



The Role of the Fashion Industry and Muslim Celebgrams in Constructing Contemporary Muslim Fashion Trends among Female Students

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Abstract

The widespread of the fashion industry, which heavily utilizes the Instagram platform for marketing, influences the trends of Muslim fashion. Additionally, the image presented by Muslimah influencers also contributes to shaping the standards of contemporary Muslim clothing. This study aims to explore the role of the fashion industry and the image of Muslimah influencers in constructing contemporary standards of Muslimah attire. The study focuses on observing this phenomenon among female students at Sunan Kalijaga State Islamic University Yogyakarta. By utilizing Giddens' theory of structuration with descriptive and interpretive analysis, the changes in contemporary Muslim fashion trends among female students are seen as outcomes of the process of structuration. The internal dynamics within Muslimah individuals who have a tendency to appear fashionable without compromising their religiosity serve as a form of self-identity representation. At the same time, there are external structures that also

influence them in determining Muslimah clothing, namely the external factors of the fashion industry's role and influencer images. This article argues that fashion trends are created through the existence of agency factors, where the interests of the industry and influencers are involved.

Keywords:

Fashion Industry, Celebgrams, Muslim Fashion Trend

Abstrak

Merebaknya industri fesyen yang pemasarannya banyak memanfaatkan platform Instagram mempengaruhi tren fesyen muslimah. Selain itu, citra yang ditampilkan oleh selebgram muslimah juga turut membentuk standar pakaian muslim kekinian. Studi ini bertujuan untuk mengeksplorasi peran industri fesyen dan citra selebgram muslimah dalam mengonstruksi standar pakaian muslimah kontemporer. Studi ini difokuskan untuk melihat gejala ini di kalangan mahasiswi UIN Sunan Kalijaga, Yogyakarta. Dengan memanfaatkan teori strukturasi Giddens dengan analisis deskriptif dan interpretatif, perubahan trend fesyen muslimah kontemporer di kalangan mahasiswi merupakan hasil dari proses strukturasi. Dinamika internal pada diri muslimah yang memiliki kecenderungan untuk tampil fashionable tanpa menghilangkan sisi religiusitasnya itu menjadi bentuk representasi identitas diri. Pada saat yang sama, terdapat struktur yang turut memengaruhi mereka dalam menentukan pakaian muslimah, yaitu faktor eksternal dari peran industri fesyen dan citra selebgram. Artikel ini berargumen bahwa trend fesyen tercipta dari adanya faktor agensi, kepentingan industri dan selebgram menjadi bagian di dalamnya.

Kata kunci:

Industry Fesyen, Selebgram, Tren Fesyen Muslim

Introduction

There has been a significant change in the lifestyle and social activities of the Indonesian people from non-virtual to entirely virtual. This cultural shift is influenced by the development of technology and information, which has provided a virtual platform that allows people to connect globally, share information, and interact in ways that were not possible before (McQuail, 1987). Therefore, the general public can easily access popular cultural information. One of them is the Muslimah fashion trend which has become an element of popular culture in Indonesia (Raleigh, 2004). The principles of Muslim clothing based on Islamic

teachings have been successfully adopted and modified according to local culture (Damayanti, 2014).

The significant development of Muslim fashion has resulted in a fashion trend. This can be seen from how Muslim fashion, with all its equipment attributes, comes with various models and colors that are not monotonous, fashionable, and *up-to-date*. One attribute that becomes the identity of complete Muslim clothing is the hijab. The existence of the hijab as the most striking component of complete Muslim clothing is a relatively new phenomenon in Indonesia (Pink, 2020). The development of the hijab, which is no longer just used as a Muslim identity, but also an increasingly popular cultural trend, was only seen around the 1980s (Arifa & Isbah, 2020). The hijab even has its style and fashion trends that contribute significantly to the development of overall Muslim fashion standards. Therefore, in this research, the discussion of Muslim fashion focuses on hijabi Muslim fashion.

Changes in Muslim fashion standards or trends are inseparable from the role of the halal industry in Indonesia. Especially the fashion industry has shown rapid development over the past few years. This can be seen from how the Muslim community applies the halal lifestyle of various Indonesian Muslim communities (Wahyuni & Achiria, 2020). In the Indonesian fashion industry, both established brands and small industries are competing to create Muslim fashion models following the needs of today's society. The change in lifestyle in the fashion sector certainly affects the fashion industry both in production and marketing (Cecilia, 2021). Marketing techniques used by the fashion industry are also increasingly attractive. Some of them are by utilizing online markets and Instagram social media.

In addition to utilizing the Instagram platform as a promotional medium, the fashion industry also collaborates with Instagram influencers, or more trends called Celebgram (celebrities Instagram), in promoting their

products. Celebgram is a term for a personal account user of someone famous on Instagram. It has many fans or followers because the photos or videos uploaded are exciting and liked by many people (Kamilah & Sari, 2020). According to Arifa and Isbah (2020), social media and new role models from famous figures have also influenced today's Muslim fashion trends. At first glance, this phenomenon is more caused by the results of their exposure to social media (Pranawati et al., 2018). Therefore, the image displayed by celebgrams, in this case, Muslim women, also shapes the current hijab Muslim fashion standards.

The current popularity of Muslim fashion trends is supported by existing research evidence. Research conducted by Raleigh (2004) shows that the use of Muslim clothing continues to increase daily, which drives the growth of the Muslim fashion industry. This phenomenon also reflects the development of Muslim women's fashion trends as a new Islamic ideology that combines religion and consumerism through religious but still trendy dress styles (Ibrahim, 2007). The development of Muslimah fashion trends is also reflected in the existence of the hijabers community, a group of middle-class women who wear Muslim clothing in a stylish style and often gather in cafes. They communicate using Indonesian, Arabic, and English (Hardiyanti, 2012). Nonetheless, Utami et al. (2019) emphasize the importance for designers and the fashion industry to follow religious dress codes in designing Muslim clothing while maintaining Indonesian culture's creativity and distinctiveness. In addition, the development of Muslimah fashion trends is also influenced by social media, which establishes various ideal standards regarding the appearance of fashionable Muslim women. Social media also influences how Indonesian Muslim women build and present their identities as fashionable Muslim women (Mas'udah, 2018). Hijabers Indonesia has reinterpreted the self-representation of women who wear hijab through the visual ability of Instagram to display their unique digital portraits (Pramiyanti, 2019).

The results of the research above make it clear that there has been a shift in Muslimah fashion trends in the contemporary era, where Muslimah fashion is not only seen as an identity or an element of religiosity but also as an up-to-date fashion trend. In other words, the Muslim community wants to look trendy and fashionable with their Muslim clothes. Some of the results of the research above also clarify that there is a significant influence from the fashion industry and celebrity images on shifting contemporary Muslimah fashion trends. This is also reinforced by data showing that by the end of 2022, Instagram users in Indonesia will reach 97.17 million (Indonesia, 2023). However, even though the influence of the fashion industry and celebgrams are authentic, research has yet to be found to examine the role of the fashion industry and celebrity image in encouraging and contributing to Muslimah fashion trends. Therefore, this study explores the role of the fashion industry and celebrities in constructing contemporary Muslim fashion trends among female UIN Sunan Kalijaga Yogyakarta students.

Most Muslim students at UIN Sunan Kalijaga wear Muslim clothing, complete with their hijab, in various models. Although the authors did not find exact data regarding their number, daily observations show this phenomenon clearly. This is also influenced by the image of the campus, which has a strong Islamic identity. However, wearing Muslim clothing, in its entirety, is not merely to comply with campus regulations but has become a culture and current Muslim fashion trend among female students at UIN Sunan Kalijaga, Yogyakarta. Changes in Muslimah fashion trends are not only influenced by the role of the fashion industry but also by the image displayed by the celebgrams. Therefore, this study seeks to explore the motives and contexts behind changes in the style of contemporary Muslim clothing for UIN Sunan Kalijaga Yogyakarta students who focus on the role of the fashion industry and Muslim women's celebgrams.

This research used a qualitative approach to investigate the fashion industry's role and celebrity programs in shaping contemporary Muslim fashion trends among female UIN Sunan Kalijaga, Yogyakarta students. This research was conducted from July to August 2022. The research subjects were master students at UIN Sunan Kalijaga, Yogyakarta. Master students at UIN Sunan Kalijaga were chosen as research subjects because master students were considered mature enough to determine Muslim fashion adapted to their principles as Muslim so that they had specific characteristics.

Data collection techniques in this study used observation, interviews, and documentation. Observations were made directly and indirectly by analyzing the respondents' Instagram accounts, celebrities, and the fashion industry. The interview technique was used semi-structured. Interviews were conducted in August 2022 online by involving seven participants who were selected purposively. The criteria for participants are Muslim women, active master students at UIN Sunan Kalijaga, have an interest in Muslim women's fashion trends and are inspired by celebrity programs in Muslim women's appearance. The interview questions emphasized the participants' considerations in choosing their favorite brand and celebrity as a benchmark for Muslimah dress styles. This is done to dig deeper into information related to the role of the fashion industry and celebrities in creating current Muslim clothing standards. Participant identities are disguised by using aliases to protect their privacy. This study also uses documentation techniques to complement data from observations and interviews.

The data analysis technique used is descriptive and interpretive, using Giddens's Structural theory. This theory explains the relationship between individuals (agents) and social structures. This theory argues that individuals and structures influence each other in shaping social reality (Giddens, 1984). Agents and structures are closely related in practice or

human activity, as are the two sides of a coin (Supriadi, 2018). In his theory of structure, Giddens (1984) explains that social change is not necessarily due to environmental influences but also agency factors. A person's capacity or choice to act independently and make his own decisions is called 'agency.' At the same time, 'structure' appears to influence or limit a person's choices and capacities. Thus, this theory can provide a foundation for understanding how individual actions and social structures interact and influence social change. This theory is used as an analytical framework to examine the agency and structural factors and the negotiation dynamics of both in shaping the current trend of Muslimah clothing among research subjects. This theory was chosen because it can portray agency and structure factors in a balanced way. Thus, this research can produce a complete picture related to the fashion industry's role and muslim celebgrams in constructing contemporary Muslim clothing standards for master students at UIN Sunan Kalijaga Yogyakarta.

Agency Factors: Motivation and Representation of Self-Identity

Based on the results of observations, UIN Sunan Kalijaga Masters students, in their daily lives, always wear Muslim clothing on campus in various fashions and models. This follows what is seen in the field and conveyed by the respondents in the interview session. Other evidence can be seen in their respective Instagram accounts' photos, videos, and stories. Even so, they have different tendencies or types of clothing. Some often wear skirts, robes, and long headscarves covering their chests, while others prefer casual clothes by combining shirts or tunics with trousers and headscarves tied behind the back. Each has various reasons for determining Muslim models and fashion according to their preferences.

Through interviews that have been conducted with all respondents, namely Nur, Alfa, Putri, Nada, Dea, Rahma, and Isma, it is known that

there are the same internal reasons for determining what Muslim women wear, namely the desire to look Muslim, follow Islamic provisions, and still look fashionable and elegant. They consider it essential to dress fashionable Muslim women or follow trends. According to Rahma, it is a must to dress according to the era, be up-to-date, and follow the current style.

“The point is, do not let people think that Muslim women are old-fashioned, do not know fashion. So, being a Muslim woman, you have to be fashionable and follow trends, but do not break the boundaries” (interview with Dea July 2022)

“Intinya mah jangan sampai orang berpikir kalo Muslim itu sudah pasti kolot, tidak tahu mode, atau fashion. Jadi Muslim ya harus fashionable dan mengikuti trend tapi jangan sampai melanggar batasannya” (wawancara dengan Dea, Juli 2022)

Nur, Alfa, and Putri also conveyed the same opinion, who said that fashionably wearing Muslim women's clothing will add to self-worth because appearance influences the first impression people make. Women want to always look attractive or fashionable beyond the concept of being fashionable itself (Amer et al., 2019). Appearance in lifestyle is everything (Chaney, 2017).

The existence of different styles in Muslim clothing, apart from the motivation for wanting to look religious and fashionable, is also influenced by differences in believing in, tolerating, and conceptualizing Muslim clothing. However, in this case, all respondents agreed that Muslim clothing covers the genitals, is not transparent, and does not shape the curves of the body so that it does not arouse interest in the opposite sex. Putri also defines Muslim clothing as covering the genitals (not the genitals for prayers), but she believes some parts can still be tolerated, such as the feet.

Meanwhile, Nur admits she still cannot look Muslim following Islamic law and says her priority is comfort.

“In my opinion, Muslim clothing covers the genitals. It’s good that those who don’t shape the body, but from myself I haven’t been able to do something like that. So I just wear what I’m comfortable with.” (Interview with Nur, August 2022)

“Menurutku sih pakaian Muslimah itu yang menutup aurat. Bagusnya sih yang tidak membentuk badan, tapi kalo dari aku sendiri belum bisa yang seperti itu. Jadi, aku pakai yang nyaman aku aja.” (Wawancara dengan Nur, Agustus 2022)

Based on the explanation above, each individual has a similar definition of Muslim clothing, namely clothing that covers the genitals following Islamic law and does not invite the lust of the opposite sex. Even so, each individual has different tolerances and indicators for interpreting “clothing that does not invite the lust of the opposite sex.” This is influenced by the level of religiosity and their belief in the understanding held. Therefore, this affects individuals in determining what Muslim clothes to wear. Even so, in principle, there is no prohibition for a Muslim woman to wear clothes according to current trends as long as they do not conflict with Islamic principles (Anafarhanah, 2019).

The interview results also explained that each individual has the same tendency to appear fashionable without losing his religious side. Some agree that the way you dress will affect your self-worth. In other words, a person’s personality can be judged by his dress (Asshiddieqi, 2012). Based on the definition of Muslim clothing and the different tolerances of each individual, a Muslim clothing style is created that is different for each person as a form of self-identity representation. This is in line with the opinion of Rinawati (2007) that appearance represents self-identity. This opinion is also reinforced by findings (Rosikhoh, 2012), which explain that fashionable clothing is part of a form of self-representation for modern female adolescents. Thus, based on the reviews described above, it can be concluded that the internal factor of a Muslim woman who looks to

follow contemporary fashion trends is the desire to appear religious and fashionable as a form of self-identity representation.

Structural Factors: The Role of the Fashion Industry

1. Developing the Uniqueness of Contemporary Muslim Fashion Models

As much as 85% of Indonesia's population are Muslims (Lubis, 2019). This causes the demand for halal fashion products to increase so that the Muslim fashion trend in Indonesia is proliferating. This is evidenced by data on the export value of Indonesian fashion products, which in 2013 reached US\$ 11.78 billion; even in January–July 2014, it was valued at US\$ 8.47 billion. Based on data from the Organization of the Islamic Conference (OIC), Indonesia's Muslim fashion exports are in third place with a value of US\$ 7.18 billion, after Bangladesh with US\$ 22 billion and Turkey with US\$ 14 billion (Nuraini, 2015).

Significant fashion developments require fashion activists and the fashion industry to innovate creatively in creating unique fashion products, follow trends, and adapt to market demand. This follows the opinion (Kotler, 2005), which explains that companies, in this case, the fashion industry, must be able to display the best products and meet consumer tastes continuously developing and changing. Many things need to be considered by the fashion industry when producing Muslim clothing, such as materials, colors, and models. Moreover, design in the fashion industry influences potential customers when deciding to buy a product. After the design, potential customers will see the color (Setiawan & Sesilia, 2019).

Five out of seven respondents said material and comfort were the first considerations in choosing Muslim clothing. At the same time, the other two responses prioritize clothing models.

“First the material, cool and comfortable, cuttings from clothes, then the model. I myself prefer clothes with variations” (Interview with Nada, August 2022)

“Pertama bahan, adem dan nyaman, cuttingan dari baju, lalu model. Saya sendiri lebih suka dengan model baju yang ada variasinya” (Wawancara dengan Nada, Agustus 2022)

“Firstly, do I like the model or not, secondly the price, thirdly the brand. Personally, I don’t have to be branded, the important thing is that it’s comfortable and fits the model I want.” (Interview with Dea, July 2022)

“Pertama modelnya saya suka atau enggak, kedua harga, ketiga merk. Kalo aku pribadi gak mesti bermerk sih, yang penting nyaman aja dan sesuai dengan model yang saya mau.” (Wawancara dengan Dea, Juli 2022)

Based on the interview results above, it is known that each individual has his considerations in determining Muslim clothing. Diverse market demands make every fashion industry brand, both local and international, compete to create a fashion product with unique advantages and uniqueness that is different from other products to attract consumers’ attention. This follows the opinion of Kauppinen-Räsänen et al. (2018) that product uniqueness can increase consumer purchase intentions.

In addition, each respondent tends to a particular brand or brand. Each brand has advantages and uniqueness regarding materials, models, sizes, colors, etc. The brand is also an aspect that influences a Muslim woman’s clothing choices because the brand’s image can describe the product’s character, values, strengths, and even weaknesses (Shimp, 2003).

Table 1. List of Fashion Industry Brands and Their Uniqueness

Respondent to-	Local Brands Most Favored	International Brand Most Favored	Uniqueness
1	Elita	H&M	Good material
2	Nadiraa	-	Current models at low prices
3	Nibras	-	Good material, up-to-date model
4	My outfit	Uniqlo	Good material, simple model, many sizes available
5	Hanako	Uniqlo	Good material, simple model
6	Rabbani	-	Good material, simple and syar'i model
7	Zalfa	-	Good material, unmarketed model

Table 1 data shows that some local brands in demand are Elita, Nadiraa, Nibras, Myoutfit, Hanako, Rabbani, and Zalfa. In comparison, international products that are in great demand are H&M and Uniqlo. All the brands mentioned above are in great demand by Muslim women because they have suitable materials and attractive models. In addition, each brand also has its product characteristics. Local Muslim fashion industries such as Myoutfit, Hanako, Nibras, and Zalfa are local industries that have complete Muslim fashion collections, both tops, bottoms, and robes with current models. However, these local products are more famous for their clothing products. Whereas Rabbani, Elita, and Nadiraa belong to the hijab fashion industry, which has succeeded in creating hijab products according to the current needs of Muslim women.

Rabbani is known for his simple and contemporary instant hijab models for children to adult Muslim women (Dzulfikar, 2014). At the

beginning of its appearance, Elita succeeded in introducing a veil that was not see-through, easy to shape, remained upright at the ends, and had full colors (Paramita, 2017). Meanwhile, Nadiraa creates rectangular headscarves and pashmina products with various colors and lower prices so that they are in great demand by teenage Muslim women and students (Rachmawati et al., 2020). However, over time, the hijab industry is also growing by releasing models of tops and bottoms complete with other Muslim clothing attributes.

International fashion industries such as Uniqlo and H&M welcome increasing demand for Muslim fashion in Indonesia. The two business people have responded to Muslim women's fashion demands and current trends by developing more body-covering, simple, and up-to-date items. Even though these two sectors are not under the umbrella of the Muslim fashion industry, Uniqlo Indonesia even uses Muslim fashion models to educate the public on product mix and match and promote Uniqlo products, as shown in the following figure.

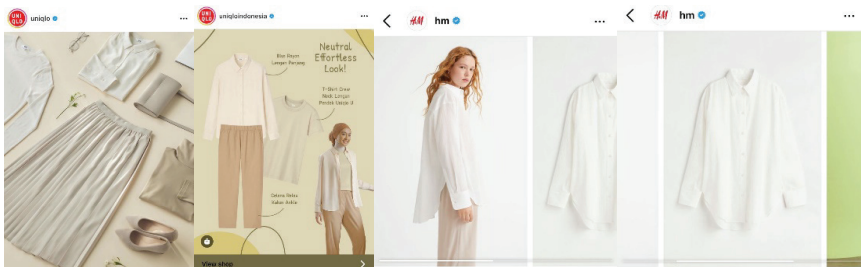


Figure 1. Uniqlo and H&M product photo visualization (Instagram, August 2022)

Some of the brands mentioned above, namely Elita, Nadiraa, Nibras, Myoutfit, Hanako, Rabbani, Zalfa, Uniqlo, and H&M, are in great demand by Muslim women because of their uniqueness in terms of models and materials that are nice or comfortable to wear. This shows that the fashion industry can answer the needs of contemporary Muslim women who

want to look *fashionable* with simple and comfortable models. Therefore, this creates a space for creativity for fashion activists to design a Muslim fashion product that suits the wants and needs of today's consumers.

In defining attractive products, the fashion industry needs to pay attention to several things, such as product standards, modification standards, and tailoring to customer needs and desires (Tjiptono, 2001). Therefore, every local and international brand competes with each other to create a modern Muslim fashion design with their product characteristics to meet the needs and desires of Indonesian Muslim women today, namely models that are *up-to-date*, *simple*, and have suitable materials. This also follows data that Indonesian people have prioritized comfort in choosing clothes in the last two years, especially after the pandemic (Media, 2021). Thus, it can be concluded that materials and models are the primary considerations for Indonesian Muslim women in determining their clothing choices. Therefore, the fashion industry's role is to design a product and develop the uniqueness of modern Muslim fashion models. A model that suits the needs and desires of the market can improve the consumer's decision to buy the product. Thus, this will affect the growing trend of Muslim fashion.

2. Provide a Price Quote Tailored to Market Demand

In addition to materials and models, the next consideration in determining the style of Muslim clothing is price. This is also following the opinion (Kotler, 2005), which says that price influences consumer decisions in buying a product in addition to product quality and marketing techniques. The results of interviews in this study also showed the same thing. Seven respondents in this study stated that price is essential in choosing Muslim clothing. Alfa, who is still a student, said the price suits students.

“The important point is that the price is still worth it. Keep up with the times, fashionable, but the price must also be comfortable in the pocket” (Interview with Nur, August 2022)

“Poin pentingnya adalah harganya masih worth it. Tetap mengikuti zaman, fashionable, tapi harga juga harus nyaman di kantong” (Wawancara dengan Nur, Agustus 2022)

“I like the cheap ones, they don’t have to be branded, except for certain events .” (Interview with Putri, August 2022)

“Aku suka yang murah-murah, tidak harus bermerk, kecuali kalo untuk acara tertentu.” (Wawancara dengan Putri, Agustus 2022)

The informant’s statement above shows that price and quality influence consumer purchase decisions. They want to get the best quality products according to their finances. This is the opinion (Amer *et al.*, 2019), which explains that consumers will feel reluctant to buy low-quality products at high prices. Thus, it is clear that price cannot be used to determine a product’s quality (Shen *et al.*, 2017). Therefore, this is where the fashion industry’s role in determining prices by the quality and market demand fosters consumer trust and loyalty to products. When a Muslim woman can get the best quality fashion products at a lower price, then the market demand for these products will increase So, and they can also affect the growing fashion trend of Muslim women.

3. The Promoter of Contemporary Muslim Fashion Trends

Every fashion industry has various attractive markets and marketing strategies. One of them is by utilizing the Instagram platform as a promotional medium. Through this platform, a fashion industry creates an account featuring photos of product catalogs, videos explaining product advantages, or uses fashion models to inspire usage.

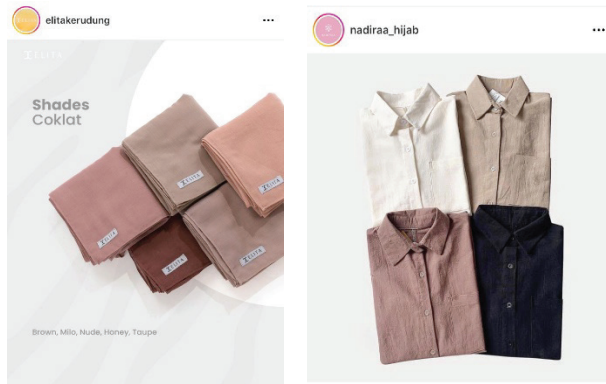


Figure 2. Visualization of product/fashion industry brand photos featuring only product photos (Instagram, 2022)

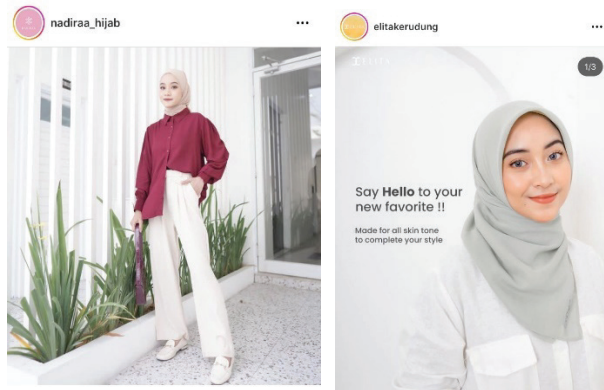


Figure 3. Visualization of product/fashion industry brand photos that uses photos of models (Instagram, 2022)

In addition to utilizing the Instagram platform as a promotional medium, the fashion industry collaborates with celebgram as a new marketing strategy to reach a broader market. This promotion strategy is known as a celebrity endorser, a famous person who can influence others because of his achievements (Shimp, 2000). Celebrity endorsers on Instagram are trusted to promote products sold online through their Instagram accounts (Rachmat et al., 2016).

Celebgram-endorsed content promoting a fashion product includes visualization of OOTD (Outfit Of The Day), spill product content, video tips and tricks on fashion mix-and-match styles, and video product reviews. However, a study by Irawan and Ramdhan (2018) showed that OOTD (Out of The Day) content was preferred by female consumers more than just looking at photos of product catalogs or using the services of a model. The results of this study also showed the same thing that all respondents claimed to like and were inspired by celebgram in terms of Muslim clothing because they saw OOTD photos of celebgram often uploaded to their Instagram accounts.

“So sometimes they (celebgrams) like Dianty Annisa, for example, like to make Instagram stories about tips on styling a shirt so that the model isn’t just like that. Where do they buy the clothes they wear. So sometimes I buy clothes because I see their content” (interview with Nada, August 2022)

“Jadi kadang mereka (selebgram) kaya Dianty Annisa misalnya, suka bikin di insta story tentang tips ngesetyle kemeja biar modelnya enggak gitu-gitu aja. Pakaian yang mereka pakai kadang suka dispil belinya di mana. Jadi kadang ada beberapa pakaian yang aku beli karena melihat konten mereka” (wawancara dengan Nada, Agustus 2022)

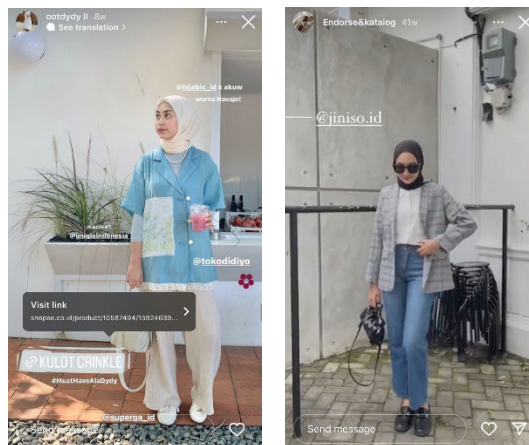


Figure 4. Visualization of Dianty Anisa and Ingrid Yulika’s OOTD endorsing content (Instagram, August 2022)

Through Instagram content that is frequently uploaded, it can create interaction between celebgram and their followers, either in the form of likes or comments requesting product display and product purchase locations. Interactions that celebgrams build with their followers through promotional content uploaded on Instagram can improve the image and credibility of a product (Centeno & Wang, 2017). However, this must also be balanced by product quality to build customer trust because a program can only create desires, not decisions to buy products (Amer et al., 2019). In addition, a celebgram must also be in harmony with the product's image to increase the value and positive image of a product. Thus, the fashion industry must be selective in choosing celebrity endorsers because the credibility of a celebgrams will affect the trust of female consumers in assessing a fashion product (Irawan & Ramdhan, 2018).

The explanation above shows that the fashion industry and Muslim Celebgram play a role in constructing contemporary Muslim fashion standards, namely as promoters of Muslim fashion trends. Celebgram whose popularity and creativity create promotional content through their Instagram accounts so that they can reach a wider audience. The goal is to upload the curiosity and desire of its followers to buy the same item. With this cooperation and collaboration, the fashion industry and Muslim celebgrams can create a trend or contemporary Muslim fashion standard.

Structural Factors: The Role of Muslim Celebgrams

1. Pioneer of the Contemporary Muslim Fashion Style

Celebgrams presence is often used as a lifestyle reference, such as make-up, travel tips, culinary recommendations, fashion trends, or clothing brands. The celebgram in question is a celebrity/actress, influencer, or content creator. Usually, someone is said to be a celebgram if they have a minimum of 20,000 followers (Kamilah & Sari, 2020). Therefore, Muslim women's programs are often used as a trendsetter in contemporary

Muslim clothing. This study found that the seven respondents who dressed Muslim women claimed to be inspired by the fashion displayed by Muslim female celebrities on social media, thus making the program a benchmark in Muslim fashion styles. Some Muslim women celebgrams inspiring in Muslim fashion are Cut Rizki, Ingrid Yulika, Zaskia Sungkar, Dianty Annisa, Gita Savitri, Dinda Hauw, and Zaskia Adya Mecca.

Cut Rizki, better known by his Instagram account (@crvhons), is a beauty enthusiast. She often shares make-up tips, skin care recommendations, fashion, and daily activities. At the beginning of his fame, Cut Rizki was known for often sharing his experiences and struggling to recover from inflamed pimples on his face. Regarding fashion, Cut Rizki has a distinctive way of a simple hijab model: a rectangle tied at the back of the neck, combined with a shirt top and culottes to show even more of a simple formal look. The same thing was shown by Ingrid Yulika (@ingridyulikaa), a fashion model who often shares Muslim fashion tips or recommendations. Ingrid Yulika also has a fashion style that is similar to Cut Rizki, namely a rectangular hijab model that is tied to the back of the neck, a shirt, and culottes or long skirts. However, Ingrid Yulika's choice of colors is more pastel or calm, while Cut Rizki tends towards bright colors.

Meanwhile, Dianty Annisa is an entrepreneur who often shares mix-and-match tips in choosing Muslim clothing. Dianty Annisa (@diantyy.a) also has a trend towards simple formal Muslim clothing styles by combining shirts, trousers, and a rectangular hijab style tied at the back. The choice of colors that Dianty Annisa often wears is pastel or calm colors.

Zaskia Sungkar (@zaskiasungkar15) and Dinda Hauw (@dindahw) are public figures who often share their daily activities and Muslim fashion styles. This can be seen easily on their respective Instagram account pages. Zaskia Sungkar and Dinda Hauw wear Muslim clothing with rectangular hijab models and long pashmina covering the chest. In addition, the style

of clothing that they often wear is games or oversized shirts. The choice of subordinates they often wear is long skirts, although occasionally they also wear culottes. The choice of colors that Dinda Hauw and Zaskia Sungkar often introduce tend to be varied, both bright and pastel colors. The two public figures are known for their Muslim clothing style, which is loose or does not shape the body. Therefore, the fashion trend often recognized by Zaskia Sungkar and Dinda Hauw shows an elegant side of a Muslim woman, even with a simple clothing model.

Zaskia Mecca (@zaskiadyamecca) is also a public figure or actor who has decided to wear the hijab for a long time. Regarding fashion, Zaskia Mecca wears oversized t-shirts more often combined with her subordinates in the form of culottes pants or jeans. The typical veil model from Zaskia Mecca is a long pashmina tied to the back of the neck and usually combined with sneakers. Zaskia Mecca's Muslim fashion style tends to be more relaxed and straightforward, thus showing her casual side. Gita Savitri (@gitasav), a well-known Youtuber from Indonesia who lives in Germany, also displayed the same thing. Gita Savitri initially began to be recognized by the public because of her stories and experiences as a Muslim wearing a headscarf and living in a country with a Muslim minority. Therefore, the style of hijab and dress in the style of Gita Savitri also tend to be more relaxed and casual. This is also because he adjusts to where he lives. Thus, the look of Muslim fashion displayed by celebgrams and inspiring UIN Sunan Kalijaga female students is as follows.

Table 2. Current Muslim fashion inspirational celebgram data

Respondents to-	Inspired by	Professions Featured	Muslim Fashion Look
1	Cut Rizki (@crvhons)	Beauty Enthusiast	Simple formal
2	Ingrid Yulika (@ingridyulika)	Fashion Model	Simple formal
3	Zaskia Mecca (@zaskiadyamecca)	Public Figure	Simple casual
4	Dianty Annisa (@diantyy.a)	Entrepreneur	Simple formal
5	Zaskia Sungkar (@zaskiasungkar15)	Public Figure	Simple elegant
6	Gita Savitri (@gitasav)	Youtuber	Simple casual
7	Dinda Hauw (@dindahw)	Public Figure	Simple elegant

The table 2 data above shows three looks for contemporary Muslim fashion trends based on the fashion displayed by celebgrams, namely simple casual, formal, and elegant. First, simple formal Muslim fashion is a Muslim fashion trend by wearing a top in the form of a shirt or tunic combined with trousers (culottes/pants material) and wearing a rectangular headscarf or pashmina style, which is neatly wrapped around the neck to give a formal impression. The footwear section usually wears flat shoes or high heels to add a formal impression.



Figure 5. Look at the simple formal Muslim fashion Ingrid Yulika, Cut Rizki, and Dianty Anisa (Instagram, August 2022)

Second, the simple, elegant Muslim fashion look is a Muslim fashion trend by wearing a loose shirt or tunic top with slight variations to give an elegant impression. Usually combined with a long skirt or culottes complete with a long loose headscarf style covering the chest with a few accessories. The hijab worn can be a pashmina or a quadrilateral. You can also wear a robe with a simple model. This trend is usually combined with flat shoes or heels.



Figure 6. Look at the simple, elegant Muslim fashion Dinda Hauw and Zaskia Sungkar (Instagram, August 2022)

Third, the simple casual Muslim fashion look is a trend of wearing a T-shirt top combined with trousers (culottes/pants/jeans). The hijab style is usually a rectangular headscarf or pashmina wrapped around the neck and wearing sneakers.



Figure 7. Look at the simple casual Muslim fashion Zaskia Mecca and Gitasav (Instagram, August 2022)

Muslim fashion models that female students of UIN Sunan Kalijaga mainly duplicate on campus are formal, elegant models. This can be seen easily through direct observation in the campus environment. Meanwhile, based on the acknowledgment of respondents interested in the casual Muslim fashion look, they still wear it outside the campus environment. Each respondent admitted that the choice of clothing also adjusted to the place. Some celebgram figures who become inspirations in dressing are also adapted to the personality of each Muslim woman. This shows that the personality of Muslim women or individual perspectives in understanding Muslim clothing also influences who will be the inspiration.

Based on the explanation above, it can be seen that the Muslim fashion trend that is in great demand by Muslim women is a simple fashion model. Even so, it still looks fashionable. The fashion show by the celebgrams is used as a benchmark or trendsetter in the development of contemporary Muslim fashion. Celebgram's self-image, which is always up

to date, makes a fashion product used by a celebrity considered hits and up to date (Irawan & Ramdhan, 2018)

2. Building Perceptions of Muslim Self-Image

Celebgrams appear on purpose and through what they post through their accounts. Using captions and hashtags also reveals who they are (Anggraini, 2018). According to McQuail (1987), one of the tasks of the media is to help people form self-identities. Therefore, today's social media can also be used as a place for people to construct themselves. Likewise, in using Instagram, celebgrams also construct their identities by uploading photos and combining them with captions equipped with exciting hashtags.

Celebgrams in their fame on social media Instagram also have an identity, character, or image built so that it is not uncommon for celebgram personalities to become the main attraction for their followers (Sadasi, 1919). Therefore, when someone makes a celebgrams a role model in Muslim clothing, they are not solely interested in the fashion model. However, there is a factor of identity or character of a celebgram that also inspires them in their lifestyle. In this study, it was found that three out of seven respondents admitted that they only used the program as a role model in terms of fashion and did not include other lifestyles. While four other respondents said that they were inspired by fashion and the character or identity displayed by the program on social media, so this was also used as a reference in their daily life.

Dea admitted that she was inspired by how Zaskia Sungkar dressed because Zaskia presented a fashionable Muslim fashion that was still *syar'i*. A tunic top combined with trousers and a long headscarf does not reveal the shape of the body and still makes it look elegant. According to Dea, Zaskia Sungkar's style adequately reflects the true Muslim style. However, Dea admitted that she did not follow Zaskia Sungkar's life journey and purely liked Zaskia Sungkar in terms of her fashion.

“She (Zaskia Sungkar), her clothes are fashionable, only syar’I and not old-fashioned. For example, wearing tunics, tops, skirts, pants but still loose, does not reveal the shape of the body, the headscarf is also long, in my opinion Zaskia Sungkar’s style is suitable for Muslim women” (interview with Dea, August 2022)

“Dia itu (Zaskia Sungkar), pakaiannya fashionabel cuma syar’I dan enggak yang kolot. Misalnya pakai tunik, atasan, rok, celana tapi tetap longgar, gak menampilkan bentuk badan, kerudungnya juga panjang, menurutku stylenya Zaskia Sungkar itu ya sesuai dengan Muslim” (wawancara dengan Dea, Agustus 2022)

Alfa and Isma also conveyed the same thing. Their dress inspired the celebgram and did not use the celebrity as a reference in other lifestyles. Ingrid Yulikaa inspired Alfa because she is good at presenting contemporary Muslim fashion that is fashionable and up-to-date. In comparison, Isma was inspired by Dinda Hauw because the models and color combinations that Dinda Hauw often wears are excellent and easy to imitate or modify with existing clothes so that they can increase self-confidence.

In contrast to Nur, Putri, Nada, and Rahma, who are interested in the character or image displayed by the program, this also inspires them in terms of Muslim fashion. Nur admitted that Cut Rizki inspired him from how he could socialize a woman’s confidence in whatever she had.

“Cut Rizki because she is a woman who promotes self-confidence, so as women we have to be confident in what we have. From there there was a post on her Instagram which ultimately inspired me to wear Muslim clothing” (interview with Nur, August 2022)

“Cut Rizki karena dia wanita yang mensosialisasikan terkait kepercayaan diri, jadi sebagai wanita harus percaya diri atas apa yang kita punya ini. Dari situ ada postingan di instagramnya yang akhirnya hal itu membuat aku terinspirasi dalam mengenakan pakaian Muslim” (wawancara dengan Nur, Agustus 2022)

Putri said that Zaskia Adya Mecca inspired her because, according to her, Zaskia Adya Mecca is a Muslim woman who always enjoys every process of her life, is simple, and has the principle to always buy things according to their function. Meanwhile, Nada said that Dianty Annisa inspired her. At first, Nada was only interested in her fashion style and was good at mixing and matching clothes. However, after being followed further, it turned out that the program also often shares their daily lives, for example, practical study tips and time management, so the things that are often shared also inspire Nada in daily life, especially in terms of setting priorities and discipline.

Slightly different from Rahma, who was inspired by Gita Savitri's fashion long after she knew Gita Savitri's character and thoughts. Rahma considers Gita Savitri, a Muslim woman who can place herself where she is. It is known that Gita Savitri lives in Germany, where the country has a Muslim minority population and is an Islamophobic country. However, according to Rahma's assessment, Gita Savitri could dress Muslim women according to her religion and not too much so as not to cause fear among Europeans. Rahma sees the tolerant attitude that Gita Savitri often socializes as a character that must be possessed by a Muslim woman wherever she is.

Based on the explanation above, it can be concluded that the existence and popularity of Muslim celebgrams on Instagram is not only a trendsetter for modern Muslim fashion but also inspires Muslim women's self-image as it should be. This way of dressing constructs an Islamic self-image in society and becomes a self-identity for the existence of Islam in society (Lindawati, 2019). This research shows that Muslim women's self-image socialized by celebgrams has inspired them daily, so what they wear is also used as a role model in Muslim clothing. Therefore, this affects the development of the current fashion trend. The self-image of a Muslim woman displayed by celebgrams, namely as a Muslim woman, must always

be confident, grateful, simple, disciplined, intelligent, open-minded, and tolerant. Besides that, a Muslim woman must also look fashionable and trendy Muslim to add value to herself.

Conclusion

This research has shown that changes in contemporary Muslimah fashion trends among female students at UIN Sunan Kalijaga Yogyakarta result from a structuration process of agency and structural factors. The agency factor is the internal dynamics of Muslim women who tend to appear fashionable without losing their religiosity as a form of self-identity representation. At the same time, there is a structure that also supports, becomes a reference, or even influences them in determining Muslimah clothing, namely the role of the fashion industry and the image of celebrities. The fashion industry acts as a model developer, market price maker, and at the same time, a promoter involving celebrities in its marketing efforts. The development of the fashion industry has influenced the design, production, and marketing of Muslimah clothing by offering a wide selection of styles, materials, and motifs that align with current fashion developments to shape and construct contemporary Muslimah fashion trends. Selebgram pioneers contemporary Muslim fashion trends and builds Muslim women's self-image through their content and posts. Cooperation and collaboration between the fashion industry and the celebgrams influence Muslim women's decisions in buying and determining their Muslim clothing to shape perceptions and preferences of contemporary Muslim fashion trends. In addition, the results of this study also reveal fashion trends that are popular among contemporary Muslim women and celebrity accounts that are a source of fashion inspiration for them. Thus, this study contributes to understanding the fashion industry's and celebrities' role in shaping contemporary Muslim clothing standards, especially among female students or young Muslim women. Although

this study only involved seven respondents, it provides an overview of the factors influencing contemporary Muslimah fashion trends. However, further studies with more respondents and a mix-method approach can provide broader generalizations.

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