

# Community Engagement Strategy of Buttonscarves Through BS Lady Program

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**Abstract.** The community approach is a method that a brand can use to encourage direct involvement and have a positive impact on the community members of a brand. The approach taken by the Muslim women's clothing brand Buttonscarves through the BS Lady is an approach that is considered to have a fairly massive movement among fans of fashion in Indonesia today. This study has 2 (two) objectives, namely 1) identifying a community approach strategy by the fashion, and 2) identifying the most prominent indicators of the phenomenon of the BS Lady among Muslim fashion fans in Indonesia. The paradigm used in this study is a descriptive qualitative paradigm with research methods on a group of people and an object to obtain a systematic, factual, and accurate oral description of the facts or phenomena being studied. The results of this study indicate that the BS Lady designed by the Buttonscarves brand can foster a community that is loyal to the brand, lifestyle, fashion, and trend among female Muslim fashion fans in Indonesia.

**Keywords:** Community, BS Lady, Muslim fashion, Buttonscarves, community engagement

## 1. Introduction

This researcher focuses on describing community involvement in the Buttonscarves through the Buttonscarves Lady program or often known as BS Lady. The theme was chosen because community involvement is important in carrying out business activities by the Buttonscarves brand, then it becomes one of the brand's efforts to increase the linkage of potential consumers, buyers, users and all elements related to the company. Not only that, the approach program carried out by the company or the Buttonscarves brand to consumers can also increase brand value, brand equity, and stand stronger brand awareness with a direct approach to consumers. The focus of this research is interesting to study because Buttonscarves is one of the emerging brands in the Muslim fashion world, especially among women, through this BS Lady, Buttonscarves can also monitor all consumer proximity activities to brands.

Buttonscarves is one of Indonesia's local brands that has successfully penetrated the international market by carrying a luxurious lifestyle product with the main product being the scarf (veil). Established in 2016, Buttonscarves started its business by selling products online through the buttonscarves.com. The launch of Buttonscarves products was well received by the Indonesian market and continues to grow until now. The number of requests also made Buttonscarves decide to open a physical store and expand its business overseas. Until now

Buttonscarves has exported its products to major countries such as Malaysia, Singapore, and Brunei Darussalam. Buttonscarves could not have grown to what it is today without the confidence of the business owners. Linda Anggreaningsih as the owner of the Buttonscarves business believes that Indonesia has good potential in the fashion international Muslim. Not only that, Buttonscarves' business success is also supported by a good market strategy.

According to Frida (2004), the function of Public Relations (PR) is to bring together the interests of organizations/institutions with the interests of the public. The company and society have a relationship of mutual dependence and mutual understanding. Mutual dependence in question is that the company needs the community to support its existence, while the community also needs the company in an effort to improve the social and economic life of the community. Community engagement is important for the Buttonscarves brand because companies and consumers are aware and understand that there is a mutual dependence relationship. This relationship has great vital value as in Lattimore who wrote that every community has a vital stake in the economic health and prosperity of its institution. Every organization has a vital stake in the health and prosperity of the community it inhabits (Lattimore 2010:221).

On the other hand, community-based entrepreneurship is a business institution owned by the community to realize the welfare of the community (Peredo & Chrisman, 2006). Ratten & Welpe (2011) emphasize the importance of the organization's goals by creating sustainable values in which there are political, social, and economic elements. Community-based entrepreneurship is a model of social entrepreneurship that has commercial characteristics, and aims to solve social problems, as well as participatory governance (Defourny & Nyssens, 2017). When a region has production and consumption activities (Medway, et al., 2017), community-based entrepreneurship will be involved in the management of public assets, infrastructure and public facilities for the formation of production and consumption facilities oriented to community welfare (Dentoni, et al., 2018 ). Community-based business institutions are located in one place but are connected to the wider environment. The influence of various stakeholders in decision-making, as well as a participatory management approach, are the main characteristics of social entrepreneurship (Defourny & Nyssens, 2017). The involvement of stakeholders is very important in realizing the sustainability of this institution through the knowledge-sharing process that will encourage skill development and access to resources (Sankaran & Demangeot, 2017).

As a community that is built organically by consumers, buttonscarves facilitates activities carried out by all BS Lady spread across various cities with different backgrounds but still closely related to Buttonscarves products. The activities organized by BS Lady include gatherings, workshops, meet and greets, seminars, etc. Community is a social group consisting of several people who unite themselves because they have something in common in many ways. For example, needs, beliefs, intentions, interests, talents, hobbies, and other similarities, so that they feel comfortable when uniting themselves because they feel that they have friends in the same thing. Even if it is considered unique even, odd by others. Communities are divided into two, namely, offline communities and online communities. An online community is a community that is united by the same work, similar hobbies, and common other unifying factors. The community is formed not without purpose. It can be short, medium or long-term goals. Looking at other aspects, community engagement is not only about branding, more than that, community engagement is also one of the company's strategies to increase interaction or user interaction from the company to users or consumers

## **2 Research Methods**

This research is descriptive research with a qualitative approach. According to Sugiyono (2016:9) qualitative descriptive method is a research method based on the philosophy of postpositivism used to examine the condition of natural objects (as opposed to experiments) where the researcher is the key instrument of data collection techniques carried out by triangulation (combined), data analysis is inductive/qualitative, and the results of qualitative research emphasize meaning rather than generalizations. Qualitative descriptive research aims to describe, describe, explain, explain and answer in more detail the problems to be studied by studying as much as possible an individual, a group or an event. In qualitative research, humans are research instruments and the results are written in the form of words or statements that are in accordance with the actual situation.

Informants in this study are people or actors who really know and master the problem and are directly involved with the research problem. By using qualitative research methods, it is very closely related to contextual factors, so in this case, sampling is collected as much information as possible from various sources. The second purpose of the informant is to explore the information that forms the basis and design of the theory that is built. Qualitative research is not concerned with the number of informants but can depend on whether or not the selection of key informants is appropriate and the complexity of the diversity of social phenomena studied. Thus the information used in this study was selected using a purposive sampling technique. According to Sugiyono (2016: 218-219). Purposive sampling is a sampling technique for data sources with certain considerations. This particular consideration, for example, is the person who is considered to know best about what we expect, or maybe he is the ruler so that it will make it easier for researchers to explore the object/social situation under study.

## **4 Discussion**

Community or community, when you hear the word, what comes to your mind is a group of people who have the same interests. A community is a group of people who are constantly doing different things at the same time. Usually, they do this to build connections with other people online and offline, including for business purposes.

Having a community is like having supporters. In addition, the community can also be a powerful medium for marketing strategies, the point is to actively involve customers. Coupled with the development of technology that is now completely online, the presence of a community is even more valuable and can be very useful and very helpful for business development.

According to Linda as owner of Buttonsscarves, the first important thing to do is market analysis. By analyzing the market, you will find out what the market likes and needs. Especially if you want to expand into international markets, you need to understand the target market in these countries. This can be done through research. For example, by conducting surveys on customers or target markets, viewing purchase records to see what kind of products are selling well in the market, and reading reports on fashion. Buttonsscarves collects data from these studies and makes it a group of research results for analysis. The results of the analysis are then derived for input and future product developments. Product analysis is very important for Buttonsscarves to provide products that truly meet customer needs.

Currently, Buttonscarves has a BSLady community who are lovers/users of the Buttonscarves Brand. The existence of BSLady is increasingly being formed in big cities in Indonesia. In fact, this community was not created by the management of Buttonscarves. This community is formed solely from a circle of Buttonscarves lovers/users who certainly have the same hobbies, tastes, and styles that are naturally formed, from friend to friend invitations, gatherings during social gathering, sharing information about favorite series, Buttonscarves products that will be launched, information preloved products, and so on. Of course, this BSLady community is a loyal customer of Buttonscarves.

One of the activities carried out by buttonscarves to always be close to customers is through the BS Lady program. One of the BS Lady activities held in Cirebon in July 2022, with the theme Get Your Health & Glowing Skin, the gathering was held at the Ballroom of Patra Cirebon Hotel by presenting dr. Nurlita Wulandari as the speaker. BS Lady Cirebon itself is a Buttonscarves fashion brand community in West Java which currently has around 150 members.

"This is indeed the first gathering. Thank God, there were more than 100 people in BS Lady who attended. There are those from Ciamis, Bekasi, Karawang. They all stay here," said the Chairperson of the West Java Bs Lady, Safitri.

Previously, BS Lady often held activities such as Iftar and Halal Bihalal in Kuningan.

"As a place for lovers of the Buttonscarves brand, Bs Lady is also open to anyone who does have one or more Buttonscarves brands such as Veils, Fashion, TAS or also Accessories from ButtonCarves,"

Currently BSLady has become a positive community in increasing the scope of friendship among Buttonscarves lovers. Regular meetings, social events are continuously held every month. Aspects of fashion and lifestyle today provide a new phenomenon, the standard for women with hijab with the B logo is fashionable, elegant, and prestigious. Indirectly, this phenomenon creates certain values and standards for the lifestyle of women with hijab. However, what kind of voluntary communication and promotion phenomenon does Buttonscarves loyal customers do? Of course this is an interesting thing, considering that Buttonscarves is not a brand with a standard price but one that has a fantastic price for a hijab.

Having a community means that we have supporters to do things easily. It can be said that the existence of an association will become a powerful medium in carrying out marketing strategies. Where the involvement of the wider community is the same as the community, do your business actors think about that? Whether done in person or online, the presence of a community is quite valuable and very beneficial for business development. It is not surprising that many large companies have a business owner who is widely known by the public. Although it has entered the logic of the importance of a community in business. But in fact there are still people who are reluctant to use and take advantage of this opportunity. To be clearer and more understanding, here are some of the importance of community or community involvement in business, namely:

1. Can increase brand awareness  
As a person who is building a business, of course, the main desire is to build brand awareness. Where this will be easy to be used as the beginning of marketing your product or service. Well, here it will be clear the importance of community engagement to help facilitate these activities.
2. As a source of information  
Where information is very expensive, but when you decide to have a community it will be easier. Later sources of information can be obtained from anywhere you need. The

trend that appears is that most of those who enter into a community can be seen for themselves on social media or others.

3. Can be used as a learning center

Through a community, you will find a variety of feedback from the product or service brand that is created. This of course will provide its own lessons, especially for the first business people. Where there are many things that must be done in order to fulfill what was previously targeted, and can improve the digital marketing strategy of a brand.

From some of the important things above, you need to learn and understand as a business person. If you are still not aware of the importance of this, then you should do your research again. But if you already believe and are sure, then start to pay more attention to it and apply it. Do it with the right initial steps so that the positive effects are more pronounced with the business that you are or will be running. Having strong ties with the community, business people will also know more about what their needs are and what kind of goods are needed so that later it becomes an opportunity to get bigger profits.

## 5 Conclusion

The relationship between the concept of community-based social entrepreneurship with the concept of area management can produce new concepts for managing consumer loyalty to a brand or brand. The results of this study contribute to the discussion on identifying community approaches to consumer management. In the process of involvement of a brand with customers or vice versa, either the formation of a group is carried out organically by consumers as a form of consumer appreciation for the products or goods they love.

Through BS Lady, researchers can conclude that the buttonscarves brand very well manages customers or consumers by means of a direct interaction approach. Buttoncarves companies also benefit from increased product value, awareness, branding and user interaction.

This research is qualitative research that still requires justification with an empirical approach. The results of this study also still require a confirmation from subsequent research that discusses business linkages to the interaction approach with consumers.

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