

Analysis of Trends, Challenges, and Opportunities in the Shariah Fashion Industry Among Female Students of UIN Raden Mas Said Surakarta

Anggi Ariska Putri¹, Yahya Wulandari², and Devi Narulitasari³

^{1,2,3} Universitas Islam Negeri Raden Mas Said Surakarta, Indonesia

Abstract. Shariah fashion has become a growing phenomenon among female students of UIN Raden Mas Said Surakarta, representing a blend of religious identity and modern style expression. This article explores students' diverse views on the trends, challenges, and opportunities for the Shariah fashion industry in reaching the student market, highlighting the differences in preferences and needs between faculties. Through interviews with female students from various faculties, it is revealed that the motivation for choosing shariah fashion is not only based on adherence to religious teachings, but also influenced by price, quality, social media trends, and influencers. This article also identifies strategies and recommendations for female students, producers, and the campus environment to collaborate in promoting shariah fashion as an integral part of an inclusive and dynamic campus environment and culture. With the right approach, shariah fashion can become a strong symbol of identity and an attractive means of self-expression for all UIN Raden Mas Said Surakarta students, even beyond academic and social boundaries.

Keywords: Shariah Fashion, Female Students, Social Media, Fashion Industry

1 Introduction

In recent years, shariah fashion has experienced significant growth. As a Muslim-majority country, Indonesia is a potential market for the Shariah fashion industry that includes daily wear and various product lines that reflect Muslim culture. This industry not only fulfills local Muslim fashion needs but also opens up great opportunities to compete in the global market (Fathoni, 2020). This opportunity shows that public awareness about the importance of dressing according to Islamic values is increasing. One of the important factors influencing the development of Shariah fashion is the trend of combining religious values with modern and fashionable dressing styles (Siregar, 2024). The growth of the Shariah fashion industry is not only seen from the increasing trend of local brands but also the increasing number of designers and even large companies that have begun to look at this market as a promising business segment. In addition, when viewed economically, the majority of Indonesia's Muslim population is at the middle-class level which is believed to encourage economic growth through the demand for halal products including Shariah fashion (Darojatun, 2018).

The growth of the Shariah fashion trend is also influenced by various social, cultural, social media, and environmental factors, especially at the Muslim university or institute level. Along with the increasing awareness and importance of maintaining religious identity and Islamic sharia values, shariah fashion is gaining an important place among Muslim students. Shariah fashion has become the main choice in dressing because they want to follow the current trend and adhere to the principles of modesty as well as adherence to religious teachings regarding the correct way to dress according to Shariah. This phenomenon related to Shariah fashion is not only related to fashion trends but also the need for a lifestyle that is in line with religious beliefs. As part of an active and dynamic young generation, they see shariah fashion as a way to express themselves without having to sacrifice the principles of spirituality. Fashion provides a variety of clothing options, styles, and images that will create a personal identity, providing opportunities for individuals to design their own identity (Prayanti et al., 2024).

In a plural and open campus environment, shariah fashion becomes a bridge between modernity and tradition, allowing Muslim students to perform in various academic and social activities confidently. In essence, fashion and modernity collaborate to create modern personalities who seek their identity in dress, appearance, and behavior, and do not want to be considered unfashionable or outdated (Purwatiningsih, 2018). As is the case at UIN Raden Mas Said Surakarta, which has five faculties, the fashion preferences are not uniform and show variations as well as identifying their faculty of origin. Each faculty has different demographic, cultural, and

1 Corresponding author : anggiariskaputri@gmail.com

academic characteristics that can influence the way students perceive and apply shariah fashion in their lives. For example, students from the Faculty of Economics and Islamic Business tend to be fashionable in choosing clothes and are more flexible in adapting shariah fashion according to existing trends. Meanwhile, in certain study programs such as Islamic Religious Education in the Faculty of Tarbiyah Science, there is more emphasis on uniforms because it shows their identity as prospective educators.

Thus, the difference in Shariah fashion between faculties at UIN Raden Mas Said Surakarta is an interesting phenomenon to study because it can provide deeper insight into how an environment and trends can influence the fashion preferences of students so that it can create opportunities for the Shariah fashion industry to develop new fashions and trends by the academic environment of a campus. Therefore, the researcher was inspired to examine the differences in fashion preferences between the faculties in a study entitled *“Analysis Of Trends, Challenges, And Opportunities In The Shariah Fashion Industry Among Female Students Of UIN Raden Mas Said Surakarta”*.

2 Literature Review

2.1 Definition of Shariah Fashion

Fashion is a term that is often identified with one's clothing. Fashion can be interpreted as a self-expression that allows each individual to try on various roles in life. Fashion is also one of the important changes so that life can always appear confident because fashion is a mirror in measuring the condition of one's attitude or feelings (Tyaswara et al., 2017). This is in line with the opinion expressed by Troxell and Stone in their book entitled "Fashion Merchandising", that fashion means a form of a person's style in an entity that can be accepted within certain time limits (Abbas et al., 2020). Fashion can include all things that are followed by many people so that it becomes a trend. Fashion is also related to the element of novelty or can be known as a novelty, therefore fashion tends to change quickly, is short-lived, and is not eternal (Trisnawati, 2016).

Meanwhile, shariah is something that is done based on sharia provisions. Shariah in fashion has standards that must be met according to religious provisions as a form of practicing morals towards oneself, appreciating and respecting one's dignity as a noble creature (Fauzi, 2016). Shariah fashion commonly known as Muslim or Muslimah clothing has the function of covering the body and is also a status in society because dressing is a manifestation of human nature that has a sense of shame so that it tries and wants to always cover its body (Ansharullah, 2019). The command to wear shariah fashion has also been explained in the Qur'an, one of which is QS. Al A'raf Verse 26

يٰٓاَيُّهَا اٰدَمُ قَدْ اَنْزَلْنَا عَلَيْكُمْ لِبَاسًا يُؤَارِي سَوْءَاتِكُمْ وَرِيْشًا وَّلِبَاسُ التَّقْوٰى ذٰلِكَ خَيْرٌ ذٰلِكَ مِنْ
اٰيٰتِ اللّٰهِ لَعَلَّهُمْ يَذَّكَّرُوْنَ

Meaning: *“O children of Adam, indeed We have sent down to you garments to cover your 'wraps and furs (to adorn yourselves). But the garment of piety is the best. Such are some of the signs of Allah's power that they may remember”*.

The verse explains that a Muslim or Muslimah must obey the orders revealed by Allah SWT because it has been provided convenience to obtain clothing or fashion that covers the human aura so that it can become a bridge to serve Allah SWT and achieve His love, and save themselves from the punishment of Allah SWT. The command to wear shariah fashion by the provisions of Islamic law is devoted to women because women will always be the center of attention (Alawiyah et al., 2020). The provisions or requirements of Shariah fashion for a Muslim woman are covering the body except the face and palms, the material worn is not transparent (thick), loose and not narrow, and not too flashy so as not to attract the attention of others who see it, not resembling the clothes of pagan or jahiliyyah women, not resembling men's clothing or revealing themselves like men, and not showing jewelry and using excessive fragrances (Ahnan, 2011). Thus, shariah fashion can be interpreted as Muslim or Muslimah clothing worn by a person to cover his body according to the Sharia in Islamic teachings.

2.2 Factors Affecting the Selection of Shariah Fashion

The definition of influence based on the Big Indonesian Dictionary is the power that exists or arises from something (person, thing) that participates in shaping character, beliefs, or actions. The fashion that a person wears is a small showcase from one person to another because it influences the initial assessment of one's identity. The factors that drive a person in choosing Shariah fashion are motivation, trends, environment, social and economic. Motivation arises because of the urge within a person to do something that is desired. Motivation is

also influenced by a person's beliefs and attitudes because the characteristics of each person are different which causes relatively consistent and long-lasting responses to their environment, namely self-confidence in a fashion product itself (Idris, 2022). Not only personal motivation, but religious motivation also affects a person's shariah fashion. Religious motivation is motivation that does not conflict with Islamic teachings and social norms (Syaepu & Sauki, 2021).

In addition, another reason behind a person's use of fashion is social factors, such as preference groups, social status, and environment, both social and family. Someone takes an action influenced by the surrounding environment so that they are encouraged to do the same thing. The family environment also has a considerable influence on the subject's daily life because the family is the closest person encountered daily and in the same environment (Haryanti et al., 2023). Trends circulating in the mass media also have a big share in introducing shariah fashion, especially through Muslim or Muslimah influencers, both through the TikTok application, Instagram, and other social media. However, apart from motivational, environmental, and trend factors, there are economic factors that influence a person's choice of shariah fashion, including price, quality, and product availability.

According to Suharno and Sutarso (2010), price is the amount of money used to obtain goods or services. Price can also be defined as the overall value of a good or service provided in the form of money. Price is everything or the value set for "something" (Akbar et al., 2020). Price plays a role in helping consumers to provide choices in determining how to get the highest benefit or utility based on their purchasing power. The existence of price is also able to relieve a person in limiting the purchasing power of a particular product as desired (Hardani, 2023). Someone who uses a product also assesses the quality of the product. Quality refers to everything that determines a person's satisfaction. In essence, product quality is the ability of a product to provide benefits or functions and meet consumer needs (Nurtjahjanti, 2013). Meanwhile, product availability. Product availability is also a consideration for someone in choosing shari fashion. The higher the price of a product, the more availability of the product. A person is willing to spend more if the quality, sacrifice of a person, and the availability of the product are comparable to the costs incurred and this determines the decision to choose a product (Renata, 2020).

2.3 Challenges and Opportunities for the Shariah Fashion Industry

Fashion has now become an identity for every Muslim in the world without realizing it, becoming a positive brand for the Islamic community. Fashion trends have the principle that the desires or tastes of consumers will always change and innovate (Amalina et al., 2022). This is influenced by the social and cultural environment of society and the flow of the times, such as now many Muslim women are wearing the hijab. In Islam, of course, it has been regulated in the Qur'an and sunnah about using fashion, especially the Shariah hijab for Muslim women (Srisusilawati et al., 2024). Every student has their own identity, be it character, traits that exist within themselves, or identities inherent in humans from outside, for example, their social status in the eyes of other humans (Rachma, 2017). Thus, students with their education will get a wide space of interaction and mobility not only on campus but also outside the campus. The interaction and mobility carried out by students can be a form of searching for a student's identity (Rano, 2017).

Along with the times that are characterized by the spread of various forms of fashion. Students' consumptive behavior can be seen in how much they use their money to fulfill their shopping desires and how much they use for needs that must be met. Students are usually easily persuaded by advertisements and are easily influenced by friends in buying and choosing fashion products (Lisma, Niati, Haryano, Agung, 2016). In an increasingly competitive business world, the challenges faced by profit-oriented and non-profit entrepreneurs are becoming increasingly complex. The challenges faced not only come from within the industry but also from outside the industry. Challenges from within the industry come from the fulfillment of skilled human resources, limited capital, and decreased productivity. Challenges originating from outside the industry are the increasing level of competition, the fulfillment of products that satisfy customers, and technological developments. With these challenges, companies are required to be more efficient and professional in managing their business.

Price is an element of the marketing mix that can generate revenue through sales. Therefore, companies must be able to set the price of their products properly and appropriately so that consumers are interested and willing to buy the products offered so that the company makes a profit. Meanwhile, from the consumer's point of view, price is often used as an indicator of value when the price is related to the perceived benefits of a good or service. Value can be defined as the ratio between perceived benefits and price. Thus at a certain price level, if the benefits perceived by consumers increase, the value will also increase. Often in determining the value of a good or service, consumers compare the ability of a good or service to meet their needs with the ability of substitute goods or services (Kencana, n.d.). Some popular fashion brands are relatively very expensive and can only be afforded by elites with large incomes. So these types of goods are very difficult to reach for most Indonesians who have the same middle to lower income. As a result, Indonesian people, especially those interested in buying goods are teenagers in thrift or the like (used) where the price is very affordable for teenagers. A person's decision to buy

goods is not only influenced by price but the brand image is one of the influential factors (Narvatinova et al., 2023).

3 Methods

The method used in this research is a qualitative approach. Data sources used primary and secondary data. Primary data was obtained from interviews with resource persons, while secondary data was obtained from journals, books, and related documents on the topics discussed. This research was conducted in five faculties of UIN Raden Mas Said Surakarta. Informants in this study are active female students, have an identity or other identification that shows that they are original students of UIN Raden Mas Said Surakarta, and are Muslim. Each faculty took four people from different majors as sources then their responses and opinions will be recorded, recorded, and documented. The results of the data obtained from 20 sources will then be analyzed and described according to the results obtained. The purpose of this research is to find out about the trends, challenges, and opportunities of the shariah fashion industry among students of UIN Raden Mas Said Surakarta.

4 Analysis and Discussion

4.1 The Concept of Shariah Fashion Based on the Perspective of Female Students

Based on the interviews, most female students agreed that Shariah fashion is something that is worn or dressed following the principles of Islamic law. That is, by covering the aurat perfectly, not showing curves, loose, and not transparent. According to a student from the Sharia business management study program, *"It is important for us as Muslims to wear shariah, especially for UIN students who are famous for their religion, so it is necessary to wear shariah fashion. If we are dealing directly with the community, we still look beautiful even though we are dressed in sharia"*. Students from the Islamic banking study program also said that *"wearing fashion is a way to decorate yourself and beautify yourself because wearing polite but elegant clothes can improve your mood and feel comfortable"*.

However, there are differences of opinion in interpreting the specific elements of shariah fashion. Some female students consider that shariah fashion is not just clothing or clothing, but also includes the attitude and behavior that a person has. In addition, there are a small number who argue that wearing culottes can be said to be shariah depending on the clothes worn such as tunics or clothes that are long, loose, and do not shape the curves of the body. As said by one of the students from the history of Islamic civilization study program *"culottes include shariah fashion depending on the mix with what the clothes are, for example tunics"*. However, a small number of others disagree that wearing culottes is considered shar'i fashion because in certain conditions it will shape the curves of the body and can be a highlight for the people who see it.

4.2 Factors Affecting the Selection of Shariah Fashion

The motivation of female students in choosing Shariah fashion can vary according to their faculty background and study program. This is because each faculty has a different culture, values, and social dynamics. In faculties that focus on Islamic studies, such as the Faculty of Sharia, the Faculty of Tarbiyah Science, and the Faculty of Ushuluddin and Da'wah, religious motivation is the dominant factor in choosing shariah fashion. In these faculties, female students often consider wearing shariah clothing as an integral part of their commitment to practicing religious teachings in their daily lives. The support of a strong academic environment, including the influence of lecturers, peers, and various campus activities and organizations based on Islamic values, further strengthens their motivation to choose shariah fashion. Like the statement delivered by a student from the da'wah management study program who said that *"shariah fashion is a steady choice from the heart"*. These faculties tend to emphasize the importance of upholding moral and ethical integrity in Islam, so many female students feel compelled to dress following shariah as a form of worship and respect for their academic environment. In other faculties such as the Faculty of Economics and Islamic Business, and the Faculty of Adab and Language, the motivation to choose syariah fashion is more complex. These two faculties, it is often influenced by broader considerations, such as price, quality, and product availability. Students in these faculties tend not to be influenced by an environment that explicitly encourages Shariah fashion, so they consider more economic and comfort factors in choosing clothes. Affordable and quality Shariah fashion products are the main choice for those who want to remain fashionable and under the principles of Shariah. As said by a student from the Shariah accounting study program *"In addition to learning about finance, buying an item, especially sharia fashion, must be considered in terms of price and quality, whether it is balanced or not. However, for the student version, of course, they expect good quality and student-friendly prices"*.

In addition, trends on social media and the influence of influencers also play an important role. In this faculty, female students are more inspired by modern fashion trends and influencers, who often combine shariah style with a contemporary and fashionable touch, making shariah fashion a choice that is not only religious but also trendy. They see Shariah fashion not only as a religious expression but also as a way to stay relevant to the latest fashion trends and show their identity as a Muslimah. In the previous faculty, which focuses on Islamic studies and is attached to their identity as a teacher, social media and influencers do not have a strong influence on their fashion choices. This is because they are required to be in uniform and set an example for their future students by implementing habits from the existing environment. Thus, they only follow trends to see the development of current fashion that is still relevant to their version of Shariah fashion. Overall, female students' motivations in choosing shariah fashion vary widely and are influenced by a combination of economic, religious, social, and cultural factors, each of which can differ depending on their faculty and study program. These differences reflect the complexity of understanding how shari fashion is practiced in various academic environments, as well as how factors such as price, quality, product availability, social media trends, and influencer influence shape female college students' fashion decisions.

4.3 Implementation of Shariah Fashion in Every Faculty and Study Program

In this study, it was found that the application of shariah fashion is not uniform in every faculty and study program at UIN Raden Mas Said Surakarta. Some faculties and study programs even lecturers explicitly encourage and support the application of shariah fashion, while others have not given special attention to this matter. Faculties and study programs that have implemented shariah fashion usually come from disciplines that are directly related to Islamic studies, for example, the Faculty of Tarbiyah Science, the Faculty of Sharia, and the Faculty of Ushuludin and Da'wah. In this environment, shariah fashion is considered part of the commitment to the principles of shariah and academic integrity in line with Islamic teachings. Therefore, female students in these faculties are more supported to wear Shariah fashion either through faculty policy, the influence of a lecturer who teaches, or related campus activities. Students of the Islamic religious education study program said that *“my study program requires shariah fashion, such as wearing skirts, large headscarves, and not wearing pants even though they are loose because it shows our identity as prospective educators so that they must set a good example for others”*.

Meanwhile, when looking at faculties and study programs that have not explicitly implemented shariah fashion, such as the Faculty of Economics and Islamic Business, and the Faculty of Adab and Language. Students in these faculties said that the application of shariah fashion is more optional and depends on personal choice, without any rules or policies that require them to dress in shariah fashion, but with the provision of still prioritizing modesty and neatness. Some of them also feel that the environment in their faculty tends to be more diverse, so the application of shariah fashion is not so prominent because it is a minority. A student of the Islamic banking study program said that *“in this faculty, students wear more fashion that tends to be fashionable and follow trends”*. So the differences in the application of Shariah fashion affect the perceptions and preferences of female students towards Shariah fashion. In faculties and study programs that have implemented shariah fashion, female students feel more comfortable and confident in wearing shariah fashion because of the support and similarity of values among fellow students, even lecturers. On the other hand, in faculties and study programs that have not implemented shariah fashion, female students face greater challenges, such as lack of support, awkwardness, or insecurity about how shariah fashion is perceived in the community within the faculty.

4.4 Challenges of the Shariah Fashion Industry for College Students

Female students' views on the challenges faced by the Shariah fashion industry in reaching the student market at UIN Raden Mas Said Surakarta show a variety of different perspectives depending on their respective faculties. In general, the challenges faced by the industry are mainly related to the different preferences, purchasing power, and specific needs of students in various faculties. Students from religion-focused faculties, such as the Faculty of Sharia, Faculty of Tarbiyah Science, and Faculty of Ushuluddin and Da'wah, are generally more open to shari fashion products. However, the main challenges faced by manufacturers in the Shariah fashion industry in reaching this market are price and quality. Students in these faculties often have a preference for clothing that is not only Sharia-compliant but also comfortable and affordable. Students often mention that products on the market are not affordable for those on a budget. The quality of materials is also an important concern as many students want Shariah fashion products that use high-quality materials but at a reasonable price. This creates a challenge for the industry to provide products that meet quality standards and prices that are in line with students' purchasing power.

While in faculties such as the Faculty of Economics and Islamic Business, and the Faculty of Adab and Language, the main challenge faced by the shariah fashion industry is the lack of interest or awareness of shariah fashion products. Students from these faculties tend to have a more flexible view of fashion and are less familiar with Shariah fashion. They are more influenced by modern fashion trends and are not always interested in shariah

fashion that is considered less stylish or less reflective of their style. A student from the Shariah accounting study program said that *“the challenge in opening the Shariah fashion industry among UIN is the little interest of female students because they prefer fashionable styles, which are not complicated, and friendly prices”*. Another challenge is the lack of effective promotion and education on the diversity of styles in shariah fashion that can suit a wide range of student preferences, from the traditional to the more modern.

4.5 Potential and Opportunities of Shariah Fashion Products for UIN Students

Despite the challenges, there is also great potential and opportunity for Shariah fashion products to reach the market of UIN Raden Mas Said Surakarta students. Faculties such as the Faculty of Sharia, Faculty of Tarbiyah Science, and Faculty of Ushuluddin and Da'wah, are faculties that are considered to have the greatest potential because, in addition to being based on high religious awareness, there are environmental factors as well as being an identity that they must apply to female students, especially for prospective educators. Shariah fashion products that offer innovations in design, such as a combination of traditional and modern styles that still comply with Shariah, have a great opportunity to be well received. The industry can also utilize campus activities, such as seminars, bazaars, or spiritual activities, as a platform to promote their products and build brand awareness among students who are more familiar with the concept of shariah fashion. One of the students from the Faculty of Tarbiyah Science also said that *“opening a sharia fashion industry business has the potential and opportunities for UIN students, especially in my faculty, which is the majority of sharia fashion, besides that producers can collaborate with campus organizations so that they can be promoted through existing communities”*.

Meanwhile, in faculties such as the Faculty of Economics and Islamic Business, and the Faculty of Adab and Language, the potential lies in the ability to attract more modern and dynamic students. The industry can reach this market by presenting shariah fashion products that are more trendy, and creative, and adapt to the lifestyle of students who are more active and open to various trends. Products that combine elements of contemporary fashion with creative Shariah concepts, such as clothing with more diverse colors and patterns or more practical and comfortable designs, can increase the appeal of Shariah fashion among students from these faculties. Social media and influencers also offer great opportunities for the Shariah fashion industry to reach the student market of UIN Raden Mas Said Surakarta. An English education student said that *“the campus can utilize campus influencers, especially each faculty, to further popularize shariah fashion”*. Campaigns involving campus influencers or alumni who are popular among students can help increase awareness and acceptance of shari'i fashion products. In addition, social media platforms can be utilized for education and promotion of the diversity of styles in shariah fashion that suit the preferences of students from various faculty backgrounds.

Overall, while there are challenges in reaching the UIN student market, which varies by faculty, there are also great opportunities for the Shariah fashion industry to grow and develop. With a more flexible and innovative approach, as well as a well-targeted marketing strategy, shariah fashion products have great potential to be well-received among UIN Raden Mas Said Surakarta students from various faculties.

5 Conclusion and Recommendation

5.1 Conclusion

The views of female students towards the Shariah fashion industry at UIN Raden Mas Said Surakarta reflect the diversity of needs and preferences determined by their respective faculty backgrounds. Islamic studies-based faculties such as the Faculty of Sharia, Faculty of Tarbiyah Science, and Faculty of Ushuluddin and Da'wah show high enthusiasm for shariah fashion, although they demand good quality at affordable prices. Meanwhile, more fashion-forward faculties such as the Faculty of Economics and Islamic Business present challenges in the form of a lack of interest and awareness in shariah fashion, but also offer opportunities for innovation and more creative approaches.

Despite these challenges, the opportunities for the Shariah fashion industry remain wide open with a strategy that combines relevant design and style approaches, effective education, and appropriate promotion. If able to adapt to the needs of students from various faculties, shariah fashion will not only survive, but also thrive as an inclusive, dynamic, and desirable trend among female students of UIN Raden Mas Said Surakarta. By accommodating the desire to look fashionable while adhering to the principles of Shari'ah, shariah fashion can be an attractive and meaningful option for all students of UIN Raden Mas Said Surakarta, regardless of their academic background.

5.2 Recommendation

To develop shariah fashion among UIN students, female students are expected to be more open in expressing themselves with shariah-compliant and fashionable shariah fashion, by utilizing social media to share inspiration and support each other. Manufacturers in the Shariah fashion industry also need to offer quality and affordable products and continue to innovate in design to be more relevant to modern trends, as well as utilize social media and influencers for promotion. Meanwhile, the campus environment can support the development of Shariah fashion by holding events that promote Shariah fashion, supporting the activities of student organizations, especially those based on Islam, and creating an inclusive space for female students to express themselves, thus creating a campus culture that is friendly and supportive of the development of shariah fashion.

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