

E-Commerce Marketing Strategies: Exploring Promotional Tools in the Muslim Fashion Industry

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Abstract

This research explains E-commerce marketing strategies as promotional tools in the Muslim fashion industry. This research adopts a qualitative approach, focusing on library research as the primary data collection method. The analysis shows that the use of e-commerce in the Muslim fashion industry has revolutionized how products are marketed, sold, and purchased. The convenience, reach, and effectiveness of online platforms have made e-commerce a vital tool for Muslim fashion brands seeking to grow their business. By utilizing e-commerce, Muslim fashion sellers can expand their reach, provide a convenient shopping experience for consumers, and adapt to the growing demand for modest clothing globally. In the future, as e-commerce continues to evolve, it will play an even greater role in shaping the future of Muslim fashion. E-commerce platforms like TikTok and Shopee play a crucial role in helping businesses in the digital era. By providing access to a wider market, ease of marketing, direct interaction with consumers, operational efficiency, lower marketing costs, and the ability to build consumer trust, these platforms have become invaluable tools for business owners, particularly in the Muslim fashion sector. E-commerce enables businesses to thrive in the global market and adapt to the needs and expectations of today's consumers. Both TikTok and Shopee play crucial roles in Muslim fashion marketing. TikTok provides an opportunity for brands to create engaging and creative content, build more personal relationships with their audience, and leverage influencer power to reach a wider market. Meanwhile, Shopee offers an e-commerce platform that facilitates more practical transactions and various promotional tools to help brands increase sales. Together, these platforms offer a strong and comprehensive marketing approach for the Muslim fashion industry in the digital age. By marketing their products on TikTok and Shopee simultaneously, sellers can optimize their market reach, leverage various marketing formats, and reduce the risks associated with relying on a single platform. These two platforms offer complementary benefits, with Shopee offering easy direct shopping and TikTok providing opportunities for creative and interactive brand awareness. In this competitive digital era, using both platforms can be an extremely effective strategy for achieving success in selling Muslim fashion products. Islamic economics or Shariah economics is an economic system based on Islamic principles, which includes justice, transparency, and sustainability. In the context of e-commerce, such as platforms like TikTok and Shopee, the application of Islamic or Shariah principles can be seen in several key aspects. From the perspective of Islamic economics or Shariah economics, the use of e-commerce platforms such as TikTok and Shopee in marketing Muslim fashion can be a beneficial opportunity as long as Shariah principles are correctly implemented. This includes fairness in transactions, avoidance of *riba*, honesty in marketing, prohibition of exploitation, and fulfilling *zakat* obligations. By adhering to these principles, e-commerce can become a permissible and sustainable tool for marketing Muslim fashion products, which is not only profitable but also ethical and in line with Islamic teachings.

Keywords: *E-Commerce, Marketing Strategies, Muslim Fashion Industry, Shopee, TikTok*

INTRODUCTION

The Muslim Fashion Industry refers to the sector that produces and markets clothing, accessories, and related products that align with the principles of modesty in dressing according to Islamic teachings. These garments are designed to cover the body in a way that is respectful and does not expose the *awrah*, following Islamic guidelines on modest dressing. In this industry, there are various products offered, such as *hijabs*, *jilbabs*, *abayas*, *gamis*, men's clothing, and accessories that support a modest yet stylish appearance. Key examples in Muslim fashion include the hijab or jilbab, which is a headscarf worn by Muslim women to cover their *awrah*. Additionally, the abaya, a long robe often worn by Muslim women in Middle Eastern countries, is a staple. Gamis is a long dress worn by Muslim women in various countries, including Indonesia, that covers the body from head to toe. For men, there are jubah or kurta, which also adhere to the principles of modesty in Islam. Accessories such as bags, shoes, and jewelry that complement this appearance also form an important part of the Muslim fashion industry.

While the primary focus of the Muslim fashion industry is modesty, which refers to dressing modestly, Muslim clothing designs today are increasingly evolving to incorporate stylish elements and global fashion trends. Indonesia's Muslim fashion industry plays a vital role in the country's creative economy by merging Islamic principles with contemporary design to cater to increasing consumer interest. Many designers are striving to create Muslim clothing that not only meets the standards of modesty but also has modern and elegant features that appeal to Muslim consumers worldwide. As a result, the Muslim fashion industry is not limited to one particular style but offers a variety of choices that can be tailored to individual tastes, whether traditional or contemporary.

Indonesia's Muslim fashion industry plays a vital role in the country's creative economy by merging Islamic principles with contemporary design to cater to increasing consumer interest (Putri et al., 2023). The dominant Muslim population in Indonesia influences the growth of the Muslim fashion or modest fashion industry in the country (Ma'arif, 2024). Jailani et al. (2022) reveal that the halal fashion sector holds strong economic potential in Indonesia, as evidenced by the continuous rise in Muslim consumer demand for halal fashion products each year. Additionally, the country's demographic advantage—largely composed of tech-savvy millennials and Gen Z—as well as the growing number of e-commerce users, presents significant opportunities for the further advancement of this industry.

The Muslim fashion industry has grown rapidly in recent years, driven by the increasing awareness among Muslim consumers of the importance of dressing following religious principles. The presence of e-commerce platforms and social media such as Instagram, TikTok, and Shopee has significantly contributed to the growth of the industry by allowing Muslim fashion brands to reach a wider global audience. The involvement of influencers and Muslim fashion designers has also been a key factor in introducing new trends, making the industry more dynamic and relevant in the global market.

With growing demand, the Muslim fashion industry is now one of the most attractive sectors for many companies and entrepreneurs. This ever-expanding market offers significant opportunities to meet the needs of Muslim consumers who want to appear stylish while maintaining modesty in their dress. Digital transformation has significantly changed the business landscape across various sectors, including the Muslim fashion industry. Digital technology presents new opportunities and challenges for traditional merchants who previously relied on conventional business methods (Pertiwi et al., 2024). E-commerce has become a solution to new challenges arising from changes in consumer behavior, as people now prefer online shopping due to its convenience, speed, and accessibility. Additionally,

digital technology enables Muslim fashion entrepreneurs to conduct more effective marketing, build brand awareness, and engage directly with consumers through social media, marketplaces, and websites. In short, digital transformation encourages Muslim fashion industry players to integrate e-commerce as a key strategy to adapt to changing times and consumer demands.

The Muslim fashion industry has rapidly grown in recent years, driven by the increasing demand for clothing that adheres to the principles of modesty in Islam while still being stylish and following trends. Along with the advancement of digital technology, e-commerce (electronic commerce) has become a crucial channel for marketing Muslim fashion products, providing significant opportunities for sellers and designers to reach consumers more broadly and efficiently.

E-commerce refers to carrying out business through online platforms, and its expansion is reflected in the steadily rising number of users over time (Safrin & Simanjourang, 2023). E-commerce allows Muslim fashion brands to expand their market reach without geographical limitations (Fitria, 2017). The swift expansion of Indonesia's e-commerce sector is evident in the rising number of online shops and the increasingly competitive nature of digital marketplaces (Purwaningwulan et al., 2019). Platforms like Shopee, TikTok, and Lazada give sellers the chance to market their products online directly to consumers worldwide. Through e-commerce, sellers can easily reach a global audience, including Muslim consumers in various countries who are looking for clothing that aligns with Islamic teachings. These platforms also allow sellers to create online stores, run promotions, and offer various payment methods to facilitate transactions.

Online shopping, which is a major component of e-commerce, has expanded rapidly as a result of technological advancements (Win & Jan, 2016). Online shopping is growing in popularity, with detailed product information and appealing photos or videos serving as key strategies to boost sales (Fikriyah & Alam, 2025). The development of digital platforms, mobile applications, secure payment systems, and widespread internet access has made it easier and more convenient for consumers to shop online. As technology continues to evolve, e-commerce becomes more efficient, user-friendly, and accessible, directly contributing to the exponential growth of online shopping activities.

Currently, online Muslim fashion retailers in Indonesia are experiencing heightened business competition. This situation demands that they become more creative, innovative, effective, and efficient by presenting Muslim clothing products with greater value compared to their competitors (Salim et al., 2022). One of the most notable integrations between Muslim fashion and e-commerce is live streaming on platforms like TikTok and Shopee. Sellers can host live broadcasts to showcase their products, provide styling tutorials or tips, and interact directly with their audience. This creates a more personal and interactive shopping experience, which is highly favored by consumers when purchasing Muslim clothing. TikTok, in particular, with its short and creative video format, allows sellers to present Muslim fashion dynamically and engagingly, which can increase interest and drive purchases among viewers.

Furthermore, e-commerce helps in collecting valuable data and analytics that are useful for sellers. By understanding consumer trends and preferences through e-commerce platforms, Muslim fashion brands can easily adjust their products and marketing strategies to meet market demands. For example, they can launch specific products or collections based on seasons, cultural events, or emerging trends, and communicate directly with their audience through social media. Mustikawati & Sholahuddin (2024) found that E-commerce Live Streaming significantly and positively influences both Purchase Interest and Perceived Risk, and that Perceived Risk itself also has a significant positive impact on Purchase Interest.

The use of e-commerce platforms also supports a more convenient shopping process for consumers. Many e-commerce platforms offer a fast and practical shopping experience, allowing consumers to make direct purchases, choose from various shipping options, and take advantage of discounts or exclusive promotions offered during marketing campaigns. This makes it much easier for busy consumers or those living in areas where access to physical stores is limited. Overall, e-commerce plays an essential role in connecting the Muslim fashion industry with consumers worldwide, eliminating physical barriers and expanding market reach. The ease of shopping, wider access to a variety of products, and the ability to run effective digital marketing campaigns make e-commerce one of the main tools in the development and promotion of Muslim fashion products.

The rapid growth of e-commerce in the last decade has revolutionized the way businesses approach marketing and sales. With increasing access to the internet and the rise of social media platforms, businesses are exploring new and innovative ways to reach their target audiences. In recent years, platforms like TikTok and Shopee have emerged as powerful tools in the digital marketing landscape, especially in the context of fashion retail. The Muslim fashion industry, a market segment known for its unique cultural and religious values, has not been immune to this digital shift.

Muslim fashion has seen significant growth, driven by an increasing demand for modest yet stylish clothing that aligns with Islamic values. This market encompasses a wide range of products, from everyday wear to high-end designer pieces. The role of e-commerce in facilitating access to this niche market is particularly important, as many consumers seek convenience, variety, and price competitiveness when purchasing fashion items online. In particular, TikTok, with its vast user base and viral content potential, has become an influential platform for shaping consumer trends and behaviors. Meanwhile, Shopee, a popular Southeast Asian e-commerce platform, has established itself as a major marketplace for a variety of products, including fashion, and is increasingly being leveraged by sellers in the Muslim fashion industry.

Despite the growing influence of TikTok and Shopee in the marketing strategies of fashion retailers, there is limited research focusing on how these platforms are specifically used in the context of Muslim fashion. This research aims to fill that gap by exploring how TikTok and Shopee function as promotional tools for businesses in the Muslim fashion sector. By examining marketing strategies employed by sellers and the effectiveness of these platforms in promoting Muslim fashion, this study will contribute valuable insights into how digital marketing is evolving in the fashion industry, particularly within the Muslim market segment.

The study will investigate how Muslim fashion brands use TikTok for content creation, influencer partnerships, and audience engagement, as well as how Shopee's platform is utilized to enhance sales and visibility for Muslim fashion products. Through this exploration, the research aims to understand how these e-commerce tools facilitate connections between brands and consumers, influencing purchasing decisions and shaping trends within the industry.

In addition to the increasing reliance on e-commerce platforms, the Muslim fashion industry is also characterized by its unique consumer behavior. Unlike other fashion segments, Muslim fashion consumers are often guided by religious principles and cultural values when making purchasing decisions. This creates a distinct market that requires tailored marketing strategies to appeal to the specific needs of the audience. For instance, marketing messages that emphasize modesty, quality, and ethical production practices are crucial for attracting Muslim consumers. As a result, platforms like TikTok and Shopee, which offer a blend of personalized experiences and widespread accessibility, have become

essential tools for bridging the gap between brands and their target consumers in the Muslim fashion market.

TikTok, as a short-form video platform, has gained popularity not only for its entertainment value but also as a space for consumer discovery. The platform's algorithm is designed to promote content that resonates with users, making it an ideal space for fashion brands to showcase their products in creative and engaging ways. In particular, influencer marketing and user-generated content on TikTok have emerged as powerful forces in influencing consumer decisions, especially among younger generations. Muslim fashion brands have successfully used TikTok to collaborate with influencers who embody the values of modest fashion, creating authentic and relatable content that resonates with their audience. The interactive and viral nature of TikTok allows fashion brands to reach millions of potential customers, transcending geographical barriers and traditional marketing limitations.

Similarly, Shopee, as a leading e-commerce platform in Southeast Asia, offers a variety of tools and features that empower businesses to market their products effectively. Shopee's extensive reach, combined with its user-friendly interface and promotional tools, provides Muslim fashion retailers with the opportunity to target specific consumer segments and drive sales. Through Shopee's live-streaming features, discounts, and advertisements, brands can create more dynamic and engaging shopping experiences. Additionally, the platform's integration of social features, such as reviews and ratings, further supports the building of trust between sellers and buyers. For Muslim fashion brands, Shopee's platform can serve as a one-stop solution for product promotion, sales tracking, and customer engagement, all while adhering to cultural preferences and values.

The combination of TikTok's viral marketing potential and Shopee's e-commerce capabilities presents a unique opportunity for Muslim fashion brands to leverage both social media and online shopping in ways that have not been fully explored. This study will not only investigate the marketing strategies employed by Muslim fashion brands on these platforms but also assess the impact of these strategies on brand visibility, consumer engagement, and sales performance. By focusing on the convergence of e-commerce and social media in the Muslim fashion industry, the research will provide valuable insights into how businesses can optimize their digital marketing efforts to cater to the needs of a diverse and growing consumer base.

METHOD

This research adopts a qualitative approach, focusing on library research as the primary data collection method. The choice of library research is based on the need to explore existing knowledge and theoretical frameworks regarding e-commerce marketing strategies, particularly the use of TikTok and Shopee as promotional tools within the Muslim fashion industry. By reviewing scholarly articles from national and international journals, industry reports, and case studies, the study aims to gather insights into the application of digital marketing in the fashion industry, with a specific focus on how these platforms shape trends in the Muslim fashion market. This method provides access to credible and reliable sources, enabling the researcher to build a comprehensive understanding of the topic through secondary data.

Data collection will involve reviewing academic articles, industry reports, market analysis, and case studies from reputable journals, both national and international. These sources focus on e-commerce marketing, TikTok and Shopee's role in fashion retail, and the dynamics of the Muslim fashion industry. Additionally, documents from government bodies and industry organizations are analyzed to understand the regulations and trends that influence digital marketing in this niche market. By utilizing a variety of secondary data

sources, the researcher can capture a broad perspective on current marketing strategies and consumer behavior in the Muslim fashion sector, providing a well-rounded foundation for analysis.

Data analysis is conducted using thematic and content analysis. Themes related to marketing strategies and the role of TikTok and Shopee are identified through a careful reading of the collected materials. Thematic coding is used to categorize recurring patterns, while content analysis focuses on understanding how these platforms are used to engage Muslim fashion consumers. A comparative approach will also be employed to contrast marketing strategies across different regions and contexts, shedding light on the effectiveness of TikTok and Shopee in reaching target audiences. These analyses are synthesized to provide actionable insights into the impact of these platforms on the Muslim fashion industry.

FINDINGS AND DISCUSSION

The Growing Use of E-Commerce in Muslim Fashion

In recent years, e-commerce has become a dominant force in the global retail landscape, and the Muslim fashion industry is no exception. Many Muslim fashion brands and sellers have turned to e-commerce platforms to market their products and reach a larger audience. The use of e-commerce in Muslim fashion offers numerous advantages, making it an essential tool for both established and emerging brands. Here are some key reasons why Muslim fashion products are increasingly utilizing e-commerce platforms:

1. Wider Market Reach

E-commerce platforms, such as Shopee, TikTok, and Lazada, provide Muslim fashion sellers with the opportunity to reach a much broader audience, not just locally, but globally. These platforms enable sellers to connect with potential customers from different countries, cultures, and backgrounds who are specifically looking for modest and Islamic clothing. Online platforms remove geographical barriers, allowing Muslim fashion brands to expand their market reach and target diverse segments interested in modest fashion, regardless of their location.

2. Convenience for Consumers

One of the primary reasons e-commerce has thrived is its convenience. Consumers can browse and shop for Muslim fashion products from the comfort of their homes at any time, without the need to visit physical stores. E-commerce platforms allow buyers to compare products, check prices, and make purchases with ease. Additionally, many platforms provide personalized shopping experiences, where products are recommended based on past purchases or preferences. The convenience factor is especially appealing for Muslim consumers who seek specific fashion items that adhere to religious guidelines, such as modest wear, hijabs, and abayas, all of which can be easily accessed and purchased online.

3. Cost-Effective Marketing and Promotion

E-commerce offers more affordable marketing options compared to traditional methods. Platforms like TikTok and Shopee allow sellers to engage in influencer collaborations, run targeted ads, and create organic content that attracts potential customers. In the Muslim fashion sector, influencer marketing is a powerful tool to showcase the authenticity and appeal of modest clothing, as many fashion influencers share their modest outfits on social media. By using e-commerce platforms, Muslim fashion brands can reduce advertising costs while reaching a larger audience and driving more sales. Influencer marketing has successfully captured public attention on digital platforms such as Instagram influencers and vloggers (Purwaningwulan et al., 2018). The advantage of social media, which allows direct interaction with consumers, has

made influencer marketing a trend in brand promotion. Selecting appropriate influencers and applying communication strategies suited to specific indicators can significantly enhance the effectiveness of online marketing in the current digital era—provided that the selection and messaging methods are carried out responsibly (Anggrayni et al., 2025).

4. Brand Visibility and Recognition

Having an online presence is essential for building brand recognition in today's digital age. E-commerce platforms, including social media platforms like TikTok, allow Muslim fashion brands to create visually appealing content, engage with customers, and build a loyal following. Through engaging posts, product reviews, and real-time customer interaction, brands can cultivate strong relationships with their audience. The visual nature of platforms like TikTok makes them particularly effective for Muslim fashion brands, allowing them to showcase their products through creative videos and styling tips.

5. Flexible Shopping Experience

E-commerce platforms allow for flexible shopping experiences, such as payment options, installment plans, and home delivery services, which can be very attractive to consumers. Many online platforms also offer secure payment methods, making it easier for customers to purchase their desired products without security concerns. The ease of returning or exchanging products and the availability of customer support further enhance the shopping experience, making it convenient for Muslim consumers who may need assistance when selecting the right products.

6. Diverse Product Range

E-commerce allows Muslim fashion brands to offer a wider range of products than traditional retail stores. Consumers can browse through a variety of options, from hijabs and abayas to modest dresses, tunics, and even modest swimwear. Online platforms also allow for customizations or exclusive collections, which attract customers looking for unique or niche items. Sellers can introduce new designs, seasonal collections, and collaborations, offering a constant stream of fresh and diverse products to their customers.

7. Access to Data and Insights

E-commerce platforms provide valuable data and analytics that help sellers understand consumer behavior, popular trends, and sales performance. These insights allow Muslim fashion brands to adjust their strategies, improve their offerings, and tailor their marketing efforts to better meet customer needs. By tracking online shopping patterns, sellers can predict demand, stock inventory more effectively, and create targeted campaigns to increase conversions.

8. Global Appeal of Modest Fashion

Modest fashion, including Muslim fashion, has grown in popularity globally, and e-commerce has played a crucial role in this expansion. With e-commerce, Muslim fashion brands can cater to a global audience that values modesty and religious guidelines in their clothing choices. Whether in the Middle East, Southeast Asia, or Europe, Muslim consumers are turning to e-commerce to find clothing that fits their cultural and religious needs. The international appeal of Muslim fashion has driven the growth of global online marketplaces, which now feature a wide array of modest fashion brands and collections.

The use of e-commerce in the Muslim fashion industry has revolutionized how products are marketed, sold, and purchased. The convenience, reach, and effectiveness of online platforms have made e-commerce a vital tool for Muslim fashion brands seeking to grow their business. By utilizing e-commerce, Muslim fashion sellers can expand their reach, provide a convenient shopping experience for consumers, and adapt to the growing demand

for modest clothing globally. In the future, as e-commerce continues to evolve, it will play an even greater role in shaping the future of Muslim fashion.

The Role of E-Commerce in Muslim Fashion Marketing

E-commerce, especially platforms like TikTok and Shopee, have become powerful forces in marketing Muslim fashion in the current digital era. These platforms offer great opportunities for Muslim fashion brands to market their products more effectively and efficiently, especially by leveraging the power of social media and online shopping.

1. The Role of TikTok in Muslim Fashion Marketing:

TikTok, as a short-video-based social media platform, has successfully captured the attention of various audiences, including younger consumers interested in fashion trends. In the context of Muslim fashion, TikTok allows brands to take advantage of creative features such as viral videos, challenges, and collaborations with influencers to introduce their products in engaging and authentic ways. For example, influencers wearing Muslim fashion can create content that showcases how to style modest clothing creatively and in a way that resonates with the audience, through tutorials, hauls, or product reviews. With TikTok's algorithm allowing content to go viral, Muslim fashion brands can easily reach a broader audience without geographic limitations. TikTok also allows brands to interact directly with their audience through comments, live streaming, or collaborations with other users, enhancing engagement and customer loyalty.

2. The Role of Shopee in Muslim Fashion Marketing:

Shopee, as the largest e-commerce platform in Southeast Asia, provides a highly effective channel for Muslim fashion businesses to sell their products. One of Shopee's advantages is its comprehensive marketing features, such as paid advertisements, discounts, vouchers, and other promotional programs that can increase product visibility. Muslim fashion sellers can use these features to attract consumers' attention and boost their sales, whether through special offers or targeted ads. Additionally, Shopee allows integration with social media, so brands can use interactions on other platforms to drive traffic to their product pages on Shopee. The review and rating features are also crucial in building trust between sellers and buyers, especially in the Muslim fashion market, where quality and alignment with religious values are important. Through this platform, consumers can easily find Muslim fashion products that meet their needs, compare prices, and make purchases conveniently and efficiently.

Overall, TikTok and Shopee play crucial roles in Muslim fashion marketing. TikTok provides an opportunity for brands to create engaging and creative content, build more personal relationships with their audience, and leverage influencer power to reach a wider market. Meanwhile, Shopee offers an e-commerce platform that facilitates more practical transactions and various promotional tools to help brands increase sales. Businesses, especially those operating in Muslim fashion e-commerce, can utilize these insights to strengthen targeted relationship strategies (Rahmawati et al., 2024). Together, these platforms offer a strong and comprehensive marketing approach for the Muslim fashion industry in the digital age.

Sales System for Muslim Fashion Products on Tiktok

The differences in the sales system for Muslim fashion products on TikTok can be seen in various aspects, including how products are promoted, the model of interaction with consumers, and the transaction mechanisms applied. Below are some key differences in the sales system for Muslim fashion products on TikTok:

1. Promotion Through Creative Content vs. Paid Ads

- a. **Creative Content (Organic Marketing):** On TikTok, Muslim fashion sellers often leverage creative content in the form of short videos, which can include tutorials, product reviews, or fashion hauls. This content is made engagingly and authentically, often involving influencers or celebrities relevant to the target audience. Sellers rely on TikTok's viral algorithm to expand the reach of their products organically, without spending on ads.
- b. **Paid Ads:** In addition to organic content, TikTok also allows sellers to use paid advertisements, such as TikTok Ads, to promote their products. These ads are targeted to specific audiences based on demographic data and user behavior, helping sellers reach a more precise customer base.
2. **Direct Sales vs. E-Commerce Platform Integration**
 - a. **Direct Sales Through TikTok Shop:** TikTok recently launched the TikTok Shop feature, which allows sellers to sell products directly through the platform. Users can immediately purchase Muslim fashion products they see in videos without leaving the TikTok app. This system streamlines the buying process, allowing sellers to use TikTok as a single platform for both marketing and transactions.
 - b. **Integration with Other E-Commerce Platforms (Linking to Shopee, Tokopedia, etc.):** Many sellers on TikTok also integrate other platforms, such as Shopee, Tokopedia, or their websites, for transactions. In this case, TikTok acts as a marketing channel, while the actual purchase is made on a different e-commerce platform. Sellers include links to their product pages on Shopee or other platforms in the video description or their TikTok bio.
3. **Interaction with Consumers**
 - a. **Engagement Through Content and Reviews:** TikTok enables direct interaction between sellers and consumers through comments, likes, and shares. Sellers can answer questions or provide clarifications directly through the comment section of their videos. Product reviews can also appear in the content, building trust among audiences regarding the quality of the products offered.
 - b. **Live Streaming and Direct Broadcasts:** TikTok provides a live streaming feature, which sellers use to interact more directly with their audience. Sellers can host Q&A sessions, showcase products in real time, and offer exclusive promotions to viewers. This creates a more personalized and engaging shopping experience for consumers.
4. **Influencer Strategy vs. Independent Sellers**
 - a. **Influencer Marketing:** Many Muslim fashion sellers on TikTok collaborate with influencers or content creators who have a relevant audience to promote their products. These influencers help introduce the products in a more personal and relatable way, which is often more accepted by the audience than traditional advertising.
 - b. **Independent Sellers (Self-Branding):** On the other hand, some sellers choose to build their branding without influencer involvement, leveraging their creativity to create content that attracts the audience. They might produce videos that showcase how to style Muslim fashion or share fashion tips, building a direct relationship with consumers without relying on third parties.
5. **Payment and Shipping Methods**
 - a. **Payments Through TikTok Shop:** With the TikTok Shop feature, sellers can take advantage of integrated payment systems within the platform, allowing transactions to be completed easily without leaving the app. Payments can be made through various methods, including credit/debit cards and digital wallets.
 - b. **Payments Through Other E-Commerce Platforms:** If sellers direct purchases to other platforms like Shopee or Tokopedia, transactions are processed on those platforms,

which offer more complex and varied payment systems, including flexible shipping options. However, this requires additional steps for consumers to move between different apps.

The differences in the sales system for Muslim fashion products on TikTok lie in how products are promoted, the interaction with consumers, and the transaction mechanisms used. TikTok provides various features to facilitate promotion and transactions directly within the platform via TikTok Shop, while many sellers also choose to direct consumers to other e-commerce platforms to complete transactions. Additionally, TikTok allows for more personal interaction through creative content and live streaming, as well as leveraging influencer power to reach a wider audience.

Sales System for Muslim Fashion Products on Shopee

The differences in the sales system for Muslim fashion products on Shopee can be seen from various aspects, including how sellers market their products, transaction mechanisms, and the features available to support sales. Here are some key differences in the sales system for Muslim fashion products on Shopee:

1. Official Stores vs. Independent Sellers
 - a. Official Store: On Shopee, many Muslim fashion brands open their official stores. These official stores usually offer product authenticity guarantees, more competitive prices, and more reliable shipping. By having an official store, brands can build a more professional image and increase consumer trust in the products they sell.
 - b. Independent Sellers: In addition to official stores, many independent sellers sell Muslim fashion products through personal accounts on Shopee. These sellers can come from various backgrounds, ranging from small businesses to individuals producing and selling Muslim fashion independently. Independent sellers often offer more flexible pricing and frequently provide discounts or special promotions.
2. Promotional and Marketing Features
 - a. Paid Ads (Shopee Ads): Shopee provides various marketing features such as Shopee Ads, which allow sellers to promote their products through paid ads that appear in search results or on the app's homepage. Muslim fashion sellers can leverage paid ads to increase product visibility and reach a wider audience.
 - b. Vouchers and Discounts: One of Shopee's key features is the use of vouchers and discounts that can be applied to product purchases. Muslim fashion sellers can create special vouchers, offer discounts on specific products, or provide cashback to attract consumers. This is a common strategy used on Shopee to increase sales and motivate consumers to make purchases.
3. Payment and Shipping Methods
 - a. Integrated Payment Methods: Shopee provides various payment methods that make it easy for consumers to purchase Muslim fashion products. Payments can be made through bank transfers, credit cards, digital wallets (such as OVO and GoPay), or even cash on delivery (COD). This integrated payment feature makes the shopping experience more convenient and user-friendly.
 - b. Flexible Shipping Options: Shopee also offers various flexible shipping options, including standard delivery, express shipping, or other shipping services. Muslim fashion sellers can choose the shipping service that suits the buyer's needs and location. Shopee also offers the Shopee Guarantee program, which provides a money-back guarantee if the product does not arrive in the promised condition or does not match the description.
4. Interaction with Consumers

- a. **Product Reviews and Ratings:** One important feature of Shopee is the product review and rating system. Consumers can rate and write reviews based on their experience, which helps potential buyers make informed decisions when purchasing Muslim fashion products. Sellers can also respond to these reviews to provide clarifications or answer consumer questions.
 - b. **Chat with Sellers:** Shopee provides a chat feature that allows buyers to interact directly with sellers. This feature is very useful for consumers who want to ask more about the size, color, or specifications of a Muslim fashion product before purchasing. This direct interaction also provides sellers the opportunity to offer more personalized customer service and enhance customer satisfaction.
5. **Loyalty and Reward Programs**
- a. **Shopee Coins:** Shopee offers a loyalty program through Shopee Coins, where consumers can collect coins every time they make a purchase, which can then be used for discounts on future purchases. This gives consumers an incentive to keep shopping on the platform, including in the Muslim fashion product category.
 - b. **Shopee Mall:** The Shopee Mall program offers access to high-quality products from leading brands, often providing promotions or free shipping. Muslim fashion products from well-known or large brands are often sold through Shopee Mall, giving consumers more confidence in choosing their products.

Overall, Shopee provides a comprehensive and flexible sales system for Muslim fashion product sellers, ranging from official stores to independent sellers. Promotional features like paid ads, vouchers, and discounts help sellers attract consumer attention. Integrated payment systems, flexible shipping options, and direct interaction with consumers through chat and reviews all contribute to a smoother and more enjoyable shopping experience. With all of these supporting features, Shopee has become a highly relevant e-commerce platform for marketing and selling Muslim fashion products.

Similarities and Differences Between TikTok and Shopee in Selling Fashion Products

TikTok and Shopee are two platforms that are quite different in terms of concept and operation, but both play important roles in the marketing and sale of fashion products, including Muslim fashion. Below are the main similarities and differences between TikTok and Shopee in the context of selling fashion products as follow:

Aspect	TikTok	Shopee
Platform Purpose and Concept	A social media platform based on short videos for entertainment and creativity. Used for promotion and brand awareness.	An e-commerce platform for direct buying and selling transactions.
Sales Model	Directs the audience to other e-commerce platforms (like Shopee) for transactions. TikTok Shop allows transactions within the app.	Provides full buying and selling transactions, including stores, payments, shipping, and promotional programs.
Promotion and Ads	Uses creative videos and paid ads (TikTok Ads). Sellers can collaborate with influencers to increase product visibility.	Provides paid ads (Shopee Ads) and promotional features like vouchers, discounts, and loyalty programs.
Payment and Shipping	Does not have its own payment and shipping system; sellers direct buyers to other platforms to complete the transaction.	Has an integrated payment and shipping system, allowing transactions to be completed within the app.

Interaction with Consumers	Interacts through comments, live streaming, and creative videos to build relationships with the audience.	Interacts via the chat feature with buyers and product reviews to increase trust.
Content Focus	Focuses on short, creative, viral, and entertaining content to capture the audience's attention.	Focuses on e-commerce features, such as product descriptions, reviews, ratings, and shipping information to facilitate purchasing.
Types of Sellers	Sellers can market fashion products through creative videos and influencer promotions.	Sellers create online stores to sell products, with features for inventory management and shipping.

TikTok and Shopee play very different roles in selling fashion products. TikTok acts as a creative promotional platform focused on short videos and influencers, while Shopee is an e-commerce platform that provides complete facilities for direct buying and selling. Both platforms can complement each other in marketing and selling fashion products.

Islamic Economics or Shariah Economics Perspective on the Use of E-Commerce (TikTok and Shopee) in Muslim Fashion Marketing

Islamic economics or Shariah economics is an economic system based on Islamic principles, which includes justice, transparency, and sustainability. In the context of e-commerce, such as platforms like TikTok and Shopee, the application of Islamic or Shariah principles can be seen in several key aspects. Below is the Islamic or Shariah perspective on the use of e-commerce in Muslim fashion marketing:

1. Justice and Balance in Transactions:

In Islamic economics, buying and selling transactions must be fair and transparent, where both parties—sellers and buyers—can clearly understand what is being offered and received. The use of e-commerce platforms like TikTok and Shopee in selling Muslim fashion products can support this principle by providing clear information about the products, prices, and terms of transactions. Shopee, for example, provides complete product descriptions, transparent pricing, and a review and rating system that allows buyers to understand the quality of products. This supports the principles of transparency and justice in transactions. On TikTok, although there is no direct transaction system within the app (except for TikTok Shop), creative videos and ads must present honest and non-deceptive information about the products being sold to avoid gharar (uncertainty) which is prohibited in Islam.

2. Prohibition of Riba (Interest) and Unethical Practices:

In Islamic economics, transactions that involve riba (interest) are prohibited. Therefore, e-commerce platforms like TikTok and Shopee need to ensure that the payment systems they offer are free from elements of riba. Shopee and other e-commerce platforms generally offer various payment methods that allow buyers to choose ways that are free from interest, such as cash payments or bank transfers without interest. These payment systems must avoid practices that involve interest which would violate Shariah principles. On TikTok, if sellers use the platform for marketing products through collaborations or promotions with financial institutions, these arrangements mustn't involve elements of interest that would violate Shariah principles.

3. Honest and Non-Deceptive Marketing (No Fraud):

In Islamic economics, it is important to avoid fraudulent practices or misleading consumers about the quality or characteristics of goods. Both TikTok and Shopee as e-commerce platforms must emphasize the importance of honesty in marketing Muslim

fashion products. Shopee supports this principle by providing review and rating features that allow buyers to share their experiences and rate products. This enables buyers to make more informed and honest purchasing decisions. TikTok also gives space for sellers to creatively promote products, but they must adhere to Shariah principles by avoiding false or exaggerated claims about the products. Sellers should describe products truthfully and not deceive consumers.

4. Prohibition of Exploitation and Unfair Practices in Business:

Islamic economics teaches that business must be conducted in a way that does not exploit others. In Muslim fashion marketing through e-commerce, it is important to ensure that the practices used do not exploit workers or consumers and that the materials or production processes follow Shariah principles, avoiding haram (forbidden) or makruh (disliked) elements. E-commerce platforms like Shopee and TikTok should support sellers who adhere to ethical production standards, ensuring that Muslim fashion products sold are not associated with the exploitation of labor or the use of forbidden materials.

5. Zakat and Social Responsibility:

One of the key principles in Islamic economics is the obligation to pay zakat, which involves giving a portion of income to help those in need. In the context of e-commerce, sellers can be encouraged to integrate zakat obligations into their transaction processes. Sellers on Shopee or TikTok can be encouraged to allocate part of their profits for charitable purposes or zakat, ensuring that the profits they make are not used for activities that go against Islamic principles. E-commerce platforms could provide features that support automatic donations or zakat for sellers or buyers who wish to participate.

From the perspective of Islamic economics or Shariah economics, the use of e-commerce platforms such as TikTok and Shopee in marketing Muslim fashion can be a beneficial opportunity as long as Shariah principles are correctly implemented. This includes fairness in transactions, avoidance of riba, honesty in marketing, prohibition of exploitation, and fulfilling zakat obligations. By adhering to these principles, e-commerce can become a permissible and sustainable tool for marketing Muslim fashion products, which is not only profitable but also ethical and in line with Islamic teachings.

Purwaningwulan (2021) adds that e-commerce transactions follow the general selling and purchasing contract in Islamic law. Ideally, the implementation process includes four characteristics of Sharia marketing, that is Theistic (Al-Rabbaniyah), Ethical (Al-Akhlaqiyah), Realistic (Al-Waqiah), and Humanistic (Al-Insaniyah). This means that online buying and selling must still comply with principles established in Islamic teachings. In other words, sharia-compliant e-commerce transactions are not only about whether the products are halal or haram, but also about how the process and marketing approach are carried out following Islamic values.

Why Many Sellers Market Their Muslim Products on Both E-Commerce Platforms, Such as TikTok and Shopee?

In this rapidly connected digital era, many sellers choose to market their products on more than one e-commerce platform, such as TikTok and Shopee. This not only gives them the advantage of expanding their market reach but also maximizes sales potential. Here are some reasons why sellers market their Muslim products on both platforms simultaneously:

1. Expanding Market Reach

By leveraging two platforms TikTok and Shopee, sellers can reach a broader and more diverse audience. Shopee focuses more on direct purchases with various features such as discounts, vouchers, and multiple payment options that attract consumers who are ready to shop. On the other hand, TikTok emphasizes visual promotions through

creative videos, which allows products to be introduced to a global audience more organically and interactively. Shopee gives sellers access to customers who are ready to make a purchase, while TikTok can create brand awareness and interest from a wider audience, even those who might not be actively shopping online.

2. Optimizing Marketing Potential with Different Formats

TikTok and Shopee offer different marketing formats. On Shopee, sellers can use paid ads, flash sales, and various promotions to attract buyers. In contrast, on TikTok, sellers can use creative videos, live streaming, and influencers to reach an audience in a more personal and engaging way. Sellers who combine both platforms can create a more comprehensive marketing strategy by leveraging different forms of advertising and content on each platform.

3. Providing a More Complete Shopping Experience

By marketing Muslim products on Shopee and TikTok, sellers can offer a more holistic shopping experience for consumers. Shopee allows consumers to make direct purchases, while TikTok helps build an emotional connection with consumers through engaging and informative content. TikTok provides an opportunity to introduce products more engagingly and creatively, while Shopee allows consumers to easily and quickly purchase the products.

4. Diversifying Risk

By marketing their products on two platforms simultaneously, sellers can reduce the risks associated with relying on just one platform. If one platform experiences technical issues or a drop in traffic, sellers can still rely on the other platform to continue making sales. Shopee might be more stable in terms of transactions and logistics, while TikTok is better at increasing brand awareness and attracting new audiences. Both platforms complement each other in supporting business sustainability.

5. Increasing Consumer Convenience and Flexibility

Each platform has different user preferences. Some consumers may prefer shopping on Shopee due to its convenient and secure payment systems, while others may be more drawn to the visual content on TikTok. By marketing products on both platforms, sellers provide consumers with more options on how they want to interact and shop. Shopee offers various payment methods and shipping services that make it easier for consumers, while TikTok focuses more on creative interactions and product promotions that excitingly engage users.

6. Maximizing the Features of Each Platform

Shopee offers various features such as Shopee Live, paid ads, and flash sales that are highly effective in boosting sales in a short amount of time. By using these features, sellers can attract the attention of consumers at specific times, creating a sense of urgency to purchase. TikTok offers more flexible and interactive video formats. By using TikTok Shop or collaborating with influencers, sellers can reach a broader audience and build a stronger brand image.

7. Opportunities to Collaborate with Influencers

On TikTok, influencers have a significant impact on promoting products. Many Muslim product sellers collaborate with influencers to create creative content showcasing their products. With TikTok Shop, influencers can directly guide their audience to purchase products through the platform. Meanwhile, Shopee also has features that allow sellers to collaborate with influencers or brand ambassadors to boost sales.

By marketing their products on TikTok and Shopee simultaneously, sellers can optimize their market reach, leverage various marketing formats, and reduce the risks associated with relying on a single platform. These two platforms offer complementary benefits, with Shopee offering easy direct shopping and TikTok providing opportunities for creative and interactive

brand awareness. In this competitive digital era, using both platforms can be an extremely effective strategy for achieving success in selling Muslim fashion products.

The Importance of E-commerce Platforms like TikTok and Shopee in Supporting Business Trade, Specifically Sales in the Digital Era

In the rapidly growing digital era, e-commerce has become one of the main pillars of the business world. E-commerce platforms like TikTok and Shopee provide immense opportunities for business owners to expand their market reach, increase sales, and introduce their products to a wider audience. Here are some reasons why e-commerce, especially TikTok and Shopee, is so important in helping businesses in this digital era:

1. Access to a Broader Market

E-commerce enables businesses to reach customers from various locations, both locally and internationally. By using platforms like Shopee, sellers can access a much larger market without being limited by space or time. Shopee offers shipping services to various regions and countries, allowing products to be sold globally. Likewise, TikTok provides an opportunity to market products to an international audience through creative videos that can quickly go viral.

2. Ease of Marketing and Promotion

Platforms like TikTok provide an easy and effective way to promote products through creative videos that quickly grab the audience's attention. Using influencers or collaborating with content creators on TikTok can significantly increase product visibility, especially in niches like Muslim fashion. With targeted ad features, sellers can reach relevant audiences based on user preferences and behaviors. On the other hand, Shopee also offers various promotional programs like discounts, vouchers, and paid ads to help attract more buyers.

3. Direct Interaction with Consumers

E-commerce allows businesses to directly interact with consumers, either through comments, messaging, or product reviews. On TikTok, sellers can engage directly with their audience through comments on videos or live-streaming sessions, creating a more personal relationship with customers. This is crucial in building customer loyalty and increasing trust in the products being sold. On Shopee, the chat feature allows sellers to answer buyer questions and provide more information about the products they are selling, thus improving customer satisfaction.

4. Operational Efficiency

E-commerce platforms like Shopee and TikTok allow sellers to manage their businesses more efficiently. Shopee, for example, offers features like inventory management, secure payment systems, and integrated shipping services. This allows sellers to focus on marketing and product development while Shopee handles the logistics. On TikTok, while transactions often happen outside the app, the platform helps sellers boost brand awareness, which in turn drives sales.

5. Lower Marketing Costs

One of the greatest advantages of e-commerce is the relatively low cost of marketing compared to traditional marketing methods. On TikTok, the cost of creating promotional videos can be much lower compared to TV or radio ads. Many small sellers can leverage the viral nature of videos to reach a large audience without high costs. Meanwhile, Shopee offers various promotional features like vouchers and paid ads that can be tailored to the seller's marketing budget, allowing businesses to choose the most efficient way to promote their products.

6. Building Consumer Trust

E-commerce platforms like Shopee feature reviews and ratings that allow consumers to provide feedback on products and their experiences. This is very important in building consumer trust, especially in the Muslim fashion market, which requires guarantees of product quality and authenticity. (Nofrizal et al., 2023) Sellers who receive positive ratings from customers are more likely to be trusted by prospective buyers. On TikTok, the influence of influencers and creative content also helps build a positive image of the products, which can influence purchasing decisions.

7. Using Data and Analytics to Improve Sales

E-commerce platforms like Shopee and TikTok provide analytics data that can help sellers understand consumer behavior, market trends, and product performance. By leveraging this data, business owners can adjust their marketing strategies, identify best-selling products, and enhance the customer experience. The analytics features offered by both platforms enable sellers to make smarter, data-driven business decisions.

Overall, e-commerce platforms like TikTok and Shopee play a crucial role in helping businesses in the digital era. By providing access to a wider market, ease of marketing, direct interaction with consumers, operational efficiency, lower marketing costs, and the ability to build consumer trust, these platforms have become invaluable tools for business owners, particularly in the Muslim fashion sector. E-commerce enables businesses to thrive in the global market and adapt to the needs and expectations of today's consumers.

CONCLUSION AND SUGGESTION

Conclusion

The use of e-commerce in the Muslim fashion industry has revolutionized how products are marketed, sold, and purchased. The convenience, reach, and effectiveness of online platforms have made e-commerce a vital tool for Muslim fashion brands seeking to grow their business. By utilizing e-commerce, Muslim fashion sellers can expand their reach, provide a convenient shopping experience for consumers, and adapt to the growing demand for modest clothing globally. In the future, as e-commerce continues to evolve, it will play an even greater role in shaping the future of Muslim fashion.

E-commerce platforms like TikTok and Shopee play a crucial role in helping businesses in the digital era. By providing access to a wider market, ease of marketing, direct interaction with consumers, operational efficiency, lower marketing costs, and the ability to build consumer trust, these platforms have become invaluable tools for business owners, particularly in the Muslim fashion sector. E-commerce enables businesses to thrive in the global market and adapt to the needs and expectations of today's consumers. Both TikTok and Shopee play crucial roles in Muslim fashion marketing. TikTok provides an opportunity for brands to create engaging and creative content, build more personal relationships with their audience, and leverage influencer power to reach a wider market. Meanwhile, Shopee offers an e-commerce platform that facilitates more practical transactions and various promotional tools to help brands increase sales. Together, these platforms offer a strong and comprehensive marketing approach for the Muslim fashion industry in the digital age. By marketing their products on TikTok and Shopee simultaneously, sellers can optimize their market reach, leverage various marketing formats, and reduce the risks associated with relying on a single platform. These two platforms offer complementary benefits, with Shopee offering easy direct shopping and TikTok providing opportunities for creative and interactive brand awareness. In this competitive digital era, using both platforms can be an extremely effective strategy for achieving success in selling Muslim fashion products.

Islamic economics or Shariah economics is an economic system based on Islamic principles, which includes justice, transparency, and sustainability. In the context of e-

commerce, such as platforms like TikTok and Shopee, the application of Islamic or Shariah principles can be seen in several key aspects. From the perspective of Islamic economics or Shariah economics, the use of e-commerce platforms such as TikTok and Shopee in marketing Muslim fashion can be a beneficial opportunity as long as Shariah principles are correctly implemented. This includes fairness in transactions, avoidance of *riba*, honesty in marketing, prohibition of exploitation, and fulfilling zakat obligations. By adhering to these principles, e-commerce can become a permissible and sustainable tool for marketing Muslim fashion products, which is not only profitable but also ethical and in line with Islamic teachings.

Suggestion

There are several strategic suggestions can be formulated to strengthen research on e-commerce marketing strategies in the Muslim fashion industry. One important angle is to analyze how TikTok and Shopee serve not as competing platforms but as complementary tools in the customer journey—from brand awareness on TikTok through creative and interactive content, to transaction completion on Shopee with its efficient and secure purchasing features. From this, researchers can develop a dual-platform marketing strategy model specifically tailored for Muslim fashion businesses, incorporating content planning, influencer engagement, and synchronized promotional efforts.

Furthermore, the study can explore the impact of Muslimah influencers on TikTok and how their role aligns with Shariah values, particularly in fostering modesty, authenticity, and trust. Consumer trust can also be further examined by evaluating how businesses that practice transparency, provide halal certification and use honest marketing techniques are perceived more positively within the Muslim market. Additionally, research could assess which types of TikTok content—such as live streaming, tutorials, and customer testimonials—are most effective in driving engagement and sales.

The implementation of Shariah principles in e-commerce should also be critically reviewed, especially in identifying challenges such as the absence of halal labeling features, interest-based payment systems, and the general lack of awareness among sellers regarding Islamic business ethics. A valuable contribution to the study would be to suggest how Muslim fashion sellers can collaborate with Islamic financial institutions to ensure Shariah-compliant transactions, from financing to zakat contributions. Finally, the research can offer platform-level recommendations for TikTok and Shopee, including the addition of halal product tags, Shariah-compliance badges, or dedicated sections for modest fashion, thereby supporting the ethical and religious needs of both sellers and consumers.

Muslim fashion sellers can optimize their marketing strategy by leveraging both TikTok and Shopee to create a seamless customer journey. TikTok serves as an effective platform for building brand awareness through engaging short videos, while Shopee offers a reliable space for completing transactions. Sellers should link their TikTok content directly to their Shopee store via TikTok Shop to drive conversions. Creating content that aligns with Islamic values—such as modesty, honesty, and ethical representation—is essential. By showcasing outfit inspirations, behind-the-scenes footage, and educational content on modest fashion, sellers can build trust with their audience while adhering to Shariah principles.

Collaborating with Muslim and Muslimah influencers who share similar values can also boost authenticity and expand market reach, particularly on TikTok. At the same time, maximizing Shopee's features—such as discount vouchers, flash sales, Shopee Ads, live selling, and customer engagement tools like chat and reviews—can significantly improve visibility and sales. Sellers are encouraged to serve both local and international markets by tailoring content to different audiences and showcasing cultural elements in their designs. It is also important for sellers to implement Islamic business ethics in their operations,

including fair pricing, product transparency, honest marketing, and fulfilling zakat obligations, to build long-term consumer trust and business barakah (blessings). Additionally, monitoring current TikTok trends and Shopee analytics helps sellers stay responsive to consumer behavior and market demands. Lastly, sellers can enrich their brand identity by educating their audience on topics such as modest fashion and ethical production, turning their e-commerce presence into a meaningful and value-driven experience.

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