

THE IMPORTANCE OF INFLUENCERS FOR THE DEVELOPMENT OF HIJAB BUSINESS IN INDONESIA AS AN IDENTITY MARKETING STRATEGY

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Abstract

The impact of technological developments, one of which is the internet, has changed the way of interaction in marketing or promotional communications from face to face to screen to face. Social media is an indispensable part of promotional needs for many companies and one of the best ways to reach customers widely (Ervina, 2018). With the internet, it facilitates the process of communication and promotion which aims to invite people or consumers to be interested in buying products offered through social media, namely Instagram, Facebook, Twitter and so on.

Keywords: Social media artist, Trends, Fashion, Digital marketing, Organic advertising

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