

CHAPTER I

INTRODUCTION

1.1 General Description of Object Research

1.1.1 Elzatta Hijab Profile

Elzatta hijab is one of the brands that has strengthened the country's hijab fashion since 2012. Elzatta comes with a feminine striped collection that carries style for all personality types of Indonesian women. Those who are trendy with a cheerful youthful style, classic or exclusive, and always look different at every opportunity, will be more confident with Elzatta collection. As a fashion hijab for Indonesian women, the Elzatta collection is also using with motifs inspired by traditional motifs from various regions in Indonesia. In a variety of color choices, the motifs that has been ordered by the Elzatta design team, become separate for a work of a country boy. With the power of synergy with many parties, Elzatta collections now can be obtained easily at Elzatta stores, which reach 250 stores and are spread through Indonesia. This collection with a complete variety of items is also an offer to meet the needs of Indonesian Muslim family clothing. Supported by comfortable materials and selected designs, the charm of the Elzatta collection is Pesona Hijab Indonesia.

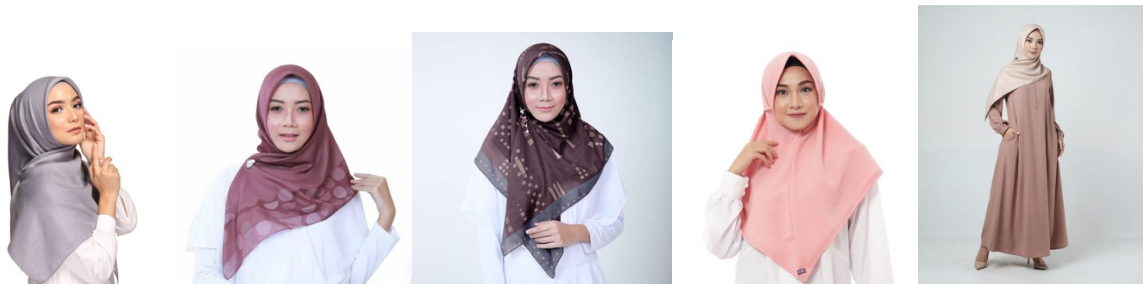


Figure 1.1 Elzatta Hijab Product and Mode

Source : Elzatta Hijab Website, 2020

The founder of Elzatta Hijab is Lidawati Ali Oemar, who is one of the recipients of the Anugerah Syariah Republika 2018 award. This award was given for her achievements in developing the Muslim fashion business. The Muslim fashion industry is now growing and brings many benefits to the retail fashion business. One of them is the Muslim fashion brand Elzatta. Elzatta is the main brand under Elcorps company which focuses on Muslim fashion. The brand, which was founded in 2012, now has almost 200 stores throughout Indonesia.

1.1.2 History of Elzatta Hijab

Starting from the name Zatta in 2011, Elzatta was born in 2012 from the change of the name Zatta, with a collection of beautiful patterned hijabs. Elzatta which initially had two stores, and at the end of 2012 Elzatta had eleven stores, this year Elzatta was born again with a new, more modern concept. Starting from a noble interest in making something useful and making women look more stylish, we are passionate about creating quality, simple and modern hijab products and knick-knacks without making the wearer feel difficult and bothered when wearing them but still fashionable. By the end of 2013 Elzatta had set up shop. By the end of 2014 Elzatta had established sixty-six stores, and by the end of 2015 Elzatta had established one hundred and five stores throughout Indonesia.

With a purple bandage that symbolizes majesty and the name Elzatta which means glory. Elzatta wants to create togetherness with partners, join hands, build a vision and mission in atmosphere full of limitations due to mutual understanding and mutual benefit. The company was founded in 2012 under the name PT. Bersama dengan Zatta Jaya (BEJAYA). Initially engaged in the hijab business under the brand name Elzatta. The company was founded by Mrs. Elidawati, a practitioner and professional with experience in the Muslim fashion industry for 25 years. In 2015, “elcorps” was born as corporate branding. This year also the company began to develop the concept of the Food business. In the journey until 2017, we have built and developed several fashion and food brands, which is shaded by the mother brand, namely elhijab (Elzatta Hijab, DAUKY fashion, Zatta Men, Aira Wedding Hijab) and Elfood (El n Bread, Elco, Waroeng Mang Fair, Two elements). All of these brands are members of the elcorps group of companies with the aim of providing the best for consumers and to be able more focus on developing and establishing a lifestyle that has Islamic values (source: www.elzatta.com).

The logo for Elzatta Hijab features the word "elzatta" in a dark purple, lowercase, sans-serif font. Below the letters "h", "i", "j", "a", and "b" are smaller, lowercase letters of the same color, positioned directly under their respective letters in the word above. The entire logo is centered on a light gray rectangular background.

Figure 1.2 Company Logo

Source: www.elzatta.com, 2018

1.1.3 Company Vision and Mission

The company's vision and mission are as follows:

a) Company Vision

"To become a widespread Muslim fashion brand and a centre of excellence in the field of trade in veils and accessories in Indonesia."

b) Company Mission

Trusted in Building a brand of Hijab and equipment by prioritizing quality at affordable prices and actively developing business with partners through an integrated marketing system and continuous product development. Instilling from the beginning a work culture of "THE BEST" to employees, namely Trust Hardwork Elegant Bright Enthusiasm Solidarity Thankful, and also instilling Islamic values and always being emphasized in every activity.




1.2.4 Product Pictures

Table 1.1 Elzatta Product Pictures

There are several Elzatta Hijab products that will be attached along with the product name and pictures:

No	Products Name	Pictures
1	Kerudung Polos Bergo Zaria Sahara	
2.	Scarf segi empat Obelia Samida	

3.	Gamis polos Gamia Azra Hitam	
4.	Sajadah TR Chiara	
5.	Jarum Rumana	
6.	Bergo Syar'I Listya HNI	
7.	Bandana Rajut	
8.	Sarimbit Gamis Tidzani Wom	

		
9.	Kaos Kaki Wudhu P	
10.	Jilbab Instan Anak Elzatta Sahara Masker Kids	

source: www.elzatta.com, 2021

1.2 Research Background

The rapid development of the Internet makes everything easier, one of which is for business through Social Media. Social Media is a place where one user to another can interact, participate, conduct social networking, business, and others through virtual space without limitation of place and time. Of the many types of Social Media such as Facebook, Twitter, Instagram, Youtube, Tiktok and many others, they can be used to run a business.

Nowadays, Social Media is an important thing that is widely used by people from all over the world. Nowadays, Social Media is also a place to disseminate various information and a place to connect with many people everywhere. Reality shows that knowing the needs and wants of consumers is not easy.

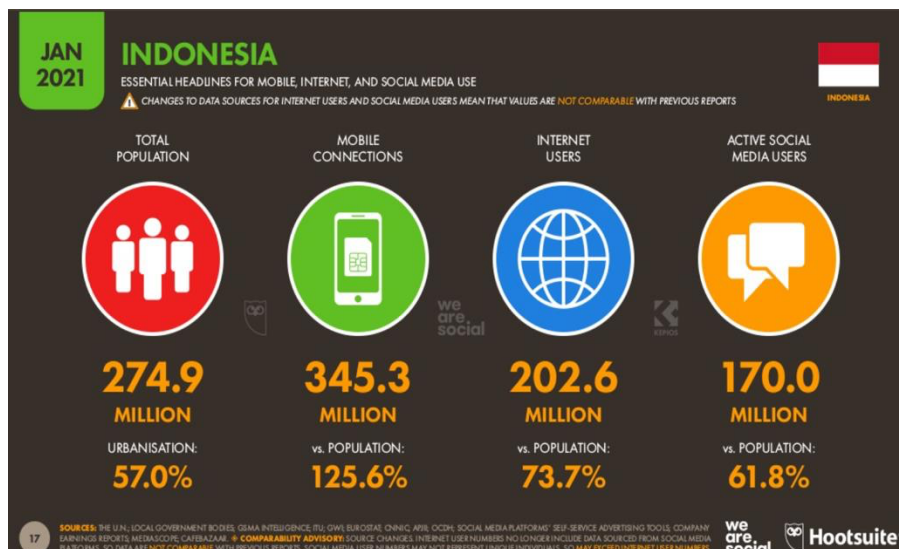


Figure 1.3 Annual digital growth in Indonesia

Source : www.wearesocial.com, 2021

Based on We Are Social (2021) in a report titled "Digital 2021", internet users in Indonesia in early 2021 reached 202.6 million people. This number increased by 15.5 percent or 27 million people when compared to January 2020. The current population of Indonesia is 274.9 million people. Social media users in Indonesia in early 2021 reached 170 million people. This number increased by 6.3% or 10 million people compared to 2020. The number of social media users in Indonesia was equivalent to 61.8% of the total population in January 2021. Cellular connections in Indonesia in early 2021 reached 345.3 million people. This number is an increase of 1.2% or 4 million people compared to 2020. The number of cellular connections in Indonesia in January 2021 is equivalent to 125.6% of the total population. Of the total population of Indonesia, which is very large, it is the gender of women who wear the hijab. Hijab in Indonesia is growing rapidly, coupled with the majority of the Muslim religion and especially women who are Muslim in Indonesia use the hijab a lot.

The development of hijab in Indonesia today continues to increase every year, with a variety of the latest hijab models that have emerged, making many people continue to buy and update their hijabs to the newer trends. The development of the fashion world today, especially for women who wear the hijab to increase their ability and desire to appear more fashionable, look more confident, and charming in wearing the hijab and then try in several hijab models, combined with colors that match the clothes, and different hijab models. The difference makes the hijab not decrease in popularity in the fashion field. Seeing this development, many business actors create considerable opportunities by following the existing hijab fashion trends to keep many people interested. However, during this pandemic, business people have to think

more about how to stay afloat and run with their business to sell their products. Because during this pandemic many people prefer to shop through the Online Shop / E-Commerce. Given that the situation is not conducive if you have to come directly to Offline Store.

In the midst of a pandemic that is currently still engulfing globally, it affects various aspects, one of which is the hijab fashion trend. In Indonesia itself, the 2021 hijab fashion trend has a very high impact, especially in the midst of a pandemic, because many people choose to shop online in market places. Regarding the prediction of the 2021 hijab fashion trend in terms of online shopping in market places in Indonesia, Together with Athina Nafisa as Category Manager Women's Fashion Lazada Indonesia, revealed that there was a change in demand from customers, of course this is part of the impact of the Covid-19 pandemic (Purnama, 2020).

The market for the hijab fashion business is women who are in their teens to adults. According to the Internet Service Providers Association (APJII) and the Center for Communication Studies (PUSKAKOM) research on the characteristics of internet users who often do online shopping is women, which is 71.6%. Judging from the age characteristics, those who use the internet are 18-45 years old. Therefore, selling Muslim fashion products through the internet will be easy to do considering the market share and age characteristics of buying hijab are appropriate. One of the producers or sellers who market and sell their hijabs online is Elzatta Hijab. At the beginning of it's establishment, Elzatta Hijab did offline sales (Store). However, seeing the fierce business development, made Elzatta innovate, namely by selling using the internet or online media. The first time selling online was in 2014, which is after 2 years of running the Elzatta Hijab business. This online business sale is intended so Elzatta hijab consumers can more easily get Elzatta hijab products wherever they are. So that the sale of Elzatta Hijab is more evenly distributed in various regions in Indonesia.

Elzatta, one of the Muslim fashion brands, has started to seriously work on digital marketing strategies since last year. Actually, the digital marketing strategy has been started since 2-3 years ago, it's just at that time it wasn't serious. Then, the return of the second generation, which is now involved in building this brand, decided to build a special team to further strengthen the brand in digital channels. This includes collaborating with marketplaces, one of which is Shopee in selling their products by building a virtual store there. For the past year we have focused again with a special team to manage digital marketing strategies in an integrated manner, and Elzatta Hijab started a collaboration with Shopee in April 2019. For the first time seriously, Elzatta said a special event with several influencers at Eastern Apulance, South Jakarta , in conjunction with the launch of the seasonal "Gayatri" collection, a collection of batik hijabs that elevates the cultural richness of the archipelago. Several well-known

influencers who attended this event were Citra Kirana, Chacha Frederica, Annisa Azizah, Nina Septiani, Natasha Rizky, Ryana Dea and Host Ben Kasyafani as well as dozens of other influencers (Banirestu, 2019).

Reporting from the Elzatta Hijab website To make it easier for customers to get Elzatta collections without having to go to the store, since 2015, Elzatta has provided online purchasing services at www.elzatta.com. On this site, customers can find Elzatta collections in a variety of models, colors, sizes and the best prices. In 2018, elzatta.com comes with a better system and display, making it easier for customers. In the midst of a pandemic like this, many stores are making various efforts to survive during the pandemic. At present, many stores are turning to online stores, such as using E-Commerce and activating the website store at the store, it is also caused by pandemic conditions that limit everyone's movement. And during a pandemic like this, so Elzatta Hijab continues to run through its marketing on Social Media.

This pandemic was also able to shake up Elzatta's business. "Revenue in 2020 is minus 70%, around that, due to the Covid-19 pandemic," an internal company source told Investor Daily during an online press conference, Thursday (25/2/2021). Because this situation cannot be left alone. Moreover, Elzatta is the lifeblood of many people, from employees, distributors, agents, to resellers. Elzatta maintains their sell in two ways, online and offline. In order to survive, Elzatta carried out various activations that not many other brands did, including by "inviting" consumers to come to offline stores during the pandemic in September 2020, early November and mid-December 2020. In addition, Elzatta also provides discount program, namely "Funtastic Sale". Meanwhile, in early 2021, this brand reorganized in offline stores. Closing shops that cannot be maintained and opening, then Elzatta re-opening stores in potential markets to remind the market about this brand (Makmun, 2021).

Another strategy, Elzatta opened the Elzatta Gallery in Medan on February 14, 2021. This step marks the return the spirit of offline shopping. This opening will also be followed by the re-opening of Elzatta stores in other cities, including in Bandung. In addition, Elzatta also held a consumer promo program with attractive discounts. Among other things, Elzatta making Sale 2.2 program by offering discounts of up to 96%. Furthermore, to welcoming Ramadan and Eid, Elzatta has also prepared a collection of sarimbit with slick motifs inspired by the wealth of local motifs (Wulandari, 2021).

On the other side of Elzatta's strategy to rise from the pandemic, Elzatta is also actively using Social Media for sales. With the development of technology and the current era of globalization on Social Media which has created various types and business opportunities through all forms of buying and selling transactions using electronics and internet. Currently,

use Internet is very widespread to do any business, many goods and services are traded without having to come to store / offline place, but simply through Social Media services, which are now widely available, all transactions will run.

This is what makes researchers interested and interested in conducting case studies regarding social media marketing Elzatta Hijab. The reason why author chose and set this title is the marketing strategy that Elzatta Hijab has very important role for business development. Because with a marketing strategy in business companies will be able to develop, earn profits, and can increase products to the maximum. Elzatta is one of the Muslim fashion companies that has been known by the public, by selling quality products at prices that match the quality. With the marketing strategy on Elzatta Hijab's Instagram social media, the author raises a research that is closely related to marketing, supported by sufficient references to allow this research to be completed according to plan.



Figure 1.4 Changes in Public Consumption Patterns During the Covid-19 Pandemic

Source : Badan Pusat Statistik (BPS), 2020.

Indonesia's outlook is highly dependent on public consumption and investment patterns, supported by data that the Indonesian economy in the second quarter of 2020 contracted by 5.32% (Y-on-Y). Before the COVID-19 pandemic, the food consumption pattern of Indonesian people was from farm to table. By looking at the data on Indonesia's economic growth which has decreased and is correlated with the people's purchasing power, which also declines, the food and beverage industry needs to adapt so that food security and sustainability are more pronounced. This adaptation can be done by digitizing it so that producers, suppliers, marketers are more efficient in operating. Household consumption as the driving force for Indonesia experienced a contraction of 5.51% because consumers were very careful in

spending money and being frugal in the midst of unpredictable conditions. During the COVID-19 pandemic, people's consumption patterns changed. People prefer to cook and eat at home because there is a mandate to stay at home, social distancing, PSBB (Large-Scale Social Restrictions) etc., so that Social Media appears which is a mainstay, meaning that consumption patterns have changed from retail and offline outlets to online. The main factors that drive consumer spending decisions are product availability, product function & delivery (speed and convenience) (Sari, 2020).

Changes also occurred in Elzatta Hijab consumers who made many buying and selling transactions through the Online Shop. Through social media Instagram, the promotion continues to be developed to run sales online. Here is the Instagram social media display for Elzatta Hijab.

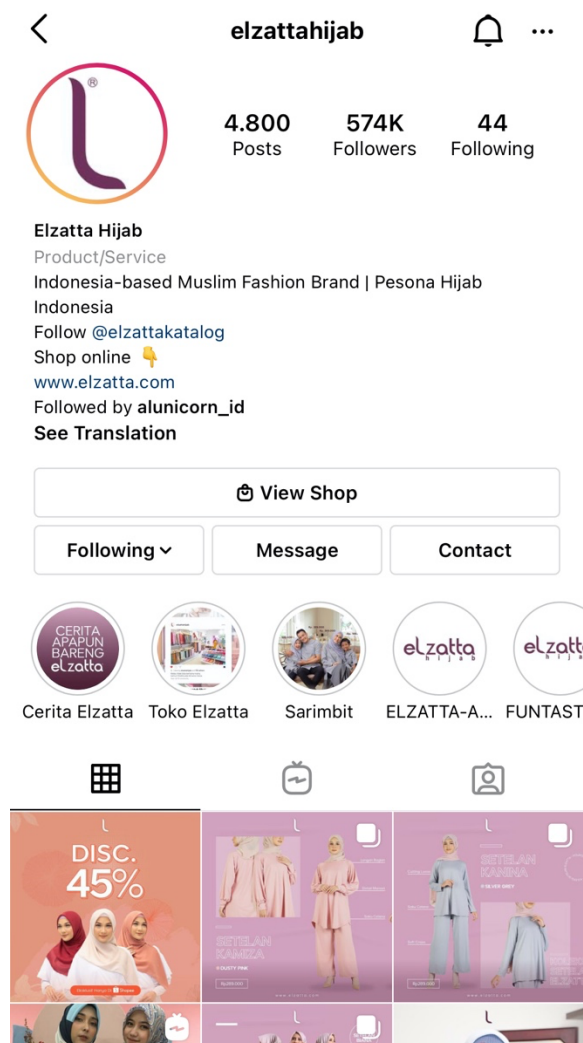


Figure 1.5 Instagram Account Elzatta Hijab

Source : <https://instagram.com/elzattahijab>, 2021

Tika (2020) as Vice President of Elzatta Hijab said online sales have started to be boosted, but have not been optimized when compared to offline. But what is clear, the online market is there and big. from 2018 to 2019 our online increase was 10 times. That is, the market is big. Expectations for 2021 can be even higher," he said. Although he has not officially exported products, there are many purchases to be taken abroad. Like Malaysia, sometimes there are consumers who buy and then sell them in Malaysia.

Therefore, the influence of social media marketing has a major effect on consumer buying interest. With all types of campaigns on Instagram, many people will know about the online shop and the products it sells, the advantages of using it, and new things or anything that is updated in the online shop. This makes the Online Shop much better known by the public and becomes interested in just viewing or buying products that the online shop sells. With the right marketing, for example, you can use Instagram as well as possible, take advantage of the features that Instagram has, use influencers or celebrities to promote campaigns from the online shop through Instagram features such as Instagram Stories, Feeds, or IG TV. With a large number of followers and the ability to promote products well, there will be many people who see the product and are interested in buying it. Of course, the advantages and differences with other online shops will be an added value for the store.

This research use Social Media Marketing as independent variable and draw dimensions into four variables from previous research by Sari (2019) based on evans and mckee (2010), that is Consumption, Curation, Creation, and Collaboration. Four variable is explained above:

1. Consumption

Consumption in the context of Social Media is the process of retrieving, reading, viewing, or listening to the content of the company. Consumption is the first step to start other online activities. Things that are consumed are something that can usually be shared, not something that cannot be spread, such as if a company spreads a news without reading it first whether the content of the news has an influence on consumers or not, then it could be news that is shared by the company will be in vain because no one consumes the news and content.

Consumption in Elzatta Hijab meaning that Elzatta doing activities for customer consume something that Elzatta Hijab shared in their Social Media, if the content is good then Elzatta will get response from customers because customers has know the company from the content and will have interest for buying the products.

2. Curation

Curation in the context of Social Media is the process of sorting, determining and viewing or in other to describing the contents of the company. Curation can make site content more useful for others. Curation can generate interest, such as when someone feels interested in buying a products after see the reviews of other people who are considered more knowledgeable in their fields on the content. This is what curation can causes, the buyer's perception will be positive and causing interest when viewing and assessing reviews written by people who are considered more knowledgeable in a particular fields.

Curation in Elzatta Hijab meaning that Elzatta has an action for choose the content that they shared in Social Media and seeing by customers, and then customers will have the positive perception, it will increase the buying interest by viewing the content.

3. Creation

Creation in the context of Social Media is the process to determines the response to something. In this stage the company lets consumers choose what they like and don't like by offering tools, assistance, examples, and other facilities. The less effort consumers put into creating it's mean better. This bottom line is based on the premise that humans like to share information about what they do and produce, and generally work for their benefit in large communities. It's also meaning that company have the creation for content that will shared in their Social Media.

Creation in Elzatta Hijab meaning that Elzatta is create the content to shared and let the customer free to choose what they like and don't like about the content, this will have effect for customer buying interest based on the content shared.

4. Collaboration

Collaboration in the context of Social Media is how company has collaborate with other brand or company, also Collaboration is the combine of Consumption, Curation and Creation that gives rise to large individual activities. Collaboration in Elzatta Hijab meading that Elzatta use collaboration with another brands or company and the combined of another variable of Consumption, Curation, and Creation.

The research is located at Bandung, which is the center of Elzatta Hijab, which was born as a Muslim fashion business. because Bandung is a city that has a rapid development of the fashion world. Many domestic tourists come to the city of Bandung to shop for clothes and accessories made by creative entrepreneurs in the city of Bandung. Creative entrepreneurs in the city of Bandung opened their businesses by establishing factory outlets, distributions, boutiques and others. The development of the fashion industry in Bandung is quite fast with the existence of FO (Factory Outlet) and Distro (Distribution Store) compared to other cities. Clothing textile products require the creativity of fashion designers, the diversity of raw

materials, the specificity of the brand, and the uniqueness of a product. Elzatta Hijab is an Indonesian hijab and Muslim clothing company which has its head office in Bandung, West Java. Elzatta was founded in 2012, although Elzatta is one of the hijab and Muslim clothing products that is still relatively new but is able to compete with other Muslim product brands. This can be evidenced by Figure 1.2 getting the number three Top Brand in the branded veil category in Indonesia for 2019 based on a survey conducted by the Top Brand Award (Top Brand Award, 2019).

TOP BRAND INDEX FASE 2 2019

KERUDUNG BERMEREK

BRAND	TBI 2019	
Zoya	27.2%	TOP
Rabbani	22.3%	TOP
Elzatta	15.5%	TOP
Azzura	2.0%	

Figure 1.6 Top Brand Index Fase

Source: <https://www.topbrand-award.com/>, 2019

According to Tuten and Solomon (2017) Social Media Marketing (SMM) is the use of technology, channels, and software from social media that aims to create a communication, delivery, exchange and offer that is of value to stakeholders in an organization. The purpose of social media marketing is to produce content that will be shared with users with their social networks so that it can help companies increase customers. Social media marketing also helps companies to get direct feedback from customers and potential customers so as to give the impression of a friendly company. This will affect consumer buying interest, because buying interest will be influenced as the social media marketing strategy implemented is sufficient to convince customers to be interested in a product in a brand.

According to Fandy Tjiptono (2015: 140) states that consumer buying interest reflects the desire and desire of consumers to buy a product.

Source : The effect of promotional strategies on consumer buying interest in Elzatta Bandung products: Study on consumers in the Pasteur area of Bandung City, 2018 and The Effect of Consumption, Curation, Creation, and Collaboration of Social Media Marketing on Customer Equity at PT. PZ Cussons Indonesia in South Cikarang, 2019.

Related to Elzatta Hijab products, the authors conducted preliminary research to find out how consumers buying interest in the products provided by Elzatta Hijab. For this reason, researchers distributed questionnaires to 48 respondents through questionnaires distributed online.

Table 1.2 RESULTS OF PRE-QUESTIONER SOCIAL MEDIA MARKETING CONSUMPTION, CURATION, CREATION, AND COLLABORATION TO BUYING INTEREST SURVEY

No	Survey of Interests in Buying Elzatta Hijab products	Yes	No	Percentage
1.	What is the average age of filling out the questionnaire?	20-24 age (97,9%), 15-19 age (2,1%)		100%
2.	Do you know the Elzatta Hijab Brand?	95,8%	4,2%	100%
3.	How did you know the Elzatta Hijab Brand?	47,9% (Instagram), 25% (Ads on Street).		100%
4.	Have you ever bought Elzatta Hijab products?	83,3%	16,7%	100%
5.	Have you ever been interested in Elzatta products through Marketing on Social Media?	97,9%	2,1%	100%
6.	Between the Offline Store and the Online Store, which one are you more interested in buying Elzatta products?	54,3% (Offline Store).		100%
7.	If you've ever bought Elzatta products, what do you like about Elzatta products?			

Source : Pre-Questionnaire Processed Data, 2021

Based on Table 1.2 above, the following is an explanation of the results of the Pre-questionnaire distribution via Google Form to 48 respondents and consumers of Elzatta Hijab.

- a. In the first point, there are 97.9% of respondents aged 20-24 years, while the other 2.1% are aged 15-19 years.
- b. On the second point, there were as many as 95.8% of respondents answered Yes to know the Elzatta Hijab Brand, while the other 4.2% answered Don't know the Elzatta Hijab Brand.

- c. On the third point, there are several respondents' answers in answering where they know the Elzatta Hijab Brand, 47.9% Instagram, 25% Advertising on the road, 10.4% others, 8.3% Website, and 8.4 Friends.
- d. On the fourth point, there were 83.3% of respondents answered Yes, they had bought Elzatta Hijab products, while 16.7% said they had never bought Elzatta Hijab products.
- e. On the fifth point, there are 97.9% of respondents answered Yes, they are interested in Elzatta Hijab products through marketing on Social Media, while 2.1% answered Not interested in Elzatta Hijab products through marketing on Social Media.
- f. On the last point, the answer to the questionnaire is an essay, there are 48 answers, such as – Good, I like it because the product is good, quite affordable, and durable, The quality of the product, Not market, Hijab, The veil material is not see through, also the model , The product is good, durable, and the price is quite affordable compared to the quality, The product is good, Never been, Like the model, The hijab material, the hijab is good, Many models, the fabric is good, The price is quite normal for the quality and brand like elzatta, The material is good Good hood , The models are varied & keep up with the times, Many models of hoods & clothes, Affordable & good, Trendy, Good, Affordable, Good clothes, Just good, Varied, Uptodate, Quality of the material that is comfortable to wear, Veil, Good collection, Good and durable, Good hood , and Good.

According to Howard & Sheth (Piransa, 2017) Buying Interest is something that relates to consumers in their plans to buy a product and how many units of product are needed in a certain period. Therefore, Buying Interest is closely related to the occurrence of consumer purchasing decisions on a product. If humans have a sense of buying interest in a product, then the possibility of a purchase decision on the product will be higher.

According to Kotler & Armstrong (2014) Burchase Interest is the stage in the buyer's decision-making process where consumers actually buy. Meanwhile, according to Schiffman and Kanuk (2014) Buying Interest is defined as a choice of two or more alternative choices.

This research adoption by the previous Thesis (Sari, 2019) that seen Social Media Marketing by more detail via Consumption, Curation, Creation, and Collaboration but in different object.

This Research was conducted in Bandung, because Elzatta Hijab is centered in Bandung, also Bandung is one of the fashionable city in Indonesia based on IDN Times (Prakarsa, 2021).

1.3 Problem Identification

The high level of competition in selling hijab on Social Media with various ways of promotion to keep business actors running amidst many online stores that sell hijab. Business actors still need the media as a place to promote their products. With the increase in Social Media Marketing on Instagram as a place to promote products through features available on Instagram such as sharing photos and videos, Instagram stories, IG TV, and recently Reels. Business actors will be helped by the features that Instagram has to increase the attractiveness and Buying Interest of consumers from a product.

Thus of all, this study intends to be able to find out how Social Media can have an influence in creating a Buying Interest on Elzatta hijab product. So it can be concluded that the problem in this study is how the influence of Social Media Marketing on consumer Buying Interest in Elzatta Hijab.

1.4 Question Research

Based on the background that has been explained, the researchers formulate the problems to be studied through several questions as follows:

1. How is Elzatta Hijab's Social Media Marketing (Consumption, Curation, Creation, and Collaboration)?
2. How is Elzatta Hijab's consumer buying interest?
3. Does Consumption affect consumer Buying Interest in Elzatta Hijab?
4. Does Curation affect consumer Buying Interest in Elzatta Hijab?
5. Does Creation affect consumer Buying Interest in Elzatta Hijab?
6. Does Collaboration affect consumer Buying Interest in Elzatta Hijab?
7. Does Social Media Marketing (Consumption, Curation, Creation, and Collaboration) affect consumer buying interest in Elzatta Hijab?

1.5 Purpose

The purpose of this study is to answer the formulation of the problem that has been described previously, namely:

1. To find out how Elzatta Hijab's Social Media Marketing (Consumption, Curation, Creation, and Collaboration) Instagram is.
2. To find out how consumers are interested in buying Elzatta Hijab.
3. To find out are Consumption affect consumer Buying Interest.
4. To find out are Curation affect consumer Buying Interest.
5. To find out are Creation affect consumer Buying Interest.
6. To find out are Collaboration affect consumer Buying Interest.

7.To find out whether Social Media Marketing (Consumption, Curation, Creation, and Collaboration) has an effect on consumer buying interest in Elzatta Hijab.

1.6 Advantages of Research

The purpose of analyzing "Elzatta Hijab" can be explained as follows:

1) Theoretical Use

This research is expected to provide an overview and knowledge to readers regarding the influence of Social Media Marketing on consumer Buying Interest of Elzatta Hijab. In addition, some of the findings revealed in this study can also be used as a reference for further research, and also for more focused research.

2) Practical Use

This research is expected to be used as research material to determine the influence of social Media Marketing Instagram on consumer Buying Interest in the Elzatta Hijab.

1.7 Time and Period of Research

This research was conducted by taking objects in Elzatta Hijab, the research period was carried out for eleven months (February 2021 - January 2022).

1.8 Writing system

This writing systematic is made to make it easier to provide direction and description in writing this thesis. The writing systematic is as follows:

CHAPTER I INTRODUCTION

This chapter contains an overview of the research object, background, problem identification, research objectives, research uses, research time and period and writing systematics.

CHAPTER II : LITERATURE REVIEW

This chapter contains a review of the research literature, previous research, frameworks of thought, research hypotheses and scope of research.

CHAPTER III : RESEARCH METHODOLOGY

This chapter contains research types, operational variables and population and sample measurement scales, validity and reliability tests, data analysis techniques and hypothesis testing.

CHAPTER IV : RESEARCH RESULTS AND DISCUSSION

This chapter will describe the description of the object of research, data analysis and discussion of the results of data processing.

BAB V : CONCLUSION AND SUGGESTION

The conclusion of this research is in this chapter and contains the conclusions of the research that has been carried out as well as suggestions that can be given to companies and other parties in need.