



Digital Branding Adaptation in the Instagram Communication of 'Aisyiyah's Majelis Tabligh and Ketarjihan

Kholifatul Fauziah

Universitas Muhammadiyah Yogyakarta, Indonesia

*Corresponding Author: kholifatul.fauziah@umy.ac.id

Abstract. This study analyzes the adaptation of digital branding practices carried out by the Pimpinan Pusat 'Aisyiyah Majelis Tabligh dan Ketarjihan (PPA MTK) through its Instagram account @ppa.majelistablighketarjihan. The study employed a qualitative descriptive approach using content analysis, documentation, and limited participatory observation. Data were collected from the Instagram accounts @aisyiyahpusat and @ppa.majelistablighketarjihan, organizational documents, workshop materials, and digital tabligh guidelines. The findings show that PPA MTK adapted several branding elements from the central organizational account, including visual identity, hashtags, audience greetings, and communication planning structures. However, the adaptation process did not emerge through formal organizational obligations but developed collaboratively through workshops and shared organizational identity. The study also found differences in communication orientation and content pillar structures between the two accounts. While @aisyiyahpusat emphasized broader institutional communication themes, @ppa.majelistablighketarjihan focused more on digital tabligh communication. These findings indicate that branding adaptation within faith-based women organizations may develop through organizational interaction and functional communication differentiation rather than rigid communication standardization.

Keywords: 'Aisyiyah; Digital Branding; Digital Tabligh; Faith-Based Women Organization; Organizational Communication.

1. INTRODUCTION

The rapid development of digital technology has transformed organizational communication practices, including the way organizations construct and communicate their identities through digital platforms (Driss et al., 2026; Iveroth & Lindvall, 2025). Social media now functions not only as a publication channel but also as a strategic communication space where organizations represent their values, communication styles, and institutional identities to broader audiences (Hødøl, 2024; Wan & Li, 2024).

Digital branding has become an important communication strategy used by organizations to maintain visibility and engagement in digital environments (Gielens & Steenkamp, 2019; Lipiäinen & Karjaluo, 2015). Previous studies indicate that branding practices in digital platforms involve visual identity, communication styles, hashtags, content structures, and audience interaction strategies (Deborah et al., 2021; Morokhova et al., 2023). In the context of faith-based organizations (FBOs), digital branding practices are closely related to the communication of organizational values, religious missions, and social engagement activities (Jahani & Parayandeh, 2024). As one of the largest Islamic women organizations in Indonesia, 'Aisyiyah actively utilizes digital communication to support organizational activities, public engagement, and digital tabligh movements. 'Aisyiyah functions as the autonomous women's organization within Muhammadiyah, a modernist Islamic movement

emphasizing social engagement, humanity, education, and moderate Islamic values in public life (Fauziah, 2020; Hariyanto & Qodir, 2024).

Organizational communication within 'Aisyiyah is closely connected to broader organizational values such as Islam Berkemajuan and Perempuan Berkemajuan, which emphasize enlightenment, empowerment, social engagement, and community-based movements. Previous studies also found that 'Aisyiyah implements organizational communication through supporting organizational bodies, including assemblies and institutions, which function to carry out organizational tasks and support systems (Fauziah, 2020).

Within this organizational structure, Majelis Tabligh dan Ketarjihan serves as one of the assemblies responsible for tabligh and religious communication activities. At the central organizational level, Pimpinan Pusat 'Aisyiyah Majelis Tabligh dan Ketarjihan (PPA MTK) has actively developed digital communication practices through social media-based tabligh activities. One of these efforts was conducted through digital tabligh workshops involving media managers from various organizational levels to strengthen digital communication practices. In these workshops, several digital branding practices from the central organizational account @aisyiyahpusat were introduced and discussed collaboratively, including logo placement, hashtag usage, audience greetings, content calendars, and communication planning strategies.

However, the adaptation process did not emerge through formal organizational obligations requiring all assemblies, institutions, or lower organizational structures to adopt the same branding practices. Instead, branding adaptation developed more flexibly through organizational interaction and communication practices among organizational units. Previous studies explain that organizational communication and branding practices may develop collaboratively through shared organizational identity and adaptive communication processes rather than solely through rigid centralized control (Jaatinen, 2015; Muralidhar et al., 2025).

The adaptation process also revealed communication differences between organizational accounts. While the central organizational account emphasized broader institutional communication, the PPA MTK account developed communication structures specifically oriented toward digital tabligh activities. This condition demonstrates that organizational units may adapt branding practices according to their communication functions and audience orientations.

Several previous studies have discussed digital branding practices within organizations and faith-based institutions (Lacarcel & Huete, 2023; Oki et al., 2025; Wan & Li, 2024).

Nevertheless, studies discussing how organizational units within faith-based women organizations adapt branding practices informally in digital communication contexts remain limited, particularly in Indonesia. Most studies focus on centralized branding systems and audience engagement, while adaptive branding practices among organizational units remain underexplored.

Therefore, this study aims to analyze how PPA MTK adapts digital branding practices from the central organizational account into its digital communication activities. This research focuses on identifying adapted branding elements, communication orientations, and the meanings emerging from branding adaptation practices within organizational digital tabligh activities.

2. LITERATURE REVIEW

Digital Branding in Organizational Communication

Digital branding refers to organizational communication efforts to build recognizable and sustainable identities through digital platforms (Lipiäinen & Karjaluoto, 2015). In organizational communication studies, digital branding includes visual identity management, communication styles, message structures, hashtags, and audience engagement practices (Gielens & Steenkamp, 2019).

Previous studies explain that digital branding practices are increasingly important because digital media enable organizations to interact directly with audiences and strengthen institutional visibility (Wan & Li, 2024). Social media also enables organizations to create communication identities through content planning, visual consistency, and interactive communication practices (Oktaviani et al., 2019; Rimadias et al., 2021).

In faith-based organizations, branding practices are often closely related to organizational ideology, religious communication, and social missions (Jahani & Parayandeh, 2024). Therefore, digital branding within faith-based organizations does not merely function as technical communication management but also reflects organizational identity and religious orientation in digital spaces.

Organizational Communication and Identity Adaptation

Organizational communication studies explain that communication practices within organizations may develop differently according to organizational structures, communication functions, and audience orientations (Gregory, 2013; Guetzkow, 2013; Terchilă, 2025). In large organizations with multiple supporting bodies, communication adaptation may emerge through collaborative communication processes among organizational units.

Adaptation practices may occur through communication forums, training activities, organizational interaction, and shared communication experiences (Duy & Hieu, 2025; Handoko, 2025; Purcell & Chahine, 2019). In this context, communication alignment does not necessarily require identical communication practices. Instead, organizational units may negotiate communication styles and content structures according to their organizational roles while maintaining symbolic organizational identity.

This perspective is relevant in understanding digital branding practices within faith-based women organizations, where organizational communication often develops through collective identity and shared ideological orientation rather than centralized communication control (Eger, 2021; Nurhidayati & Fachrunnisa, 2020).

3. RESEARCH METHOD

This study employed a qualitative descriptive approach using content analysis, documentation, and limited participatory observation techniques. Content analysis was conducted on the Instagram accounts @aisyiyahpusat and @ppa.majelistablighketarjihan, which represent the central organizational account of 'Aisyiyah and the central-level assembly account of PPA MTK, respectively. The study analyzed branding elements, communication structures, and content planning practices surrounding the implementation of digital tabligh workshops in late 2023, alongside Instagram content observations conducted during manuscript preparation in late 2025.

The researcher also analyzed organizational documents, workshop materials, and digital tabligh communication guidelines used during digital tabligh workshops organized by PPA MTK. These documents were used to strengthen contextual understanding regarding branding adaptation practices within organizational communication activities. The researcher was also involved in organizing digital tabligh workshops conducted by PPA MTK, allowing contextual understanding regarding the communication practices discussed in this study. However, the analysis remained focused on observable communication practices and documented organizational communication materials.

The analyzed branding elements included visual identity, hashtags, audience greetings, account naming practices, content planning structures, and communication orientations. Data analysis was conducted descriptively by identifying branding adaptation patterns and interpreting their meanings within organizational digital communication practices.

4. FINDINGS AND DISCUSSION

Adaptation of Branding Elements in Organizational Communication

The findings show that PPA MTK adapted several branding elements from the central organizational account @aisyiyahpusat into its digital communication practices. One of the most visible adaptations appeared in the use of visual identity elements and organizational hashtags within Instagram communication content. Hashtag usage such as #Aisyiyah and #MTKAisyiyah indicated efforts to maintain symbolic alignment with the broader organizational identity. Audience greetings also reflected adaptation practices introduced during digital tabligh workshops, although implementation variations remained visible in several uploaded contents.

However, branding adaptation was not implemented identically across all communication elements. During the workshop, the central media team recommended emphasizing the organizational identity through account naming practices using the word “Aisyiyah.” Nevertheless, this recommendation was not fully implemented in the account @ppa.majelistablighketarjihan, which did not explicitly include the word “Aisyiyah” in the account name. Despite this difference, organizational identity remained visible through hashtags, visual communication elements, and organizational content orientation.

These findings indicate that branding adaptation within organizational communication did not necessarily produce identical branding practices. Instead, organizational units selectively adapted communication elements according to organizational functions and communication needs.

Communication Workshops and Collaborative Branding Adaptation

The adaptation process developed through digital tabligh workshops organized by PPA MTK involving organizational media managers and the central organizational media team. In these activities, branding practices used by @aisyiyahpusat were introduced and discussed collaboratively as communication references for digital tabligh activities.

The workshops also introduced communication planning practices through content calendars, thematic content distribution, mandatory hashtags, CTA-based captions, upload schedules, and visual identity placement. Monitoring and evaluation (MONEV) mechanisms were also implemented to observe upload frequency, content quality, and the implementation of content pillars among organizational media administrators.

However, these branding practices were not formally imposed as mandatory standards for all organizational structures. Instead, organizational units adopted communication practices flexibly according to their communication orientations and organizational activities.

This finding suggests that branding adaptation within faith-based women organizations may develop through collaborative organizational interaction rather than rigid communication standardization. Shared organizational identity and ideological orientation contributed to communication alignment among organizational units (Jaatinen, 2015; Muralidhar et al., 2025).

Functional Differentiation in Content Pillar Practices

Both organizational accounts demonstrated structured content planning practices, although with different communication orientations. The central organizational account @aisyiyahpusat implemented weekly thematic pillars consisting of religion, health, parenting, economy, socio-cultural issues, good practices, lifestyle, and environmental themes. These themes reflected broader institutional communication and public engagement orientations.

Meanwhile, PPA MTK, through its central organizational Instagram account, developed content planning practices specifically oriented toward digital tabligh communication. The content pillar structure introduced during workshops for regional leaderships (PWA MTK) in December 2023 consisted of four primary categories: product knowledge, information, educative content, and engagement content.

The product knowledge pillar focused on strengthening understanding of organizational ideology and official organizational decisions, including materials such as Kalender Hijriyah Global Tunggal (KHGT). The Information pillar functioned as a communication channel for organizational programs and activities, including Gerakan Perempuan Mengaji (GPM) and organizational work programs. Educative content aimed to simplify complex religious concepts into more accessible digital communication, while engagement content emphasized interactive communication through quizzes, discussions, and audience participation activities.

The findings also show that the central organizational account had implemented thematic content planning practices since 2022, while PPA MTK formally introduced its content pillar structure during the December 2023 workshop. This timeline indicates that digital communication practices within organizational units developed progressively through organizational interaction and adaptive communication processes.

These findings indicate that branding adaptation within organizational communication does not necessarily lead to identical content structures. Instead, content planning practices reflected organizational function differentiation. While @aisyiyahpusat emphasized broader institutional communication themes, @ppa.majelistablighketarjihan prioritized digital tabligh communication and religious literacy strengthening.

Digital Branding Practices in Faith-Based Women Organizations

This study demonstrates that digital branding practices within faith-based women organizations involve organizational identity negotiation and communication adaptation within digital spaces. Branding alignment among organizational units may emerge through shared communication practices, organizational interaction, and collaborative communication activities. The findings also reinforce previous studies explaining that digital branding functions as a strategic communication effort to strengthen organizational visibility, engagement, and identity representation through digital media (Gielens & Steenkamp, 2019; Wan & Li, 2024). In faith-based organizations, branding practices are closely connected to organizational ideology, social missions, and communication culture.

In addition, the findings suggest that communication adaptation within organizations may develop flexibly according to organizational communication functions and audience orientations. This condition indicates that organizational communication alignment can emerge without requiring rigid communication standardization across organizational structures.

5. CONCLUSION AND RECOMMENDATION

This study concludes that PPA MTK adapted several digital branding practices from the central organizational account @aisyiyahpusat into its digital tabligh communication activities through the Instagram account @ppa.majelistablighketarjihan. The adapted elements included visual identity, hashtags, audience greetings, communication planning practices, and content management structures. However, the adaptation process developed collaboratively through organizational interaction and workshop activities rather than through formal organizational obligations.

The findings also show that branding adaptation within organizational communication remained flexible according to organizational functions and communication orientations. Differences in content pillar structures and communication themes between @aisyiyahpusat and @ppa.majelistablighketarjihan reflected functional differentiation in organizational communication practices rather than communication inconsistency. This study contributes to discussions on organizational communication and digital branding practices within faith-based women organizations in Indonesia. Future studies are recommended to examine broader organizational structures and explore audience responses toward branding adaptation practices within faith-based organizational communication contexts.

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