



Teenagers' Perceptions of Instagram Advertising: A Case Study of @zuthe.hijab in Jiwan Madiun

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Abstract

Introduction: Consumer perception plays an essential role in marketing and building a positive image of a product. In the digital era, Instagram has become a widely used promotional medium, including by Zuthe Hijab, which actively advertises its products through the Instagram account @zuthe.hijab perceptions of advertising products on the Instagram account @zuthe.hijab in Bukur Jiwan Village, District Madiun. **Research Methods:** The research uses a qualitative descriptive approach with data collection techniques in the form of observation, in-depth interviews, and documentation. Six teenage women who are active on social media and live in the Bukur Jiwan village area were selected as informants in a purposive way. **Results:** Research results show that perception is influenced by internal factors such as needs, emotions, and personal experiences, as well as external factors like socio-sociocultural environment, popularity, and conditions in the social economy. Creative, varied, and interactive advertising can form perceptions and push consumers to purchase goods emotionally and rationally. **Conclusion:** Zuthe Hijab's Instagram marketing strategy effectively shapes positive perceptions among teenage consumers. Internal and external factors influence these perceptions and result in purchasing decisions based on individual socio-economic circumstances study are delivered.

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INTRODUCTION

Technology information development has brought significant changes in various aspects of life, including business and marketing. In the digital era, social media is one of the most effective tools in promoting and marketing products, with superior accessibility height, range-wide, and direct interaction between producers and consumers (Nurjanah et al., 2023). As one of the most popular visual platforms, Instagram allows companies and actors to conduct business By conveying message marketing in an engaging and personal way through visual, interactive, and easy-to-understand content (Lucia et al., 2022). In this context, digital advertising not only becomes a means of promotion but also plays an essential role in forming perceptions of consumers.

Advertising is also one of the most popular marketing mix strategies companies use to communicate their products and values to customers. Therefore, advertising has a significant impact on human life, both positive and negative. The primary function of advertising is to communicate between producers and consumers, convey distinctive messages through persuasive information about the products produced, and introduce a product to the public (Priansa, 2017a). Digital advertising in 2024 is characterized by the integration of advanced technologies, a focus on sustainability, and shifting towards personalized content. This evolution reflects changing consumer preferences and the need for brands to engage with their audiences authentically. It highlights the importance of integrating video content with social media platforms and using AI for personalization, which aligns with 2024 trends that emphasize advanced technologies, deep personalization, and interactive content to enhance consumer-brand engagement and relationships (Prihatiningsih et al., 2024).

A marked shift towards authentic, personalized, and interactive content marks digital advertising on Instagram in 2024. Companies use Instagram's latest features to foster deeper relationships with their audiences, increase engagement, and expand their reach through innovative and technology-driven methodologies. The uniqueness, clarity, and interactive nature of advertising on Instagram significantly impact consumer purchase intentions. Creative and original content increases brand awareness, drives engagement, and grows customer relationships, aligning with the prevailing trend toward personalized and interactive digital marketing on the Instagram platform. Strategic use of the latest features offered by Instagram can also empower brands to establish deeper connections with their audiences, increase engagement rates, and expand their reach through authentic, imaginative, and technologically advanced content (Alcaraz et al., 2022a).

The thing to note here is how consumers perceive each advertisement on social media such as Instagram, TikTok, WhatsApp, etc. Understanding consumer perception and the processes related to perception is very important for companies and marketers to build a positive perception of the products produced by the company, goods, and services.(Priansa, 2017c) Perception itself is a process preceded by the senses, where a person receives stimulation through the senses, or a sensory process and a process in which consumers select, organize, and interpret information from the surrounding environment to

form a view or understanding of a product, brand, or service.

Perception is a psychological process in which individuals select, organize, and interpret stimuli from the surrounding environment to form an understanding of objects, including products or brands (Washburn & Ogden, 2023). Perception is influenced by internal factors such as needs, emotions, and personal experiences and external factors like culture, environment, and social and economic conditions (Priansa, 2017d). As part of the digital generation (Gen Z), teenagers have their characteristics when responding to digital advertising. They are connected with social media and depend on visual information and recommendations from figure role models or influencers when making purchase decisions. (Alcaraz et al., 2022b)

The phenomenon is interesting and under review, especially in a context such as Bukur Jiwan Village, a rural area now experiencing a digital transformation. The Instagram account @zuthe.hijab is an example of an active local account business that utilizes Instagram features to market Muslim fashion products. Advertisements displayed not only highlight products but also insert educational and entertaining elements, such as hijab tutorials and creative visual concepts (Zuthe.Hijab, 2024). Although originating from non-urban areas, this succeeded in attracting the attention of teenagers and forming a positive perception of the brand being carried.

The Instagram account @zuthe.hijab is an example account business that uses the Instagram platform to promote products or advertise products, specialized clothes branded for Muslim fashion, and various types of hijab that have been produced or marked me. This account targets the youth market, who wants to come on stage fashionable while still adhering to Islamic law. It displays various trendy and suitable hijab models with the latest trends, such as the Instagram account @zuthe.hijab itself. Many know that the number of followers of the hijab has reached 32 thousand, and the Instagram account @zuthe.hijab has posted as many as 4,119 posts. Zuthe Hijab itself advertises its products on Instagram by utilizing several features available on Instagram with interesting and relevant content formats for consumers, starting from Photo catalog products, short videos or reels, tutorials on wearing the hijab to *mix and match* product the hijab, photos or video testimonial customers and also often *live shopping* on Instagram. With a content strategy combination, Zuthe Hijab can create an attractive and interactive Instagram display to reach more consumers, increase sales, and strengthen its branding on the platform.

As mentioned, the Instagram account @zuthe.hijab has many recognized consumers because Zuthe Hijab is a center of wholesale and retail hijab and outfits. Zuthe Hijab itself sells many kinds of products, from gamis to various clothes, shirts, skirts, culottes, and many other outfits based on Muslimah. Zuthe Hijab is famous for its production Alone, namely the hijab and various types of hijab, including pashmina, square, and instant hijab. Zuthe Hijab has many known because it has been standing since 2018. Which one is first only selling in a small shop located on Jl. Raya Takeran, Magetan. Along with walk time, Zuthe Hijab is getting more and more developed until we can establish a branch on Jl.Taman Praja Madiun in 2021.

Various studies have reviewed the phenomenon of advertising on social media,

especially Instagram, from multiple perspectives. For example, (Septiono, 2022) and (Wulan, 2022) highlighted the exposure of tobacco and e-cigarette advertisements on social media to Indonesian teenagers, showing that this age group is vulnerable to the influence of digital advertising. However, their research focused on health-risk products and did not touch on the context of modest fashion, which is increasingly popular among teenagers. A study by (Damayanti, 2024) and (Adelia, 2024) examined the influence of advertising and influencers on purchasing interest in beauty and skincare products on Instagram. Still, it did not specifically explore teenagers' perceptions as the primary audience but rather general consumer behavior tendencies. Besides that, (Alhudha, 2024) and (Rachmawati, 2022) also examined the ethical and regulatory compliance aspects of health and cosmetic advertisements on Instagram. Still, they ignored the element of young audience perceptions of the content strategies used. Several other studies, such as those conducted by (Setijanto, 2023), (Nurainy, 2022) and (Pratiwi, 2023) focused on consumer attitudes toward brands, loyalty, and purchase intentions due to digital advertising on Instagram. However, they all discussed adult consumers or urban families more and did not explicitly explore groups of teenagers in suburban or rural areas. In addition, (Rahma, 2020) and (Putra, 2024) studied the impact of information technology and social media on business models. Still, they did not describe the perceptions of consumers, who were the primary targets of the advertisements themselves. In addition (Sasongko, 2023) and (Saputra, 2023) focused more on the effectiveness of digital promotion for MSMEs. Still, they did not examine how teenage consumers interpret and respond to these contents, especially in the local Muslim fashion sector. Furthermore, although (Bastari, 2023) and (Rahyadi, 2023) discussed the distribution and use of carousel posts on Instagram, they did not examine specific responses from teenage audiences. Meanwhile, (Hidayat, 2023) and (Wijaya, 2024) raised socio-cultural and gender dimensions in advertising content. Still, they did not directly link it to local community-based brands such as @zethe.hijab, which are active in the Jiwan, Madiun area.

Thus, based on the research gap, it can be concluded that there are three main gaps (research gaps) in previous research lack of focus on teenage perceptions of Instagram advertising, especially in the context of local modest fashion; lack of studies that take suburban or rural areas as the locus of study; and there has been no in-depth exploration of interactive and innovative advertising approaches such as those carried out by the @zethe.hijab account. This study is here to fill this gap by exploring how teenagers in Jiwan, Madiun, interpret the promotional strategies carried out by local brands through Instagram.

This study presents a novelty by exploring, in a rarely examined context, how teenagers in rural areas respond to digital advertising on Instagram. While numerous studies have discussed consumer behavior and digital advertising, they often lack a focused examination of how teenagers perceive local brands within specific geographic contexts. Therefore, this research aims to fill that gap by identifying the factors influencing teenage consumers' perceptions of product advertisements on the Instagram account @zethe.hijab in Bukur Jiwan Village. It also seeks to describe the various forms of perception expressed by these teenagers and analyze the outcomes of their perceptions in response to the

advertising content. This research is expected to offer theoretical and practical contributions—advancing the study of digital consumer behavior and informing social media-based marketing strategies that are relevant and responsive to local community contexts.

RESEARCH METHOD

This study uses a qualitative description approach to understand teenagers' deep perception of advertisement products on the Instagram account @zuthe.hijab . Approach This was chosen Because it can describe phenomena based on corner view participants in a way contextual and subjective (Sugiyono, 2017). Subject in study This is a teenage women who live in Bukur Jiwan Village, is active using social media, and has a follower account @zuthe.hijab. Taking informants through a purposive sampling technique with specific criteria, including the age of teenagers (18-24 years), current study and work, actively following and interacting with account @zuthe.hijab , and Once do purchase or consider product based on advertisement as many as. Six informants were chosen because they were rated capable of providing relevant and in-depth information (Ifadah & Masturoh, 2024).

Data collection techniques include : (1) non-participatory observation. To content @zuthe.hijab advertisement on Instagram, (2) interview deep No structured For dig experience and perception informant in a way free, and (3) documentation in the form of catch screen advertisement, transcript interviews, and notes field (Priansa, 2017b). Triangulation sources and techniques were used to guard data credibility. The credibility interview was maintained with method-enforced probing during the interview, comparing answers between informants, and confirming repeat findings through observation content. Data saturation is achieved when information obtained shows repeating and non-recurring patterns. New findings have appeared (Insan, 2023).

Data analysis was performed using interactive models from Miles and Huberman, which include three stages: data reduction, data presentation, and withdrawal conclusion. Data reduction is done by filtering relevant information, data presentation is done to shape the narrative theme, and the conclusion is pulled through interpretation patterns that emerge from field data (Ifadah & Masturoh, 2024).

RESULT AND DISCUSSION

A. Result

1. Perception Consumer

Perception consumption is a process that makes somebody select, organize, and interpret stimuli received to become a meaningful and complete picture of his world. Theory of perception consumer This covers a complex mechanism where individuals interpret and react to products and brands, shaped by many factors, including marketing strategy, context culture, and digital environment. Framework theory is very important for understanding the behavior of consumers and informing development methodology for effective marketing. Attitude theory fish bein states

that consumers' perception about locality brands and globalization has enough impact on attitude brands, which then influences intention behavior like intention to purchase and distribute information through mouth to mouth ([Safeer et al., 2022](#)).

Various factors, including brand strategy alignment, communication risk, and effectiveness approach messages, form consumers' perception of context communication. Understanding dynamics is crucial for businesses aiming to increase consumer trust and engagement. Each person's perception is different because various external and internal factors influence it. These internal factors include needs, emotions, mental preparation, and personal experiences. External factors include environmental, cultural context, lifestyle, and socio-economic factors.

As for the forms, the perception that arises between other perceptions of hearing, perception of the sense of smell, perception of tasting, And the perception of skin or tasting. (Washburn & Ogden, 2023) Meanwhile, according to Irwanto, there are forms of perception in perception, of which there are positive and negative perceptions. Thus, it is said that the perception of good, both positive and negative, will always influence somebody else in doing an action. The emergence of a positive or negative perception depends on how the individual describes all his knowledge about an object he perceives.

2. Instagram as an Advertising Media

Because of its many users, Instagram is one of the social media platforms that can reach more people and spread information more widely. Considering factors, Instagram has a great opportunity in the business world, specifically in field promotion ([Lucia et al., 2022](#)). As an advertising medium, Instagram is also a social media platform based on visuals used by individuals and businesses to promote products or services to a broad audience. To reach consumer potential, Instagram allows companies to make engaging visual content in photos, videos, or interactive features, like *Stories* and *Reels*.

As an advertising medium, Instagram offers various options for support campaign marketing, including Instagram Ads, which are ads targeted based on users' demographics, interests, or behavior. Based on sophisticated algorithms, Instagram makes it easy for advertisers to reach specific target markets and increase involvement as well as awareness of brand or *brand awareness*.

The Instagram account @zuthe.hijab is a business account that uses the Instagram platform to promote or advertise a product. This account explicitly targets the youth market—the princess who wants to come on stage fashionable. However, it still adheres to Islamic law and displays various fashionable and suitable hijab models that follow the latest trends, such as the Instagram account @zuthe.hijab. Many know from many followers of the Zuthe hijab that it reached 32.1 thousand, and the Instagram account @zuthe.hijab has posted its products in as many as 4,225 posts ([Zuthe.Hijab, 2024](#)).

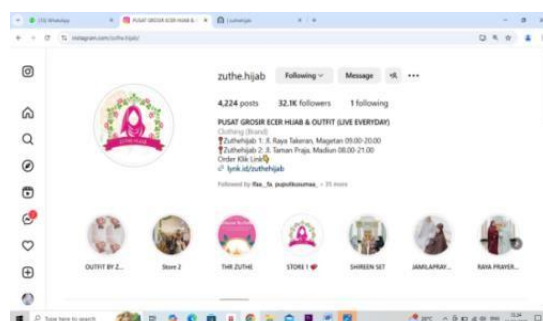


Figure 1. Instagram profile @zuthe.hjab

Source : Instagram @zuthe.hjab

Zuthe Hijab advertises its products on Instagram by utilizing several features that are available on Instagram, including engaging and relevant content formats. For consumers, starting from *direct messages* (DM), posts every day on *Instastory*, photo catalog products, short videos or various reels of the concept, tutorials on wearing the hijab to *mix and match* product the hijab, photo or video testimonial customers in the spotlight for increase trust consumer new and also frequent *live shopping* on Instagram. Zuthe Hijab also uses several types of advertisements, such as advertisement photos, video ads, carousels, story ads, and real ads.

3. Bukur Jiwan Village

Several consumers of Zuthe Hijab come from Bukur Village, Jiwan District, Regency Madiun, with Category consumer teenagers, specifically women. Consumers of Bukur Village show that existence is a matter of high interest. It is based on the time consumers of Bukur Village teenagers buy and follow their Instagram account @zuthe.hjab. It is also seen that resident women in Bukur Jiwan Village number Lots by their respective ages, as in the table below:

Table 1. Population Data According to Group Age in Bukur Village

Group Age	Total population		Amount
	L	P	
0 Months – 1 2 Months	16	8	24
13 Months – 4 years	44	50	94
5 Year – 6 years	42	38	80
7 Year – 12 years old	144	128	272
13 Year – 15 years	64	61	125
16 Year – 18 years old	57	77	134
19 Year – 25 years old	131	145	276
26 Year – 35 years old	206	212	418
36 Year – 45 years old	262	242	504
46 Year – 50 years old	136	118	254
51 Year – 60 years old	248	254	502
61 Years to the top	240	315	555
Amount	1.584	1.643	3.227

(Data Source : Potential Data Village/ Sub-district Socio -Economics Year 2024)

B. Discussion

Research results identify two categories of main factors that influence the perception of teenagers to advertise products on the Instagram account @zuthe.hijab , namely internal and external factors. The analysis was conducted thematically based on interview data, content observations, and field documentation.

1. Factors Influencing Adolescent Perception

- a. Internal Factors include fashion needs, personal experiences, and emotional conditions when viewing advertisements. Informants stated that they felt more confident and interested when advertisements touched on the emotional side, such as feeling comfortable with the model or design of the hijab displayed. Some also mentioned experience positive previously that buying products is a booster of good perception. (Priansa , (Priansa, 2017d)
- b. External Factors : Environment socio - socio-cultural, popular , and economic status become determinant important . Influence Friends, peers, and social media trends greatly attract interest in the advertised products. In addition, although they live in the area, teenagers show openness to global trends obtained through digital media. Product prices and shop accessibility are also considered to form an interest in buying (Irwanto, 2023).

2. Forms of Adolescent Perceptions of Advertisement @ zuthe.hijab

Most informants showed positive perceptions. They considered the @zuthe.hijab advertising content interesting, communicative, and informative. The advertising formats are varied, such as video tutorials, testimonials, and live shopping sessions, increasing trust and strengthening attachment to the brand. In addition, the use of local influencers is also considered capable of increasing power pull advertisement (Lucia et al., 2022). However, some informants propose that advertising's own characteristics and more distinctive visuals strongly differentiate it from competitors. Although no positive damage perception has already been formed, input reflects the existence of room development in branding strategy. (Alcaraz et al., 2022b)

3. Perception Results: Impact on Purchasing Decisions

Perception positively impacts decision-making directly. Teenagers with condition economy intermediate to on tend to purchase impulsively after seeing an advertisement, while those from a background behind economy intermediate to lower show a trend To compare prices and consider benefits before buying. Thus, powerful visual appeal and relevant content still trigger the primary interest in the product. (Safeer et al., 2022)

Findings This aligns with the theory of perception, stating that individuals form perceptions based on a combination of sensations and past experiences. In addition, the theory of perception is directly relevant because it shows how teenagers accept information directly from social media without a formal

intermediary. Both approaches provide a complete understanding of consumer teenagers' perception process in a digital context (Washburn & Ogden, 2023). The advertising strategy @zuthe.hijab generally rated success as building a positive image and increasing engagement with consumer teenagers in rural areas. Although the coverage study is limited to one location, the results are important for local perpetrator businesses to design effective and relevant digital campaigns with young consumer characteristics.

CONCLUSION

Based on the research that has been done, it can be concluded that teenagers' perception of advertising products on the Instagram account @zuthe.hijab in Bukur Jiwan Village is influenced by two main categories, namely internal factors and external factors. Internal factors include needs, emotions, and personal experiences, whereas external factors cover the environment and socio-cultural factors, such as the condition of the social economy. Form dominant perception is perception positive, which is indicated through appreciation of variation content, visual relevance, and interactive approach used in marketing strategy. The presence of influencers, tutorial content, and direct interactions as live shopping has proven effective in building emotional proximity and enhancing consumer trust. Perception positive This impact is significant to decision purchase, good in a way that is direct and considered for a long time. Teenagers with a condition economy intermediate to on tend to respond more to advertisements, while those with a group economy intermediate to lower and more selective. However, they still show interest in attractive and appropriate advertisements.

Study This has practical implications for marketers, particularly in designing an adaptive digital marketing strategy to characterize young consumers in rural areas. The perpetrator's business locally recommended For Keep Going to develop creative content, strengthen the brand's visual identity, and consider an emotional approach in compiling a digital campaign. Furthermore, it is suggested that the study be done with a wider coverage area and a broad and considerate comparison with urban areas. Additional quantitative or mixed methods dimensions can also enrich analysis and generalization findings related to the perception of digital consumers in the social media era.

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