INDONESIAN MUSLIMAH INFLUENCER'S FASHION STYLE ON SOCIAL MEDIA

Gilang Aghistya Ramadhan

Master of Design, Faculty of Postgraduate, Universitas Komputer Indonesia, Bandung, Indonesia
Email: gilang.75323004@mahasiswa.unikom.ac.id

Yully Ambarsih Ekawardhani
Email: yully.ambarsih@email.unikom.ac.id

Abstract : This article aims to explain the fashion style of 3 well-known Muslim women influencers in Indonesia from a fashion perspective. The development of Muslim fashion is inevitable due to the increasingly massive distribution of technology in various layers of society. The more widespread internet also affects the flow of information about Muslim fashion. Influencers also flourish in line with the development of social media networks. The presence of Muslim influencers is able to boost the style or fashion sense of young people with a variety of interesting combinations in the use of motifs, colors or styles of clothing. Indonesia has 3 influential Muslim influencers in social media networks, because they have tens of millions of followers and excel in their fields. Among them are Laudya Chintya Bella, Zaskia Sungkar and Ria Ricis. The method used is with a descriptive approach, which is explaining result with the aim of validating the phenomenon that the author is researching. The results obtained from the 3 influencers are that the influencers have different visuals of Muslim clothing from one another, having their own distinctive styles both in the selection of styles, shapes or colors. This article can be a reference for young people who want to look trendy with the latest outfits without having to abandon their Islamic identity.

Keywords: Fashion, Influencer, Muslim

INTRODUCTION

The era of all-digital technological transformation encourages the economic growth and development of every country in entering the era of globalization and free markets. One of them is the fashion sector quoted from H, Ariesani (2020). The rapid advancement of technology and the easier it is for humans to get various kinds of videos, images, ebooks, and articles (Nugroho, 2020). The impact of the development of communication technology is positive and negative. Social Media is one of the developments of digital platforms in the era of communication that can no longer be avoided. Of course, the development of communication technology brings many benefits in various sectors of human life.

Nowadays, clothing not only functions as a tool to cover and protect oneself, but also as a characteristic of each individual's life. According to Riyanto (2003:2) clothing is a fabric material that has or has not been sewn and is used to cover a person's body. Meanwhile, according to Ernawati et al (2008: 24) clothing is everything that is used from head to toe, including basic, complementary and makeup clothing. Changes in fashion styles that are increasingly developing have an attraction that is always favored by various groups, especially young people of the millennial generation. Clothing style is used as a trend that aims to symbolize the identity of modern life. Currently, not only casual clothing is a trend, but also Muslim clothing such as hijab, is something that is being favored by many people. (Amanda Rohmah. Shofi Rizq, Fransiscus, 2022).

The development of digital platforms in marketing the Muslim fashion industry is certainly inseparable from the role of influencers, they represent their image in Muslim clothing according to the values they understand and the value to sell personal branding and business branding affiliated with the influencers themselves. In fact, quoting from ukmindonesia.id, some of these influencers eventually launched their own Muslim fashion collections that match their own style. Thus, the Muslim fashion industry in Indonesia will be more diverse and colorful, so it is no wonder that Indonesia has been named the world's Muslim fashion mecca. This potential is also further encouraged by Muslim influencers who have a fan base with millions of followers who also promote Muslim fashion with various fashions. The rules of art in the Muslim fashion industry that they bring are always changing, varying from the pattern, style, color and innovative use of textile materials.

Social media is a change in lifestyle. Another sector is the fashion sector. In fashion, the biggest influence of trending fashion comes from social media. Both lifestyle sectors from social media and the fashion sector, especially the trend of Muslim clothing, are of course interrelated. Quoting data from Kaptenseo.com, according figure 1. The infographic shown the total social media users in Indonesia reached more than 140 million people. With the most user platforms big four rank is Youtube, facebook, tiktok and instagram.

Figure 1. infographic of Indonesian social media users in 2023

Indonesia is a country with the largest number of Muslims. Data shows that out of 254 million Indonesians, 87% of them are Muslims. It is not surprising that Indonesia is the third largest consumer of Muslim fashion in the world, even the amount of spending reaches 20 billion USD or equivalent to 300 trillion rupiah. This figure is quite large for a country. (Ukmindonesia.id). The statistic is a very large number and a market that is still wide open for Muslim fashion business players.

PROCEEDING BOOK
The 7th International Conference on Business,
Economics, Social Sciences, and Humanities 2024
E-ISSN: 2830-0637

1071

LITERATUR REVIEW

Amalina, Nur, Rahma, Alfina, Lestari, Dini. (2022). Clothing in a broad sense includes, among others: First, any clothing used on the body, such as clothes, pants, sarongs, and others. Second, every object that complements the clothing, such as: scarves, hats, socks, socks and others. Third, any object that has a function as an ornament to get beauty.

According to the Islamic perspective, clothing is various types of clothing worn by Muslims in accordance with the provisions of Islamic law, in the sense of covering parts of the body that are inappropriate to be shown to the public, which in essence must be associated with an attitude of devotion which involves psychological value to the wearer in fostering self-concept but by showing the form of clothing fashion, color, beauty. Clothing not only functions as a protective tool for the human body, but also as a tool to increase self-confidence for the wearer and even clothing can serve to assess whether someone looks beautiful, handsome, fashionable, fashionable, and shows the social level of the wearer but still in accordance with following the principles of sharia, quoted from Amalina, Rahma, Alfina, Dini. (2022).

Polhemus and Procter state that fashion is a form, type, and way of acting, western society views this term as a synonym for style, grooming & clothing. Fashion itself has a focus on the fashion that is generally shown and is being favored by the community.

Why is fashion so important? Roosita, RR (2022) says Fashion is an expression of self that allows everyone to try on different roles in life. Fashion is an important change so that life can always be fun. Fashion is also a mirror that can be a measure of one's attitude and feeling situation. The definitions of fashion are very diverse, each depending on the facts that are usually brought up. But there is a common thread that can be drawn from the various definitions. Fashion can generally be classified according to its perishable nature and the continuous changes in style that some say are dictated by designers and industry (Newman, 2001: 29).

One of the digital platforms in social media is Instagram, Instagram has merged and become part of people's lifestyles, because almost every community activity is immortalized and published on Instagram. One of the activities that people usually immortalize is their way of dressing which is currently often referred to as Outfit Of The Day (OOTD). This term is 2 Department of National Education, Big Indonesian Dictionary (Jakarta: Language Center 2008), pp. 204 3 A new term used as an action where Instagram users immortalize their way of dressing to social media. So it is not surprising that the role of influencers from Instagram has also boosted the trend in Muslim fashion.

Apart from Instagram, another platform that also brings changes in the trend of Muslim clothing is a video sharing platform that we usually know as YouTube. The utilization of YouTube can have a positive impact on its users when used to find various kinds of tutorials that are related to good things and especially to the procedures in Islamic dress. With today's technological advances, through YouTube media we can see directly the video of how to dress Muslim women and can increase their knowledge about it (Pimary, 2005).

Armed with information from both platforms, Amalina, Nur, Rahma, Alfina, Lestari, Dini. (2022). Saying that the current trend in the Muslim fashion market environment leads to trends in certain models, colors, and patterns that are very dynamic depending on the raw materials on the market and following the times. Meanwhile, the characteristics of Muslim fashion products that are favored by Millennial Muslim generation consumers in the market are simple, casual clothes, with pastel colors and can be worn daily.

The development of digital platforms in marketing the Muslim fashion industry is certainly inseparable from the role of influencers, they represent their image in Muslim clothing according to the values they understand and the values that become their personal taste.

Influencers are also followed by segment specialization, meaning that influencers will be categorized through the content carried on their social media. This is important, because influencers become an asset in themselves because they have a close relationship and have different values from one another (Geyser, 2022).

Influencers certainly come with a variety of diverse backgrounds and tend to vary. Influencers tend to be easily recognizable from several different approaches. The easiest method is to recognize them by the number of followers, the type of content, and the level of influence. They have built their personal brand to become experts in

PROCEEDING BOOK
The 7th International Conference on Business,
Economics, Social Sciences, and Humanities 2024
E-ISSN: 2830-0637

1072

their field. This self-image is built in the content they create in order to position themselves in accordance with the initial goal, which is to form positive branding in a particular field. Each influencer's social media account has different characteristics. Indonesia's predicate as a Muslim-majority population is one of the roots of the rise of Muslim influencers.

Quoted from tempo.co, there are several types of influencer levels based on the number of followers on social media. In this article, the author will take the number of Influencer types in the mega influencer (more than 1 million followers on social media) level and are 3 top tier Muslim influencers in Indonesia who have a follower base of more than 30 million, namely Laudya Chintya Bella, Zaskia Sungkar and Ria Ricis.

METHODOLOGY

This research method uses descriptive research that will describe or explain the fashion style of Indonesian Muslim women influencers on social media. Descriptive research method is research whose contents describe, describe, clarify an influence of surrounding social problems that may not be explained or described in qualitative research (Saryono: 2010). The reason the author chose the descriptive research method is to make it easier for the author to be able to describe how the phenomenon of the situation to be studied and understand the limitations of the researchdata collected with journal sources, books, articles, magazines, social media and other sources related to the problems to be discussed.

RESULT(S) and DISCUSSION

Influencers have become a reference in fashion for young people in the country, especially generation z because of their massive and relatively large follower base. Reporting from kumparan.com, at least Indonesia has 3 influential Muslim women influencers in social media networks who are included in the mega influencer level. have a number of followers above 30 million and excel in their fields, including Laudya Chintya Bella, Zaskia Sungkar and Ria Ricis. The Influencers are what the author will try to describe descriptively about their style in Muslimah clothing. Here the author will try to describe one by one the influencer's style of dress.

1.   Laudya Chintya Bella.

Bella is known as an accomplished artist in both film acting and modeling.She has 39.7 million followers on Instagram. Bella's characteristic is that she rarely wears many colors in one outfit, known to be simple but still looks beautiful and sweet in every outfit choice. There are several characteristics of Bella in dressing including the use of Long Dress + Outer, Bella usually only reaches the ankles, the rest is covered with socks or leggings, the Outfit Material usually uses cool and lightweight cotton to support daily activities. The colors used also tend to be harmonious and not eye-catching.

Figure 2. laudya chintya Bella in Outfit long dress + Outer

PROCEEDING BOOK
The 7th International Conference on Business,
Economics, Social Sciences, and Humanities 2024
E-ISSN: 2830-0637

1073

Then the use of culottes, Bella appears in a smart casual style with a mix and match of patterned tops and culottes, suitable for work or travel outfits that want to emphasize the smart casual impression. The nude headscarf that matches Bella's langsat yellow color looks very sweet with the outfit as shown below.

Figure 3. laudya chintya Bella in a patterned top & culottes pants

Plisket skirts are a fashion item that is sought after by many generation Z hijabers, because it makes the wearer look young, feminine and very attractive. Not to forget, in Figure 4 Bella also often uses a mix and match plisket skirt. The earth tone nuance is getting thicker in the pastel brown color collaboration. The square hijab wrapped around the chest also adds a feminine and sweet impression to Bella. The elegant impression is obtained from the use of heels that are the same color as the plisket skirt. Beige socks or stockings are also very fitting in this outfit mix and match.

Figure 4 laudya chintya bella in a plisket skirt

PROCEEDING BOOK
The 7th International Conference on Business,
Economics, Social Sciences, and Humanities 2024
E-ISSN: 2830-0637

1074

2.   Zaskia Sungkar

Zaskia Sungkar is an artist and Muslim fashion designer. She has 31.5 million followers on Instagram. Zaskia loves monochrome colors such as gray, white, black and brown. This can be seen from her selection of clothes, outers, hijab and accessories. Zaskia often combines sempel dresses and tunics, and shades of brown that are charming but still sweet, attractive and add to the impression of syar'i.

On several vacation occasions, especially to the country of 4 seasons. Zaskia looks beautiful in a long coat with a dress, not forgetting also with simple leggings, even though it seems to be piled up with many layers, but with matching color tones or earth tones, Zaskia is able to look Outstanding.

As for official events, Zaskia almost always looks glamorous all in black, from headscarves to dresses. The use of beautiful sparkling brooch accessories adds a luxurious impression. As well as Outer rempel, bold lipstick also supports the graceful and glamorous side of Zaskia.

Figure 5. Zaskia sungkar in a dress and tunic

Figure 6. Zaskia sungkar in a long coat & dress

PROCEEDING BOOK
The 7th International Conference on Business,
Economics, Social Sciences, and Humanities 2024
E-ISSN: 2830-0637

1075

Figure 7. Zaskia sungkar in all-black glamor

3. Ria Ricis

One of the most famous YouTubers with a follower base of millions, Ria Ricis is one of the most influential influencers among gen z in the country. She has 35.7 million followers on Instagram. In her daily life, Ria Ricis often wears Muslim clothing with a mix and match that is very girly and trendy in supporting all her activities. Ricis is known to be thick with the use of jumpsuits in her outfit As in figure 8, Ricis uses a brown jumpsuit with white sneakers, the aura of a sweet young mother is very radiating with this outfit style. While figure 9 shows still the same jumpsuit style but this time made from denim, the combination of a patterned headscarf and white inner emphasizes the look like a typical Ria ricis shirt.

Figure 8

PROCEEDING BOOK
The 7th International Conference on Business,
Economics, Social Sciences, and Humanities 2024
E-ISSN: 2830-0637

1076

Figure 9

CONCLUTION AND RECOMMENDATION

In the scope of fashion, style is the characteristic appearance of clothing material, which makes it different from other clothing. For example, skirts are one style of dress for women, while pants are another. Fashion style can express a person's identity. Fashion style also has a role and meaning in social action. Fashion style is one way for a group or individual to define and shape themselves as a certain group so that they are more confident in their appearance and more confident.

The development of digital platforms in marketing the Muslim fashion industry is certainly inseparable from the role of influencers, they represent their self-image in Muslim clothing according to the values they understand and the values that become their personal taste. With the presence of Muslimah influencers such as Laudya Chintya Bella, Zaskia Sungkar and Ria Ricis, these influencers bring their own colors, characteristics in fashion style and have become a reference or trendsetter among Generation Z. Some other influencers also seem to break the mold. Some other influencers also seem to break the boundaries in terms of Muslim clothing to always follow the current context that tends to change quickly, some of them still stick to the norms they believe in. Fashion Trend influencers have the principle that the desires of consumers will always change and innovate.

PROCEEDING BOOK
The 7th International Conference on Business,
Economics, Social Sciences, and Humanities 2024
E-ISSN: 2830-0637

1077

REFERENCES

A, Nur., R, Alfina., L, Dini. (2022). Analisis Fashion di Era Milenial Dalam Pespektif Islam. *Jurnal Ekonomi, Akuntansi dan Manajemen Vol 1*, 152-160.

Alfonso-Fuertes, Isabel, Alvarez-Mon, Miguel Angel, Hoyo, Rafael Sanchez Del, Ortega, Miguel A, Alvarez-Mon, Melchor, Molina-Ruiz, Rosa M. Time Spent on Instagram and Body Image, Self-esteem, and Physical Comparison Among Young Adults in Spain: Observational Study. JMIR formative research. 2023; 7, ISSN 2561-326X.

Briliana, Vita., R, Deitiana, N, Mursito. (2020). Peran Kterlibatan Hijabers di Media Sosial Terhadap Perilaku Belanja Online Busana Muslim. *Jurnal Muara Ilmu Ekonomi dan Vol. 4, No. 1,* 194-204.

Feng, Wenting, Chang, Dihui, & Sun, Hongjie 2022, 'The impact of social media influencers' bragging language styles on consumers' attitudes toward luxury brands: The dual mediation of envy and trustworthiness', *Frontiers in psychology*, vol. 13, p. 1113655, ISSN 1664-1078.

Hakami, Nada Ali, & Mahmoud, Hanan Ahmed Hosni 2022, 'The Prediction of Consumer Behavior from Social Media Activities', *Behavioral sciences (Basel, Switzerland)*, vol. 12, no. 8, ISSN 2076-328X.

Helfmann, Luzie, Conrad, Nataša Djurdjevac, Lorenz-Spreen, Philipp, & Schütte, Christof 2023, 'Modelling opinion dynamics under the impact of influencer and media strategies', *Scientific reports*, vol. 13, no. 1, p. 19375, ISSN 2045-2322.

Hermawanto, Ariesani., M, Anggraini. (2020). Globalisasi, Revolusi Digital dan Lokalitas: Dinamika Internasional dan Domestik di Era Borderless World.Yogyakarta : LPPM UPN VY PRESS.

Hisyam, Muhammad., E, Turmudi., D, Purwoko., Wijayanti. (2019). Fesyen Muslimah dan Transformasi kultural. Jakarta : LIPI Press.

Hong, Yingxiu, Mamun, Abdullah Al, Yang, Qing, & Masukujjaman, Mohammad 2024, 'Predicting sustainable fashion consumption intentions and practices', *Scientific reports*, vol. 14, no. 1, p. 1706, ISSN 2045-2322.

Iswal Khoiri. 2019. Dampak Instagram Terhadap Trend Berpakaian Islami Mahasiswi Komunikasi dan Penyiaran Islam UIN Raden Intan Lampung Angkatan 2016. Lampung: UIN Raden Intan Lampung.

Lee, Jung Ah, Lee, So Young, Ryoo, Yuhosua, Kim, WooJin, & Sung, Yongjun 2022, 'The Psychological Consequences of Envying Influencers on Instagram', Cyberpsychology, behavior and social networking, vol. 25, no. 11, pp. 703-708, ISSN 2152-2723.

Li, Wenjia, Ding, Huangyi, Xu, Guifen, & Yang, Jidong 2023, 'The Impact of Fitness Influencers on a Social Media Platform on Exercise Intention during the COVID-19 Pandemic: The Role of Parasocial Relationships', *International journal of environmental research and public health*, vol. 20, no. 2, ISSN 1660-460.

Lubis, Imam.,M, Sahfi. (2018). Smart ekonomi kota Tangerang Selatan. Tangerang selatan : LKD –PM.

Mañas-Viniegra, Luis, Núñez-Gómez, Patricia, & Tur-Viñes, Victoria 2020, 'Neuromarketing as a strategic tool for predicting how Instagramers have an influence on the personal identity of adolescents and young people in Spain', Heliyon, vol. 6, no. 3, ISSN 2405-8440.

Mannuhung, Suparman, Misda. (2021). Peranan Media Youtube dalam Meningkatkan Kesadaran Berbusana Muslimah dan Akhlak bagi Peserta Didik di SMPN 1 Kota Palopo. *Jurnal Pendidikan Volume 04 No1.*

PROCEEDING BOOK
The 7th International Conference on Business,
Economics, Social Sciences, and Humanities 2024
E-ISSN: 2830-0637

1078

Shabirah, Dara. (2022). Konsep Diri Influencer Muslimah dalam Penggunaan Hijab Truban. *Commersicum. Volume 05 No.02*, 123-137.

Zahra, A., H, Hendri. (2019). Peran Digital Marketing dalam Pemberdayaan Usaha Mikro Kecil dan Menengah Fashion. *Jurnal Manageable.*

AUTHOR BIOGRAPHIES

Gilang Aghistya Ramadhan born in Bogor, April 22, 1989. a senior designer who is involved in interior, fashion design and visual communication design. loves nature, reading and is a father of two cute children. aspires to be a teacher and inspiration for future generations in the field of art and literacy.

PROCEEDING BOOK
The 7th International Conference on Business,
Economics, Social Sciences, and Humanities 2024
E-ISSN: 2830-0637

1079