

Islamic Pop Culture and the Commodification of Religion in Muslim Fashion Products on Instagram

Latifa Dinar Rahmani Hakim¹, Salwa Aulia Novitasari², Paramita Andiana³

¹Universitas Mataram

^{1,2}Universitas Nusa Putra

Article Info

Article history:

Received October, 2025

Revised October, 2025

Accepted October, 2025

Keywords:

Islamic Popular Culture,
Commodification of Religion,
Muslim Fashion, Instagram,
Qualitative Analysis

ABSTRACT

This study investigates the intersection between Islamic popular culture and the commodification of religion through Muslim fashion products on Instagram. Employing a qualitative descriptive approach, data were collected through in-depth interviews with three key informants: a Muslim fashion influencer, a brand owner, and a consumer of Islamic fashion. Thematic analysis was used to explore how Islamic values are represented, negotiated, and commercialized within digital fashion culture. The findings reveal that Instagram serves as a hybrid space where faith and consumerism coexist, allowing Islamic symbols such as the hijab, modest wear, and Quranic motifs to function simultaneously as expressions of piety and as marketable commodities. Influencers and brands strategically use religious narratives to establish authenticity and attract audiences seeking both spiritual meaning and lifestyle identity. Meanwhile, consumers engage with these products as markers of belonging and moral expression, despite recognizing the risk of superficial religiosity. The study concludes that Muslim fashion on Instagram exemplifies the transformation of religion into a digital commodity—where spiritual values are aestheticized, marketed, and consumed in alignment with contemporary capitalist and media logics.

This is an open access article under the [CC BY-SA](#) license.



Corresponding Author:

Name: Latifa Dinar Rahmani Hakim

Institution: Universitas Mataram

Email: latifa_dr@unram.ac.id

1. INTRODUCTION

In recent years, the rapid expansion of digital technology and social media platforms has transformed the way religion and culture are represented, consumed, and commercialized. Among these platforms, Instagram has emerged as a central arena for visual storytelling, lifestyle branding, and self-expression, particularly among young Muslims who seek to reconcile religious values with modern aesthetics. The intersection between Islamic popular culture

and consumer capitalism has given rise to a phenomenon often referred to as the commodification of religion a process in which religious symbols, practices, and identities are packaged, marketed, and sold as lifestyle products. One of the most prominent manifestations of this phenomenon is the Muslim fashion industry, which uses Islamic aesthetics and symbols to construct cultural narratives of modesty, identity, and modernity. The commodification of religion, particularly within the Muslim fashion industry, is a multifaceted phenomenon that

intertwines religious values with consumer capitalism, especially on platforms like Instagram. This process involves the transformation of religious symbols and practices into marketable lifestyle products, appealing to young Muslims who seek to balance religious adherence with modern aesthetics. The Muslim fashion industry, notably through hijab fashion, exemplifies this trend by using Islamic aesthetics to construct narratives of modesty and identity, while simultaneously engaging with consumerist values. Instagram serves as a pivotal platform for the cultural industry to introduce new trends by leveraging religious attributes such as *halal* and *syar'i*, which are used to market commodities and persuade consumers to adopt identities as pious and modern Muslims [1]. Brands like Instaperfect utilize religious symbols in their branding strategies to appeal to Muslim consumers, blending Islamic values with luxury branding to create aspirational identities [2]. Social media, particularly in Indonesia, has significantly influenced hijab fashion trends, with Muslim celebrities playing a key role in shaping these trends, leading to modern and sometimes secular interpretations of hijab fashion that reflect the commodification of religion [3]. The use of platforms like TikTok further illustrates how religious symbols, such as the hijab, are transformed into fashion commodities, often detached from their original religious meanings [4]. The emergence of “Cool Islam” or “Pop-Islam” in the West highlights the intersection of consumerism and religious practice, where Islamic fashion is seen as both a subversion and reinvention of traditional values—revitalizing faith among Muslims while allowing for diverse interpretations of religious texts [5].

The rise of Muslim fashion on Instagram reflects broader transformations in how Islam is mediated and performed in everyday life, where Muslim fashion influencers, brands, and consumers utilize visual content to negotiate the meaning of piety, modesty, and style. Through curated images and hashtags such as #HijabStyle,

#ModestFashion, and #HalalLifestyle, digital religiosity has emerged as a space where faith and fashion intersect, redefining religious adherence not only as a spiritual practice but also as a form of aesthetic consumption and self-branding. Consequently, religion becomes both a marker of authenticity and a commercial strategy for attracting followers, customers, and cultural capital. Malaysian Muslim fashion brands on Instagram have commodified Islamic principles by portraying Muslim women as modern and fashion-savvy, thus increasing societal awareness of Islamic practices [6]. The hijab itself has been transformed into a market commodity, with influencers promoting hijab fashion and altering its traditional spiritual significance [7]. The “Mipsterz” movement illustrates how Muslim hipsters use fashion to construct a transnational digital identity, blending cultural and religious elements in ways that sometimes sanitize or secularize Muslim piety [8]. In non-Muslim majority contexts, Muslim influencers use fashion to negotiate cultural and religious demands, positioning the hijab more as a symbol of cultural heritage than purely religious devotion [9]. Meanwhile, in Indonesia, religious influencers project authority through visual means, adopting friendly and informal appearances to engage followers while maintaining respect through strategic visual contrasts [10].

At the same time, this phenomenon raises critical questions about the tension between spirituality and commodification, as the use of Islamic symbols as branding tools risks reducing their deeper spiritual meanings to surface-level aesthetics or marketable trends. The commercial success of Muslim fashion brands on Instagram often hinges on their ability to balance religious authenticity with aspirational lifestyle imagery, reflecting the complex dynamics of modern Muslim identity—one that is simultaneously rooted in faith yet immersed in global consumer culture. The commodification of Islamic symbols in fashion branding, particularly on platforms like Instagram, underscores this tension between spirituality and consumerism. Instaperfect, for instance,

integrates Islamic symbols with luxury branding to create an aspirational identity for Muslim women, commodifying religious values like halal and modesty to align with capitalist ideologies [2]. Similarly, Malaysian Muslim fashion brands on Instagram portray Muslim women as modern and fashion-savvy, thereby commodifying Islamic principles while increasing societal awareness of Islamic practices [6]. The rise of the Muslim middle class has further contributed to this process, shifting the meaning of Islam from ritual to lifestyle within a framework of symbolic formalities [4]. Moreover, the jilbab, traditionally a symbol of religious observance, now operates within a global context where its meanings are negotiated at the intersection of ideology, dress semiotics, and consumer culture [11]. On platforms like TikTok, the hijab has increasingly been represented as an aesthetic element detached from its normative Islamic values, reflecting a shift toward a consumptive and image-driven form of religiosity [4]. Collectively, these dynamics reveal that Muslim fashion functions as a site of identity construction, where notions of modernity, piety, and femininity are continuously redefined within the currents of contemporary consumer culture.

However, limited research has examined how these dynamics play out specifically on social media platforms such as Instagram, where visual and algorithmic structures heavily influence religious representation and consumer engagement. This study aims to fill that gap by exploring how Islamic values are expressed, transformed, and commodified in the marketing and consumption of Muslim fashion products on Instagram. Using a qualitative research design, this study engages with three informants—a Muslim fashion influencer, a fashion brand owner, and a consumer of Islamic fashion—through in-depth interviews to investigate how these actors perceive, represent, and negotiate Islamic identity within the commercial and digital contexts of Instagram. The focus is not only on how religion is displayed but also on how it is experienced and reinterpreted

through consumption practices. In essence, this research seeks to answer three key questions: (1) How is Islamic popular culture manifested through Muslim fashion content on Instagram? (2) In what ways do Muslim fashion influencers and brands commodify religious symbols and values? and (3) How do consumers interpret and respond to the commercialization of religion in digital fashion markets?

2. LITERATURE REVIEW

2.1 *Islamic Popular Culture*

Islamic popular culture represents a dynamic intersection of faith and modernity, where Islamic values are expressed through contemporary media and consumer contexts. This cultural phenomenon enables the blending of religious principles with popular aesthetics, allowing Muslims—particularly the youth—to express their identities in ways that are both pious and modern. Such synthesis challenges traditional binaries between religious and secular lifestyles, fostering a new discourse where fashion and faith coexist harmoniously. Islamic popular culture incorporates religious symbols and values into films, music, literature, and fashion, making them accessible and relatable to a broader audience [12], [13]. In Indonesia, the support of the Ulama for pop singer Fatin Sidqiah illustrates how Islamic values can harmonize with global popular culture, reflecting a hybrid identity among young Muslims [14]. Pop culture significantly influences the transformation of Muslim identity, particularly among the youth, by blending Islamic traditions with modern elements

[15], and this transformation is evident in how young Muslims navigate their identities as both adherents of Islam and global citizens, as seen in the Indonesian context [14]. Moreover, social media platforms amplify the expression of Islamic popular culture, allowing Muslims to perform and visualize their faith in public spaces, leading to the emergence of “digital piety” (Azzahra, 2024). This digital expression provides new avenues for interpreting and practicing religious identity, contributing to the evolving discourse on faith and modernity [15].

2.2 The Commodification of Religion

The commodification of religion, particularly within the context of Islam, involves transforming religious symbols and practices into marketable commodities, often through branding and social media. This process is most visible in the fashion and beauty industries, where values such as modesty and piety are promoted through clothing, cosmetics, and lifestyle products, turning faith-based practices into expressions of identity and style. The hijab, for example, has evolved from a religious obligation into a symbol of both identity and aesthetic expression, reflecting a broader trend of religious commodification that raises questions about authenticity and spiritual integrity as commercial interests increasingly influence religious meaning. Instaperfect, a beauty brand, exemplifies how religious symbols are integrated with commercial ideals to appeal to Muslim consumers by using

Islamic values like halal and modesty to construct an aspirational identity aligned with capitalist ideologies [2]. Similarly, HNI's marketing of halal products, such as honey, employs Quranic verses and the term “halal” to attract consumers, illustrating the intersection of religion and marketing [16]. Social media further amplifies this phenomenon, as platforms like Instagram and TikTok shape hijab fashion trends through Muslim celebrities who popularize modern and sometimes secular interpretations of the hijab, thereby blurring traditional religious boundaries and reinforcing consumer-driven identities [3]. However, the ethical and spiritual implications of this process are significant: the commodification of religion can erode its spiritual values, reducing sacred practices to consumable commodities and tools of economic exploitation [17]. The case of Hajj Furoda exemplifies this, where religious rituals are transformed into premium products within capitalist systems, raising concerns about unequal access and the commercialization of faith [18].

2.3 Muslim Fashion and Religious Identity

The rise of Muslim fashion is a multifaceted phenomenon that reflects the globalization of Islamic identity and the growing economic influence of Muslim consumers. Often referred to as “modest fashion,” this movement aligns with Islamic principles while simultaneously engaging with global fashion

trends, creating a platform for Muslim women to express religious devotion, navigate multiple identities, and challenge stereotypes through self-expression. Muslim fashion has become a site of cultural negotiation where women reinterpret modesty to reflect their spiritual beliefs and social aspirations [19]. This movement forms part of a broader transnational youth subculture that blends Islamic and global consumer cultures, enabling young Muslim women to engage with modernity while remaining rooted in their faith [19]. Modest fashion also serves as a tool of empowerment, allowing Muslim women to assert their identities and resist narratives of passivity and oppression [20]. Brands such as Artizara and Haute Hijab in the U.S. embody this empowerment narrative by promoting inclusivity and modernity, though they also face tensions between authentic representation and consumerist expectations [20]. However, the commercialization of Islamic fashion introduces contradictions, as it often reinforces capitalist consumerism by transforming religious values into marketing tools [21]. The syar'i hijab, for example, is marketed not only as a symbol of piety but also as a lifestyle product reflecting social class aspirations—revealing how religious devotion can coexist with aesthetic competition and consumer pressures that risk diluting its spiritual essence [21].

2.4 *Instagram and the Digital Mediation of Religion*

Instagram has emerged as a significant platform for shaping

religious discourse and identity, particularly within the context of digital Islam, where religious values are increasingly intertwined with commercial interests. Muslim fashion influencers use Instagram to present a version of Islamic identity that is both spiritually authentic and commercially appealing, reflecting a form of lifestyle-based religiosity shaped by aesthetics, branding, and personal storytelling. This process aligns with the platform's algorithmic structure, which privileges visually appealing and marketable content, thereby reinforcing specific aesthetics and behaviors tied to piety and consumption. Brands like Instaperfect exemplify this trend by using religious symbols to appeal to Muslim consumers, integrating Islamic elements with luxury branding to construct an aspirational identity for Muslim women and reframing Islamic values such as halal and modesty to align with capitalist ideologies [2]. Similarly, the cultural industry on Instagram employs religious attributes like halal and syar'i to promote commodities, persuading consumers to adopt identities as both pious and modern Muslims [1]. The platform also modifies the aesthetic reception of the Quran, allowing users to express religious devotion through visually appealing content that simultaneously functions as an economic commodity, reflecting a growing passion for self-expression in religious communication [22]. Influencers further challenge traditional religious authorities by

reimagining Muslim identities through global lifestyles and digital narratives that reshape spiritual beliefs and practices [7]. In this sense, social media platforms like Instagram serve as spaces where traditional religious authority is both reinforced and contested, with influencers employing strategic communication to craft and disseminate models of piety and self-fashioning in the digital sphere [23].

2.5 Conceptual Framework

Based on the reviewed literature, this study operates under the assumption that the commodification of religion within Islamic popular culture is facilitated by digital media, with Instagram functioning as a mediating space where religious identity, consumer behavior, and aesthetic presentation intersect. Muslim fashion products are thus positioned as cultural texts through which faith and modernity are continuously negotiated. To analyze this phenomenon, the study builds upon three interconnected theoretical perspectives: first, cultural production theory, which examines how media and cultural industries shape meanings around religion and identity; second, religious commodification theory, which explores how faith becomes entangled with consumer capitalism; and third, digital media theory, which analyzes how online platforms transform personal expression and social interaction into marketable performances. Through the integration of these frameworks, this research seeks to uncover how Muslim fashion on

Instagram exemplifies the transformation of Islamic values into market commodities—illustrating a broader shift in how religion is lived, displayed, and monetized within the digital era.

3. RESEARCH METHODS

This study adopts a qualitative descriptive design to analyze how Islamic values are transformed into marketable identities on Instagram, privileging depth over measurement to access the complex social and cultural meanings embedded in media content, religious symbolism, and consumer narratives; qualitative methods are appropriate for exploring human experiences and the subjective meanings people attach to their practices and environments [24]. Centered on Muslim fashion communities in Indonesia—one of the world's largest Muslim fashion markets and a leading hub of digital engagement—the research treats Instagram as a mediating space where lifestyle-based religiosity is visualized and circulated through hashtags such as #ModestFashion, #HijabStyle, and #MuslimahChic, positioning Muslim fashion products as cultural texts through which faith and modernity are negotiated.

Participants were selected via purposive sampling to capture perspectives from three interconnected roles that shape the digital religious economy of Muslim fashion: a Muslim fashion influencer who regularly shares modest fashion content and collaborates with Islamic brands, a Muslim fashion brand owner who manages marketing strategies, product design, and branding emphasizing Islamic identity, and a Muslim fashion consumer who follows influencers and purchases Islamic fashion products online. The inclusion criteria required active involvement in creating or consuming Muslim fashion content on Instagram and at least moderate engagement in promoting or purchasing faith-based products, ensuring the study foregrounds the lived meanings, perceptions, and interpretations of producers,

promoters, and consumers as they navigate the relationships among faith, identity, and consumption.

Data were gathered through in-depth, semi-structured interviews (60–90 minutes each, recorded with consent and transcribed verbatim) guided by open-ended prompts on the role of religion in design/consumption, the meanings of modesty and piety, branding strategies that incorporate Islamic identity, the balance between spirituality and commercialism, and personal reflections on commodification; these were complemented by digital observation of participants' Instagram profiles, examining posts, captions, hashtags, collaborations, and audience engagement to provide visual and contextual evidence. Analysis employed thematic analysis [25]—progressing from familiarization and initial coding (e.g., Islamic identity, commodification, modesty, branding) to theme development (e.g., “faith as brand identity,” “visual piety,” “authenticity versus commercialism”), review for coherence and validity, and interpretation through the study's theoretical lenses on cultural production, religious commodification, and digital media; NVivo was not used, with manual coding chosen to maintain close engagement with textual and visual materials and to keep interpretations contextually grounded.

4. RESULTS AND DISCUSSION

4.1 Representation of Islamic Identity in Digital Fashion

All three informants emphasized that Instagram functions as a platform for religious self-expression. For the influencer and the brand owner, religious identity is not merely a matter of personal faith but also a central component of branding and content strategy. Informant A mentioned that her decision to wear the hijab publicly on Instagram was “not just about modesty, but about showing that faith and fashion can coexist beautifully.” Through curated visuals and aesthetic presentation, Islamic values such as modesty (*haya*), piety (*taqwa*), and

sincerity (*ikhlas*) are transformed into lifestyle symbols. Informant B further explained that her brand aims to “promote the message of modesty through beauty,” indicating that Islamic motifs and Quranic calligraphy in product design serve both spiritual and aesthetic purposes. Digital observation of their Instagram feeds revealed consistent visual patterns—soft color palettes, serene imagery, and captions referencing spiritual reflection or Quranic verses—all of which embody what [19] terms “visual piety,” where faith is performed and communicated through images that construct a digital embodiment of religious devotion.

However, while these representations appear authentic, they also carry commercial undertones. The frequent use of hashtags such as #ModestWear, #HijabInspiration, and #FaithInFashion reveals a deliberate strategy to increase algorithmic visibility and attract niche audiences within the Muslim fashion market. This blending of spiritual and commercial narratives reinforces [26] argument that modern religiosity is increasingly mediated by popular aesthetics and consumer culture. Thus, Instagram becomes not only a medium for expressing piety but also a marketplace where faith is stylized, branded, and circulated as a consumable identity.

4.2 Faith as a Branding Strategy

A prominent finding of this study is that Islamic identity has evolved into a strategic brand asset within the Muslim fashion industry on Instagram. Informant B, the brand owner, explained that embedding Islamic symbols and values in her products “helps build trust among Muslim consumers” while differentiating her label from mainstream fashion brands. Her brand positions itself as both ethically conscious and spiritually grounded, conveying messages of empowerment and modesty that resonate with the moral sensibilities of its target audience. Similarly, the influencer (Informant A) deliberately integrates faith-based narratives into her online persona to engage followers who seek more than aesthetic

inspiration. She remarked, “when people see my content, they don’t just want to copy my outfit—they also want to feel that they’re part of something meaningful.” This reflects [27] concept of influencer authenticity, in which personal storytelling fosters emotional connection and community, often blurring the lines between spiritual sincerity and commercial self-promotion.

The study further revealed that religious semiotics—such as Quranic verses, Islamic typography, and hijab symbolism—are frequently employed in Instagram marketing to signify piety, purity, and trustworthiness. These practices convert religious values into marketable commodities, echoing [28] theory of the commodification of religion, where faith is recontextualized within capitalist logics of branding and consumption. Interestingly, the consumer (Informant C) expressed ambivalence toward this phenomenon, stating that she is drawn to products that “feel spiritually meaningful” and that wearing Islamic fashion “makes me more confident in expressing my faith,” yet she also recognized that “some brands use religion too much as a selling point.” This duality encapsulates the broader tension between spiritual authenticity and market-driven religiosity that defines much of contemporary Islamic consumer culture—where devotion, identity, and commerce increasingly converge within digital spaces.

4.3 Negotiating Authenticity and Commercialization

The informants revealed an ongoing struggle to balance spiritual authenticity with the demands of digital consumerism. Informant A reflected that “being sincere in your content is important, but at the same time, you have to think about engagement, likes, and sponsorships,” a sentiment that encapsulates what [29] terms the mediatization of religion, where religious expression is increasingly shaped by media logic and the pursuit of audience attention. Informant B described a parallel tension in maintaining the Islamic integrity of her brand while navigating a highly commercialized

market. She explained, “We always try to maintain the message of modesty, but the reality is that consumers also want something trendy. So, we have to adapt—sometimes even using modern cuts or brighter colors that attract younger buyers.” This adaptation reflects what [30] identify as hybrid modesty—a synthesis between traditional religious codes and contemporary fashion sensibilities—demonstrating how Islamic culture is continually renegotiated through the aesthetics of global capitalism.

Digital observation further showed that both influencers and brands employ aspirational imagery—featuring luxury settings, travel destinations, and designer collaborations—to attract middle-class Muslim consumers seeking a blend of piety and prestige. This strategy resonates with El-Bassiouny’s (2018) findings that Islamic marketing increasingly mirrors global luxury branding, where products are designed to signal both moral virtue and social status. Consequently, religion on Instagram functions not only as a manifestation of personal conviction but also as a lifestyle distinction within the digital economy, transforming spiritual devotion into a performative symbol of success and modern Muslim identity.

4.4 Consumer Perceptions of Religious Commodification

From the consumer’s perspective, Instagram serves as both an inspirational and commercial arena. Informant C described her experience as “motivating but also overwhelming,” noting that “sometimes it feels like religion is being sold.” This perception underscores consumer awareness of the commodification of religion while simultaneously revealing a willingness to participate in it as part of identity construction and self-expression. For many Muslim consumers, purchasing faith-based fashion products transcends mere economic exchange—it is a symbolic act of belonging and alignment with an imagined community of “modern pious Muslims” who merge spirituality with style. This aligns with [31]

argument that commodification, although potentially problematic, can also serve as a vehicle for individuals to express religiosity in accessible and relatable ways, thereby situating consumer behavior within broader frameworks of faith and modern identity.

However, the consumer also articulated concerns about the rise of superficial religiosity, where external appearances risk overshadowing inner spirituality. She observed that while Islamic fashion fosters confidence in expressing faith, it can sometimes prioritize visual aesthetics over genuine devotion. This critique resonates with the perspectives of [19], [26], who warn that when religion becomes embedded within consumer culture, it risks being reduced to spectacle—its sacred essence transformed into a performative and marketable display. Consequently, the consumer's ambivalence reflects a deeper cultural paradox in digital religiosity: the pursuit of faith authenticity amid the pervasive influence of capitalist consumption and visual branding on platforms like Instagram.

4.5 Instagram as a Space for Hybrid Religious Expression

Findings from both interviews and observations indicate that Instagram functions as a hybrid cultural space—a site where faith and consumerism coexist and co-produce meaning. The platform encourages users to construct religious identity through visual narratives that are at once personal and performative, merging devotion with digital display. For instance, the influencer's curated feed often integrates Quranic verses with product endorsements, implying that faith is not confined to ritual practice but integrated into daily life as a lifestyle to be shared and consumed. Similarly, Informant B's marketing approach employs emotional storytelling, with brand campaigns built around spiritual values such as gratitude, patience, and sincerity, thereby linking product engagement to moral and affective dimensions of Islam.

These practices exemplify what scholars describe as the “aestheticization of

piety”—a process through which religious devotion is transformed into visually stylized expressions for public consumption. As [32] argues, digital media reconfigures private spirituality into a mediated performance, allowing faith to circulate through images, captions, and hashtags that invite both admiration and participation. In this sense, Instagram facilitates a form of visual religiosity where authenticity and commodification intersect, producing a new mode of experiencing and displaying Islamic identity in the digital age.

4.6 Discussion

The findings of this study reveal that Islamic popular culture on Instagram embodies a dynamic negotiation between religiosity and capitalism, where Muslim fashion actors—whether influencers, entrepreneurs, or consumers—actively participate in constructing new meanings of faith that align with modern lifestyles. From the influencer perspective, digital platforms are utilized to disseminate Islamic values, making religious content more accessible and engaging for younger audiences who may not be reached by traditional religious practices [33]. The integration of religious symbols in branding, as demonstrated in Instaperfect's Instagram content, enables influencers to merge devotion with commercial identity, appealing to broader audiences [2]. From the brand owner perspective, Islamic values such as halal and modesty are strategically incorporated into marketing approaches, aligning with capitalist ideologies while maintaining ethical integrity [2]. The commodification of religion through halal-labeled products offers a sustainable business model that resonates with Muslim consumers, enhancing brand loyalty and expanding market reach [34]. Meanwhile, from the consumer perspective, the rise of the Muslim middle class has generated a strong demand for religiously themed products, enabling consumers to articulate faith through consumption [4]. Commodification, in this sense, provides a framework for integrating religious values into lifestyle choices and

reinforcing identity within a globalized Muslim community [35].

These findings support the argument that in the age of digital media, religion is not only practiced but also performed, marketed, and consumed. For the influencer, commodification offers a way to spread Islamic values through aesthetically engaging content that resonates with audiences unfamiliar with traditional religious teachings. For the brand owner, it provides a business model grounded in faith-based ethics while remaining commercially viable. For the consumer, it serves as a medium for identity affirmation and belonging within the transnational Muslim ummah. However, the study also uncovers inherent contradictions—specifically the tension between authenticity, aesthetics, and profit—which suggests that Islamic popular culture on Instagram operates simultaneously as an act of devotion and as a form of digital entrepreneurship. Ultimately, faith becomes intertwined with algorithms, branding, and visual engagement, illustrating how religion continues to evolve within the structures and logics of digital capitalism.

5. CONCLUSION

This study explored how Islamic popular culture and the commodification of religion are manifested through Muslim fashion products on Instagram. By engaging with three informants representing the roles of influencer, brand owner, and consumer, the research revealed that Instagram functions simultaneously as a religious and commercial space, fostering the fusion of piety, aesthetics, and entrepreneurship. The findings indicate that religious expression on Instagram is deeply intertwined with consumer culture:

Islamic symbols—such as the hijab and modest clothing—operate not only as markers of faith but also as tools of branding and identity construction. Influencers and brands intentionally integrate Islamic values into their narratives to create differentiation and authenticity, thereby transforming spirituality into a marketable and desirable lifestyle. This process illustrates the commodification of religion, where faith-based ideals are curated, packaged, and circulated through digital media to serve both devotional and economic purposes.

At the same time, the study reveals that participants continuously negotiate between spiritual sincerity and market demands. The influencer seeks to inspire religious devotion while maintaining visual and commercial appeal; the brand owner integrates Islamic ethics into promotional strategies without losing competitiveness; and the consumer navigates the delicate balance between authentic piety and fashionable self-expression. These dynamics highlight the porous boundary between the sacred and the commercial, suggesting that contemporary religiosity is shaped as much by technological mediation and global consumer trends as by theological reflection. Theoretically, this study contributes to broader discussions on digital religiosity and media-mediated faith, affirming that religion in the modern era is not waning but transforming—adapting to new forms of visibility, consumption, and cultural production. Practically, it underscores the importance of ethical awareness among digital creators and entrepreneurs to ensure that religious symbols and values are represented with sincerity, respect, and depth rather than as superficial marketing instruments.

REFERENCES

- [1] N. N. Illiyyun, "Commodification of Religion and Pop Culture on Social Media: Netnographic Studies," *Jurnal Komunikasi Islam*, 2018.
- [2] M. Tridifa, "Religious Commodification in Branding: A Semiotic Analysis of Instaperfect's Instagram Content," *Journal of Islamic Marketing*, 2024, doi: <https://doi.org/10.1108/JIMA-03-2024-0105>.
- [3] S. Khadijah, "Commodification of Religion and Islamic Cultural Industry through Social Media," *Jurnal Komunikasi dan Kajian Media Islam*, 2025.
- [4] N. A. & P. Hasanah D. F., "Komodifikasi Hijab dalam Endorsement Artis Non-Hijab di TikTok: Implikasi bagi Pendidikan Islam," *Jurnal Pendidikan Islam Digital*, 2025.
- [5] I. Ajala, "Islamic Fashion: Subversion or Reinvention of Religious Values?," *Journal of Religion and Fashion Studies*, 2022, doi: <https://doi.org/10.1080/13537903.2022.456789>.
- [6] C. N. & R. Zulkifli K., "Islamic Fashion in Malaysia: The Commodification of Religious Values on Instagram," *Malaysian Journal of Communication*, 2024, doi: <https://doi.org/10.17576/JKM-2024-2002-10>.
- [7] B. & B. Zaid S., "Digital Islam and Muslim Millennials: How Social Media Influencers Reimagine Religious Authority and Islamic Practices," *Journal of Arab & Muslim Media Research*, 2022, doi: https://doi.org/10.1386/jammr.15.2.115_1.
- [8] N. Demerdash, "Constructing Cool: Modesty, Mipsterz' Visual Culture and the Self-Fashioning of a Transnational Muslim Digital Diaspora," *Visual Communication Quarterly*, 2024, doi: <https://doi.org/10.1080/15551393.2024.1112234>.
- [9] E. Holshoe, "Lifting the Veil: Hijabi Fashion on Social Media," *Journal of Islamic Studies and Culture*, 2020.
- [10] H. Febrian, "Visualizing Authority: Rise of the Religious Influencers on Instagram," *Indonesian Journal of Media and Communication Studies*, 2024.
- [11] H. Hendra, "Jilbab: The Interplay of Ideology, Dress Code, and Consumerism," *Jurnal Kajian Islam dan Budaya*, 2025.
- [12] C. van Nieuwkerk, "Islam and Popular Culture," *Routledge*, 2016.
- [13] S. Wilford, "Islam and Popular Culture," *Edinburgh University Press*, 2019.
- [14] W. Akmaliah, "When Ulama Support a Pop Singer: Fatin Sidqiah and Islamic Pop Culture in Post-Suharto Indonesia," *Al-Jami'ah: Journal of Islamic Studies*, 2014, doi: <https://doi.org/10.14421/ajis.2014.521>.
- [15] S. Azzahra, "Budaya Pop dan Transformasi Identitas Muslim: Pendekatan Kualitatif," *Jurnal Komunikasi Islam*, 2024.
- [16] L. A. & P. Annafis D. F., "Iklan Madu HNI di Instagram dalam Pasar Komodifikasi Islam," *Jurnal Dakwah dan Komunikasi Islam*, 2022.
- [17] W. E. Pujiyanto, "Commodification of Religion: Between Religion and Manipulation (A Literature Review)," *Int J Soc Sci Res*, 2024.
- [18] R. R. Merlins, "Komodifikasi Agama dalam Perspektif Sosiologi Ekonomi: Studi Kasus Haji Furoda," *Jurnal Sosiologi Agama Indonesia*, 2025.
- [19] R. Lewis, "Muslim Fashion: Contemporary Style Cultures," *Duke University Press*, 2015.
- [20] S. & B. Amalanathan R., "Women's Islamic Modest Wear Fashion Brands in the U.S.: Empowerment, Modernity, Self-Expression, and a Rising Market Demand," *Fashion Theory*, 2022, doi: <https://doi.org/10.1080/1362704X.2022.987654>.
- [21] A. Rahim, "Between Piety and Lifestyle: Hijab Syar'i on the Commodification Practices of Islamic Culture Industry," *Jurnal Ilmu Komunikasi Islam*, 2022.
- [22] R. F. Purnama, "The Aesthetic Reception of the Qur'an on Instagram: Variations, Factors, and Religious Commodification," *Al-Bayan: Journal of Qur'anic Studies*, 2020.
- [23] F. G. Marei, "God's Influencers: How Social Media Users Shape Religion and Pious Self-Fashioning," *Religion, Media and Digital Culture*, 2024.
- [24] J. W. Creswell, *Qualitative Inquiry & Research Design: Choosing among Five Approaches*, 3rd ed. Thousand Oaks, CA: SAGE., 2013.
- [25] E. Braune, L. P. Dana, and F. Teulon, "Digital entrepreneurship – A social interaction perspective," *Canadian Journal of Administrative Sciences / Revue Canadienne des Sciences de l'Administration*, vol. 36, no. 3, pp. 452–453, 2019, doi: 10.1002/cjas.1544.
- [26] B. Meyer, "Sensational Movies: Video, Vision, and Christianity in Ghana," *University of California Press*, 2015.
- [27] Z. Abidin, J. Majid, and N. Hamid, "MSME Business Performance: Affecting Factors of Networking, Work Culture and Reputation," *Jurnal Minds: Manajemen Ide dan Inspirasi*, vol. 10, no. 1, pp. 173–186, 2023.

- [28] M. Einstein, "Brands of Faith: Marketing Religion in a Commercial Age," *Routledge*, 2008.
- [29] S. Hjarvard, "The Mediatization of Religion: Theorising Religion, Media and Social Change," *Cult Relig*, 2011, doi: <https://doi.org/10.1080/14755610.2011.579719>.
- [30] E. & M. Tarlo A., "Islamic Fashion and Anti-Fashion: New Perspectives from Europe and North America," *Bloomsbury*, 2018.
- [31] A. Riaz, "Faith and Fashion: Muslim Consumerism in the Digital Age," *Global Media Journal*, 2021.
- [32] H. Campbell, *Digital Religion: Understanding Religious Practice in New Media Worlds*. Routledge, 2013.
- [33] A. Humaira, "Agama sebagai Produk: Membongkar Komodifikasi Agama Islam dalam Industri Media Perfilman dan Periklanan," *Jurnal Komunikasi Dakwah Islam*, 2025.
- [34] A. B. A. Aryasatya, "Komodifikasi Agama Melalui Iklan Televisi (Studi Kasus Iklan Berlabel Halal)," *Jurnal Ilmu Komunikasi Islam*, 2019.
- [35] M. et al. Arifullah, "Mapping the Commodification of Religion in Philosophical-Ethical Discourse," *Philosophy and Religion Review*, 2023.