumers, and enhance audience engagement. Therefore, analyzing the marketing communication mix within this account is essential to understanding how the implemented communication strategies support the achievement of marketing objectives in the digital landscape.

## **5. Discussion**

### **5.1 Utilization of New Media in the Rhamalahijabku Account**

In relation to the previous discussion, the Instagram account *rhamalahijabku* can be viewed as a representation of an MSME actively utilizing new media as a tool for digital marketing communication. This is reflected in the consistent use of various Instagram features, such as visually appealing photo and video posts. Beyond focusing solely on content aesthetics, the account also facilitates interaction through the comment section, enabling two-way communication between account managers and audiences, including followers and potential customers. This interaction demonstrates connectivity, which is a fundamental characteristic of new media, where audiences are no longer passive message recipients but can actively participate in the communication process.

Furthermore, the utilization of new media is evident through the use of a Linktree in the account's profile. This feature allows audiences to access multiple communication channels in an integrated manner, such as WhatsApp, marketplace platforms (e.g.,

Shopee), and other digital platforms. This indicates that the *rhamalahijabku* account has adopted the hypertextual characteristic of new media, where one platform can connect to others through digital links. Therefore, the use of new media by Rhamala Vazha Indonesia extends beyond content delivery, creating a broader and more integrated communication ecosystem.

Conceptually, the implementation of new media in the *rhamalahijabku* account aligns with the characteristics of new media as proposed by Martin Lister (as cited in McQuail, 2011). First, the digital aspect is reflected in all content being presented in digital formats, including images and videos, allowing content to be easily produced, stored, and distributed via Instagram. Second, the interactive aspect is demonstrated through two-way communication between the audience and account managers via comments and direct messages, enhancing user engagement in the communication process.

Additionally, the hypertextual aspect is evident in the use of Linktree, which connects the Instagram account to various other channels, enabling audiences to access more comprehensive information. Meanwhile, the virtual aspect is reflected in communication occurring within a digital space without physical boundaries. Although real-time interaction through features such as live streaming has not been fully optimized, the virtual element remains present through direct communication on platforms like WhatsApp integrated within Linktree.

On the other hand, the simulation aspect can be observed in the use of models in product content, providing audiences with visual representations of how the products are used in real life. This creates a sense of perceived reality that helps audiences imagine the experience of using the products. Lastly, the network aspect is reflected in the ability of posted content to reach a wide audience, not limited to local areas but potentially extending to national and even international markets.

Based on the above explanation, it can be concluded that the utilization of new media in the *rhamalahijabku* account has been implemented effectively by leveraging various features and characteristics of the Instagram platform. This utilization not only enhances the quality of message delivery but also strengthens audience interaction and engagement in digital marketing communication. Furthermore, beyond the new media aspect, this study will also examine account management practices and the implementation of the marketing communication mix, which will be discussed in the following section..

## **5.2 Analysis of Social Media Utilization in Rhamalahijabku's Marketing Communication**

The use of social media by the *Rhamalahijabku* account reflects not merely the adoption of digital technology, but also the implementation of an adaptive, dynamic, and structured marketing communication practice. Within the context of new media, Instagram is no longer limited to being an information distribution channel; rather, it has evolved into an interactive space that facilitates the continuous exchange of meaning between producers and consumers. This is evident in how visual content—such as photos and videos—is attractively packaged to shape perceptions while simultaneously opening space for dialogue through comment features and direct messages. The presence of Linktree in the profile further emphasizes the hypertextual nature of the platform, connecting audiences to various communication channels and expanding user experience in accessing product and service information. Therefore, this account not only fulfills the core characteristics of new media—digital, interactive, hypertextual, virtual, simulational, and network-based—but also successfully integrates these elements into an effective marketing communication practice.

Furthermore, the effectiveness of this social media utilization is closely linked to the application of *The Circular Model of SOME*, which serves as a strategic framework for managing digital communication. At the share stage, Instagram is positioned as the primary channel for information dissemination, based on an established audience base and consumer behavior trends that show higher activity on the platform. This decision reflects strategic awareness in selecting a medium that is not only popular but also relevant to the target market. The content presented is also varied—ranging from product promotions and educational material to entertainment—serving both to attract attention and build trust simultaneously.

At the optimize stage, account management demonstrates strong efforts to maximize Instagram features in order to enhance reach and communication effectiveness. The consistent use of Instagram Stories creates continuity of interaction, while Reels function as a tool for audience expansion through more creative and exploratory content. Additionally, the integration of Linktree and the use of Instagram Ads indicate that optimization extends beyond content creation to include distribution strategies and information accessibility. In other words, this optimization process reflects the manager's ability to comprehensively leverage opportunities offered by digital platforms.

The manage stage highlights that communication activities are not conducted sporadically, but rather through systematic planning. The implementation of a content bank concept indicates well-structured content management, where communication materials are organized based on specific themes and produced regularly to maintain consistency. The determination of posting schedules aligned with audience habits, along with the use of tools such as Meta Business Suite, shows that communication management is

data-driven and efficiency-oriented. Moreover, regular evaluation of content performance through metrics such as views and engagement serves as a reflective process to ensure that strategies remain relevant to audience dynamics.

Finally, at the engage stage, efforts to build audience involvement are carried out through participatory and emotionally driven approaches. Strategies such as giveaways, Q&A sessions, and free product distribution encourage active audience interaction. In addition, collaborations with models and influencers help expand reach while enhancing brand credibility. Customer testimonials featured in content also function as social proof, strengthening consumer trust. Notably, the existence of standard operating procedures for responding to comments within a certain timeframe demonstrates that engagement is not only initiated but also consistently maintained.

In conclusion, the success of the *Rhamalahijabku* account in utilizing social media lies not merely in the intensity of platform usage, but in its ability to manage communication strategically and sustainably. The synergy between new media characteristics and the application of *The Circular Model of SOME* results in a marketing communication pattern that is not only informative, but also interactive, adaptive, and oriented toward building long-term relationships with the audience.

### **5.3 Analysis of the Marketing Communication Mix in the Rhamala Vazha Indonesia Account**

The utilization of new media, as previously discussed, finds its relevance when linked to the implementation of the marketing communication mix carried out by Rhamala Vazha Indonesia through the *rhamalahijabku* Instagram account. Overall, all elements of the promotional mix appear to be present and integrated within the produced content. This indicates that the digital communication activities are not sporadic but are designed as a comprehensive marketing communication system. Instagram is not merely a medium for information distribution; rather, it has transformed into a strategic space to orchestrate various promotional approaches simultaneously—from advertising to personal selling.

In terms of advertising, Rhamala Vazha Indonesia actively utilizes paid advertising (ads) features as an instrument to expand audience reach. These advertisements are not deployed randomly but are strategically aligned with key moments such as Kartini Day, Ramadan, and other celebrations that hold emotional significance for the target market. As a result, the messages conveyed are not purely commercial but also carry symbolic meaning, reinforcing the brand's positioning as a representation of independent Muslim women. The effectiveness of this strategy is reflected in the acknowledgment that relatively small advertising investments can generate significant sales increases. This suggests that message planning, timing, and audience segmentation have been executed effectively.

In the context of sales promotion, the approach goes beyond simply offering incentives and is instead packaged within a structured content narrative. Promotions such as discounts, product bundling, giveaways, and membership programs are organized as part of a pre-planned content flow. In other words, sales promotion becomes an integral part of storytelling—starting from product education, followed by value introduction, and culminating in purchase encouragement. This pattern demonstrates that Rhamala does not rely on instant promotions but builds appeal through a combination of informational value and economic incentives.

Within the event and experience dimension, Rhamala Vazha Indonesia expands its communication reach through participation in activities such as fashion shows, community events, and collaborations with various parties. These activities function not only as promotional tools but also as platforms to create direct experiences for the audience. Furthermore, these experiences are reproduced in digital content, thereby extending their exposure and amplifying their impact. Interestingly, the experiences constructed are not solely physical but also symbolic, particularly through the consistent portrayal of the “independent woman” image in every post. Thus, the experience offered is not just about the product but also about identity and lifestyle.

In terms of public relations, the strategy focuses on building a positive image through the publication of awards, media coverage, and inspirational narratives from the owner. Recognition as an “inspirational woman,” for instance, serves not only as external validation but also as social legitimacy that strengthens brand credibility. Additionally, posts related to social moments such as Kartini Day demonstrate the brand's sensitivity to cultural and social contexts. This highlights that the communication strategy is not solely sales-oriented but also aimed at fostering emotional connections with the public.

The interactive marketing aspect serves as one of the main pillars of Rhamala's communication strategy. This is evident from the dominance of marketing activities shifting to the online sphere, with sales contributions accounting for a significant portion of total transactions. Instagram functions as a central interaction hub connected to various other channels such as marketplaces, websites, and WhatsApp via Linktree. This integration creates a digital ecosystem that allows consumers to move seamlessly from awareness to transaction. Thus, interactivity occurs not only at the communication level but also within the overall user experience.

In the context of mobile marketing, the flexibility of access through mobile devices is utilized optimally. All communication activities—from promotion to transaction—can be conducted via smartphones, increasing convenience and interaction speed. Membership programs serve as a concrete example of this strategy, where consumers receive notifications, exclusive offers, and personalized rewards. The phenomenon of consumers making purchases during their birthdays to gain additional benefits indicates that this strategy successfully fosters both emotional attachment and customer loyalty.

Meanwhile, in the direct marketing aspect, the limitations of Instagram in facilitating direct transactions are addressed strategically through Linktree integration and the provision of physical location information. By directing consumers to other platforms such as marketplaces and WhatsApp, the purchasing process can still occur directly, even if it does not take place within the Instagram application itself. This strategy reflects an adaptive capability in turning platform limitations into opportunities for cross-channel integration.

Finally, in the personal selling dimension, interactions through the comment section and direct messages become crucial spaces for building individual relationships with consumers. Prompt responses to inquiries, complaints, and comments demonstrate a consistently maintained service standard. These interactions function not only as communication channels but also as forms of service that strengthen consumer trust. In many cases, communication initiated on Instagram is continued via WhatsApp to create more intensive and personalized interactions.

Finally, the overall implementation of the marketing communication mix by Rhamala Vazha Indonesia demonstrates a strong integration of strategy, content, and technology. Each element does not stand alone but complements one another in forming a communication system that is adaptive and responsive to the dynamics of the digital market. This underscores that the success of digital marketing communication is not merely determined by presence on social media, but by the ability to strategically and sustainably manage and integrate all elements of the promotional mix.

## 6. Conclusion

Based on the overall discussion presented, it can be concluded that Rhamala Vazha Indonesia is an MSME with a strong strategic awareness of the importance of digital communication in its marketing activities. This is reflected in its use of various social media platforms such as Instagram, TikTok, and YouTube to expand market reach. However, among these platforms, Instagram occupies a central position as the primary medium for building integrated marketing communication. Within the framework of *The Circular Model of SOME*, the implementation of the share aspect indicates that the selection of Instagram as the main channel is not incidental but rather the result of careful consideration of audience characteristics and content distribution effectiveness. Instagram serves as the primary space where brand identity, product information, and consumer interaction are intensively developed.

In the optimize aspect, Rhamala Vazha Indonesia demonstrates an adaptive capability in utilizing the platform's features. The use of Instagram Stories, Reels, Linktree, comment sections, and direct messages indicates that optimization extends beyond content to include the broader communication ecosystem, enabling more flexible and extensive connectivity. These activities are carried out consistently, forming a sustainable communication rhythm. Meanwhile, in the manage aspect, a structured and well-planned content management system is evident. The development of theme-based content—whether annual, monthly, or weekly—demonstrates that communication activities are not spontaneous but strategically designed. The scheduling of posts aligned with audience habits, such as during lunch breaks, further enhances the effectiveness of message distribution.

In the engage stage, Rhamala Vazha Indonesia implements various strategies to build audience involvement, including giveaways, Q&A sessions, and collaborations with influencers and local models relevant to their market segment. These efforts not only increase interaction but also strengthen the emotional connection between the brand and its consumers.

On the other hand, the analysis of the marketing communication mix reveals that Rhamala Vazha Indonesia has comprehensively implemented all eight promotional elements. In the advertising aspect, the use of paid advertising features has proven to significantly impact sales growth. In sales promotion, strategies such as discounts, product bundling, and giveaways effectively stimulate consumer purchases.

Furthermore, in the event and experience dimension, Rhamala does not merely sell products but also creates experiences through participation in events such as fashion shows. In public relations, a positive image is built through the publication of awards and media coverage, strengthening the brand's legitimacy in the public eye. In the context of interactive marketing, the dominance of online marketing activities reflects a strategic transformation aligned with digital consumer behavior. This is further reinforced by mobile marketing, which leverages mobile devices as the primary medium of interaction, including through membership programs that provide personalized experiences for consumers.

In the direct marketing aspect, Instagram's limitations are addressed through Linktree integration, which connects consumers to various transaction platforms. Meanwhile, in personal selling, interactions through comments and direct messages serve as crucial spaces for building more personalized relationships with consumers. Overall, it can be concluded that Rhamala Vazha Indonesia has successfully integrated digital communication strategies with the marketing communication mix effectively. This success is not solely due to the use of technology but also to the ability to manage content, understand the audience, and maintain consistency in building relevant and sustainable communication.

**Funding:** This research received no external funding.

**Conflicts of Interest:** The authors declare no conflict of interest.

**Publisher's Note:** All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers.

## References

- [1] Alfansyur, A., & Mariyani. (2020). Seni mengelola data: Penerapan triangulasi teknik, sumber dan waktu pada penelitian pendidikan sosial. *Jurnal Kajian, Penelitian dan Pengembangan Pendidikan Sejarah*, 5(2), 146–150. <http://journal.ummat.ac.id/index.php/historis>
- [2] Arikunto, S. (2002). *Prosedur penelitian: Suatu pendekatan praktek*. Rineka Cipta.
- [3] Anggrahini, M. A., Juwita, R., & Boer, K. M. (2023). Strategi komunikasi pemasaran 3Sshop melalui media sosial Instagram. *EJournal Ilmu Komunikasi*, 11(2), 157–166.
- [4] Aryani, I. D., & Murtiariyati, D. (2022). Instagram sebagai media promosi dalam meningkatkan jumlah penjualan pada A.D.A Souvenir Project. *Jurnal Riset Akuntansi dan Bisnis Indonesia STIE Widya Wiwaha*, 2(2), 466–477.
- [5] Budi, R., Hasibuan, M. A., Sendjaja, S. D., & Angsori, M. L. (2019). Komunikasi sirkular (circular theory). *Ilmu Komunikasi*, 1(1), 10–18.
- [6] Cangara, H. (2013). *Perencanaan dan strategi komunikasi*. Raja Grafindo.
- [7] Connolly, P. (2002). *Aneka pendekatan studi agama* (I. Khoiri, Trans.). LKiS.
- [8] Creswell, J. W. (2014). *Penelitian kualitatif & desain riset*. Pustaka Pelajar.
- [9] Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative and mixed methods approaches*. Sage.
- [10] Denzin, N. K., & Lincoln, Y. S. (Eds.). (2005). *The Sage handbook of qualitative research* (3rd ed.). Sage.
- [11] Dewi, S. C., Indrayani, I. I., & Aritonang, A. I. (2022). Konten social commerce yang dilakukan oleh usaha lokal WHITELAB dan Scarlett di Instagram. *Jurnal E-Komunikasi*, 10(2), 1–12.
- [12] Dewing, M. (2012). *Social media: An introduction*. Library of Parliament.
- [13] Fadillah, T. (2018). *Strategi komunikasi pemasaran Café Papistar melalui media sosial Instagram* (Skripsi, Universitas Sultan Ageng Tirtayasa).
- [14] Fakhruddin, A., Roellyanti, M. V., & Awan. (2022). *Bauran pemasaran*. Deepublish.
- [15] Fiske, J. (2004). *Cultural and communication studies* (Y. Iriantara & I. S. Ibrahim, Trans.). Jalasutera.
- [16] Gane, N., & Beer, D. (2008). *New media: The key concepts*. Berg Publishers.
- [17] Gumelar, R. G. (2013). Konvergensi media online. *Lontar: Jurnal Ilmu Komunikasi*, 2(2), 7–13.
- [18] Hadi, R., & Fauziyah. (2020). *Buku ajar komunikasi bisnis*. Aswaja Pressindo.
- [19] Khairin, F., Kusumawardani, A., Ginting, Y., & Syakura, M. A. (2021). *UMKM tangguh: Digitalisasi dan transformasi hijau*. Pustaka Aksara.
- [20] Kim, S., & Park, H. (2013). Effects of social commerce characteristics on consumers' trust. *International Journal of Information Management*, 33(2), 318–332. <https://doi.org/10.1016/j.ijinfomgt.2012.11.006>
- [21] Kotler, P., & Armstrong, G. (2012). *Prinsip-prinsip pemasaran* (13th ed.). Erlangga.
- [22] Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- [23] Kriyantono, R. (2010). *Teknik praktis riset komunikasi*. Kencana.
- [24] Kumar, A., Bezawada, R., Rishika, R., Janakiraman, R., & Kannan, P. K. (2016). From social to sale: The effects of firm-generated content in social media on customer behavior. *Journal of Marketing*, 80(1), 7–25.
- [25] Lina, L. F., & Permatasari, B. (2020). Social media capabilities dalam adopsi media sosial guna meningkatkan kinerja UMKM. *Jembatan: Jurnal Ilmiah Manajemen*, 17(2), 227–238.
- [26] Littlejohn, S. W., Foss, K. A., & Oetzel, J. G. (2017). *Theories of human communication* (11th ed.). Waveland Press.
- [27] Livingstone, S. (1999). New media, new audience. *New Media & Society*, 1(1), 59–68.
- [28] Mardalis. (2004). *Metode penelitian: Suatu pendekatan proposal*. Bumi Aksara.
- [29] McQuail, D. (2002). *McQuail's mass communication theory* (4th ed.). Sage.
- [30] McQuail, D. (2011). *Teori komunikasi massa McQuail*. Salemba Humanika.

- [31] Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative data analysis* (3rd ed.). Sage.
- [32] Mingkid, R. A., Antow, D. T., & Mamengko, R. S. (2023). Pengaruh omnibus law terhadap UMKM. *Lexprivatum*, 11(2), 1–9.
- [33] Moleong, L. J. (2004). *Metodologi penelitian kualitatif*. Remaja Rosdakarya.
- [34] Mulyana, D. (2007). *Ilmu komunikasi: Suatu pengantar*. Remaja Rosdakarya.
- [35] Mulyana, D., & Solatun. (2007). *Metode penelitian komunikasi*. Remaja Rosdakarya.
- [36] Nasrullah, R. (2016). *Media sosial perspektif komunikasi, budaya dan sosioteknologi*. Simbiosis Rekatama Media.
- [37] Nazir, M. (1988). *Metode penelitian*. Ghalia Indonesia.
- [38] Nindya, A. (2023). Pengaruh fitur reels terhadap minat beli. *Ikon: Jurnal Ilmu Komunikasi*, 29(2), 112–128. <https://doi.org/10.37817/ikon.v29i2.3466>
- [39] Nisrina, M. (2015). *Bisnis online: Manfaat media sosial*. Kobis.
- [40] Nuryasin, N., & Setyawan, S. (2023). Pemanfaatan Instagram sebagai media komunikasi pemasaran. *Jurnal Ilmu Komunikasi UHO*, 8(4), 816–831.
- [41] Rahmadiane, G. D., & Utami, U. S. (2021). Analysis of social commerce utilization. 6(3), 225–233.
- [42] Rezkia, D. P. (2024). Analisis penggunaan e-commerce bagi UMKM. *Prosiding Seminar Nasional*, 1(1), 151–163.
- [43] Salsabila, R. (2023). Pemanfaatan reels dalam kreativitas menulis puisi. *Bersatu*, 1(3), 9–18.
- [44] Saputra, F. B., et al. (2023). Peran Instagram sebagai media komunikasi bisnis. 1(3).
- [45] Shimp, T. A. (2003). *Periklanan promosi & komunikasi pemasaran terpadu*. Erlangga.
- [46] Skousen, C. J., Smith, K. R., & Wright, C. J. (2009). Detecting financial statement fraud. *Corporate Governance*, 13, 53–81.
- [47] Slamet, R., & Aglis, A. H. (2020). *Metode riset penelitian kuantitatif*. Deepublish.
- [48] Sugiyono. (2018). *Metode penelitian kuantitatif, kualitatif dan R&D*. Alfabeta.
- [49] Sukidi, B. (2002). *Metode penelitian kualitatif mikro*. Insan Cendikia.
- [50] Tjiptono, F. (1997). *Strategi pemasaran*. Andi.
- [51] Trulline, P. (2021). Pemasaran produk UMKM melalui media sosial. 5(2), 259–279.
- [52] Utami, A. H. (2021). Media baru dan anak muda. *JPUA*, 11(1), 8–18. <https://doi.org/10.20473/jpua.v11i1.2021.8-18>
- [53] Walidin, W., et al. (2015). *Metodologi penelitian kualitatif*. FTK Ar-Raniry Press.
- [54] Wiksana, W. A. (2017). Hambatan komunikasi fotografer dan model. *Mediator*, 10(1), 121–131.
- [55] Zamili, M. (2015). Praktik triangulasi dalam riset kualitatif. *Lisan Al-Hal*, 9(2), 283–304.