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The Role of Social Media in Promoting Halal Fashion Among The Youth Generation

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ABSTRACT

Purpose – This study aims to explore the role of social media in promoting halal fashion among the youth generation, particularly focusing on the influence of digital platforms on purchasing behavior and perceptions of modest fashion. The research seeks to understand how fashion brands utilize social media to target young Muslim consumers and the effectiveness of these strategies in promoting halal lifestyles.

Design/Methods/Approach – A qualitative approach was employed, utilizing a comprehensive literature review to analyze existing studies and theories on halal fashion, social media marketing, and consumer behavior. Various academic journals, books, and credible online sources were examined to gather relevant data.

Findings – The study finds that social media platforms, such as Instagram, TikTok, and YouTube, significantly influence Muslim youth's fashion choices. Social media not only serves as a marketing tool but also facilitates community engagement and education around halal fashion. Influencer marketing plays a crucial role in shaping purchasing intentions, while challenges regarding authenticity and consumer trust are evident.

Research Implications/Limitations – The study's limitations include its reliance on secondary data and the evolving nature of social media trends, which may affect the long-term applicability of the findings. Additionally, the research focuses primarily on Indonesian youth, which may limit its generalizability to other regions.

Originality/Value – This study contributes to understanding how social media influences halal fashion consumption, shedding light on the intersection of religious values, modern trends, and digital marketing strategies. It offers insights for halal fashion brands on effectively engaging young Muslim consumers. Future research could explore the role of emerging platforms and consumer behavior changes in the halal fashion market.

Keywords: *Media, Halal Fashion, Youth Generation, Digital Marketing, Modesty Fashion*



Introduction

The growing interest in halal fashion among young Muslims has been significantly influenced by the rise of social media platforms, which act as dynamic spaces for promoting trends, values, and lifestyle choices. As the digital landscape continues to evolve, platforms such as Instagram, TikTok, and YouTube have become key tools for fashion brands targeting younger audiences, especially those interested in modest and halal fashion. This phenomenon has reshaped how fashion is consumed, with social media facilitating the rapid spread of information, trends, and products. Social media, as a global and accessible platform, provides the ideal medium for brands to connect with youth, offering a space where fashion can be expressed in ways that align with personal and religious values. The focus on halal fashion, which combines modesty with modern trends, has allowed young Muslims to adopt new identities while remaining true to their religious principles.

The role of social media in influencing purchasing decisions among young Muslim consumers is increasingly recognized in the literature. Studies have demonstrated that social media platforms are crucial in shaping consumer behavior, particularly for Muslim youth who are guided by halal lifestyle choices in their fashion decisions (Mutmainah & Romadhon, 2023) & (Thariq et al., 2025). Social media not only serves as a space for the promotion of halal fashion but also as a platform where young people can engage with brands and influencers. This interaction fosters a sense of community, as users share content, opinions, and experiences related to their fashion choices. This sense of belonging is particularly important for the youth demographic, who often look to social media for validation and inspiration (Aisyah, S. D., & Binark, 2016). The ability to form connections with like-minded individuals through shared values, such as modesty and halal consumption, strengthens the role of social media as a powerful marketing tool.

The integration of social media influencers into the marketing strategies of halal fashion brands has been another crucial development. Influencers, particularly those within the Muslim community, have become key figures in promoting halal fashion by showcasing products that align with their personal beliefs. These influencers help to humanize brands, making them more relatable to young consumers who value authenticity. Research indicates that social media influencers can significantly shape purchasing intentions by aligning their recommendations with the values and lifestyle of their audience (Supriani et al., 2025). Influencers play a critical role in bridging the gap between commercial interests and personal values, offering a form of marketing that resonates with the youth. The rise of influencers in halal fashion has prompted brands to rethink their marketing strategies, focusing not only on product quality but also on the values they communicate through their digital presence (Nazarie et al., 2025).

The presence of halal fashion on social media also contributes to a broader cultural shift towards modest fashion. In Indonesia, for instance, the hijab revolution has been propelled by social media, where influencers and brands alike have used digital platforms to redefine the hijab's role in fashion (Purwaningwulan et al., 2019). This shift is indicative of a larger movement where fashion is no longer about imitating Western

trends but about creating a unique identity that incorporates religious and cultural values. Social media has provided a stage for young Muslims to showcase their fashion choices and challenge traditional notions of modesty. As modest fashion becomes increasingly mainstream, platforms like Instagram and TikTok have become essential for young consumers to access and share their personal interpretations of modesty (Alam, Hendriadi, Suwardi, Islamiyah, 2023).

Further research into the effectiveness of different social media platforms in promoting halal fashion has shown that content type and engagement strategies vary across platforms. For instance, Instagram and YouTube provide visual content, such as styling tips, tutorials, and influencer collaborations, which allow consumers to see how modest fashion can be worn in modern contexts (Alam et al., 2025). TikTok, on the other hand, relies on short-form video content, which has proven to be effective in creating viral trends. The interactivity and brevity of TikTok videos make them ideal for reaching a wide audience, allowing users to engage with content in real-time, participate in challenges, and share videos with friends (Putri et al., 2025). This immediacy and the potential for content to go viral on platforms like TikTok are reshaping how fashion trends are disseminated, particularly within the Muslim youth community.

Despite the many positive aspects of social media marketing for halal fashion, challenges remain, particularly in terms of authenticity and trust. The commercialization of halal fashion, especially when brands attempt to cater to a wider audience beyond the Muslim community, can sometimes lead to a loss of focus on the core values of modesty and religious adherence (Purnomowati, 2024). Young consumers, particularly those who are deeply invested in their faith, are increasingly aware of the potential for brands to exploit religious values for profit. Therefore, maintaining an authentic message and fostering trust is crucial for brands looking to succeed in this space. This challenge is further complicated by the rapid pace of content creation and the need for brands to stay relevant in a highly competitive digital marketplace (Mahira Nasution et al., 2025).

The growing prominence of halal fashion on social media also intersects with broader cultural and societal trends, particularly concerning sustainability and ethical consumption. Many young Muslims are increasingly conscious of the environmental and social implications of their fashion choices, leading to a growing interest in sustainable and ethically produced halal fashion. This trend is reflected in the marketing strategies of halal fashion brands, which emphasize the ethical and sustainable aspects of their products alongside their religious values. As the demand for sustainable fashion continues to rise, social media has become an important platform for promoting eco-friendly and ethically sourced halal fashion products (Affa & Khasanah, 2025).

In conclusion, social media has transformed the halal fashion industry, particularly among young Muslims, by providing a platform for engagement, education, and empowerment. Through influencer marketing, user-generated content, and community engagement, social media has reshaped how modest fashion is perceived and consumed. However, challenges related to authenticity, commercialization, and trust remain significant. As social media continues to play an integral role in shaping fashion trends, future research should explore the evolving dynamics of social media marketing in halal

fashion, particularly in relation to emerging platforms and shifting consumer behaviors (Fitria, 2025).

Method

This research adopts a qualitative approach, primarily through a literature review method. The primary aim of this methodology is to analyze and synthesize previous studies related to social media marketing, halal fashion, and youth consumer behavior. Data is collected from academic journals, books, and credible online sources. The review process involves systematically analyzing articles, extracting relevant themes, and categorizing them according to key aspects such as marketing strategies, social media influence, and consumer perceptions of halal fashion. The approach involves identifying and organizing relevant information from existing literature to gain a deeper understanding of the phenomenon being studied. This process includes comprehensive data collection, which is then analyzed to find patterns, trends, and relationships between variables that can enhance our understanding of the role of social media in influencing purchasing decisions in halal fashion among young consumers.

The research methodology is grounded in the principles outlined by (Sugiyono, 2010), who discusses various research methodologies, including qualitative, quantitative, and research & development (R&D) approaches. According to (Sugiyono, 2010), a qualitative approach is used when the research objective emphasizes a deep understanding of a social phenomenon through descriptive and exploratory data analysis, rather than testing hypotheses statistically. This approach is particularly suitable for studying the influence of social media and halal fashion because of the dynamic and evolving nature of these phenomena, requiring an approach that can capture broader and deeper perspectives.

Additionally, (Pali, 2000) provide further insights into research methodology, particularly in the context of qualitative approaches used to analyze social phenomena. They emphasize the importance of a systematic and structured data collection process to provide an accurate depiction of the social behaviors under investigation. In this case, the research uses an approach that allows for the exploration of the experiences, opinions, and understandings that young consumers hold regarding halal fashion trends and the influence of social media on their purchasing decisions. Overall, this methodology allows the research to delve deeper into the dynamics of how social media influences halal fashion consumption and the factors that shape purchasing decisions among young Muslim consumers. With its qualitative approach and comprehensive literature review, this study aims to offer valuable insights into the digital marketing strategies within the halal fashion industry.

Result and Discussion

The role of social media in promoting halal fashion among young Muslims has transformed the dynamics of the fashion industry, especially within the context of digital marketing strategies. The growing influence of social media platforms like Instagram, TikTok, and YouTube has allowed halal fashion brands to engage directly with a large

and diverse audience, most notably among the youth generation. This section explores the findings related to how social media marketing strategies impact consumer behavior and the purchasing decisions of young Muslim consumers, with a specific focus on the promotion of halal fashion. The discussion examines the effectiveness of these strategies in fostering a deeper connection between brands and consumers and how they have contributed to the growth of halal fashion within the broader fashion industry.

The development of the halal fashion industry in Indonesia has experienced significant growth in recent years, driven by the increasing awareness among Muslim consumers regarding the importance of halal aspects in the products they purchase. This aligns with the findings of Mutmainah and Romadhon, who noted that halal lifestyle, Islamic branding, and social media marketing significantly influence purchasing decisions in Muslim fashion (Mutmainah & Romadhon, 2023). Similarly, Thariq, Nuraeni, Aisah, and Derajat (2025) reported that halal lifestyle and social media marketing activities directly affect consumer behavior in choosing Muslim apparel, especially among younger generations who are highly active on digital platforms. Overall, these data suggest that social media functions not only as a promotional tool but also as an educational medium for disseminating Islamic values within the fashion industry.

Table 1. Key Variables Influencing Muslim Fashion Purchase Decisions

Variable	Reference	Influence on Purchase Decision
Halal Lifestyle	Mutmainah & Romadhon, 2023; Thariq et al., 2025	High
Islamic Branding	Mutmainah & Romadhon, 2023	Moderate-High
Social Media	Mutmainah & Romadhon, 2023; Supriani et al., 2025	High
Influencer Endorsement	Supriani et al., 2025;	High
Fashion Trends	Ningsih & Faraby, 2025; Hidayah & Minarti, 2025	Moderate
Viral Marketing	Ningsih & Faraby, 2025	High
Digital Branding	Putri et al., 2025	Moderate-High

Further analysis indicates that social media plays a more complex role than mere promotion. Aisyah and Binark (2016) emphasized that the modest fashion movement in Indonesia has largely been shaped through social media, allowing designers and Muslim fashion brands to reach a broader audience, including diaspora communities. This phenomenon is supported by Alam, Hendriadi, Suwardi, Islamiyah, and Monalisa (2023), who found that consumer behavior towards halal fashion and cosmetic products is heavily influenced by content consumed on social media, both from official brand accounts and influencers.

Table 2. Influence of Social Media on Muslim Consumer Behavior

Social Media Aspect	Reference	Key Findings
Halal Product Promotion	Purwaningwulan et al., 2019	Social Media Effectively Raises Awareness
Influencer Marketing	Supriani et al., 2025;	Influencers Shape Perception and Purchase Intent
Educational Content	Purnomowati, 2024	Halal Education Increases Consumer Trust
Viral Marketing	Alam, Bulan, & Hakim, 2025	Viral Content Triggers Online Word-of-Mouth
Digital Branding Strategies	Putri et al., 2025	Digital Branding Enhances Consumer Loyalty

These data suggest that a digital marketing strategy combining education, Islamic branding, and influencer endorsement can significantly enhance Muslim fashion purchase decisions. Moreover, Ningsih and Faraby (2025) highlight the importance of fashion trends and viral marketing as drivers for Gen Z consumers, who tend to adopt modern lifestyles without abandoning halal principles (Ningsih & Faraby, 2025). This observation is in line with Maziyyah, Uula, and Rusydiana (2023), who reported that the Indonesian halal fashion industry has evolved into a profitable business, largely due to brands' effective use of social media (Maziyyah et al., 2023).

In addition to social media, religiosity remains a crucial factor influencing purchase decisions. Muqorobin, Jamilah, Istiqomah, Olawale, and Yahuza (2025) emphasized that religiosity acts as an intervening variable in the relationship between fashion trends and Muslim apparel purchase decisions (Ahmad Muqorobin et al., 2025). Ali, Azzam, Khalfan, and Rahmawati (2025) corroborated this, demonstrating that Islamic values shape consumer culture among Muslim university students, including their selection of fashion products adhering to halal principles (Ali et al., 2025). Faizah, Fariha, and Alimov (2023) further argue that young consumers' attitudes toward halal products serve as a wake-up call for businesses to adapt their marketing strategies to align with young Muslim consumers' preferences (Faizah et al., 2023).

Table 3. Influence of Religiosity and Fashion Trends on Purchase Decisions

Variable	Reference	Influence on Purchase Decision
Religiosity	Muqorobin et al., 2025; Ali et al., 2025	High
Fashion trends	Ningsih & Faraby, 2025; Hidayah & Minarti, 2025	Moderate-High
Viral marketing	Ningsih & Faraby, 2025	High

Furthermore, (Nazarie et al., 2025) emphasize that influencer impact extends beyond product promotion to shaping perceptions of hijab and Muslim fashion as a whole. This indicates a shift in hijab meaning from a traditional religious symbol to a modern modest fashion statement, without compromising Islamic values. Purnomowati (2024) adds that social media marketing campaigns designed with halal marketing concepts, such as Wardah Halal Cosmetic, enhance consumer loyalty, as consumers perceive that their religious values are respected.

The rise of e-commerce and digital branding strategies further strengthens the relationship between consumers and halal products. Putri et al. (2025) highlighted that effective digital branding strategies, including TikTok Live, Instagram, and YouTube, increase consumer engagement and enhance online word-of-mouth. Alam, Bulan, and Hakim (2025) additionally observed that content duration and the use of subtitles significantly influence the dissemination of halal product information, thereby encouraging purchasing decisions through digital recommendations.

Table 4. Digital Marketing Strategies in the Halal Fashion Industry

Digital Strategy	Reference	Effectiveness on Consumers
TikTok Live	Alam, Bulan, & Hakim, 2025	High
Instagram & YouTube	Putri et al., 2025	High
Educational halal content	Purnomowati, 2024	Moderate-High
Digital branding & loyalty	Putri et al., 2025	High
Influencer & endorsement	Supriani et al., 2025	High

Young Muslim consumer behavior is influenced by the interaction between halal lifestyle, fashion trends, and education on halal living. Azzahroh and Khasanah (2024) state that education on halal lifestyles in food and fashion shapes adolescents' understanding of the importance of choosing halal products from an early age (Azzahroh, M., & Khasanah, 2024). Emphasize the global phenomenon of rising "halal media" that supports Muslim consumers in accessing information about halal products aligned with Islamic values (Shabbir & Shabbir, 2024). This aligns with Siregar, Tullaili, and Afdal (2025), who note that social media acts as a channel for spreading Islamic lifestyle trends, thereby systematically influencing consumer preferences (Siregar et al., 2025).

The impact of young consumers is also evident from Yuliani, Amin, and Savitrah (2023), who found that Muslim consumer behavior on digital platforms provides valuable insights for halal fashion product development (Yuliani et al., 2023). Younger consumers are more responsive to innovation, design aesthetics, and creative, educational digital marketing campaigns. This observation aligns with Basya and Ashfia (2025), who note the integration of abaya with K-Fashion, reflecting a cross-cultural trend in contemporary Muslim fashion design (Basya & Ashfia, 2024). Consumers consider not only halal compliance but also style, aesthetics, and modernity of the products they purchase.

Social media's role in shaping Muslim consumer perceptions is further supported by Fitria (2025), who highlights the importance of e-commerce marketing strategies for reaching the expanding Muslim fashion market (Fitria, 2025). Nasution, Rahma, and Inayah (2025) add that business development in Medan demonstrates that proper digital strategies can enhance market penetration and brand image (Mahira Nasution et al., 2025). Affa and Khasanah (2025) point out that the halal lifestyle adopted by Gen Z can promote sustainability within the fashion industry, as consumers become more aware of the social and environmental impact of the products they consume.

Alam et al. (2023) found that combining educational content, influencer use, and digital branding strategies increases consumers' purchase intentions for halal fashion and cosmetics. Faizah et al. (2023) further argue that young consumers view halal products as indicators of quality, religiosity, and social status, emphasizing that effective marketing must convey these messages clearly through social media (Faizah et al., 2023).

Table 5. Interaction of Variables Influencing Muslim Fashion Purchase Decisions

Variable	Interaction with Other Variables	Impact on Purchase Decision
Halal lifestyle	Fashion trends, halal education	High
Social media	Influencer, educational content, branding	High
Religiosity	Halal lifestyle, fashion trends	High
Influencer	Viral marketing, social media	High
Digital branding	TikTok, Instagram, YouTube	High

Table 5 highlights the interaction between variables influencing Muslim fashion purchase decisions, illustrating how these variables interrelate and collectively impact consumer behavior. One of the most significant variables in this context is the halal lifestyle, which interacts strongly with fashion trends and halal education. The halal lifestyle, which encompasses not only dietary choices but also broader ethical consumption aligned with Islamic principles, plays a critical role in shaping fashion decisions. As fashion trends evolve, particularly among younger generations, consumers are increasingly seeking fashion items that align with both modern trends and their religious values. Thus, the intersection between the halal lifestyle and fashion trends is growing stronger, influencing purchase decisions as consumers strive to maintain their religious commitments while also keeping up with contemporary style. This relationship emphasizes how halal fashion choices are deeply influenced by both faith-based principles and cultural shifts in the fashion industry (Mutmainah & Romadhon, 2023).

Social media also plays a pivotal role in shaping Muslim fashion purchase decisions. Its interaction with influencers, educational content, and branding significantly affects consumer behavior. Platforms like Instagram, TikTok, and YouTube offer fashion brands the opportunity to engage directly with younger audiences, especially those interested in modest and halal fashion. Through influencer partnerships and educational content, fashion brands can not only promote their products but also educate consumers about the importance of choosing halal fashion. This is crucial as social media has become a space not only for marketing but also for educating consumers on religious and ethical fashion choices. The effectiveness of branding on these platforms helps establish a strong brand identity and fosters a loyal consumer base, demonstrating the powerful role social media plays in influencing purchase decisions in the halal fashion sector (Supriani et al., 2025).

Religiosity, which interacts with both the halal lifestyle and fashion trends, is another major variable in influencing fashion purchase decisions. For Muslim consumers, religiosity is a central factor guiding their purchasing behavior, ensuring that the products they buy align with their faith. Those with higher levels of religiosity

tend to be more selective, ensuring that their fashion choices not only meet modern aesthetic standards but also adhere to religious principles. This intersection between religiosity and the halal lifestyle reinforces the importance of aligning fashion choices with Islamic values. As religious commitment becomes intertwined with fashion trends, consumers are increasingly prioritizing products that reflect both personal identity and faith. Therefore, brands that communicate their products' alignment with Islamic principles, through education and authentic marketing, are likely to resonate more strongly with Muslim consumers (Mahira Nasution et al., 2025).

Influencers and viral marketing, which have a close relationship with social media, play an essential role in Muslim fashion purchase decisions. Influencers who have a significant following on social media platforms are often key figures in promoting fashion brands, especially those that cater to halal and modest fashion. These influencers do not just promote products; they embody the values of the brands they represent, offering a personal connection with their audience. By showcasing how fashion products can be incorporated into daily life while adhering to religious values, influencers help shape purchasing decisions (Nazarie et al., 2025).

Viral marketing also contributes to expanding the reach of marketing messages. As content becomes viral, it increases brand awareness and attracts new consumers, further influencing purchase decisions. Both influencer marketing and viral marketing help create a sense of community, fostering engagement and educating consumers about the importance of halal fashion. This shows how influencer-driven campaigns and viral content can effectively influence Muslim consumers' fashion choices (Nazarie et al., 2025).

Lastly, digital branding, which interacts with platforms like TikTok, Instagram, and YouTube, has a substantial impact on Muslim fashion purchase decisions. These platforms offer various tools that allow fashion brands to interact directly with their audience in a personalized manner. TikTok, for example, is particularly effective for creating viral trends through short-form videos, making it easier for content to spread and for consumers to engage with the brand. Instagram and YouTube, on the other hand, are ideal for sharing more in-depth content, such as styling tips, tutorials, and product demonstrations (Putri et al., 2025). Through digital branding, brands can build a strong online presence, enhance consumer engagement, and increase conversion rates by turning followers into customers. These platforms also provide an opportunity for brands to showcase their values, ensuring that their marketing resonates with consumers' beliefs and preferences. As digital branding continues to evolve, it remains a critical component in shaping consumer behavior and purchase decisions in the halal fashion market (Putri et al., 2025).

Overall, the interaction between variables such as the halal lifestyle, social media, religiosity, influencer marketing, and digital branding demonstrates the complex nature of Muslim fashion purchase decisions. These variables are interconnected, with each one playing a significant role in shaping consumer behavior. Muslim consumers are not only influenced by religious values but also by modern fashion trends and the digital marketing strategies employed by brands. The growing influence of social media, in

particular, has transformed how fashion is consumed, allowing for direct engagement between brands and consumers. By understanding the dynamics between these variables, fashion brands can develop more effective marketing strategies that appeal to Muslim consumers, who are increasingly seeking fashion that aligns with their religious values while also reflecting modern trends (Affa & Khasanah, 2025).

The development of halal fashion among Indonesian youth can be explained through the complex interaction between halal lifestyle, fashion trends, and digital marketing strategies based on education and influencers. Social media plays a key role in disseminating information, shaping consumer perceptions, and directly influencing purchase intentions. This study also emphasizes the importance of understanding young consumers' preferences, which prioritize not only halal compliance but also style, aesthetics, and product sustainability. The integration of halal education, innovative design, and digital marketing strategies has proven to be essential for increasing market penetration and consumer loyalty.

Conclusion

This study highlights the significant role of social media, halal lifestyles, and fashion trends in shaping the purchasing behavior of young Muslim consumers in Indonesia. Generation Z is driven by a blend of religious values and modern aspirations, influencing their fashion and lifestyle choices. Social media platforms like Instagram, TikTok, and YouTube have become essential in connecting brands with consumers, shaping perceptions, and promoting halal fashion in innovative ways. Influencers play a key role in bridging the gap between brands and consumers, enhancing visibility and trust.

Consumer behavior in halal fashion is increasingly influenced by sustainability and ethical considerations, as young Muslims seek brands that align with their values. The evolution of modest fashion, facilitated by social media, has transformed items like the hijab into modern, stylish statements, balancing modesty with personal expression. As halal fashion continues to evolve, brands must adapt their strategies to meet the expectations of a digitally connected, value-driven market while maintaining authenticity and fostering loyalty.

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