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Abstract. Brand equity provides a significant contribution to long-term sales and benefits of a product. Building brand equity through social media is important due to current rapid development of marketing 3.0. This study has two (2) objectives: 1) to identify the most significant social media in building brand equity of Dian Pelangi, and 2) to identify the most prominent indicators in building brand equity of Dian Pelangi in Hijabers community. This study applies positivist paradigm. The data are collected through survey. The sampling technique used is Four Sample One Object. This is a quantitative descriptive study of four social media: Facebook, Twitter, Blog, and Website of Dian Pelangi. This study is carried out with Islamic Marketing approach. The findings of the study show that Blog is the most influential social media in building brand equity of Dian Pelangi, while the highest indicator of brand equity of Dian Pelangi is the benefits of brand image in the form of information about current trend of color.

Keywords: media social, brand equity, hijabers, dian pelangi, islamic marketing

Abstrak. *Brand equity memberikan kontribusi yang siginifikan untuk penjualan dan keuntungan jangka panjang bagi sebuah produk. Pembentukan brand equity melalui media sosial menjadi penting seiring dengan perkembangan pesat marketing 3.0 saat ini. Penelitian ini mempunyai 2 (dua) tujuan yaitu 1) mengidentifikasi media sosial yang paling signifikan dalam pembentukan brand equity Dian Pelangi, dan 2) mengidentifikasi indikator-indikator yang paling menonjol pada pembentukan brand equity Dian Pelangi pada komunitas Hijabers. Paradigma yang digunakan pada penelitian ini adalah paradigma positivis yaitu melalui teknik pengambilan data melalui survey. Teknik sample yang digunakan adalah Four Sample One Object. Sifat penelitian adalah kuantitatif deskriptif pada 4 media sosial : Facebook, Twitter, Blog dan Website Dian Pelangi. Penelitian ini dilakukan melalui pendekatan Islamic Marketing Hasil penelitian menunjukkan bahwa platform media sosial Blog merupakan platform yang paling kuat pengaruhnya pada pembentukan brand equity Dian Pelangi, sedangkan indikator tertinggi pada brand equity Dian Pelangi adalah indikator benefit pada brand image, yaitu berupa informasi tentang warna yang sedang tren saat ini.*

Kata kunci*: sosial media, brand equity, hijabers, dian pelangi, islamic marketing*

INTRODUCTION

This study applies Islamic Branding & Marketing approach, a rarely applied approach in current studies of marketing. Islamic Marketing, also referred to as "marketing to Muslims", is different from traditional marketing based on the perspective of the West (Temporal, 2011). This approach is currently needed due to the rapid growth of Muslim population in the world. Producers need a comprehensive understanding of the needs and the wants of Muslim consumers and market to survive in this increasingly intense competition. Muslim market is no longer a merely niche market, but a rapidly growing market (Eums, 2009). There are several prominent aspects of Islamic Marketing approach, one of which is that the marketing and branding activities are not merely carried out to meet consumer satisfaction on a product/service, but also to be able to create and implement Islamic Consumption through the aspects of Taqwa (piety) and Sharia (Temporal, 2011). The indicators of this study will be adjusted to Islamic Marketing approach, distinguishing it from previous studies on brand equity.

The studies on brand equity have been carried out in various business sectors. A study on upscale hotels carried out with quantitative method by Hsu, et al. (2012) finds a new model of brand equity, namely customer-based brand equity. It shows that brand loyalty is a significant moderating variable of brand equity on brand choice. A study of brand equity on a chain restaurant in Korea carried out by Hyun, et al. (2011) uses four interrelated dimensions of brand equity, namely brand awareness, brand image, perceived quality and brand loyalty. Brand awareness is a requirement for the development of brand loyalty, brand image, and perceived quality. Thus, the study suggests that the restaurant carries out promotion and quality assurance consistently.

Many studies have been carried out on Muslim fashion industry and hijabers community (community of women wearing veils), but most of these studies apply traditional marketing approach rather than Islamic Branding and Marketing approach. Beta (2014) in Hijabers: How Young Urban Muslim Women Redefine Themselves in Indonesia carries out an analysis of dissemination of the differences of hijabers' clothing styles through cyber media (blogs and social network sites) working on creative economy. One of the findings of this study indicates that the Blog of Dian Pelangi is the "face" of current hijabers community. The blog of Dian Pelangi (dianrainbow.blogspot.com) shows Dian

Pelangi as a Muslim fashion designer wearing hijab and traveling around the world. Dian Pelangi always dresses politely on her trips. The Blog shows the details of her fashion accessories, indicating that Dian Pelangi is an upper-middle class woman with a strong shopping ability. This study is closely related to the study by Hasanah (2016), suggesting that the source (designer or producer) of fashion knowledge has highly positive influence on the awareness of fashion trends for hijabers (Hasanah, 2016).

The comprehension of a brand is highly important in marketing. A product is produced in a factory and it is very easy to imitate. However, a brand is produced in the mind of consumers and it is very difficult to imitate. A brand is an important part of current market. A brand is a signal (Aaker, 1991), meaning that it provides signs for the consumers about the origin of the product and protects the consumers from the competitors trying to imitate. A brand is a name, shape, sign, symbol, design, or their combination identifying and distinguishing a product from others. A brand is a perception. The consumers bring a set of information and experience about a product in their minds. The information and experience are combined into a perception. Thus, a brand is a tool to distinguish one product from other products. A brand is also a promise of the company to its customers to consistently build and maintain the brand to create consumer confidence (Kotler, 2006; Duncan, 2002; Aaker, 1991).

The power of a brand should be built on the needs and the wants of the consumers. Customer-based brand equity is the differential effect of brand knowledge on consumer response to the marketing activities of the brand (Kevin Lane Keller, 1993). Brand knowledge is a concept connected as a model of memory formed by two (2) components: brand awareness and brand image. Therefore, customer-based brand equity is created when the consumers already have a high awareness and unique perception of the brand in their mind. Customer-based brand equity is created due to the difference or diversity of consumer response to marketing activity when they have already known the brand. Thus, it can be said that: 1) A strong brand is critical to the success of marketing activities. Other marketing activities depend on how the brand is created. 2) The power of a brand is different from the effect caused by investment in the market. Brand equity provides additional value. 3) A brand should be managed periodically.

In an intense competition involving many players in a market, a strong brand is necessary. A strong brand must be the primary goal of a marketer since it will provide an alternative for the company to face price competition and product specification. According to Kotler and Keller (2009), brand equity consists of brand awareness, brand image, brand responses, and brand relationship.

Aaker (1996) states that brand awareness has four levels, namely (1) Unaware of Brand: the lowest level of brand awareness where the consumers are not aware of the presence of the brand in their mind. (2) Brand Recognition: the low level of brand awareness where the consumers are able to remember the brand with help (aided recall). It is required when the consumers choose a brand at time of purchase. (3) Brand Recall: an unaided recall of the brand where the consumers do not need any help to remember the brand. Measuring brand recall is more difficult than measuring brand recognition. (4). Top of Mind: the highest level of brand awareness in the minds of the consumers. It happens when the consumers can directly mention a brand when questioned without any help to recall it or when a brand is mentioned first before other different brands in the minds of the consumers.

Meanwhile, Keller (2003) divides brand awareness into two main dimensions, namely brand recognition and brand recall. Brand recognition refers to the ability of the consumers to reaffirm what has been exposed by a brand by providing a specific clue. In other words, the consumers are able to differentiate a brand because they have seen or heard about the brand before. Brand recall is related to the ability of the consumers to remember a brand from their memory when given a question related to a category of a product. For example, brand recall of Dian Pelangi will depend on the ability of the consumers to remember the brand, particularly when they think about patterned, colorful, casual, and simple Muslim fashion to wear on an event.

Associated with information acquisition (obtained from social media in this study), the consumers in general will recognize a brand more easily than recall a brand. However, the dominance between the two indicators is also influenced by the availability of the brand when the consumer determines the purchase process. For example, if the purchase is made in a Muslim fashion show or bazaar, the brand recognition will be more dominant because the brand is available physically. In other circumstances where the brand is not available physically, the need for the consumers to be able to remember the brand (brand recall) is more dominant.

Thus, to measure brand awareness, this study will focus on two (2) dimensions, namely brand recall and brand recognition, because unaware of brand as the level where the consumers do not recognize the brand is not relevant to this study since the consumers/respondents of this study, the Hijabers community, have known the brand of Dian Pelangi from social media. Furthermore, a similar reason is also applied to the dimension in top of mind where the brand obtains a positive result on the statement about brand recall. The similar reason is also stated by Huang & Sarigollu (2010) in their study focusing on brand recognition and brand recall to measure brand awareness.

An image is the emerging impression based on the knowledge and comprehension of a fact. An image is what is thought or even imagined by people about something. "Images are the set of beliefs, ideas, and impression that a person holds regarding an object". Thus, essentially, an image is a perception of an object

formed by processing information from various sources periodically (Temporal, 2001, Kotler, 200, Jefkins, 1987).

Associated with a brand, Temporal (2001) states that an image desired by people in a brand is an identity to be projected. Consumer perception of a brand contains an illustration and a set of personal expression or identity included into the brand. The number of brands circulating in the market provides an alternative of choice for the consumers to purchase. Nowadays, the consumers do not only see the quality and price in purchasing a product/service, but also the image of the brand attached to the product/service. The rapid development of the market will encourage consumers to consider brand image rather than the characteristics of the product offered.

Kotler & Armstrong (2000) state that brand image is a set of consumer confidence on certain brands. The consumers will be facilitated and not be confused anymore by various existing brands because of the brand image attached in their minds. Brand image expresses the total impression and all the associations of the brand, both functional and non-functional, in the minds of the consumers. It explains that brand image is a set of brand association formed in the minds of consumers while the brand association is all the impressions that come to the minds of consumers related to their memory of the brand. Correspondingly, it says that brand image is considered a group of associations connecting consumer thinking to a brand. It shows that brand association has correlation in building brand image. In his journal on measuring brand equity, Keller (1993) says that brand image can be measured through 3 categories, namely attributes, benefits, and brand attitude.

Attributes can be divided in two components, namely product-related attributes or the physical composition of a product that has an important influence in determining performance, and non-product-related attribute or the external aspects of a product related to the purchase. The attributes do not directly affect product performance but may affect the process of purchasing. Product-related attributes are created by marketing mix and how the products are marketed. Non-product-related attributes include price, packaging, user imagery, and usage imagery, feeling and experience, and brand personality.

Benefits are the relevant information related to the assumptions that brand image is highly subjective and formed by consumer interpretation of the benefits of the product issued by the brand. Benefits are personal values that consumer thinks about the benefits a product can deliver (Keller, 1993). The dimensions of benefits include functional, symbolic, experience, self-expressive (social), and appearance improvement aspects.

According to Keller (1998), brand attitude is a dimension of brand image, a comprehensive evaluation carried out by the consumers. Brand attitude will form the basis of consumer behavior regarding a particular brand. Brand attitude presents consumer's influence of a brand leading to real action. Furthermore, brand attitude

is associated with product confidence and benefits functionally and symbolically (Keller, 1993). Brand attitude can also be formed by confidence about intrinsic attributes of a brand as well as the functional benefits and experience (Zeithaml, 1998, in Keller, 1998). Brand attitude can be formed through consumer confidence on the extrinsic attributes and symbolic benefits of a brand (Lutz in Keller, 1998). Therefore, it can be said that brand attitude is the evaluation of a brand in the form of likes and dislikes that can be formed from the confidence on a brand and can be the basis to perform an action. Brand attitude as a part of brand image can certainly stimulate the wants of the consumers to purchase the products offered. The more attracted a consumer to a brand, the strongest the wants of the consumer to own and choose the brand.

Brand Response as a part of the measurement of brand equity delivered by Lucy Stafford (in Zong Yi, 2005) is essentially a carefully executed direct response campaign with longer-term goals such as customer retention, brand loyalty, and improvement of customer relationships with the brand itself. The concept refers to the success of the campaign carried out by the producers through marketing communication program. Stafford says that the success of the campaign depends on the creativity capable to strengthen the brand over time and the delivery of the messages through media in the form of direct mail, advertising, etc. via radio, television and the internet. The creativity of the messages can be in the form of informational and transformational messages such as fear, guilt, love, pride, joy, etc.

The last dimension in building brand equity is Brand Relationship, namely the relationship formed between the brand and consumers because of their similar characteristics. "Brand Relationship is the repeated interaction between the brand and customers that start to reflect similar characteristics of relationships between people such as love, connection, interdependence, intimacy, and commitment" (Cassie, 2008). The similarity of characteristics is formed due to an excellent experience more than just the fulfillment of needs between the brand and consumers. Marketing Communication Program is an activity aiming to create memorable experience between the brand and consumers to establish a good relationship between them. Consumer attitudes toward the programs carried out by the producers can be regarded as a functional component of the formation of brand relationship. Brand Relationship is a relationship formed between a brand and consumers due to consumer confidence that the brand has a soul or at least humanity in it. When a brand has been associated with humanity, consumers will carry out parallel social relationships to them. (Kotler & Keller,2008)

Susan Fornier (in Kim 2005:4) states that there are five dimensions of Brand Relationships, namely (1) Self Connective Attachment; the properties contained in a brand have a personal attachment with consumers. Brand-related memories evoke an attachment to the

brand. Self-image and the environment also affect how the brand reflects itself. (2) Consumer satisfaction when using a brand. Satisfaction as an emotional state is formed by the evaluation of the interactions between consumers and the brand. (3) Commitment, the wants of the consumers to continue using the brand or maintain good relationship with the brand. Commitment is consumer's orientation of a long-term relationship. Thus, commitment is a confidence that the loyalty of a relationship is valuable and there is an effort to maintain it. Consumers tend to build commitments when maintain a good relationship considered more favorable (cognitive commitment), feel an emotional bonding in the relationship (affective commitment), and do not want to switch to other alternatives (behavioral commitment). (4) Consumer confidence to the brand is based on positive experiences. (5) Intimacy or in-depth knowledge by consumers about the brand; it can be said that intimacy is related to the depth of knowledge between the brand and consumers and vice versa.

The use of social media as a tool of marketing is an effort to get closer to form an emotional relationship between producers and consumers. Currently, it is highly important. According to the Ministry of Communications and Information Technology (2016), Indonesia is ranked as the 5th largest twitter user in the world after USA, Brazil, Japan, and England. Referring to this data, the use of social media becomes highly important in Muslim business of fashion.

Social networking sites such as Twitter, Facebook, Path, Tumbler, and Blogspot are also means of marketing communication for business activities between producers and consumers. Other than for promotional means, social media can also be used as a means to get closer and build relationship and interactivity between producers and consumers. Current consumers are no longer satisfied with advertising, namely promotional information as a single source to find out about new products and services. They also want to interact directly with the producers. The relationship and interaction between producers and consumers can be dyadic, personal, massive, viral, and social because each social media platform has its own characteristics. Blog is usually connected with a particular link or someone else's site (blogroll), eventually forms the blogosphere. A site similar to blog is called website. A blog tends to be more dynamic and up-to-date over time, while a website tends to contain general and static content. In addition to its function as a means of promotion, advertising and marketing, Facebook (FB) also has a function as a means of interpersonal communication where the account owners can convey ideas and aspirations to his followers. Facebook is deemed to have more interesting value of communication because it has different types of features to support communication in the form of video, photo, and unlimited text. Twitter (microblog) is used to establish friendships and communication intensively. Twitter literally means "to chirp". Twitter has become a means of one-to-many communication, not merely

one-to-one communication. Through twitter, producers can chat in the form of one-way linear communication between the source (producers/owner of the social networking site) and receiver (consumers/followers) or in the form of two-way communication via RT (retweet), in reply to or DM (direct message). In other words, Twitter more emphasizes its benefit as an information network providing recent news (promotional messages) from a producer and sharing them to the world. Producers are considered to have an attractive twitter account based on the number of followers.

Currently, one of producers of Muslim clothing is Dian Pelangi, who is also one of the founders of Hijabers community. She is regarded as a rising star in Muslim fashion industry today. Dian Pelangi builds this brand from her aggressiveness in social media. Her followers on Twitter (2016) are 479K followers. It can be an indicator of brand equity of the brand of DP (Dian Pelangi). Her Instagram is ranked 16 of 21 Indonesian celebrities with the most followers, about 4.8 m followers (data in 2017). Dian Pelangi has more than one blog, among others: blog.dianpelangi.com and the merchant daughter as a means of sharing her lifestyle information. Through the blog, Dian Pelangi promotes her Muslim clothing products, informs the events where she participates as a speaker, delivers the information of current lifestyle of Muslim women, etc.

RESEARCH METHOD

This study applies positivist paradigm using a quantitative approach to observe, collect information, and present an analysis of the study. This study applies hypothetical-deductive approach. Based on the objectives of the study, it is a descriptive study. Based on the time of the study, this study is cross-sectional because the data are only collected in a certain period and there is no other study in different period to be compared.

The data are collected through two ways, questionnaires as the primary data and study of literature (references and journals) as secondary data. In this study, the population is the Hijabers community in Jakarta. The sampling is taken by non-probability sampling relying on purposive technique, namely sample selection is based on specific determined criteria. The object of the study is Facebook, website, twitter, and blog of Dian Pelangi. Thus, this study applies one sample four object.

The determined criteria of respondents is women aged 17 to 40 years who have accessed social media as communication platforms owned by Dian Pelangi at least in the last three months. The total sample in this study is 100 respondents (Hair, 2010). The data are analyzed using Software SPSS 20.0 for Window Evaluation Version. The characteristics of the respondents will be analyzed using frequency analysis. To find out the responses given by the respondents through questionnaire, the mean or average of answers is used and supported by the frequency distribution of the responses. The tendency is seen by providing boundaries to decide whether the value of the mean obtained belongs to the category defined, namely very

poor, poor, acceptable, good, and very good. Brand equity is measured using 5-point Likert scale of degree of agreement: (1) strongly disagree; (2) disagree; (3) undecided; (4) agree and 5) strongly agree. Likert scale is used to measure attitudes, opinions and perceptions of a person or a group of people about social phenomena that have been determined specifically into the variables of the study.

RESULT AND DISCUSSION

Descriptive statistic discussion is conducted to describe the characteristics or the identities of the respondents. The majority of respondents in the study are the members of Hijabers community aged 20 to 22 (76%) who have graduated from senior high school (56%) and have an average expenditure of IDR 1,000 to IDR 2,000,000 per month for their daily necessities. It is seen that Hijabers community is a suitable community for the target market of Dian Pelangi, namely the youth. According to William Strauss (2000) in his book Millennials Rising: The Next Great Generation, Generation Y has a highly open communication patterns and point of view. Generation Y cares about social problems compared to previous generations. Generation Y is a generation influenced by technological development and a fanatic social media user.

In line with the statement by Aaker (1996), brand awareness is the ability of a consumer to recognize and recall a brand in different situations. Brand Recognition means that the consumers have the ability to recognize the brand when there is a specific clue and they can mention or recognize the brand if they have heard or seen the brand. Meanwhile, Brand Recall means that the consumers (even in a virtual market) see a category of a product and can recall the exact name of the brand.

In this study, the respondents are the members of Hijabers community where Dian Pelangi is one of the founders of the community. It is assumed that the respondents have known or ever heard her name. The findings of the study show that Blog is the most influential social media platform in building brand awareness compared to others with a total mean of 5.22 (brand recognition has a mean of 5.21 and brand recall has a mean of 5.24) compared to Twitter with a total mean of 5.00, Facebook with a total mean of 4.93, and Website with a total mean of 5.12.

As described previously, brand image is a confidence or an idea in the mind of the consumers about a brand. Through brand image, the consumers will be able to distinguish a brand from other brands so that they will not be confused anymore by various brands in the market. Brand Image in this study is measured through the dimension of Attributes, Benefits, Brand Attitude, Brand Responses, and Brand Personality through virtual market in the form of social media such as Twitter, Facebook, Blog, and Website owned by Dian Pelangi.

Attributes are features describing a product or service from the concerned brand, consisting of product-related attributes and non-product related attributes. In this study, Twitter account of Dian Pelangi provides the largest contribution in building brand image with a mean of 5.27 for the dimension of Attributes. The highest indicator is seen from the statement "Through the tweets on Twitter account of Dian Pelangi, I think Dian Pelangi clothing has an Islamic and modern personality". This indicator is included in non-product related attributes included in the cognitive component, knowledge, and confidence based on direct experience with the object or various sources regarding something forming an idea about the characteristics of the object. It shows that Dian Pelangi has described the modern Muslim clothing appropriately in accordance with Hijabers community whose members are Muslim young women wearing Muslim fashion.

Blog of Dian Pelangi provides the largest contribution in building brand image with a mean of 5.4 for the dimension of Benefits. The highest indicator is seen from the statement "Through the images posted in Blog of Dian Pelangi, I get information about the colors of Muslim clothing of current trends" (mean of 5.51).

Twitter and Blog provide the same contribution in building brand image with each total mean of 5.24 for the dimension of Brand Attitude. The statement on Twitter is "Through the tweets on Twitter account of Dian Pelangi, I start to like the design of Muslim fashion by Dian Pelangi." (mean of 5.29) while the statement on the Blog is "Through messages and images posted on Blog of Dian Pelangi, I start to admire the fashion design of Dian Pelangi." (mean of 5.31). The indicators like and admire indicate the different levels of consumer attitudes towards brand image of Dian Pelangi. Since Blog is able to use more words than Twitter limited by 140 characters, Blog becomes the choice of the followers of Dian Pelangi in building brand image of the product. Through available images, the Blog is capable to provide more contribution than Twitter that is merely supported by a link.

This study also shows that Blog provides the largest contribution in building brand image for the dimensions of Brand Responses and Brand Relationship. Brand Responses has a total mean of 5.30, larger than the total mean of Twitter (5.25), Facebook (5.11) and Website (5.13). The highest indicator for Brand Responses is seen in the statement "After seeing the messages and images on Blog of Dian Pelangi, I start to like Dian Pelangi youthful fashion." while the highest indicator for Brand Relationships is seen in 2 statements with the similar mean of 5.25: "Through this image, I start to know the profile of the designer Dian Pelangi better." and "Through images and messages posted on this Blog, I feel closer to the designer Dian Pelangi". Thus, it can be concluded that Blog (with a total mean of 5.27) provides more contributions in building brand image of Dian Pelangi.

From the analysis related to brand awareness consisting of brand recognition and brand recall as well as the analysis related to brand image consisting of attributes, benefits, brand attitude, brand responses, and brand relationships on the social media accounts of the designer Dian Pelangi, it can be concluded that Blog provides the highest contribution in building Brand Equity of Dian Pelangi compared to Facebook, Twitter

and Website. The findings of this study show that the respondents show strong agreement towards brand equity on the accounts of Dian Pelangi.

Based on the snake diagram, the highest indicators in the variables studied on social media platform are obtained as follows: (a) Twitter the highest indicator is obtained from the statement "Through the tweets on Twitter account of Dian Pelangi, I obtain the information to wear hijab in a trendy way", with a mean of 5.47. This indicator is included in the dimension of Benefits in building brand image; (b) Facebook the highest indicator is obtained from the statement "Through the post on Facebook account of Dian Pelangi, I think Muslim fashion of Dian Pelangi is bright and colorful clothes of current trend", with a mean of 5.32. This indicator is included in the dimension of Benefits in building brand image. The highest mean in this social media is in line with the findings of the highest mean in Blog; (c) Blog the highest indicator is obtained from the statement "Through the images posted on Blog of Dian Pelangi, I think Muslim fashion of Dian Pelangi is bright and colorful clothes of current trend", with a mean of 5.51. This indicator is included in the dimension of Benefits in building brand image. Thus, the benefits obtained by the followers of the account of Dian Pelangi is a new form of benefits regarding fashion colors of current trend, instead of the information of how wearing hijab (veil) in current trend is. It shows a contradictory to the benefits that should exist in a Muslim fashion account observed from Islamic Marketing approach that emphasizes the aspect of Taqwa and Sharia (Temporal, 2011) about how pious Muslim women dress.

However, compared to the highest mean on Twitter, the account of Dian Pelangi has benefits to provide information on how to wearing hijab in a current trend. However, the trend is not necessarily in line with the Islamic way of wearing hijab in accordance with the aspects of Sharia: (a) Website the highest indicator is obtained from the statement "After seeing the message posted on the Website of Dian Pelangi, I start to like youthful Dian Pelangi fashion", with a mean of 5.21. This indicator is included in the dimension of Benefits in building brand image. The same value of mean is obtained from the indicator with the statement "Through the images on the website of Dian Pelangi, I can see the characteristic of fashion brand of Dian Pelangi". This indicator is included in the dimension of Benefits in building brand image.

An interesting finding of this study is associated with brand relationships. It is found that the indicators showing the intimacy of interaction and communication between the account owner Dian Pelangi and the followers, though included in the high category, have lower value of mean than some indicators of brand responses, such as indicators related to the messages leading to a sense of love leading to brand loyalty. Brand Relationships are the interaction and relationship between the owner of the account and the followers' opening, reading, and probably sharing on accounts of Dian Pelangi at least in the last three months. It is seen from the indicator on the statement "After seeing the images posted on the Blog of Dian Pelangi, I have a deeper understanding about the brand of Dian Pelangi", with a mean of 5.25. This indicator is an indicator of intimacy on the dimension of brand relationships. These findings do not support the concept by Cassie (2008) saying that brand relationships is an interaction occurring repeatedly between a brand and its consumers, beginning with similar characteristic of relationships between two people such as affection, mutual dependence, intimacy, and commitment.

The findings show that blog as a personal journal of the owner has a stronger advantage in building brand equity in social media marketing. From the study on the Blog of Dian Pelangi, it is known that the blog is full with a variety of up-to-date visualization of images and messages, unlike Twitter account of Dian Pelangi that tends to consist of monologue and text between the followers and the owner of the account (one-way communication).

The findings show that blog is a significant platform of media social in building brand equity on the brand of Dian Pelangi. The findings also show that brand awareness is the most prominent dimension in building brand equity. This means that the findings of this study are in line with the study by Hyun (2012) stating that brand awareness is a significant dimension to the chain restaurant in Korea. The findings of this study are also consistent with the findings of the study by Kavakci (2017) that blog and social media platforms have constructed the privilege of fashion and fashion style, particularly the courage to be creative in fashion.

However, in terms of Islamic Branding & Marketing approach, it is seen that the brand of Dian Pelangi is not in line with the aspects of Sharia and Taqwa (Temporal, 2011). The indicators of the brand of Dian Pelangi show the trend of the style of Muslim women from generation Y, namely colorful Muslim clothing. Sharia for pious Muslim women is to dress in unattractive color and design (Al Quran 24:31, 60, HR Buchari No. 6834).

CONCLUSION

The findings of the study show that blog has significant contribution in building brand equity of Dian Pelangi compared to other social media as communication platforms such as Twitter, Facebook, and website. The highest indicator on social media in building brand equity of Dian Pelangi is benefits on the dimension of brand image on blog. The findings of the study show that through Islamic Fashion Marketing approach, the indicators of the dimension of the study based on Islamic Marketing, namely the aspects of Sharia and Taqwa, are not seen in building the brand equity of Dian Pelangi.

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