

ISLAMIC BRANDING AND SOCIAL MEDIA: AISAS MODEL AS A MARKETING STRATEGY FOR WARDAH BEAUTY IN RAMADAN CAMPAIGN

Choirunnisa Rezky Ramadhani^{1*}, Ira Wirasari²

^{*1,2}Telkom University, Indonesia

^{*1}email: crezkyr@student.telkomuniversity.ac.id

Abstract: Ramadan is a strategic moment for companies to promote products through special campaigns. One example is the “Teruskan Langkah Baikmu” campaign by Wardah Beauty during Ramadan 2024. This study explores the application of the AISAS (Attention, Interest, Search, Action, Share) marketing communication model in the context of Islamic Branding in the campaign. This study uses a qualitative approach with data collection through observations of Wardah Beauty’s official social media and related literature research. Brand awareness analysis refers to Keller’s Brand Awareness theory. The study results show that this campaign effectively applies the Islamic Branding concept at every stage of the AISAS model. The campaign succeeded in attracting attention, arousing interest, encouraging information searches, motivating purchases, and encouraging consumers to share positive experiences. However, this study is limited to social media observation data and previous literature, so the results cannot be generalised. This study provides new insights into using the AISAS and Islamic Branding models in an integrated manner to increase brand awareness, especially in marketing during Ramadan.

Keywords: AISAS, islamic branding, ramadan, marketing communication, social media.

Introduction

Ramadan is a special time for Muslims worldwide, offering opportunities to deepen spiritual connection and self-awareness (Kuswandi et al., 2023). In addition to individual religiosity, this month also provides a significant moment for businesses to promote their products, often accompanied by thoughtful and culturally relevant advertisements (Anis, 2013). Compared to other months, advertisements during Ramadan frequently deliver more ethical and meaningful messages (Andrianto, 2018). In Indonesia, the world’s largest Muslim-majority country with over 229 million Muslims, the culture of consumerism during Ramadan presents lucrative opportunities for businesses to amplify their advertising efforts (Nugraha, 2017). This consumer behaviour aligns with the growing global halal market, projected to reach a value of USD 4.96 trillion by 2030, driven by sectors such as halal food, Islamic fashion and Sharia-based services (Islam Post, 2024). E-commerce platforms such as Tokopedia and Shopee reported significant increases in sales of Islamic products during Ramadan 2023, reflecting a strong alignment between consumer values and product offerings (Katadata, 2023). This alignment underscores the strategic relevance of Islamic Branding during Ramadan, as consumers seek halal-certified products and value ethical practices and support for the Muslim community. Islamic branding incorporates these values, extending beyond product certification to include ethical principles and community engagement. Companies adopting such approaches must employ precise marketing strategies to communicate their brand values effectively, especially in a competitive market landscape. Wardah Beauty, a leading Indonesian cosmetic brand, represents a compelling case study in this context. Established in 1995 under PT Paragon

Technology and Innovation, Wardah Beauty positions itself as an Islamic beauty brand with the “Halal Green Beauty” philosophy, emphasising halal, natural, alcohol-free formulations, and ethical practices (Wardah Beauty, 2024). During Ramadan 1445 H, Wardah Beauty launched the ‘Teruskan Langkah Baikmu’ (Continue Your Good Steps) campaign, showcasing its ability to integrate Islamic branding with innovative marketing strategies.

This study examines Wardah Beauty’s campaign through the AISAS model—Attention, Interest, Search, Action and Share. By analysing how Wardah Beauty combines Islamic branding principles with the AISAS framework, this research aims to uncover insights into effective brand communication strategies during Ramadan, particularly in fostering brand awareness and consumer engagement.

Literature Review

Islamic Branding has emerged as a significant concept in global marketing, particularly in countries with a Muslim-majority population. Temporal (2011) defines Islamic Branding as all branding and marketing activities aligned with Islamic principles and values, aimed at attracting Muslim consumers. This concept encompasses sharia-compliant products, services, and communications, reflecting a deep understanding of Islamic culture. Notably, Islamic Branding is not confined to brands from Islamic countries but also includes international brands adopting sharia principles to cater to the Muslim market (El-Bassiouny, 2014).

The awareness of Muslim consumers regarding sharia principles plays a pivotal role in their preference for Islamic-labeled products (Ranto, 2013). Products and services adhering to these principles often gain better acceptance among Muslim consumers, enabling them to compete with established global brands. Similarly, Kamaruddin and Ramly (2015) highlight that Islamic Branding enhances consumer loyalty and creates a positive brand image in competitive markets.

Brand awareness is a key metric for evaluating the success of Islamic Branding. Keller and Swaminathan (2020) argue that brand awareness grows through repeated exposure to the brand, enhancing consumer recognition and recall. Sari (2021) identifies four primary indicators for measuring brand awareness: Recall (consumer memory of the brand), Recognition (identification of the brand), Purchase (inclusion of the brand in purchasing decisions), and Consumption (awareness of the brand during product usage). These indicators are instrumental in assessing the impact of campaigns like those by Wardah Beauty during Ramadan.

Digital media has become an essential tool in marketing strategies, particularly with the increasing number of internet users, which reached 64% of Indonesia’s population in 2020 (Hidayatullah & Pasaribu, 2021). Companies are leveraging social media and digital platforms to communicate brand messages effectively and build brand awareness, especially among younger, tech-savvy audiences. To analyze consumer behaviour in digital marketing, the AISAS (Attention, Interest, Search, Action, Share) model introduced by Dentsu provides a useful framework. This model outlines five stages in the consumer journey, from gaining attention to sharing experiences on social media. Manggaga (2022) highlights the effectiveness of the AISAS model in understanding consumer behaviour and its frequent application in digital marketing campaigns. By applying this model, researchers can explore the dynamics of consumer interaction with Islamic Branding campaigns across digital platforms.

Method

This study employs a descriptive qualitative approach to explore and understand consumer brand awareness toward Wardah Beauty’s Ramadan campaign. A qualitative

approach was chosen as it allows for an in-depth analysis of consumer perceptions and behaviors, which cannot be fully captured through quantitative data alone (Creswell, 2014). The data used in this research consists of both secondary and primary sources. Secondary data was gathered from relevant literature, including books, journal articles and prior studies focusing on Islamic Branding and brand awareness. These sources served as the theoretical foundation for examining the concepts and phenomena related to the research topic. Primary data was collected through observations of Wardah Beauty's official social media platforms and online media associated with the campaign. To further validate brand awareness metrics among consumers during the Ramadan campaign, a questionnaire was distributed to 20 respondents. Although the sample size was limited, this exploratory approach provides initial insights that can be expanded in future research with a larger sample. The data collection process involved two key methods: observation and questionnaire distribution. Observations documented consumer interactions with Wardah's brand on its official social media accounts and related online media, recording reactions, comments, and engagement levels with campaign content. The questionnaire, distributed to 20 purposively selected respondents, aimed to measure brand awareness levels. Respondents were chosen based on their active participation in the campaign and usage of Wardah Beauty products. Despite its limited scope, this purposive sampling approach offers valuable exploratory insights into consumer perceptions.

The study employs the AISAS model (Attention, Interest, Search, Action, Share) developed by Dentsu, a leading Japanese advertising firm, to analyse consumer behaviour in response to the digital marketing campaign. The AISAS model consists of five stages: capturing consumer attention, fostering interest, encouraging information-seeking behaviour, prompting actionable decisions and motivating consumers to share their experiences (Manggaga, 2022). This model was selected for its relevance to digital marketing strategies commonly used by cosmetic brands, including Wardah Beauty. The research procedure began with the collection of secondary data through a literature review on Islamic Branding and brand awareness. This was followed by observing consumer interactions with Wardah's Ramadan campaign on social media, focusing on engagement patterns. Subsequently, a questionnaire was distributed to measure consumer brand awareness. The collected data was analysed using the AISAS model to identify patterns in consumer behaviour across the five stages. By combining these methods, this study aims to provide a comprehensive understanding of the effectiveness of Wardah Beauty's Ramadan campaign in enhancing brand awareness through the implementation of Islamic Branding concepts.

Result and Discussion

Wardah Beauty has become a popular cosmetic brand, gaining recognition after positioning itself as a halal beauty product that aligns with Islamic principles, reflecting an innovative approach to creating high-quality products (Raniah & Musdalifah, 2022). Targeting primarily the Muslim market, Wardah Beauty integrates Islamic Branding into its promotional strategies to effectively communicate its brand values. To better understand the application of Islamic Branding in this campaign, the analysis will follow the AISAS model framework as outlined below.

Attention (A)

Wardah Beauty's Ramadan 1445 H campaign, titled "Teruskan Langkah Baikmu", gained public attention through digital platforms such as its official website, Instagram, X (formerly Twitter) and mainstream media coverage like Detik.Co in Figure 1. Inspired by Qur'an Surah An-Najm (verses 39-42), the campaign highlights the rewards of good deeds. The

campaign featured Dewi Sandra, a brand ambassador embodying Islamic values, reflecting research by Dirmawati (2024) that supports effectiveness of combining Islamic branding with celebrity endorsement to increase consumer purchase intention.



Figure 1: Campaign poster featured in Detik.Co coverage
Source: Screenshot from Detik.Co, 2025

The campaign’s strategy included offline activities, such as the Wardah Ramadan Gathering, featuring sessions like *Heart to Heart* with Putri Ariani and a sermon by Ustaz Abdurrahman Zahier. As you can see in Figure 2, as Harisah (2019) observed, integrating social media campaigns with public events amplifies message reach and impact.



Figure 2: A digital media coverage of the offline campaign activities
Sumber: Screenshot from Beautynesia.id, 2025

Interest (I)

To sustain consumer interest, Wardah Beauty introduced inspiring and emotionally engaging content, including the “*Heart to Heart with Dewi Sandra*” video podcast series as you can see in Figure 3. Episodes featured influential women such as Putri Tanjung, Asma Elbadawi and Retno Marsudi, leveraging the growing popularity of podcasts as a platform (Taylor, 2024).



Figure 3: Several episodes from the Heart to Heart video podcast program

Source: Screenshot from Wardah Beauty’s official YouTube channel, 2025

The campaign featured a theme song titled “Teruskan Langkah Baikmu” performed by Putri Ariani, which shares the same titles as the campaign. Additionally, it included a contest with a grand prize of a Luxury Halal Trip to Qatar, as shown in the poster in Figure 4.



Figure 4: *Luxury Halal Trip to Qatar* Poster Campaign

Source: Screenshot From the Official X Account of Wardah Beauty, 2025

By utilizing platforms like YouTube and hosting engaging competitors, Wardah Beauty strengthened its connection with the target audience, aligning with Haygood’s (2007) assertion of podcasts as an effective medium for creative Islamic Branding.

Search (S)

The campaign encouraged consumers to explore more about “Teruskan Langkah Baikmu” via Wardah Beauty’s official social media channels, including Instagram, Facebook, TikTok and X, as seen in the poster outlining how to participate in the campaign shown in Figure 5. This strategy aligns with Sulianta’s (2015) findings that social media facilitates unlimited communication and information sharing, enabling consumers to access comprehensive campaign details. Regional accounts further expanded the campaign’s reach across a diverse demographic.



Figure 5: How To Join The “Teruskan Langkah Baikmu” Campaign Poster
 Source: Screenshot From the Official Instagram Account of Wardah Beauty, 2025

Action (A)

Wardah Beauty motivated consumer participation through initiatives such as the *Kisah Langkah Baikmu* video contest on TikTok/Reels, urging users to share good deeds using the campaign song and hashtags. This approach reflects Rehman (2022) emphasis on holistic marketing communication, fostering consumer-brand interaction to build long-term relationships.

Additional campaign efforts included collaborating on the Qur’an Braille Literacy Program, Wardah ModestVerse partnerships with 200 fashion brands, and offering Ramadan Hampers Box Special Edition, priced at Rp10.000. These actions emphasized community involvement and accessibility. A snippet from the Wardah ModestVerse event can be seen in Figure 6.



Figure 6: Wardah Modestverse
 Source: Screenshot from the coverage on farah.id, 2025

Share (S)

The final stage encouraged consumers to share their experiences using hashtags #KisahLangkahBaikmu and #TeruskanLangkahBaikmu, as shown in Figure 8. By enabling user-generated content and rewarding the best submissions, Wardah Beauty expanded the reach of its campaign. Mita and Prayitno (2020) highlight that hashtags effectively drive curiosity and engagement, enhancing campaign visibility and impact.

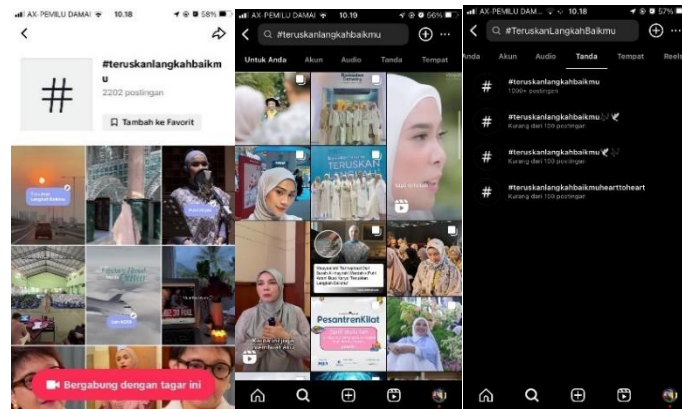


Figure 8: Posts With The Hastag #TeruskanLangkahBaikmu

Source: Screenshot from the official Instagram and TikTok accounts of Wardah Beauty, 2025

Exploratory Study Results of the “Teruskan Langkah Baikmu” Campaign

Following the analysis of the AISAS model in the “Teruskan Langkah Baikmu” campaign, this study proceeds to examine the measurement of brand awareness achieved by Wardah Beauty during the month of Ramadan. The questionnaire was designed based on four primary indicators from Keller’s brand awareness theory: Recall, Recognition, Purchase and Consumption. The survey was administered to 20 respondents, all of whom had been using Wardah Beauty products for 2 to 4 years and were followers of Wardah Beauty’s social media accounts. The objective of the survey was to assess the extent to which the campaign succeeded in enhancing brand awareness among consumers. The data and calculations from the respondents are presented in Table 1 below.

Table 1: Calculation of Average Scores from Respondents’ Data

Respondent	Recall (Q1)	Recognition (Q2)	Purchase (Q3)	Consumption (Q4)
1	7	4	12	7
2	5	4	8	9
3	5	3	8	6
4	5	3	8	5
5	7	2	9	7
6	5	2	7	6
7	7	2	14	9
8	4	4	6	5
9	8	4	8	6
10	7	3	9	6
11	6	2	9	8
12	7	4	10	8
13	8	4	13	9
14	7	3	6	6
15	4	2	6	4
16	7	4	6	4
17	9	5	12	9

18	8	4	11	8
19	5	2	10	9
20	8	2	9	10
Total	129	63	181	141
Rata-rata	6.45	3.15	9.05	7.05

Source: Personal Document, 2025

Indicator Description and Percentage of Result Interpretation:

Recall

This indicator measures the extent to which respondents can recall the “Teruskan Langkah Baikmu” campaign. The results indicate a score of 6.45, meaning that, on average, 64.5% of respondents were able to remember the campaign without assistance.

Recognition

This indicator assesses the extent to which respondents can recognize the “Teruskan Langkah Baikmu” campaign when shown or mentioned. The calculation yielded a score 3.15, indicating that, on average, 31.5% of respondents were able to recognize the campaign upon being shown or mentioned the brand.

Purchase

This indicator measures the influence of the campaign on respondents’ intention to purchase Wardah Beauty products. The results show a score of 9.05, meaning that the campaign has a significant positive influence on the purchase intention of Wardah Beauty products, with 90.5% of respondents expressing this intention.

Consumption

This indicator gauges how frequently and in what context respondents discuss or consider the campaign in their daily lives. The calculation resulted in a score of 7.05, indicating that 70.5% of respondents often talk about or consider the campaign in their day-to-day activities.

Based on the results from this exploratory study of 20 respondents, it was found that the “Teruskan Langkah Baikmu” campaign by Wardah Beauty has achieved a relatively high level of brand awareness, particularly in terms of campaign recall and purchase intention. Wardah Beauty’s digital campaign, which adopts the AISAS (Attention, Interest, Search, Action, Share) model, has proven to be highly effective in capturing consumer attention. The AISAS model was applied from the outset of the campaign to build brand awareness, generate interest, and encourage actions that ultimately lead to purchases. A survey of 20 respondents revealed that 70% of them recognized the Wardah Beauty brand as a popular beauty product, particularly among Muslim consumers. The campaign leveraged social media platforms and influencers, which contributed to 55% of respondents acknowledging that they became aware of Wardah Beauty products through advertisements on social media. Furthermore, the survey results showed that 65% of respondents expressed an intention to purchase Wardah Beauty products after seeing the campaign. This suggests that digital marketing efforts, executed through the AISAS model, effectively influenced consumer decision-making. The stages of the model, begin by attracting attention (Attention) through creative advertisements, followed by stimulating consumers to seek more information (Search), and culminating in encouraging purchase actions (Action), illustrating the campaign’s success in achieving its objectives. As evidence of the campaign’s effectiveness, 80% of respondents indicated that they were

interested in Wardah Beauty's advertisements on social media, and 60% of them continued to seek more information about the products. This demonstrates that Wardah Beauty's digital marketing strategy was not only successful in attracting attention but also in converting interest into tangible actions, which in turn heightened consumer purchase intention. Overall, the implementation of the AISAS model in Wardah's digital campaign has yielded significant results in terms of brand awareness, purchasing interest, and its influence on consumer decisions.

Conclusion

In this exploratory study, Wardah Beauty effectively implemented a marketing strategy based on the Islamic Branding concept and the AISAS model to build brand awareness during its brand campaign in the month of Ramadan. The "Teruskan Langkah Baikmu" campaign successfully optimized the five stages of the AISAS model to achieve all the brand awareness indicators outlined in Keller's theory. Through a well-planned strategy, the campaign was able to capture consumer attention via various digital and mainstream media outlets, while maintaining interest by presenting relevant and inspiring content. By providing easily accessible information, the campaign encouraged consumers to seek further details through Wardah Beauty's official social media platforms. Additionally, by inviting consumers to participate in video contests and share their experiences on social media, the campaign fostered strong interactions between the brand and its audience, effectively expanding brand awareness within the Indonesian cosmetics market. Overall, the marketing strategy embodied in this campaign was well-integrated, demonstrating that Wardah Beauty successfully leveraged the Ramadan period to strengthen its brand position and address the growing consumer expectations during the holy month.

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