

Islamic Lifestyle Trends Among the Younger Generation: A Systematic Review of the Role of Social Media and Influencers

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Abstract: This study aims to explore the dynamics of Islamic lifestyle trends among youth through a systematic review of the roles of social media and influencers. Employing a library research approach with the integrative review method, the study synthesizes various empirical findings published between 2015 and 2024, sourced from academic databases such as Google Scholar, DOAJ, Scopus, and Scispace. Inclusion and exclusion criteria were applied to ensure the relevance and credibility of sources. Thematic synthesis was used to analyze selected articles, focusing on key variables such as Islamic lifestyle, social media, youth, and the role of influencers. The findings reveal that social media and Muslim influencers significantly shape the Islamic identity of young people, influencing their spirituality, appearance, and daily lifestyle. However, this phenomenon is also marked by challenges such as the commercialization of religious values and ideological contestation within Islam. The study underscores the importance of religious digital literacy and the need for inclusive, moderate online spaces. These findings contribute theoretically to contemporary Islamic studies and digital communication, while also offering directions for future research on da'wah strategies in the new media era.

Keywords: Islamic Lifestyle, Muslim Influencer, Social Media, Youth Generation.

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A. INTRODUCTION

The Islamic lifestyle among the younger generation has undergone a significant transformation along with the development of digital technology and social media. The concept of the Islamic lifestyle encompasses various aspects of life, including how to dress, consume, and socially interact in accordance with Islamic values. According to Zaid et al. (2022), social media has become a major platform for young generations of Muslims to express their religious identity and form communities that support those values. In addition, Siregar et al. (2024) emphasize that social media plays an important role in shaping the religious and cultural identity of the younger generation of Muslims, with influencers playing a role in promoting Islamic values and encouraging consumption behaviors that are in accordance with halal principles.

Several studies have highlighted the role of social media in shaping the Islamic lifestyle among the younger generation. Zaid et al. (2022) found that social media influencers are challenging traditional religious authority by reimagining Muslim identities based on new global lifestyles. Siregar et al. (2024) show that social media platforms are key in shaping the religious and cultural identity of the younger generation of Muslims, with influencers playing an important role in promoting Islamic values. Robiansyah et al. (2025) added that the quality

of Islamic content and the physical attractiveness of influencers positively affect social media consumption, with likeability as a mediator.

Other research highlights how social media influences Muslim fashion purchasing decisions. Mutmainah and Romadhon (2023) found that Islamic branding and social media marketing have a significant influence on Muslim fashion purchasing decisions, while halal lifestyles have no significant influence. This suggests that while religious values are important, factors such as branding and marketing through social media further influence purchasing decisions. Additionally, an article in *Vogue Business* (2022) shows that modest fashion has become a multi-billion dollar industry, driven by a young Muslim population and social media.

Studies also show that social media allows younger generations of Muslims to form their own religious identities. Hasan (2022) shows that Instagram has become a space for Muslim youth to share images that create visual representations of Islam and shape their religious identity. El Sayed and Hotait (2024) highlight TikTok's role in providing a platform for marginalized groups, including Muslim women, to express their identities. Douglass et al. (2022) found that the use of social media and online digital technology among Muslim youth and their parents influences the way they shape religious and cultural identities.

Analysis from various studies shows that social media and influencers play an important role in shaping the Islamic lifestyle among the younger generation. However, there is a research gap in understanding how influencers specifically influence the adoption of Islamic lifestyles through social media. The novelty of this study lies in its focus on examining the role of influencers in shaping the Islamic lifestyle of the younger generation through social media, which has not been extensively researched in depth. The aim of this study was to systematically analyze how social media and influencers influence Islamic lifestyle trends among the younger generation, as well as its implications for their religious identity and consumption behavior.

B. METHOD

This study uses a library research approach with an integrative review method, which is an approach that combines and synthesizes various empirical study results to understand in depth certain phenomena, in this case Islamic lifestyle trends among the younger generation as well as the influence of social media and influencers. This approach is suitable to be used to evaluate theories, identify research gaps, and build a conceptual basis in the realm of communication science and contemporary Islamic studies (Torraco, 2005). The purpose of this integrative review is to formulate a comprehensive understanding of the dynamics and factors influencing the Islamic lifestyle through social media exposure and the role of influencers.

The data sources in this study were obtained from various reliable academic databases, namely Google Scholar, Scispace, Directory of Open Access Journals (DOAJ), and Scopus. The articles used must meet the inclusion criteria, namely: (1) published in the range of 2015 to 2024, (2) relevant to the topic of Islamic lifestyle, social media, the younger generation, or the role of influencers, (3) published in national and international scientific journals that have been accredited, and (4) available in Indonesian or English. The exclusion criteria include: (1)

articles in the form of non-empirical opinions or essays, (2) not having full-text access, and (3) publications outside the predetermined year period.

The literature search procedure was carried out by designing a combination keyword strategy such as: "Islamic lifestyle", "Muslim youth", "social media influencer", "Muslim religious identity", and "modest fashion". The selection process starts from the initial search to identify relevant articles based on titles and abstracts, followed by reading the entire content to ensure suitability with the focus of the study. Literature that has met the criteria will be analyzed using thematic methods to group research results based on the main variables in this study, namely Islamic lifestyle, social media, the younger generation, and the role of influencers.

Data analysis is carried out through thematic synthesis techniques, which is the process of identifying, grouping, and interpreting the main themes that emerge from the selected research results. To maintain validity and reliability, peer debriefing and literature triangulation were carried out, namely by comparing the results of synthesis between different databases to reduce bias. Validity is also supported through trail audits, which are systematic documentation of the search and selection process of literature that can be tracked and evaluated openly (Whittemore & Knafl, 2005). This approach is expected to produce a comprehensive and credible understanding of the influence of social media and influencers on the Islamic lifestyle among the younger generation.

C. RESULTS AND DISCUSSION

1. Sosial Representation of Islamic Lifestyle in Social Media Platforms

Islamic lifestyles in the digital era, especially on social media platforms, are increasingly represented and evolving along with technological developments. These platforms serve not only as a means of communication, but also as an arena for the expression of religious and cultural identities. In the Indonesian context, this phenomenon represents an important shift in how Islamic religion and lifestyle are expressed in public, especially among the younger generation who are active on social media.

One side of this phenomenon is the emergence of "Islamic clicktivism," in which Islamic activism, such as the Aksi Bela Islam movement, is increasingly being spread through social media, including Facebook and Instagram Ahyar & Alfitri, 2019; This activity shows how strong the influence of social media is in strengthening Islamic narratives and identities among youth. This is in line with the discovery that the voices of moderate Islamic groups, such as Muhammadiyah and Nahdlatul Ulama, are increasingly reduced in their digital presence, resulting in challenges in their da'wah (Akmaliah, 2020; . However, on the other hand, the existence of Muslim influencers on social media serves to provide more accessible religious content to the ummah, changing the way people understand and apply Islamic values in their daily lives (Zaid et al., 2022).

In addition, research shows the existence of a new hierarchy within religious authority where social media influencers are taking over some of the traditional roles of formal religious institutions. In the context of the COVID-19 pandemic, when access to public rituals is restricted, the role of social media influencers has become increasingly important (Zaid et al.,

2022). These influencers not only disseminate religious information, but also contribute to the revitalization of the spirituality of the millennial generation through social media (Arifin, 2022). The research also underlines how these groups use social marketing techniques to serve as a bridge to change the stigma of Islam from an orthodox view to something more relevant to millennial pop culture (Arifin, 2022).

In addition, the existence of social media has been used by various groups, both moderate and radical, to spread their ideology. The involvement of youth as the main users of social media makes this platform very effective in disseminating ideologies, both constructive and detrimental (Muthohirin, 2015). Social media has become a tool for radical groups to develop networks and spread their doctrines in Indonesia (Haramain et al., 2020). This indicates the importance for the younger generation to have good media literacy so that they can identify constructive and potentially harmful content.

Thus, the representation of the Islamic lifestyle on social media platforms in Indonesia reflects the complex dynamics between moderation, activism, and the potential for radicalization. While there are challenges for moderate voices to gain attention in the digital hierarchy, there are also opportunities for strengthening religious identities and practices that are more relevant to the daily lives of the younger generation, through innovative and inclusive social media content (Akmaliah, 2020; Ahyar & Alfitri, 2019; Sule & Sulaiman, 2021; Zaid et al., 2022).

2. The Influence of Social Media on the Formation of Young Muslim Identity

The influence of social media on the formation of young Muslim identities is very significant in this digital era. Social media has become an important tool for millennials to express and establish their religious identity, both in the context of local and global communities. In this case, social media not only serves as a platform to interact, but also reinforces the religious values embraced by individuals. First, research shows that social media facilitates the dissemination of information and understanding of inclusive Muslim identity. Through platforms such as Instagram and TikTok, young people can share their experiences and knowledge about religious practices and Islamic values in a context that is more acceptable to their peers [8][9]. This phenomenon creates space for a more diverse presentation of identity, where positive representations of Islamic life can compete with more traditional or conservative narratives [10][11]. For example, Muslim influencers who share content about Islamic lifestyle, hijab fashion, or halal food help reinforce this identity among youth [12][13]. Furthermore, the impact of social media can also be seen from the way this platform is used in building a community. Within online communities, young Muslims can find a safe space to share and discuss issues that are relevant to them, as well as gain social support from others. This is important because their Muslim identity is often influenced by interaction and support from peer groups [8][14]. For example, research shows that hijrah communities on social media help their members to better understand and apply religious teachings in their daily lives [13][10]. However, there are also negative impacts of social media use that have the potential to be detrimental to the formation of a healthy Muslim identity. For example, polarization that occurs due to differences of opinion on social media can result in identity conflicts among young Muslims. They may feel pressured to form an image that

conforms to group expectations, which can lead to anxiety and depression [8][9]. In addition, the development of globalization and the influence of pop culture can make some individuals feel confused or alienated from the traditional values they adhere.

Overall, social media has two sides to the formation of young Muslim identities. On the one hand, it offers an opportunity to express and strengthen a positive Islamic identity. On the other hand, it also presents the challenges that every Muslim individual and community needs to face in order to maintain and develop their identity in the midst of an increasingly complex flow of information globalization.

3. The Role of Muslim Influencers in Popularizing Islamic Trends

The role of Muslim influencers in popularizing Islamic trends is increasingly important amid the rapid development of social media. These influencers not only serve as informants, but also as a bridge to build and strengthen religious identities among the younger generation. They create content that is both educational and entertaining, thus making the concept of Islam more interesting and relevant to daily life. One of the important aspects of the role of Muslim influencers is their ability to educate the public about Islamic values through social media platforms such as Instagram and Research shows that influencers actively use Instagram to spread positive messages related to hijrah and Muslim identity, as seen in the popularity of hashtags #muslimahbercadar and #hijabcadar which have thousands of posts Aprianti & Pramiyanti (2020). The content generated by these influencers often includes tutorials, daily thoughts, and personal reflections that can inspire their followers to delve deeper into the teachings of Islam in a modern and relevant way (Husna et al., 2022;).

In addition, Muslim influencers are also able to popularize Islamic fashion trends by showing how to dress sharia that is still fashionable. The discussion about hijab fashion among influencers can be seen as an attempt to counteract the stereotype that wearing Islamic clothes means losing style. Research shows that the representation of veiled micro-celebrities on social media is an attempt to display one's identity and increase acceptance of the fashionable and bold Muslim lifestyle (Lestari, 2022). This is very relevant in a society that often sees sharia clothing as a limitation in creating. Social media also allows influencers to create more specific communities and interactions with their followers. In this context, Muslim influencers often hold Q&A sessions or live streams to answer questions and provide spiritual guidance, making them a closer and accessible figure to the younger generation (Winarty, 2024). This activity not only strengthens the relationship between the influencer and his followers, but also builds a sense of community among individuals who share the same views and values.

However, it is important to remember that the success of influencers in popularizing Islamic trends must also be balanced with an awareness of social responsibility. The content disseminated must be worked on carefully so as not to trigger misinterpretation or conflict in society (Razali & Dyanasari, 2024). Excessive or inaccurate content can lead to confusion or even polarity among the wider Muslim community (Assidiq et al., 2023). Therefore, influencers need to have a deep understanding of Islamic values while still innovating to attract the attention of the younger generation. Overall, the role of Muslim influencers in popularizing Islamic trends shows an interesting dynamic between tradition and modernity,

where social media is an efficient platform for spreading hijrah, education, and religious identity in the digital era (Husna et al., 2022; Alauddin et al., 2022; Winarty, 2024).

D. CONCLUSIONS AND SUGGESTIONS

The trend of Islamic lifestyle among Indonesia's young generation reflects the integration between religious values and digital culture that continues to grow. Muslim social media and influencers play a significant role in shaping Islamic identity, encouraging an Islamic lifestyle that is more contextual, creative, and relevant to the reality of young people. However, the dynamics between moderation, commercialization, and potential deviations are also an inevitable part of this phenomenon.

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