



TECHNICAL KNOWLEDGE OF CREATING DIGITAL VISUAL CONTENT FOR MODEST FASHION BRANDING: A CASE STUDY OF STUDENT INTERNSHIP AT PT BILQIS BANGUN CITRA

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ABSTRACT

This study discusses branding strategies in the modest fashion industry through digital visual content based on the internship experience of a Batik Fashion Design student from ISI Surakarta at PT Bilqis Bangun Citra. Using a descriptive qualitative approach with a practice-based artistic method, the study shows that the production of visual content such as product catalogs, promotional videos, and live social media broadcasts significantly strengthens brand identity. The student's involvement enhanced both technical skills and cultural communication within the local fashion industry.

Key Words: Digital Branding, Visual Content, Modest Fashion, Internship, MBKM



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INTRODUCTION

Indonesia's modest fashion industry continues to grow along with increasing demand for clothing that reflects cultural and religious values while remaining stylish and modern. According to *The State of the Global Islamic Economy Report 2023/2024*, Indonesia holds great potential to become a global hub for Muslim fashion trends. With a large domestic market over 87% of the population being Muslim and the rapid growth of the Muslim fashion industry, Indonesia is well-positioned in the global landscape (Zaki & Nazir, 2025). In this development, digital visual content plays a crucial role in shaping brand identity, reaching consumers, and delivering brand values. In today's digital era, online fashion is expanding rapidly (Aysa, 2021). The internet has changed how fashion businesses interact with consumers, making digital marketing strategies essential for reaching wider audiences,

increasing brand awareness, and maintaining customer loyalty (Purnomo et al., 2023; Sudirjo et al., 2023).

The Merdeka Belajar Kampus Merdeka (MBKM) program bridges academic and industrial practices by offering students real-world learning experiences. PT Bilqis Bangun Citra a high end modest fashion company overseeing brands such as Giscarf and Bilqis by Tuty Adib provided students the opportunity to be actively involved in digital visual content strategies through a three-month internship.

This article aims to explain how digital visual content serves as an effective branding strategy across social media and e-commerce platforms within the modest fashion industry, as well as the student's contributions to this activity. Social media, as a marketing platform, allows businesses to engage directly with consumers, facilitate online transactions, and shape marketing communication strategies (Priyono & Sari, 2023). In the dynamic world of e-commerce, businesses must understand consumer behavior, purchase patterns, and digital trends (Asyifah et al., 2023). One key marketing tactic today is digital content creation, which functions as an inbound strategy to attract consumers with relevant information (Sopari et al., n.d.).

METHODOLOGY

This study employs a descriptive qualitative approach using a practice-based artistic research method. According to Guntur (2016), this method generates knowledge not only through theory but also through reflective and creative practice.

Data collection techniques included participatory observation during the internship, content documentation, literature review, and informal interviews with mentors and the creative team at PT Bilqis Bangun Citra. The main focus was on the process of producing digital visual content used for branding modest fashion products on social media and e-commerce platforms.

RESULT AND DISCUSSION

Internship students were directly involved in the production of various digital content product photo shoots (scarf, blouse, dress catalogs), promotional video creation, and live broadcasts on TikTok and Instagram. These contents not only showcased products but also highlighted design narratives, cultural values, and lifestyle visuals aligned with the brand's identity.

Branding activities were carried out strategically, considering visual composition, storytelling, and communication style suited to modest fashion's target market. The student was responsible for scripting, styling, and engaging with live audiences. This experience revealed that digital branding requires both technical skills and audience sensitivity.

The student's involvement in promotional strategies proved the effectiveness of "learning by doing" in improving visual branding competencies. The resulting content also helped strengthen the brand's positioning as a fusion of cultural heritage and contemporary aesthetics.

The production of digital visual content in the modest fashion industry requires mastery of basic techniques in product photography, promotional videography, and editing. During the internship at PT Bilqis Bangun Citra, students used simple tools such as smartphone cameras, additional lighting, and editing software like Canva and CapCut to create engaging content that aligns with the brand identity.

The shooting technique was adjusted based on the type of product and emphasized aesthetic aspects of photography often referred to as aesthetic or artistic photography. This practice focuses on visual beauty and image appeal by considering elements such as composition, lighting, color, and texture. The goal is to produce images that are not only informative but also visually pleasing and capable of evoking emotional responses or appreciation from viewers. For scarf products, students presented visuals from various angles (front, side, and back), while for dresses and blouses, model photography techniques were used.



Picture 1 Photoshoot Scarf
(Documentation Wasi, May 2025)



Picture 2 Create a Scarf Content Videos
(Documentation Wasi, May 2025)

Additionally, visual storytelling techniques were applied in video content, with narratives explaining the meaning of motifs and fabric types. Voice-overs were frequently used to enhance and clarify the message. This strategy not only introduced the product but also created emotional resonance and audience-brand connection.



Picture 3 Video Content Voice Over Banda Neira Series

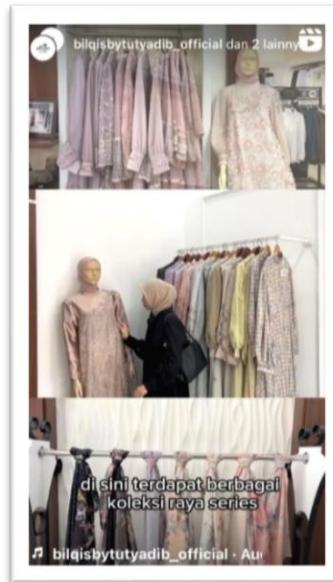


Picture 4 Video Content Painting Bag by TUTY ADIB

The content creation process began with concept planning, including choosing visual themes, photo/video locations, and writing voice-over scripts. After concept approval, students styled products and prepared supporting props. The documentation was carried out through photo shoots and short videos, followed by editing and revisions. Digital marketing strategies, including the use of social media platforms (Instagram, TikTok), content marketing (such as Reels videos and user-generated content), SEO, and the adoption of advanced technologies like AI and AR, significantly contribute to increased

engagement, brand awareness, and sales in the online fashion industry (Lathifah et al., 2024).

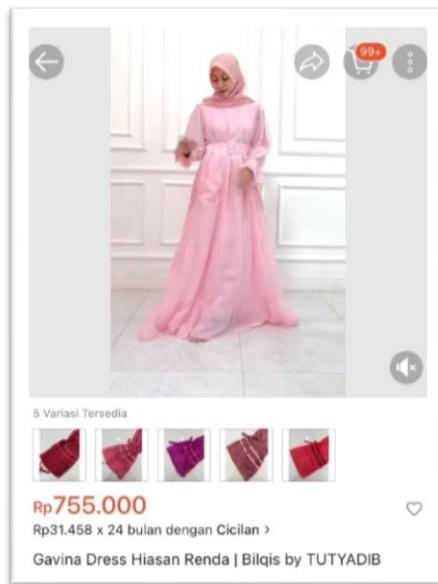
The final content was uploaded to platforms such as Instagram, Shopee, and TikTok, considering peak engagement times and ongoing trends. Some contents were presented through live sessions, allowing real-time interaction with consumers. This process not only improved students' technical capabilities but also honed their visual communication and branding strategies.



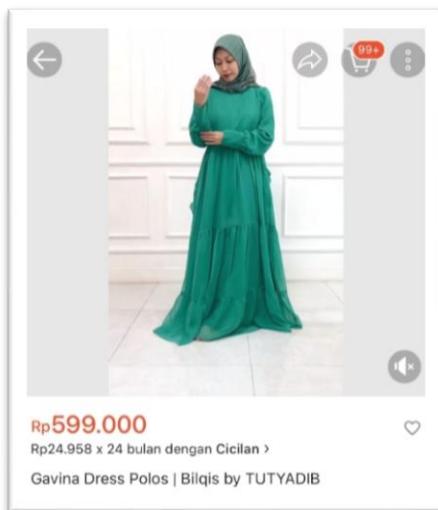
Picture 5 Konten Showroom Bilqis by TUTI ADIB on Instagram Platform



Picture 6 Konten Banda Neira Series On Giscarf Instagram



Picture 7 Dress Catalog Photos on Shopee TUTY ADIB Official Shop



Picture 8 Dress Catalog Photos for Shopee TUTY ADIB Official Shop

Effective visual content is content that successfully conveys information in a visually appealing, accurate, and engaging manner to its audience (Haidar & Martadi, 2021). The digital content strategy implemented during the internship had a significant impact on increasing brand visibility and engagement. Visual content uploaded to Instagram and TikTok accounts especially Bilqis by Tuty Adib and Giscarf saw increased interaction and video views. For instance, one promotional video for the "Banda Neira" scarf series achieved twice the average views of prior uploads, as informally reported by

the social media team.

Furthermore, social media marketing strategies have a direct impact on purchase intentions in Indonesia's fashion industry (Atrisia et al., 2013). Consistent and aesthetically pleasing content also directly influenced an increase in boutique visits. During the active promotion period, several customers reportedly visited the store after seeing content on social media. This demonstrates how appealing visuals and strong storytelling can positively shape consumer perception and drive purchasing decisions. Effective content marketing strategies target specific audiences and enhance brand awareness, creating a strong top-of-mind impression (Octaviana et al., 2024).

CONCLUSION

The student internship experience at PT Bilqis Bangun Citra demonstrates that digital visual content is an effective branding strategy in the modest fashion industry. Content production not only strengthens brand identity but also serves as a cultural communication medium in a modern format.

Students developed technical and artistic skills while gaining real-world experience in digital promotion. This study highlights the importance of synergy between higher education and the creative industry in preparing adaptable and relevant talent for the digital era.

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