RESEARCH ARTICLE

Mediatization of Clothing Consumption Among Muslim Teenagers

Putri Rahmah Nur Hakim*, Nahdia Asyifa, Hanif Saputra, Muhammad Adli, Mirza Al Fajri, Winda Maulina

Abstract: This study aims to explore the impact of media, especially online shop platforms, on Muslim teenagers’ clothing choices by considering religious values and media exposure. This research has a high urgency since it illustrates the impact of mediatization of clothing consumption on Muslim teenagers, who face a dilemma between maintaining religious identity and following fashion trends promoted by the media. In the context of globalization and cultural change, this phenomenon creates serious challenges that need to be understood and addressed by focusing on religious identity and values embraced by individuals. This research fills the gap from previous studies that tend to be underrepresented and geographically limited. Through a qualitative approach, this study examines the clothing consumption characteristics of Muslim teenagers by comparing previous research and journals and analyzing data from interviews and observations. The results highlight online media as a major factor in influencing the selection and consumption of clothing that may not be in line with religious principles. Recommendations for future studies include a broader analysis involving all religions in the digital age, and investigating the factors that influence the selection and consumption of clothing that may not be in line with religious principles.

Keywords: Mediatization, Consumer behavior, Muslim fashion, Clothing.

Abstrak: Penelitian ini bertujuan untuk mengeksplorasi dampak media khususnya platform online shop terhadap pilihan pakaian remaja muslim dengan mempertimbangkan nilai-nilai agama dan paparan media. Penelitian ini memiliki urgensi yang tinggi karena menggambarkan dampak mediatisasi konsumsi pakaian pada remaja Muslim, yang menghadapi dilema antara menjaga identitas keagamaan dan mengikuti tren mode yang dipromosikan oleh media. Dalam konteks globalisasi dan budaya digital, fenomena ini menciptakan tantangan serius yang perlu dipahami dan diatasi dengan memfokuskan pada identitas agama dan nilai-nilai yang dianut oleh individu. Penelitian ini mengisi gap dari studi sebelumnya yang cenderung kurang representatif dan terbatas geografis. Melalui pendekatan kualitatif penelitian ini melihat karakteristik konsumsi pakaian remaja Muslim dengan membandingkan hasil penelitian dan jurnal-jurnal sebelumnya serta menganalisis data dari wawancara dan observasi. Hasil penelitian menyoroti media online sebagai faktor utama dalam mempengaruhi pemilihan dan konsumsi pakaian yang mungkin tidak sejalan dengan prinsip-prinsip agama. Rekomendasi untuk studi selanjutnya mencakup analisis yang lebih luas melibatkan semua agama dalam era digital, dan meneliti faktor-faktor yang lebih mendalam terkait konsumsi pakaian online.

Kata kunci: Mediatisasi, Perilaku konsumen, Muslim fashion, Pakaian.

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1. Introduction

Trends, promotions and friends’ endorsement on social media inspire teenagers to follow popular clothing styles. The simplicity of access and convenience of digital transactions are also important factors that make them increasingly dependent on these platforms to meet their fashion needs, reflecting the social move towards more connected and interactive consumption. It cannot be denied that the wide variety of clothing available makes the current generation increasingly comfortable conducting online shopping (Populix, 2019). Currently, there are many online shopping centers that offer various fashion trends, especially Islamic clothing. The average teenager starts shopping online due to encouragements from friends, neighbors and family. This is partly due to the addictive nature of online shopping sites, such as the expansion of online shopping from TikTok, which offers cheaper prices than the original store prices (Kompasiania, 2021). From the results of the 2019-2022 survey conducted by Jakpat, it is found out that there are (60%) consumers who choose to conduct online shopping activities rather than going directly to the store. Consumers’ reasons are due to online transactions are faster and more efficient (66.7%), offer more promotions (59.3%), and provide time flexibility (59%) (Binus, 2019). Clothing consumption is also viewed as a new form of identity and a symbolic relationship consigned on people who have the same position (Ismail et al., 2023).

Although many previous studies have been conducted on the mediatization of clothing consumption among Muslim adolescents, there are limitations that need to be recognized. Existing research tends to be lacking in representative and comprehensive data. Most focus on small, geographically limited surveys making generalizations difficult. Previous studies on clothing consumption tend to pay attention to three issues. First, regarding the relationship between consumer behavior and conformity among teenagers (Chavadi et al., 2024; Remiswal et al., 2021; Tomar et al., 2023). Second, interpretation of verses and hadith of the Quran and their implications for the country’s economic development (Abdullah et al., 2023; Siwi, 2023; Zaki et al., 2023). Third, writing that focuses on the education sector, especially female students’ moral issues (Byham, 2024; Munjiah, 2023; Tse & Gheorghiu, 2023). From these three trends, it is evident that the issue of behavior pattern of clothing consumer among Muslim female students has got less attention. Evaluation of these gaps demonstrates the need for this paper to close existing knowledge gaps and provide a more holistic contribution to the understanding of this issue.

The mediatization of clothing consumption among Muslim teenagers is the focus of this research with the aim of answering the inadequacies found in previous studies. The main inadequacy to be addressed is the lack of broad geographic representation and comprehensive qualitative data in previous literature (Moleong, 2018). Addressing these inadequacies is the main aim of the research. The inequality of representation in previous research is critical to be re-examined. This is important since Muslim youth are not homogeneous, and cultural variability can influence clothing consumption patterns. Investigating these differences can provide richer insights into how mediatization influences clothing consumption across different contexts. Firstly, in addition to focusing on the materialization of Muslim clothing which is increasingly following trends which pose a threat to religious teachings that require covering the private parts, this research places attention to the characteristics of teenagers who like to shop and consume clothing trends that are influenced by online media today. These two problems provide space to understand the root of the problems that cause changes in people’s behavior towards an easier and more practical life that glorifies instant culture. Third, how does the media influence the choice of clothing of Muslim teenagers from various regions. Answers to these questions could
provide substantial benefits including a better understanding of the dynamics of the mediatization of clothing consumption among Muslim youth.

This study is based on an argument that there has been an influence of trends on religious values. It highlights the escalation of Muslim clothing which increasingly follows modern fashion trends, which can undermine religious teachings about covering the private parts. This emphasizes the necessity of maintaining a balance between following fashion and obeying religious principles. This suggests that there are serious concerns regarding how adapting to trends can weaken fundamental religious values. Teenage consumer behavior and online media is closely intertwined. Teenagers have a tendency to shop and follow clothing trends that are influenced by online media. The characteristics of teenagers who like to shop and consume are reinforced by exposure to social media and online advertising, which incites them to continue following the latest trends. This shows that online media plays a big role in moulding teenagers’ consumer behavior, which in turn can lead to more instant and practical lifestyle changes. The role of the media in choosing clothes is noteworthy. The media has a considerable influence in fixing the clothing choices of Muslim teenagers from various regions. With easy access to information and global trends disseminated through the media, teenagers tend to imitate the styles that are promoted. This highlights how the media can regulate clothing and lifestyle preferences, and create standards that may differ from traditional or local values. These three arguments show how the influence of fashion trends, teenage consumer behavior, and the role of the media interact in shaping behavior and clothing choices, as well as their impact on religious and cultural values.

2. Literature review
2.1. Mediation and mediatization

Mediation is a media process that acts as a link, this refers to media as a link between individuals and other individuals and institutions. Meanwhile, mediatization refers to situations that are political in nature by utilizing the media as a mass mobilizer (Hjarvard, 2017; Krotz, 2017). The emergence of the concepts of mediation and mediatization is a form of paradigm shift in media and communication research (Ehrlén, 2022; Martino, 2020; Renser & Tidengberg, 2020). The concept of mediatization also explains the communication process in changing society and building relationships on such a large scale (Rahmah Nurhakim et al., 2023). Mediatization is considered a framework, not a single theory. Instead, it can integrate multiple theories, connecting phenomena and processes at the micro level with the meso and macro levels (Valsiner et al., 2016) In this way, a broader understanding of mediatization concerning the role of the media in changing contemporary society can be acquired.

Mediation refers to a theory that sees media as a shaper and frame of communication where that communication occurs (Ahmad, 2018; Pamungkas, 2018). The process of forming mediatization is driven by the birth of the industrial revolution 4.0 era and technology in various aspects as can be seen from level of intensity of gadget use which can be felt by almost all groups, especially the world's Muslim community (Nwankwo, 2022). Mediatization is also a form of manipulation and everything related to the data transfer process between other devices (Radchenko, 2022). Mediatization prioritizes customer comfort when accessing certain services and applications, either for business development or creating certain trends and products that are positive or even negative (Surianshah, 2021). Like the form of transactions where transactions are initially carried out face to face, through buying and selling in a shop, market and other places, but nowadays people feel more comfortable with technology-based online transactions (Hui & Khan, 2022; Pala et al., 2019).
Thus, mediatization offers a concept of convenience for the public to conduct transactions that are easier than direct physical contact.

2.2. Consumer behavior

Consumer behavior is a study regarding individuals and how individuals choose and use marketed products (Airlangga PH et al., 2024). Consumer behavior is also the study of units that produce acquisition, which studies purchasing and exchange processes, disposal of goods and services, consumption of goods, experiences and ideas (Rohmah, 2020). Generalizing, consumer behavior research uses three perspectives, which act as a reference for thinking and identifying influencing factors, namely: 1) decision making perspective; 2) perspective from experience; 3) as well as perspective of behavior influence (Hanifah & Rahadi, 2020; Budi Santoso, 2009; Purwinarti et al., 2014). Review of consumer behavior research and market producers also need to apply consumer behavior theory in developing business activities, such as developing good and correct marketing strategies, having to understand the needs of consumers, assisting in making public policies, and preparing forms of protection for consumers (Fahmi, 2017). Consumer behavior also influences the environment, which requires them to make purchases, without needing to do anything to build trust and feelings towards the products purchased (Fahmi, 2017; Sunyoto, 2012).

Several factors influence consumer behavior, namely; 1) social factors; 2) cultural factors; 3) psychological factors; 4) and personal factors (Febriantoro, 2018; Shadiqi et al., 2020). Various types of consumer behavior can also be seen from several perspectives, namely; 1) complex buying behavior; 2) buying behavior that reduces differences, 3) habitual buyer behavior; 4) behavior that seeks product uniformity (Limantoro et al., 2016; Yuliana et al., 2021). Consumers buy products and services impulsively and look for variety for the purpose of pleasure, creating fantasies and just to create emotional feelings, to enjoy strong pleasure (Mehta et al., 2020). In the modern era, mediatization also influences consumer behavior by offering various online shopping applications that make it easier for consumers to buy products that they emotionally yearn (Sama, 2019). Thus, with changes in the structure of consumer behavior as a result of the presence of mediatization in shopping activities which were initially carried out face to face by visiting the destination store, it has changed to become easier without having to meet face to face or meet in person (Xu et al., 2021; Zhao et al., 2021).

2.3. Muslim fashion

Muslim fashion is the definition of clothing that is used by all Muslims, both women and men, in their daily activities (Luckyardi et al., 2021). The concept of Muslim fashion is a clothing model that has been adapted according to the rules of life of Islamic believers throughout the world (Yusuf et al., 2021). The purpose of wearing Muslim clothing is to cover the wearer’s private parts which should not be seen by members of the opposite sex (Hari Subagyo & Safitri, 2020). The use of Muslim clothing has different variations, not only influenced by religious legal factors, but also other factors such as practice, culture, social, and even the political aspects (Damayanti, 2014; Masripah & Nurochani, 2021). In Islam, dressing loosely and covering your private parts according to religious law is considered part of religious teachings (Putri & Kharnolis, 2017). Muslim clothing is not only used for events or religious events such as prayers, holidays, and so on, but has become mandatory for all Muslims to wear in all their activities (Nurjannah et al., 2019).

Indonesia, which population majority is Islam, has experienced rapid development of fashion models since the 20th century, developing many fashion models such as robes and regional clothing that are in accordance with religious recommendations (Beta, 2021).
Muslim clothing for men and women is also different, in that women must be more covered
than men who are already covered by the clothes they wear (Kusumawati et al., 2020;
Thimm, 2021). Muslim clothing, viewed from its literal meaning, position and function, is part
of the life of Muslims and Muslim women striving to reflect the identity of a Muslim woman
by not showing off and knowing the etiquette of how to dress in an Islamic way (Rosmayani
&Mardhatillah, 2020). Muslim clothing should: 1) cover the private parts evenly; 2) does not
show body shape; 3) not excessive; 4) made of thick material (Herliana et al., 2017;
Pemberton & Takhar, 2021). In the era of mediatization, Muslim fashion is easier to find on
online sales sites with various models that are adapted according to trends, but do not lose
their Islamic characteristics (Hall-Araujo, 2017). Thus, in the modern era, more and more
people are familiar with various types of Muslim clothing models with several accompanying
applications (Octaviani & Eri Puspita, 2021).

3. Method

Information technology in today’s modern era has influenced the way teenagers
dress by various forms of online shopping media that are available on every teenager’s
smartphone. Therefore, this mini research focuses on the characteristics of the form of
clothing consumption of several Muslim teenagers. The informants used in this mini
research were students from Universitas Gadjah Mada (UGM), UIN Sunan Kalijaga (UIN
Suka), Indonesian Islamic University (UII). The reason for choosing these three locations
was to obtain diverse perspectives from students with different academic and religious
settings, which could provide more comprehensive insight into this research. There are
several aspects that can be measured from adolescent consumer behavior, especially in
the field of fashion. The method used in this article is to compare the results of research and
journals that examine online clothing shopping consumption in Indonesia, which is then
reviewed with existing consumer behavior theories so that conclusion can be drawn about
consumers’ consideration of going shopping on online media. Findings from previous
research indicate factors that influence it. In addition to that, the results of previous research
can be used as a reference for this article.

The mediatization of clothing consumption in adolescents is explained through
qualitative research whose sources are obtained from primary and secondary data. Primary
data was obtained from observations and interviews of several respondents regarding the
case of this article, and secondary data from five online news (Shopee, Tokopedia, Lazada,
Instagram, and TikTokshop) and 874,000 readings uploaded from Google via the keyword
“Clothing Consumption.” These two data are used to analyze the impact and characteristics
of clothing consumption behavior on consumer behavior among Muslim teenagers. This
research involved nine Muslim teenagers from Universitas Gadjah Mada (UGM), UIN Sunan
Kalijaga, and Indonesian Islamic University as described in the interview results. Various
arguments will be presented in the data. The three pieces of evidence were identified from
interviews for evaluation in the case of mediatization of Muslim teenagers’ clothing
consumption patterns through online shopping sites.

This data collection process takes place in several stages of data analysis and data
collection. Data was obtained from interviews with several Muslim students who actively use
social media in the modern era. The aim of this research is to provide a systematic
description, facts that are accurate, and related to the phenomenon being investigated. This
type of research is an empirical study that is descriptive qualitative in nature. Data analysis
is conducted in three processes, namely reducing data, displaying it in tabular form and
verifying the data. This article intends to try to examine the characteristics of clothing
consumption among Muslim teenagers as an element that is considered significant in
4. Result

In the digital era, mediatization can change aspects that were initially not very important into something that is really needed, especially among teenagers, therefore they will always be keen on buying goods online, especially clothes or fashion. Three pieces of evidence or data were obtained on the process of clothing consumption among teenagers, namely; the media accessed by Muslim teenagers, online media as a reference source for consumption, and media that determines their purchasing choices.

4.1. Media accessed by teenagers (fashion)

In the last few years, since the prevalence of online applications that provide online buying and selling of goods, especially fashion which is being loved by current trends, it is undeniable that they cannot be separated from these trends. The following are the results of interviews with several respondents:

<table>
<thead>
<tr>
<th>Informants</th>
<th>The most frequently accessed media (fashion)</th>
<th>Reasons for choosing online stores and fashion models</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students at UIN Sunan Kalijaga</td>
<td>Shopee, Tokopedia, Lazada, Instagram</td>
<td>• In my opinion the type of promotional media used by online shops provides more information about products and it seems that my friends also use this application when they buy clothes online. • When it comes to models, I usually prefer to buy semi-robe clothes but mostly I also buy shirts and culottes jeans. • For clothing or fashion models, I like to order culottes and shirts, sometimes I also like beach shirts and then I combine them with underwear. • In my opinion it's because of ease of access, and now everywhere it's always via shoppe ads, if not tiktok sometimes when I open Instagram I just get curious about this application. Over time I get interested because there are lots of online shop choices and you can compare prices with other accounts.</td>
</tr>
<tr>
<td>IIS student at UIN Sunan Kalijaga</td>
<td>Shopee, TikTok shop, Instagram</td>
<td>• Because nowadays there are so many people ordering online either on shopee or tiktok, and secondly I like to scroll tiktok suddenly via online shop which is live, then if there's something cute, I like to check out and buy it.</td>
</tr>
<tr>
<td>UGM student</td>
<td>Shopee, TikTok shop, Instagram</td>
<td>• If I just like simple clothes like t-shirts, shirts and culottes, I'll just mix and match what suits me best. And now the clothes are cute.</td>
</tr>
<tr>
<td>UGM student</td>
<td>Shopee, Lazada, TikTok Shop, Instagram</td>
<td>• Because in this application there are many more OOTDs that are currently booming, compared to shops or markets where they are always updated, the models also change quickly. • Personally, I like to wear tunics, at most I wear jeans or culottes underneath because I don’t often</td>
</tr>
</tbody>
</table>
wear robes maybe because basically I'm not from a pesantren background.

- At first I didn't like buying clothes online because I liked looking at my friends' outfits, how good they were, I asked them where to buy them, they recommended this application, so after a while it became like an addiction to just buy online.
  - I like cute clothes, especially when I wear crops, sweaters, a hoody at the bottom I mix with culottes, jeans because I rarely wear skirts.

- I don't know how the smartphone algorithm works, but if I search on Instagram, lots of fashion similar to what I want to buy will appear, sometimes also from Shopee advertisements that are offered on the Instagram platform, so I often open the application Shopee and Instagram because in my opinion the service from this application is better than Lazada or Tokopedia.
  - Most of the models that I buy often depend on what model I want to wear, but when it comes to robe I wear them occasionally, but currently, now I prefer mixing and matching tops and bottoms because that seems to be the trends now.

- This application seems to be familiar to all teenagers everywhere, because apart from making it easy, it also sells everything people need from household equipment to food, drink and clothing, everything is complete. There are many online shops that you can visit and compare the prices with other online shop accounts, from relatively cheap prices to expensive ones.
  - As for my own clothing style, I prefer shirts and trousers, at least culottes and clothes, sometimes I like oversized ones, sometimes too fitted. Depends on what model is currently booming.

- Recently, TikTok has become the second most popular online shop after Shopee, apart from frequently producing TikTok content, the live sales algorithm has also been really viral for now. I often buy clothes on Instagram, but sometimes I go shopping on most online shops in local areas and online shops that are already big and have lots of followers, too.
  - When it comes to modeling, I prefer overalls or robes because I think they are simple and easy to wear, sometimes even when it comes to tunics I prefer to wear culottes so that it looks like there is enough space for my body. I don't like things that are too tight.

- Honestly, because if I use the online shop application, I find it easier to check out goods, like anywhere and anytime. Then I've been using the application I mentioned for a long time, and I like to compare the prices of each of these applications,
the quality of the service too, and what's going viral is that the live TikTok sales of the goods are really good and real.

- As for the model, I prefer trousers and blouse. Also, the current fashion models are varied and if we don’t buy them now, it seems like there will be new models that are always cute.

Source: Interviews with Muslim teenagers.

Based on the interviews with several Muslim teenage respondents regarding the media most frequently accessed in the context of fashion, there are several points that influence online fashion shopping, such as; First, the popularity of online applications. The majority of respondents tend to access online buying and selling applications such as Shopee, Tokopedia, Lazada and Instagram. They feel that these media provide more detailed information regarding products and many of their friends also use this platform. Second, ease of access and promotion, simplicity in accessing online applications as stated by respondents were the main reasons for choosing. Advertisements on social media, especially TikTok and Instagram, live streaming, are the main lure for finding interesting fashion products. Third, variations in fashion and trends, teenagers tend to choose media that offers a variety of fashions and trends that are currently popular. Fourth, consideration and service, several respondents stated that they often compare prices and services from various online applications before making a purchase. Fifth, the choice of clothing model, the trend of mixing tops and bottoms seems to be a favorite, people tend to choose simple styles, such as shirts, culottes, tunics and robes. Sixth, the influence of friends and recommendations. This recommendation is an important factor in motivating teenagers to try online shopping. Overall, teenagers tend to choose online media that provide an easily accessible shopping experience, sufficient product variety and pay attention to trends and recommendations from their friends. This reflects a shift in shopping behavior towards digital platforms that present information in a more personal and interactive manner.

4.2. Online media as a reference source in consumption that consumers choose when purchasing Muslim fashion products

Muslim teenagers look for references for online fashion shopping through applications that provide online shopping services and currently there are several categories of applications that are very popular with Muslim teenagers in their consumer behavior.

<table>
<thead>
<tr>
<th>Symbols</th>
<th>Online Shop Name</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="https://lifestyle.kompas.com/read/2022/11/09/2002222203-tips-mudah-dan-aman-berbelanja-online-di-tiktok-shop" alt="TikTok Shop" /> (Simple and safe tips to go shopping online on tiktok shop)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
This image underlines the importance of understanding the consumer behavior of Muslim teenagers in purchasing fashion products through online buying and selling applications, showing that the five main applications that are their main choice are Shopee, Tiktok, Instagram, Lazada, and Tokopedia. This reflects modern trends where social media and e-commerce platforms play a major role in influencing teenagers’ shopping preferences and habits, and shows how technology is affecting the way Muslim teenagers fulfill their fashion needs easily and quickly.

Tabel 3. Interview Reference Group Factors

<table>
<thead>
<tr>
<th>No</th>
<th>Reference</th>
<th>Statement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Internal</td>
<td>The influential element of idols.</td>
</tr>
<tr>
<td>2</td>
<td>Internal</td>
<td>Due to the desire to show off to their friends.</td>
</tr>
<tr>
<td>3</td>
<td>Internal</td>
<td>Must be more fashionable than friends.</td>
</tr>
<tr>
<td>4</td>
<td>External</td>
<td>There are advertising stars or endorsements from famous celebrities.</td>
</tr>
<tr>
<td>5</td>
<td>External</td>
<td>Information from friends, younger siblings, relatives.</td>
</tr>
<tr>
<td>6</td>
<td>External</td>
<td>Information from the latest online fashion stores.</td>
</tr>
</tbody>
</table>

Source: Interviews with Muslim teenagers.

Thus, from the application images and interview data regarding the reference group and preference factors above, it can be seen that there is an integration of connectivity provided by the media between social networks and internet technology which makes it easier for teenagers to find out various kinds of product information presented by online stores that are traded online and in mass. The use of social media by owners or online shops in selling their fashion products is certainly a means for them to attract more consumer attention which is expected to increase their sales volume every day. The dominance of several of these applications as a business platform in the virtual market realm, cannot be separated from its role as a transaction medium built on the basis of mutual belonging and a forum for mutual interaction. This application tries to convey the convenience of easy, safe and comfortable transaction methods, this is the reason why consumers are very enthusiastic about doing online transactions. The other reasons are various conveniences and various types of promos and discounts as well as flash sales which attract so many consumers, especially in Indonesia.
In the process of changing people’s behavior, especially female students today, technology, particularly smartphones, is able to change all levels of society in facilitating all activities, especially in accessing various online application features when doing online shopping activities, which are becoming increasingly widespread and used in society. Using technology society are now able to obtain the latest and past information to the transaction process of buying and selling goods and services through social networks commonly known as social media or online shops (Putra, 2020). The form of technology provided by these features is very dynamic due to easily accessible to the wider domestic community. It is also very relative and flexible because apart from making it easier, people are offered cheaper prices than having to shop directly in stores (Jannah, 2021). And this is a very powerful alternative for the country’s economy in increasing economic activity. Thus, business owners and online stores need to continue to develop strategies that accommodate consumer needs and expectations in the digital era.

4.3. The media determines the choices of models purchased

From the third data evidence, the aim is to find out what factors can influence female students to choose fashion models, which are taken from several interviews with several informants.

<table>
<thead>
<tr>
<th>No</th>
<th>Factor</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Many attractive promotions and discounts.</td>
<td>The designs/models are more beautiful</td>
</tr>
<tr>
<td>2</td>
<td>Currently viral, trending, booming or popular.</td>
<td>Not many people around have it yet</td>
</tr>
<tr>
<td>3</td>
<td>Saves time and energy</td>
<td>Following the trending models that are currently viral</td>
</tr>
<tr>
<td>4</td>
<td>There is an option for free shipping, saving on motorbike fuel</td>
<td>Safety</td>
</tr>
<tr>
<td>5</td>
<td>There are many options and variations of models and brands available</td>
<td>Trust</td>
</tr>
<tr>
<td>6</td>
<td>There are reviews from previous buyers</td>
<td>Ease of transactions (digital payment)</td>
</tr>
<tr>
<td>7</td>
<td>Items that are not suitable can be refunded.</td>
<td>Product quality</td>
</tr>
<tr>
<td>8</td>
<td>Can pay later (like shopeepay later)</td>
<td>Product review</td>
</tr>
<tr>
<td>9</td>
<td>The offered prices are cheaper and can compare the prices of items</td>
<td>Search navigation instructions</td>
</tr>
</tbody>
</table>

Source: Interviews with Muslim teenagers.

There are many factors that underlie a person’s interest in buying clothes online. From the results of interviews conducted with several Muslim female student respondents, it shows that consumers who have made purchases at online shops for types of fashion, namely clothes, gave several reasons why they buy clothes in virtual markets. Apart from being viral and booming or currently trending, it can be seen from the table above that it shows that people, especially female students, want something practical, cheap and easy. However, there are also those who think that due to online market products are prettier, and not very widely used by people around them, they are viral outside, and follow trends that are currently viral in cyberspace. Apart from that, it is also due to the convenience of digital transactions through digital payments which makes it easier without students having to make payments to the bank which increases interest in online shopping for female students’ clothes. Thus, female students tend to choose fashion that not only offers prices and a wide variety of products, but also provides a comfortable, safe and efficient shopping experience. Trust in the product and platform is also a crucial element in the decision-making process.
5. Discussion

This study shows that the most dominant Muslim women are more easily influenced by fashion. This is in line with the position and existence of Muslim teenagers, who are the main consumers of fashion products that are considered relevant (Parengkuan & Nurhasanah, 2021). This phenomenon tends to be related to their mental and psychological state which is still unstable. They express themselves by always wanting to look different and try new things, when they want to stand out in front of many people (Ependi & Pahlevi, 2021). This will also affect the way they speak according to the clothes they wear. One of the factors is due to this is a period where they are trying to create their own identity, which is mostly expressed through trends or fashion (Agustini, 2017; Pratiwi, 2017; Widari et al., 2023). These factors together create an environment that supports the growing popularity of online clothing shopping among Muslim youth. Additionally, developments in technology, the influence of social media and the need for convenience have all contributed to this trend.

The change in Muslim fashion shopping behavior towards digital platforms creates a more dynamic, interactive and diverse environment. Its all-encompassing nature and responsiveness to the needs of Muslim consumers shows how digital platforms can play an essential role in transforming shopping trends in the digital era.

Online media is a reference source in consumption that consumers choose when purchasing Muslim fashion products. The findings from this study show that online media creates easy, safe and comfortable ways of doing transactions, this is the reason why consumers are very enthusiastic about doing online transactions besides various conveniences and various types of promos and discounts as well as flash sales which attract so many consumers, especially in Indonesia. Therefore, in the process of changing people’s behavior, especially female students today, technology, especially smartphones, is able to change all levels of society in facilitating all activities, especially in accessing various online application features when doing online shopping activities, which are increasingly widespread and used in everyday life. In addition to that, technology also tremendously assists society in obtaining the latest and past information to the transaction process of buying and selling goods and services through social networks commonly known as social media or online shops (Putra, 2020). The form of technology provided by these features is very dynamic as well as being easily accessible to the wider domestic community. It is also very relative and flexible because apart from making it easier, people are presented with cheaper prices than having to shop directly in stores (Fernando et al., 2023; Jannah, 2021). And this is a very powerful alternative for the country’s economy in increasing economic activity. Thus, business owners and online stores need to continue to develop strategies that accommodate consumer needs and expectations in the digital era.

Information technology in the modern era has influenced the way teenagers dress through various online shopping media that are easily accessible via smartphone (Sari, Tri Kumala et al., 2020; Utamanyu & Darmastuti, 2022). Therefore, this research focuses on the characteristics of clothing consumption among Muslim teenagers (Amalina et al., 2022; Anggraini et al., 2022), with informants from Gadjah Mada University (UGM), UIN Sunan Kalijaga (UIN Suka), and Indonesian Islamic University (UII), to obtain diverse perspectives. This research method involves analyzing primary data from interviews and observations, as well as secondary data from articles and online shopping platforms. The results show that applications such as Shopee, Tiktok, Instagram, Lazada, and Tokopedia are very influential in influencing the shopping preferences of Muslim teenagers, who tend to choose platforms that offer easy access, a variety of fashion, and attractive services. This study also reveals that consumer behavior is affected by trends, promotions, friends’ recommendations, and the convenience of digital transactions, reflecting a shift in shopping behavior towards
dynamic and interactive digital platforms. Thus, this research shows that modern information technology has significantly influenced Muslim teenagers’ clothing consumption patterns through online shopping media, with factors such as ease of access, fashion variety and promotions being the main drivers in shifting their shopping behavior.

The findings in this paper are different from several previous papers. Previous studies discussed how the concept of Muslim clothing which is still traditional, namely Muslim clothing, is used to cover the wearer’s private parts, especially the hijab which is characterized by being loose and not forming curves on the body (Hassan & Harun, 2016). However, the finding in this paper is that among Muslim women today, especially for teenagers, there are several differences in wearing Muslim clothing which are influenced by the media. The existence of new media that is used as a place for online shopping is able to influence teenagers to choose the Muslim clothing models they want, plus this media is able to attract buyers’ interest with the various features they have developed compared to shopping directly at clothing stores, for example, such as free shipping, information on the latest clothing trends, shops that are easy to access at any time, and so on. Therefore, these findings indicate that the influence of media, especially online media, has brought about considerable changes in the way Muslim women choose and wear Muslim clothing. No longer limited to the traditional function of covering the intimate parts, Muslim clothing is now also selected based on trends and ease of access offered by online shopping platforms. This change marks a cultural shift in Muslim clothing that is more modern and in line with technological developments and the lifestyle preferences of today’s teenagers.

The transformation of online shop buying and selling that often occurs among teenagers today certainly has an impact on traditional markets. On the one hand, online buying and selling shows technological advances that affect the surrounding environment. However, as mentioned by Luhung, when viewed from a socio-economic perspective in 2023, this will have a drastic impact on MSMEs that are not involved in online shopping, as seen during the COVID-19 pandemic some time ago. The quiet market for traditional clothing can also affect other MSMEs, such as culinary, cosmetics, electronics, and so on. Therefore, it is important for business doers to understand current technological developments and get support from organizations that continue to educate business doers so they can enter the media industry, both government and private organizations. By focusing on the recommendations of this study, it is hoped that a deeper understanding can be gained about the mediatization of clothing consumption among Muslim teenagers and its impact on the local economy and MSMEs.

6. Conclusion

This study highlights changes in Muslim clothing styles among Muslim teenagers which are affected by the development of easily accessible media. There are three factors why the online market/online shop is more popular with teenagers today. First, it is easy to access the information they are looking for and receive so that their interest in fashion intensifies. Second, the various features provided by the platform make interest in the media market even stronger, such as free shipping and the latest updated information regarding Muslim/Muslim fashion. Third, the trending social media market also makes teenagers interested in trying it, especially those who often use social media. From the three factors that influence teenagers’ interest in buying clothes online, it can be concluded that online shopping is a strategy for Muslim teenagers to continue to exist in the real world and cyberspace amidst the rapid transformation of online clothing buying and selling activities.

The findings in this study differ from previous studies which focused on three factors, information access, choice preferences and market trends, the features used. However, this
study shows that the lives of generation-Z who were born in the digital era have produced new values in clothing consumption. Thus, the Muslim community has many references for wearing clothing in accordance with Islamic law. The findings in this study are not only expected to be a reference and solution for teenagers to be smarter in consuming online shop clothes, this is also an analysis of strategies that can be implemented by traditional MSMEs to adapt to changes in technology and consumption patterns, including the use of social media as a marketing tool and sales platform.

This study has a weakness in that the data collection process is limited in resources and only relies on mini-research conducted through the process of observation and interviews which were only conducted on ten students in Yogyakarta. Consequently, it is hoped that the data obtained in this study can become a basis or reference for future studies, especially those that intend to analyze fashion trends among students in other regions. Therefore, it cannot be used as a strong basis to claim all the factors and characteristics that occur as a result of online media mediatization on clothing consumption among Muslim female students. Thus, understanding of fashion trends and online shop media can be reflected comprehensively with a larger and more varied number of informants.

Author Contribution Statement
Contributions of the authors in this article: Putri Rahmah Nur Hakim and Nahdia Asyifa contributed as concepts and drafters of the article; Hanif Saputra and Muhammad Adli contributed as data analyzers and interpreters; Mirza Al Fajri and Winda Maulina as critically revising the article. All authors agree to take responsibility for all aspects of this work.

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