DECISION TO BECOME A STUDENT AT *ISLAMIC FASHION INSTITUTE* BANDUNG CITY THROUGH *INSTAGRAM* ADVERTISING
(Case Study of Instagram *Advertising* Content @islamicfashioninstitute on Active Students *of Islamic Fashion Institute*)

Azzahra Fiesa Kanaya[1*], Engkus Kuswarno[2], and Centurion Chandratama Priyatna[3]

[123] Ilmu Komunikasi, Universitas Padjajaran, Indonesia

[a] *azzahra22005@mail.unpad.ac.id*
[b] *kuswarno@unpad.ac.id*
[c] *centurion.priyatna@unpad.ac.id*

(*) Corresponding Author
azzahra22005@mail.unpad.ac.id

ABSTRACT

Islamic Fashion Institute (IFI) is a Course and Training Institution that focuses on Muslim fashion design. IFI utilizes Instagram advertising by creating content to attract people to become IFI's students. However, IFI has active students with the majority from outside Bandung even though IFI itself is located in Bandung. The purpose of this study was to determine how the Islamic Fashion Institute's strategy uses Instagram advertising to market programs in its institution, to determine the factors that influence how Instagram advertising can influence students' decisions to enroll in IFI, and to determine the reasons why the majority of IFI students come from outside Bandung. This study uses a qualitative method with a case study approach. Data collection techniques are observation, interviews, and document studies. The informants in this study were the IFI's management team, IFI's active students, IFI's alumni, and parents of students and IFI's alumni. The data validity test in this study was source triangulation from the IFI General Manager and the Bandung City Education Office. The results of this study are that the majority of active IFI students who come from outside Bandung know IFI from Instagram advertising while IFI students who come from Bandung know IFI through word-of-mouth.

Introductions

Education is one of the very important aspects of a person's life. In this modern era, the choice of educational institution is one of the crucial decisions, especially for those who want to develop a career and skills in a specific field. One of the educational institutions that is now increasingly in demand is the *Islamic Fashion Institute* (IFI) located in the city of Bandung. IFI is a Course and Training Institute (LKP) that focuses on teaching and training in the field of *fashion* with an approach based on Islamic principles.

The selection of educational institutions by students is inseparable from various considerations. One of the increasingly dominant factors in this decision-making is the influence of social media, especially Instagram. Instagram, as a very popular social media platform, is one of the means used by various educational institutions to promote themselves and attract the attention of students. Ads that appear on Instagram have a strong appeal because of their attractive visuals and ease of access to information. Therefore, the use of Instagram as a promotional medium by IFI is noteworthy, as it can be a determinant of students' decision to choose IFI as their place of study.

Through various ads and engaging content on Instagram, IFI can reach a wider audience, including students from different regions. Instagram allows students to get to know more about the study programs offered, the existing facilities, and the values carried by IFI. This certainly affects the perspective of students in determining the choice of where they continue their education. The decision to become a student at IFI is not simple. This decision-making process involves a variety of considerations and factors that affect students. Along with the development of information and communication technology, one of the increasingly important factors is the influence of social media, especially Instagram. *Instagram advertising* is becoming an increasingly popular channel for educational institutions to reach students and influence their decisions. However, there are several problems that must be faced by IFI in terms of student decision-making to join its institution.

The first is the level of competition with other educational institutions. In the city of Bandung, there are many educational institutions that offer similar programs in the field of *fashion* or even more well-known and established programs. IFI must compete with many options for students considering other factors such as the institution's reputation, tuition fees, facilities, and location. Sometimes, students choose other educational institutions that are already more widely known, even though IFI has an advantage in certain aspects.

Next is the effectiveness of social media in attracting students' interest. While Instagram is an effective platform for promotion, not all students may be affected by the content displayed there. Instagram allows advertisers to reach a wider audience, but it doesn't always ensure that those audiences are interested or influenced to enroll as students. It's possible that the ads shown aren't engaging enough or relevant to students' interests and needs, so Instagram advertising isn't always effective in grabbing their attention.

Next is the challenge in building trust in *the brand*. For students who are hearing about IFI for the first time, building trust in the reputation of this educational institution is quite a challenge. Social media, including Instagram, is often seen as a platform that focuses more on visuals and aesthetics, so students may not get in-depth enough information regarding the credibility, quality of teaching, or achievements of IFI graduates. Therefore, IFI needs to create a more comprehensive strategy to build trust in the eyes of students and parents.

Next is the influence of social and economic factors. The decision to choose an educational institution is also greatly influenced by social and economic factors. Some people may consider the cost of education, scholarship opportunities, or the cost of living around the city of Bandung. Although IFI offers quality education, many people may feel that tuition or housing costs are a major barrier to pursuing studies at IFI. These economic and social factors are often the main considerations in decision-making.

Next is the limited access to information and parental involvement. In Indonesia, especially for people who have just graduated from high school, parents often have a great influence in decision-making related to education. Meanwhile, information on Instagram or other social media is not always enough to give a complete picture of an educational institution. Parental involvement in the school selection process is one of the factors that influence students' decisions, and they often rely more on recommendations from sources that are considered more reliable, such as friends, family, or alumni.

Next is the limitation of resources in marketing. While the use of Instagram as a promotional medium provides many advantages, not all educational institutions have enough resources to maximize the platform's potential. IFIs may face limitations in terms of marketing budgets, the team's ability to create engaging and relevant content, and the ability to track and evaluate the results of the ads served. These limitations can reduce the impact of the advertising campaigns they run, which ultimately affects students' decisions.

Instagram allows IFI to use Visual-based advertising which is very attractive, which is very effective in attracting the attention of young audiences who prefer visual content compared to long texts. A wide range of ad formats, such as images, videos, and even Instagram Stories, allowing IFI to educate about the courses offered, the facilities available, as well as career opportunities in the field *Fashion* after completing the study. In addition, Instagram Ads also allows IFI to target more precise audiences based on age, interests, geographic location, and even user behavior on the platform. Main problems faced by IFI is use Instagram Ads to promote their courses and attract students. Each problem is followed by Problem Description more in-depth, impact that may arise as a result of such problems, and Actionable solutions to overcome it.

Based on the problems that have been explained, the process of students' decisions to join IFI is influenced by various factors, both internal and external. The use of social media such as Instagram presents great challenges as well as opportunities, but it still requires the right strategy to attract attention and influence students' decisions. Therefore, IFI must be able to overcome these various challenges through a more creative and effective approach in marketing, communication, and students' understanding of the advantages and benefits of choosing IFI as their place of study.

Literature Review
Social Media Adversiting

Advertising theory is often used to analyze and understand phenomena related to advertising, including on social media platforms such as Instagram. The increase *in advertising* on these two *platforms* can be explained by using several cause-and-effect theories. One of the theories is Social Influence Theory. Quoted from Cialdini (2006) in Sopian, et al. (2024), Social influence theory states that individuals tend to be influenced by the people around them, including family, friends, and public figures, when making purchasing decisions (Sopian, et al., 2024). Advertising *Exposure* Theory where the theory shows the process that occurs after the audience is exposed to advertising. So that exposure to advertising will affect consumers through the creation of feelings and attitudes of interest in products which will then move and direct consumers to decide to buy a product (Mahardini and Herieningsih, 2018). *Advertising* is a way to introduce products to get the attention of consumers so that their products can be known and consumed. (Wachyudi, S., et al., 2024).

Quoted from Firmansyah (2020) in Lee, R. & Evyanto, W., (2022), advertising is a message in conveying the meaning of products with persuasive words that are the most important to invite potential consumers of goods and services (Lee, R. & Evyanto, W., 2022).

Advertising Objectives

An advertising *objective* is a specific communication task achieved with a specific target audience over a period of time. Advertising objectives can be classified based on the main objective, whether the purpose is to inform, persuade, or remind. (Syafira. D., & Akbar. D., 2023).

The purpose of *advertising* itself is to build a company's image in the long term (organizational advertising), build a certain brand in the long term (brand advertising), disseminate information about sales, services or events (special ads), announce specialist sales (sales ads), and advocate special intentions (recommended ads). (Manullang & Hutabarat, 2016)

The purpose *of advertising* must include three main communication goals, namely who the target audience is (*who*), what they want to achieve (*what*), and when the goal should be realized (*when*). (Tjiptono & Chandra, 2016).

From some of the three keys to success in *advertising* above, it can be concluded that before carrying out promotional activities, a company must be able to see several conditions such as what conditions it wants to achieve, who the intended consumers are, and when a target can be realized. From the statement (Manullang & Hutabarat 2016) above, *advertising* is also an important component for companies in attracting and persuading consumers to make purchase decisions.

Advertising Function

According to Kaser, *the advertising* function is a campaign or informing something that a client offers to potential consumers. (Kaser, 2013). The *advertising* function is a method that aims to inform something that the client offers in order to attract attention. This is known from various factors such as *informing, persuading, reminding, public presentation*, *pervasiveness message*, *amplified expressiveness*, and *impersonal communication* in order to realize good *advertising*.

Advertisement

Instagram advertising refers to any form of promotion or marketing carried out through the social media platform Instagram. Instagram ads are designed to help businesses, brands, and individuals promote their products, services, or content to a wider audience by taking advantage of the advertising features available on Instagram. These ads can appear in a variety of formats, such as *feeds, stories, reels*, and ads in *explore*. According to Kotler and Keller (2019) in *"Strategic Brand Management"*, Instagram allows marketers to target very specific audiences, by leveraging user data such as their location, demographics, interests, and online behavior . Ads on Instagram can be tailored to individual needs and preferences, which increases the effectiveness of ad campaigns because they can speak directly to relevant audiences.

Method Research

This study uses Qualitative Methods with a case study approach, where the researcher will analyze Instagram marketing strategy used by IFI. This method aims to dig deep Students' Experiences and Perceptions to IFI's Instagram ads, as well as how those ads affect their decisions. The researcher will conduct In-depth interviews with some active IFI students already interacting and viewing content *Advertising* on Instagram @islamicfashioninstitute as well as with the parties involved in the creation and management of the Instagram ad. The paradigm used to support this research is the constructivist paradigm. According to Berger or Luckmann, the constructivist paradigm is a paradigm that looks at the phenomena of the reality of life in order to create human cognition (Sugiyono, 2018). The subjects or informants in this study are three people who participate in the movement *Advertisement* Instagram at IFI Bandung and ten active IFI students. The selection of subjects in this study uses the *purposive sampling* because it has a specific purpose. Through the *Non-probability sampling* where each element of the member does not have the same opportunity to be an informant . In addition, in case study research in the selection of subjects, it also uses (Ansori, 2017) *Multiple source* which means that the sources of information in this study must be diverse. In qualitative research, the data collection techniques carried out by the researcher are observation, interviews, and document studies. In this study, the data analysis techniques used are (Wijaya, 2019)*Interactive Model* which refers to the concept of Milles and Huberman . Where this technique classifies data in three steps, namely: data reduction, data presentation and conclusion drawn. In this study, the data analysis techniques used are (Sugiyono, 2008)*Interactive Model* which refers to the concept of Milles and Huberman . where this technique classifies the data in three steps, namely:(Sugiyono, 2008)

Results and Discussions

Islamic Fashion Institute' *s Strategy* **in Using Instagram** *Advertising* **for Its Marketing**

In the results of the research and discussion, the researcher will explain the results of the research that has been carried out by means of observation, interviews, and document studies. Not only that, the researcher will analyze the data obtained from the research results and will be explained in detail. Starting from a researcher who had previously conducted pre-research on *the Islamic Fashion Institute*, the majority of students who were recorded as active were participating in learning activities and alumni who had graduated domiciled from outside Bandung, while the location of IFI itself was in Bandung, West Java. Based on pre-research, one of the things that was obtained from *the engagement advertising* carried out on Instagram @islamicfashioninstute was that the majority of those exposed to *this advertising* were people outside Bandung. As a researcher, I felt interested in digging deeper into how IFI

leverages the Instagram platform to promote their training programs. Instagram is definitely becoming a very effective tool for reaching a younger and *tech-savvy* audience. This story could describe the feelings of researchers who saw the IFI ad and were interested in exploring it further. Of course, each researcher may have a different perspective and response, but it gives an idea of how such advertising can spark curiosity and spark further research. The following is a screenshot of *advertising* on Instagram @islamicfashioninstitute that uses *the story* feature:

Figure 1. Content *advertising* @islamicfashioninstitute

In this study, the researcher wanted to find out what factors determine IFI active students to choose IFI as their chosen educational institution. The factors to be analyzed include audience demographics, i.e. whether Instagram has a wider reach and is relevant to the IFI audience. In addition, the researcher will also explore the reasons related to the interest of IFI students in *the advertising   content* that has been carried out by Instagram @islamicfashioninstitute.

Through this research, the researcher hopes to make a useful contribution in developing digital *marketing communication strategies* in the world of education, especially for course and training institutions engaged in creative industries such as *fashion*. It is hoped that the results of this research can also provide *useful* insights for IFI or other course and educational institutions in designing more effective and targeted advertising on social media platforms such as Instagram. In addition, the results of this study are expected to provide guidance on how Instagram can be used as a tool to attract students as well as how the right ads can influence their decision in choosing an educational institution. The data collection process will be carried out in several stages. First, the researcher will prepare for the interview by compiling an interview guide based on theory and literature relevant to social media advertising and educational decisions. After that, the researcher will conduct interviews with active students and the IFI social media manager. This interview is planned to take place face-to-face or through online media such as Zoom, depending on the convenience and willingness of the informant. In addition, for content analysis, researchers will collect various creatives that have been published by IFI over a certain period on Instagram @islamicfashioninstitute. These

advertisements will be analyzed based on the criteria mentioned earlier, and the results will be compared with the responses and experiences gained from interviews with students.

Through this study, researchers hope to gain a deeper understanding of how social media, especially Instagram, plays a role in the educational decision-making process by students. The findings of this study are also expected to provide new insights for IFI and other course and educational institutions on how to more effectively leverage social media in attracting students' attention and improving their enrollment decisions. In addition, the results of this research can also contribute to the development of digital communication and marketing strategies, especially in the context of education, by utilizing social media platforms that are increasingly growing.

Based on the interviews that have been conducted, it was found that the results of the research in this study based on the research questions are:

What is the Islamic *Fashion Institute's strategy* to use Instagram *advertising* to market its programs?

Based on the results of interviews with the social media team from Instagram @islamicfashioninstitute, they advertise using content ideas and *sounds* that follow *trends.*

"We advertise through Instagram every day, this is done to pursue the target of one year where the opening is two to three times a year. The use of color tones usually follows the colors of the logo such as black, yellow, and white. However, there is some content that adapts to the theme. For the concept because the highlight is Islamic fashion, the concept raises about in Indonesia there are Muslim fashion schools (course institutions) or with a concept directed from Pinterest like the current trend".

"In every content that is advertised, the element of opening registration must also be clearly conveyed, whether it is visual or audio content. For advertising content videos in the form of teasers, they are made black and white because they are not allowed to spoil the color, but for advertising content that has a large engagement, the color tone follows the content. For the guideline font for the headline, it adjusts to the vibes, but for the sub headline, it adjusts to the clean font. We feel helped by boosting advertising from Meta to cover even more broadly".

Based on the interview results, the resource person, namely Instagram's social media team, @islamicfashioninstitute implemented an intensive and structured digital advertising strategy, with Instagram as the main promotional platform. The frequency of ad publications carried out every day shows a high commitment to maintaining visibility and pursuing the target of opening registrations two to three times a year. This daily approach indicates a strategic effort to ensure that the message is consistently conveyed to the target audience, in order to achieve the acquisition goals of the participants within a set period of time.

Based on the results of an interview with *the General Manager of the Islamic Fashion Institute*, Mrs. Hanni Haerani, Instagram's *advertising* strategy is also carried out by looking at requests from students or audiences.

"I asked the team to try to make video content to choose to discuss the fashion world in Japan, Canada, or Germany. And the response of the audience chose Japan".

Based on the results of observations from Instagram @islamicfashioninstitite where researchers saw directly *the engagement* of *the most viewed advertising* content, the content was more seen by people from outside Bandung with an age range in adolescence to adulthood. The content that discusses *fashion* in Japan was eventually uploaded on the Instagram reels feature @islamicfashioninstitute explains about fashion textiles and technology*, streetwear* and *avant-garde fashion,* kimono and wasou *styling*, and *sustainable fashion* in Japan.

If associated with *Advertising Exposure* Theory, *the advertising* strategy carried out by *the Instagram social media team @islamicfashioninstitute shows the process that occurs after the audience is exposed to advertising, where the audience responds to* the advertising content *that has been created.*

Factors in Instagram *Advertising* That Determine Students' Decision to Enroll in IFI

Based on the results of interviews from six active IFI students of the 43rd batch, all of them have followed Instagram @islamicfashioninstitute with *advertising content* that is seen and considered attractive to the majority of *graduation* at   well-known *fashion show* events. The factors of Instagram *advertising* are diverse. In addition,

students' external factors are also influenced by IFI (*mouth-to-mouth) alumni testimonials* and decisions from students' parents.

"Because I happen to know IFI from social media, so when I see the content, it seems suitable to continue in the fashion world. For the content itself because it features cheerful and informative talents explaining about the programs offered by IFI, so it is interesting to see and find more information."

"I know from his first social media from TikTok and recommendations from parents. The most interesting advertising content to see is at graduation, which is at the catwalk."

"I know from the IFI advertising that passed, but it became more searching when I told my friends. The information provided from his Instagram advertising is short but to the point."

Content *Advertisement* Instagram @islamicfashioninstitute engaging, informative, and *to the point* is a factor that determines the decision to register to become an active student.

"Know from Google and parents. Finally, I signed up to become a student because I wanted to develop an existing business and wanted to build my own brand."

"Know from his first social media from TikTok and parental recommendations".

"I found out from Instagram because it was through the advertisement. The use of voice over whose pronunciation is clear in advertising in the form of narrative, sound used in advertising content in the form of video, flyer colors used in advertising content, video advertising content that shows facilities that support teaching and learning activities at IFI influence students to finally register for IFI."

Based on the interview results, another factor that determines students to apply to IFI is content *Advertisement* Instagram is diverse so that the content does not seem monotonous and varied. Content that is not monotonous and varied is considered to be able to generate a sense of interest and further observation from content-constrained IFI students *Advertisement* aforementioned.

"The first time I found out about IFI was from a high school friend who then studied at IFI, because usually the school is in French fashion, this is an Islamic rule. After finding out from a new friend, follow IFI's Instagram and register as a student. When he finally started to be interested in IFI, it was only through IFI advertising. The ads that often appear are those whose talents are the same as the IFI admin, Salma and the recent promotional video which is a cinematic video. For now, it's actually good IFI advertising, it's already quite okay. In terms of delivery, too. Yes, there are many versions. Some are explicit or even with posters or with short videos. Or promotional videos and all sorts of things. That's enough."

Finny feels that IFI's advertising content is good and effective, Finny said that the use of Instagram social media as *a platform* for promotion is appropriate because Instagram is considered more aesthetic. External factors outside of *Instagram advertising* content are *word-of-mouth*. From *this mouth-to-mouth*, students then search IFI's Instagram to see and dig up more information related to their curiosity.

"The first time I met IFI was because Instagram scrolls kept appearing IFI ads. Then I went from there to find out what IFI is, what kind of school it is. Well, from there. So, that's what I know from 2021. However, it has only entered from 2024 yesterday. If you make an advertisement that is often seen, it is like a promotion for registration to enter IFI. Then sometimes it's like IFI wants to show a fashion show abroad".

Salwa is quite active in looking for information about IFI through Instagram, because Salwa first found out about IFI through Instagram. Instagram advertising content @islamicfashioninstitute which had promoted IFI activities abroad is another factor that determines students to register at IFI. Students feel that this is an opportunity that can be offered and embraced when registered as IFI students because of the relationship built by IFI itself with institutions, communities, or schools abroad.

Unlike Luthfiyah and Chyntia, who are both from Bandung, Luthfiyah knows IFI from her parents and cousins, while Chyntia knows IFI from her mother's friend. All three have followed Instagram @islamicfashioninstitute.

"At least in my opinion, the shortcomings are not consistent in the visuals, as if there is no certain tone yet."

"Instagram is suitable, because many people use it too, young people are quite complete in their generation. And also in my opinion because the algorithm is quite good, yes, if it's Instagram. Get informative advertisements. And yes, it's not like I'm playing too much of a FYP. And we can still see it, that's it. So I still think the reach is wider than Instagram".

Chyntia said that Instagram is suitable as an IFI platform in promoting education because Instagram is considered more commonly used for people from various walks of life compared to other social media platforms such as TikTok. If associated with *the Advertising Exposure Theory,* after active IFI students from outside Bandung experience exposure to ads from Instagram @islamicfashioninstitute which in this case is a service not a product, they have a feeling of interest in the program offered by IFI and register as active IFI students later.

The Majority of IFI Active Students Come from Outside Bandung

There are more active students and alumni from outside Bandung and even outside Java.

"This happens because the people of Bandung tend to focus more on finding convection for the production of clothes for their brand rather than becoming fashion designers. Another thing that may happen is because there are cultural differences, for example if students from outside Bandung have to pay for living expenses such as boarding houses, while Bandung students do not because of their domicile. This makes students from outside Bandung have to immediately complete their courses so as not to spend more money in the future, while there are some students from the city of Bandung itself who withdraw in the middle of the course."

There are differences in views and focus from students from Bandung and outside Bandung. Active IFI students who are exposed to content *Advertisement* Instagram @islamicfashioninstitute majority come from outside the city of Bandung because there are no similar schools or LKPs in their area that support their dreams of becoming a *Fashion Designer*.

"A lot of interaction with AFI's advertising content comes from audiences from outside Bandung. This can be seen from the content engagement that is created."

Admins or social media teams from Instagram @islamicfashioninstitute evaluate the *advertising* content they have created as much as once a week to see *the engagement* for the content that has been created.

In addition to conducting interviews with active IFI students, the researcher also conducted interviews with IFI alumni with the aim of increasing sources and *insights* related to Instagram advertising @islamicfashioninstitute. The two IFI alumni who were interviewed then continued their formal S1 education at Telkom University.

"I first found out about IFI from Instagram because I happened to be a fashion lover and already knew Mrs. Irna Mutiara (one of the founders of the Islamic Fashion Institute) in 2017 and decided to follow IFI's Instagram to find out information about IFI. It just so happens that in the past Instagram didn't have an advertising feature, so my decision was not from Instagram advertising but information from my mom. However, after that, I have seen IFI Instagram advertising that has passed, namely IFI activities, but it is not very informative because it is only a video of people doing activities. For the current IFI advertising, it is much more informative. As for advertising content now, I think it is interesting because there are collaborations and events abroad. For the visuals, they (IFI) are safer with other similar schools because other schools are universal, if IFI adds elements like hijab, cuttings must be like what is not in the advertising elements of other schools. For the reason I decided to continue my education at Tel-U (Telkom University) because if IFI already has enough knowledge for us to do business, I have given a lot of experience and DNA has been explained there, but if I do business for me it is not enough because I don't have capital, because if people are already in business and then take IFI for them to learn, at least they can calculate capital and all sorts of things. I had to be more specific so that I could attract infestations, so I was more interested in adding more knowledge because my orientation at that time was not in business because I needed theory as well. At ISI, there are many practices."

In contrast to active IFI students, the majority of whom are already familiar with Instagram advertising content @islamicfashioninstitute, IFI alumni who were interviewed when they were still active as students did not know this. Although she is not from the city of Bandung, Anisah knew IFI from her parents who happened to be fond

of   *the fashion   world* and knew one of the founders   of IFI. However, after graduating and seeing @islamicfashioninstitute Instagram advertising content, Anisah found the content informative and getting more interesting over time. This is a good thing for the Instagram social media team @islamicfashioninstitute because it has been able to process varied content from time to time so that it attracts people's attention.

"I first learned about IFI from my mother because I had been a student in the Community Class batch 1. For advertising, which is seen about open registration content and educational content, and what makes it interesting is advertising content in the form of flyers that display photoshoot and fashion show activities. Because he wanted to deepen his knowledge of theory and get his degree, he decided to continue his studies at Tel-U."

The same thing was also expressed by Zahwa, the factor *Mouth-to-mouth* and testimonials are still a strong thing for the Islamic Fashion Institute outside of content *Advertisement* Instagram, especially in the city of Bandung when compared to active IFI students from outside the city of Bandung. Both Anisah and Zahwa then continued their formal education to S1 Kriya (Fashion and Textile Design), in addition to getting a degree, they wanted to get a broader theory about the world *Fashion*.

After interviewing active students and IFI alumni, the researcher also interviewed parents of IFI students and alumni to gain *insight* from the perspective of parents who sent their children to IFI.

"I found out about IFI from friends, kept looking for it on Instagram and learning about it (IFI). I have a brand, sometimes I like to need a unique design. Finally, when I looked at IFI's social media, on Pinterest and others, IFI's children's designs were good, unique, finally I included my child there (IFI). It's appropriate and very helpful now I like to design the Ryani brand. Good (the advertising content), but maybe you can add content about simple designs because IFI children's designs are quite heavy to sell. So, hopefully later there will be an advertisement for how to design that is easy and easy to sell. I hope that IFI will be a forum for IFI alumni to develop and excel not only nationally but internationally."

Mrs. Neng Yani has followed Instagram @islamicfashioninstitute and has an opinion about *advertising* content or ads made by Instagram @islamicfashioninstitute is good by displaying *advertising content* in the form of *student fashion shows* at *graduation* events. From the @islamicfashioninstitute Instagram advertising content, Mrs. Neng Yani considered that *the design* made by IFI students was attractive so she decided to register her child as a student at IFI in the hope of helping Mrs. Neng Yani, who is also a *brand owner*.

The next parent resource person was Cynthia's parents. For the first time, Cynthia's parents found out *Islamic Fashion Institute* from her friend who happens to be her daughter is also a final stage student at *Islamic Fashion Institute*, where one month after hearing the news, Cynthia's parents were invited to participate in the performance *Fashion Show* held in Jakarta.

"Because based on information from my friend earlier, he explained in quite detail about IFI. Then we also follow IG IFI, where we can see how here we are taught about design, introduction to everything about fashion from textiles, industry, and so on. Then students are also taught to jump directly into the world of fashion from the concept, drawings, selection of fabrics to the finished product. Also getting the business knowledge, getting the business network, that's what I think is quite important. Then, here there is also an emphasis or advantage, namely the Islamic Fashion Institute. So, I hope that here I will be taught to design sharia fashion according to Islamic law. Especially here, I also see that the founders are Mrs. Irna Mutiara. So, it makes me more confident in the advantages of IFI compared to other fashion schools."

For IFI students and alumni from the city of Bandung, the *mouth-to-mouth* factor is the main factor compared to students and alumni from outside the city of Bandung where they are more exposed   *to* Instagram advertising content @islamicfashioninstitute. This is one of the factors that causes the majority of IFI students to come from outside the city of Bandung. Both the parents of Zahwa and Chyntia said that the Instagram advertising content @islamicfashioninstitute was quite good and informative, including the achievement of the success of IFI students and alumni in displaying their work at home and abroad.

"The hope for the Islamic Fashion Institute in the future is that the Islamic Fashion Institute can be even better, can be more competent in organizing education for students who are interested in the world of fashion,

especially Muslim fashion. Especially for the implementation of material classes, it can be more organized, it can be more well scheduled. For teachers or lecturers, they are also more competitive in terms of teaching, in terms of managing schedules. Because, several times I got information from my son, some of the schedules clashed, some were empty. So there seems to be a lack of cooperation or miscommunication between the team or administration and the lecturers. In the future, it can be more solid, it can be neater, and the material taught may be even more. If you are asked whether it is in accordance with expectations or not, it is appropriate. Because here I see my son so excited to take all his classes, follow all his activities, and get interesting good insights that can build his curiosity in the world of fashion. She gets new information about the world of fashion and design, both from teachers and from her friends. Because it happens that some of his classmates are already in the fashion world. So, her friends were very supportive, very open to her heart and mind about the fashion world. Yes, I follow @islamicfashioninstitute Instagram to find information, to see what developments are in IFI."

This is when associated with Social Influence Theory states that IFI students and alumni from the city of Bandung are influenced by people they trust and know such as friends or fellow alumni and are *mouth-to-mouth*.

Conclusion

Based on the results of research on the use of *Instagram advertising* in the decision to become a student at *the Islamic Fashion Institute* (IFI) Bandung City, the conclusion that can be drawn is the first is the use of Instagram *advertising* at *the Islamic Fashion Institute* of Bandung City. IFI uses Instagram as a visual *platform* to promote their strengths, such as facilities that support Islamic *fashion* education, courses relevant to industry developments, and a campus atmosphere that supports Islamic values. IFI's Instagram advertising focuses on delivering messages through attention-grabbing images and videos. The use of Instagram as a marketing tool allows IFI to get closer to the audience through direct interactions, whether through comments, messages, or other features on *the platform*. The *Islamic Fashion Institute*'s strategy to use *Instagram advertising* to market programs in its institution is to create trending Instagram advertising content and not leave the color *tone* that has become a hallmark of Instagram @islamicfashioninstitute. The second is the factors that make students interested in IFI advertising on Instagram. Some of the factors that make students interested in IFI advertising include Visualactors. Visually appealing ads play a crucial role in attracting audiences. The use of high-quality images and videos showing life at IFI and the various programs offered, is one of the main attractions. Unlike other active *Islamic Fashion Institute* students from outside Bandung, they are more active in using the Instagram application, including to find news about what they are interested in. It was found that the student used the TikTok application more and knew *the Islamic Fashion Institute* from Google and parents, not from Instagram which is more popular with students aged 18-25. Next is the persuasive factor. Testimonials from IFI alumni and students provide a real picture of their experience at IFI. Ads that feature success stories and alumni journeys can build audience trust. Next is emotional engagement. Ads that are able to connect with the values that exist in IFI (e.g. Islamic values that are upheld) can create deep emotional engagement. Students tend to feel closer to IFI when they feel that IFI can help them achieve their educational and career goals while still holding on to personal values. Next is social influence. Positive testimonials from IFI students or alumni can strengthen their decision to join IFI, due to a greater sense of trust in the credibility of the institution. Next is direct interaction. Instagram's feature that allows students to interact directly with IFI (such as through comments or *direct messages*) makes it easy for them to ask questions and get more information about the program they are interested in.

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