

## MUSLIM FEMALE CONTENT CREATOR ON TIKTOK @HELWABASWEL AS AN INSPIRATION FOR OOTD TRENDS FOR STUDENTS

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### Article Info

#### Article history:

Received :  
Revised :  
Accepted :  
Available online  
<http://jurnal.uinsu.ac.id/index.php/analytica>

E-ISSN: 2541-5263

P-ISSN: 1411-4380



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### ABSTRACT

*This study analyzes the phenomenon of Muslimah content creators on the TikTok platform, focusing on the account @helwabaswel, which serves as a source of inspiration for Outfit of the Day (OOTD) styles among students of the Islamic Communication and Broadcasting (KPI) Study Program, Faculty of Da'wah and Communication (FDK), State Islamic University of North Sumatra. The aim of this research is to describe the characteristics of the OOTD content presented, examine KPI students' responses to such content, and assess its influence on their fashion styles. This study employs a qualitative approach with a phenomenological method, using in-depth interviews, participatory observation, and document analysis. The findings reveal that OOTD content produced by the @helwabaswel account presents modest fashion that aligns with Islamic principles, combining visual aesthetics, pastel color trends, and implicit da'wah messages. KPI students respond positively by using the content as a reference for dressing in a way that remains syar'i yet stylish, while also serving as motivation to enhance their awareness of the importance of Islamic appearance. Nevertheless, some informants expressed critical views regarding the commercialization elements embedded in the content. These findings indicate that Muslimah content creators on TikTok function not only as fashion representatives but also as agents of cultural da'wah who influence the construction of identity and fashion styles of young Muslim women, particularly within higher education settings. Academically, this research makes an important contribution to broadening the understanding of the role of social media in shaping identity, internalizing Islamic values, and developing fashion trends among female university students.*

**Keywords:** Cultural da'wah, Muslimah content creators, Modest fashion, OOTD, TikTok

## 1. INTRODUCTION

In today's digital era, social media is not only a means of communication between individuals but has also evolved into a new public space that contributes to identity formation, self-expression, and the dissemination of cultural and religious values. One rapidly growing platform is TikTok, a short-form video-based social media platform that attracts millions of active users daily. TikTok serves not only as a means of entertainment but has also become a platform for content creators to convey specific messages, including in the areas of Muslim lifestyle and fashion (Putri, 2023).

One prominent phenomenon on TikTok is the emergence of Muslim content creators, including those who wear the niqab (veil), who share Outfit of the Day (OOTD) content that combines modest fashion values with the latest clothing trends. Their presence proves that clothing in accordance with Islamic law does not have to be synonymous with monotony or old-fashionedness, but can be harmoniously combined with modern aesthetics and style (Rahmawati, 2022). This phenomenon is in line with the words of Allah SWT in the Qur'an:

يَا أَيُّهَا النَّبِيُّ قُلْ لَأَزُوجَكُمْ وَبَنَاتَكُمْ وَنِسَاءَ الْمُؤْمِنِينَ يُدْنِينَ عَلَيْهِنَّ مِنْ جَلِيبِهِنَّ ۚ ذَلِكَ أَدْنَىٰ أَنْ يُعْرَفْنَ فَلَا يُؤْذَيْنَ ۚ  
وَكَانَ اللَّهُ غَفُورًا رَحِيمًا

Meaning: "O Prophet! Tell your wives and your daughters and the women of the believers to draw their cloaks all over their bodies. That is that's so they're easier to recognize and not disturbed." (QS. Al-Ahzab: 59)

وَقُلْ لِلْمُؤْمِنَاتِ يَغْضُضْنَ مِنْ أَبْصَارِهِنَّ وَيَحْفَظْنَ فُرُوجَهُنَّ وَلَا يُبْدِينَ زِينَتَهُنَّ إِلَّا مَا ظَهَرَ مِنْهَا وَلْيَضْرِبْنَ بِخُمُرِهِنَّ عَلَىٰ جُيُوبِهِنَّ ۚ وَلَا يُبْدِينَ زِينَتَهُنَّ إِلَّا لِبُعُولَتِهِنَّ أَوْ آبَائِهِنَّ أَوْ آبَاءَ بُعُولَتِهِنَّ أَوْ أَبْنَاءِهِنَّ أَوْ أَبْنَاءَ بُعُولَتِهِنَّ أَوْ إِخْوَانِهِنَّ أَوْ بَنِي إِخْوَانِهِنَّ أَوْ بَنَاتِ أَخَوَاتِهِنَّ أَوْ نِسَائِهِنَّ أَوْ مَا مَلَكَتْ أَيْمَانُهُنَّ أَوِ التَّبِيعِينَ غَيْرَ أُولَىٰ الرَّبَّةِ مِنَ الرِّجَالِ أَوِ الطِّفْلِ الَّذِينَ لَمْ يَظْهَرُوا عَلَىٰ عَوْرَاتِ النِّسَاءِ وَلَا يَضْرِبْنَ بِأَرْجُلِهِنَّ لِيُعْلَمَ مَا يُخْفِينَ ۚ مِنْ زِينَتِهِنَّ وَتَوْبُوا إِلَى اللَّهِ جَمِيعًا أَيُّهَا الْمُؤْمِنُونَ لَعَلَّكُمْ تُفْلِحُونَ

Meaning: "Say to the believing women, let them guard their eyes, and guard their private parts, and do not reveal their jewellery, except that which is (normally) visible. And let them cover their veils over their breasts, and do not reveal their jewellery except to their husbands, or their fathers, or their husbands' fathers, or their sons, or their husbands' sons, or their brothers, or their brothers' sons, or their sisters' sons. them, or the women among them, or the servants they have, or the male servants who have no desire (for women), or the children who do not yet understand about women's private parts. And let them not stamp their feet so that the jewelry they hide is known. And all of you repent to Allah, O people who Believe, that you may be successful." (QS An-Nur: 31)

This verse emphasizes the importance of dressing modestly and covering one's private parts as an aspect of identity and protection for Muslim women. In the

current context, this teaching is often interpreted more relevantly through ethical fashion. In other words, education about the importance of covering the private parts is now delivered not only through lectures but also through attractive fashion displays on social media.

One individual who has attracted attention in this context is the TikTok account @helwabaswel, a Muslim content creator whose creatively packaged Islamic fashion content. Through short videos styled "Outfit of the Day" (OOTD), Helwa Baswel showcases modest, fashionable, and sharia-compliant Muslim clothing. Her fresh content presentation concept, aligned with youth trends, has successfully attracted hundreds of thousands of fans, especially young women and Muslim female students.

This phenomenon is also felt among female students of the Islamic Communication and Broadcasting (KPI) program, Faculty of Da'wah and Communication (FDK), UIN North Sumatra. Many of them use Helwa Baswel as inspiration to showcase their Islamic lifestyle, their passion for preaching through digital media, and their ability to convey Islamic values through fashion. This demonstrates the tangible influence of Muslim fashion content on TikTok on the mindset, clothing style, and religious expression of KPI female students.

In the study of Islamic Communication and Broadcasting, the phenomenon of Muslim women's OOTD (outfits for Islamic fashion) has become a significant topic. Female KPI students, as part of the digital generation, frequently follow Muslim women's content creators' accounts on TikTok to find fashion inspiration that is not only stylish but also reflects Islamic values. This is closely related to their efforts to find their identity as modern Muslim women who are active in the digital world while still adhering to Islamic law (Hasanah, 2021). Sari and Nugroho (2020) emphasized that the modest fashion trend on social media provides an opportunity for Muslim women to assert their identity. Among students, this trend extends beyond clothing style to self-image, visual expression of Islamic propagation, and the reflection of Islamic values in the digital space. Many female KPI students at UIN North Sumatra are active consumers of OOTD content on TikTok, and some even become content creators by imitating the styles of their favorite Muslim women. This phenomenon demonstrates the interactive communication between content production and consumption (Lubis, 2023).

From an Islamic communication perspective, this phenomenon is important to examine because it demonstrates a new form of da'wah (Islamic outreach) through visual media. Muslim clothing not only serves to cover the aurat (awrah) but also conveys values, culture, and identity. OOTD content on TikTok shared by Muslim influencers can be understood as cultural da'wah, namely the dissemination of Islamic values in a way that is more easily accepted by society (Syahrani, 2024). However, it should be noted that not all OOTD content contains da'wah elements; some even tend to be commercial and consumerist. Therefore, it is important for KPI female students to critically examine this content to avoid being trapped by

meaningless symbolism and instead to derive positive values in accordance with Islamic teachings.

TikTok itself is a popular social media platform launched in 2016 and is now widely used by young people for self-expression (Susanto, 2021). Its presence is not only for entertainment, but also a commercial tool, such as the TikTok Shop feature and a space for the latest fashion trends, including OOTDs. The For Your Page (FYP) feature provides broad user participation opportunities, resulting in TikTok trends having a strong influence on Indonesian lifestyles (Maulidiya, 2023). Furthermore, TikTok functions as a technology-based learning medium that facilitates access to information and serves as a communication bridge between communicators and recipients (Sri et al., 2022).

Based on the above description, the research problem can be formulated as follows: how does the phenomenon of Muslim women's OOTD content on TikTok, particularly through the @helwabaswel account, influence female students of the Indonesian Muslim Student Association (KPI) of UIN North Sumatra in shaping their religious identity, fashion choices, and understanding of digital da'wah (Islamic outreach). Therefore, this study seeks to address the gap regarding how the younger generation of Muslim women negotiate religious values, self-identity, and digital trends through fashion practices on social media.

## 2. RESEARCH METHOD

This study uses a qualitative approach with a phenomenological approach. The aim is to deeply explore the meaning and perspectives of female students regarding the phenomenon of Muslim female content creators on TikTok as a source of inspiration for following the Outfit of the Day (OOTD) trend at the Faculty of Da'wah and Communication (FDK) at the State Islamic University of North Sumatra. The phenomenological method was chosen because it allows researchers to explore the personal experiences of informants while simultaneously uncovering the social and symbolic meanings formed in their daily lives. This research was conducted within the Faculty of Da'wah and Communication, specifically within the Islamic Communication and Broadcasting (KPI) Study Program. This study was purposively selected because its female students represent a digital generation actively accessing and replicating Muslim female content creators on social media. The study lasted for one month, beginning on July 28, 2025.

The research data sources consisted of primary and secondary data. Primary data were obtained through in-depth interviews, participant observation, and visual documentation, while secondary data were obtained from a literature review of books, journal articles, previous research reports, and other written sources relevant to the OOTD trend and the phenomenon of Muslim female content creators on TikTok. Interviews were conducted with eight informants:

female students from the Indonesian Student Association (KPI) who actively follow OOTD trends, as well as Muslimah TikTok content creators whose work was used as references. Semi-structured interviews allowed for flexible exploration of clothing experiences, symbolic meanings, and perceptions of OOTD content. Participatory observation was conducted by observing female students' dress styles in classrooms, da'wah events, and public areas on campus. Documentation included screenshots, photos, videos, and supporting documents such as campus dress codes and visual da'wah materials. The following table presents a list of research informants:

No	Name	Age	Preferred Type of Clothing
1	Ezra	22	Earth tones, pashmina
2	Hanifah	22	Monochrome, casual
3	Dama	22	Pastel, feminine
4	Nurul	22	Earth tones, pashmina
5	Arafah	23	Shariah, pashmina
6	Sarifah	24	Monochrome, casual
7	Sarmila	22	Shariah, hijab
8	Sapna	22	Monochrome, casual

The collected data were analyzed using descriptive qualitative analysis with a phenomenological approach through three stages: data reduction, data presentation, and drawing conclusions and verification. Data reduction was carried out by sorting information focused on understanding OOTD trends as an expression of identity and a means of preaching. The reduced data were then presented in the form of an analytical narrative to reveal patterns, trends, and meanings. The final stage, drawing conclusions and verification, was carried out to formulate a comprehensive understanding of the role of OOTD content in shaping female students' religious identities.

### 3. RESULT AND ANALYSIS

#### *Characteristics of OOTD Content by Content Creator @helwabaswel*

Based on observations of popular Muslim female content creator accounts on TikTok, such as @helwabaswel, it was found that their Outfit of the Day (OOTD) content exhibits a fairly consistent and unique pattern. This pattern not only demonstrates the aesthetic aspect of clothing but also contains a religious message integrated with commercial value.

#### *Visual Modest Attire*

Muslim female content creators showcase clothing that covers the body, is loose-fitting, and does not reveal curves, while remaining relevant to the latest fashion trends. Styles featured include combinations of long tunics with culottes, minimalist robes without flashy designs, outerwear such as jackets, blazers, or

vests, and pashmina or rectangular hijabs that coordinate with the overall outfit. This fashion pattern demonstrates that modest fashion does not mean rigid, but rather adaptable to modern fashion trends. This finding aligns with research by Rahmawati (2022), which shows that Muslim female fashion on social media plays a crucial role in building an inclusive and stylish image of Islam.

#### *Fashion Atmosphere and Sound*

Soft colors such as pastels, earth tones, and monochrome are used to convey an elegant, graceful, and feminine impression. This color choice is not only a matter of aesthetics, but also a symbol of Muslim women's identity, seeking to demonstrate harmony between visual beauty and modesty. This can be understood as a form of cultural da'wah (Islamic outreach), where religious messages are conveyed through symbols and everyday lifestyle. This finding supports Putri's (2023) research, which asserts that TikTok can become a new space for Muslim women to express their religious identity through their clothing styles.

#### *Content Editing and Aesthetics*

The OOTD content produced is typically short (15 seconds) with a cinematic style, soft background music, and inspirational Islamic quotes. This aesthetic makes the content more than just a fashion advertisement, but also includes subtle elements of da'wah (Islamic outreach). This pattern demonstrates a strategic effort to combine entertainment, education, and da'wah in a single package that is easily accessible to the audience. Compared to Zahara's (2021) research on the use of Instagram for visual da'wah, TikTok offers a more interactive appeal due to its short duration and more dynamic audio-visual trends.

#### *Commercial Ventures*

Much of the content showcases collaborations with fashion brands (endorsements), both local and international. This strategy has given rise to the phenomenon of commercialization of da'wah, where Islamic messages are mixed with economic objectives. On the one hand, this is beneficial because it expands the reach of da'wah through the creative industry. However, on the other hand, there is a risk of a shift in orientation: from da'wah as the delivery of values, to da'wah being co-opted by market interests. This criticism was also conveyed by Hidayat (2020) who assessed that social media has the potential to blur the boundaries between preaching and business.

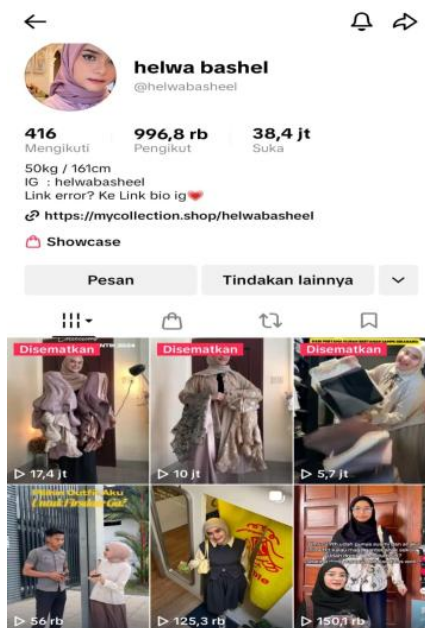


Figure 1. TikTok page @helwabasheel

Overall, this study shows that Muslim female content creators on TikTok are able to integrate visual da'wah elements with commercial aspects in a relatively balanced manner without sacrificing their Islamic identity. However, it is important to note that excessive commercialization has the potential to shift da'wah into a mere consumer trend. Therefore, this study contributes to Islamic communication studies by emphasizing that social media like TikTok are not merely entertainment or marketing platforms, but also cultural da'wah arenas rife with value negotiations between religiosity and digital capitalism. Previous research has also confirmed that TikTok is effective as an interactive da'wah medium among the younger generation, both in increasing the religiosity of students (Rahman, 2023) and in strengthening the audience's religious values (Putri, 2022). However, this study broadens the discourse by highlighting the tension between commercialization and da'wah values. While previous research has tended to emphasize the benefits of da'wah on TikTok (Sari, 2021; Hidayah, 2022), this study fills the gap by critically analyzing how fashion product endorsements can create ethical dilemmas for Muslim female content creators.

### ***KPI Student Responses to OOTD Content by Muslim Female Content Creators on TikTok***

Interviews with five KPI students from the Faculty of Da'wah and Communication at the State Islamic University of North Sumatra (UIN Sumatera Utara) revealed that Outfit of the Day (OOTD) content featured by Muslim female content creators on TikTok significantly influenced their perspectives, attitudes, and clothing habits. Overall, the responses were positive, although they were also critical of the commercialization of such content.

### *As a Motivator*

The majority of respondents stated that they follow Muslim female content creators' accounts for clothing inspiration, especially for everyday needs such as going to campus or attending formal events. The content not only helps them get new ideas but also provides guidance on how to repurpose old clothes to create fresh looks with the right mix and match.

One informant, S (22 years old), said:

*"When I see OOTD content on TikTok, I get inspired. Sometimes I always have the same clothes, but after seeing mix and match ideas from Instagram celebrities, I realize I can combine them in different ways to create new looks. Moreover, it's still in accordance with Islamic law, so it's comfortable to wear to campus."*

Furthermore, content creators are also seen as fostering enthusiasm for wearing the hijab and developing self-confidence. Another informant, A (23 years old), said:

*"I'm more enthusiastic about wearing the hijab neatly. It's not just an obligation, but also a way to look attractive without having to reveal my private parts. It makes me more confident when meeting friends or presenting in class."*

### *Identifying with Islamic Values*

Beyond fashion, KPI students also appreciate that Muslim content creators often incorporate Islamic values into their fashion looks. Narratives in the form of quotations from the Quran, hadith, or Islamic motivational messages make OOTD content more nuanced than merely entertainment or lifestyle.

This aligns with Allah's words in Surah Al-A'raf, verse 26:

*"O children of Adam! Indeed, We have sent down to you garments to cover your private parts and as adornment. But the garment of righteousness, that is the best. That is among the signs of Allah, perhaps they will remember."* (Surah Al-A'raf, verse 26).

This verse conveys the meaning that Islam not only teaches physical covering but also emphasizes the importance of righteous clothing, namely morals, modesty, and spiritual awareness.

Informant H (22 years old) emphasized:

*"I like it when Muslim Instagram celebrities also include Islamic verses or advice. So it's not just about fashion, but also reminding me that dressing is part of worship. That makes me feel stronger about my identity as a modern Muslim woman."*

### *Criticism of Commercialization*

Although most respondents felt helped and motivated, quite a few also offered critical comments. Some respondents felt that commercial elements in the content, such as the promotion of fashion products through endorsements, sometimes outweighed the preaching or moral message.



Informant S (24 years old) expressed her critical view:

*"Sometimes I feel like the content is too advertising-like. Almost every video features a brand. It's true that the clothes are sharia-compliant, but the focus seems more on selling. I still like it, but I'm more selective in choosing which are purely inspirational and which are merely promotional."*

However, some female students considered this acceptable as long as the products being promoted adhered to sharia-compliant fashion principles. Informant D (22 years old) stated:

*"I think it's normal for there to be endorsements, it's their job after all. As long as the product complies with Islamic law and doesn't violate norms, I don't think it's a problem."*

These findings indicate that female KPI students are not merely passive consumers of Muslim celebrity Instagram OOTD content, but are also critical and selective. They are able to use the content as a source of fashion inspiration, increase their motivation to wear the hijab correctly, and internalize Islamic values conveyed culturally through social media. However, awareness of commercialization also confirms that young Muslim audiences possess a mature analytical mind when it comes to filtering information in the digital age.

Table 1. Female KPI Students' Responses Regarding OOTD Content

Informant	Age	Preferred Clothing Types	Response as Motivation	Identification with Islamic Values	Criticism of Commercialization
Ezra	22	Earth tones, pashmina	Helping you combine earth tones with pashminas so that old clothes look new and still compliant with Islamic law.	She feels that Islamic clothing with Islamic law strengthens her identity.	It doesn't highlight the commercial side, focusing more on the benefits of fashion.
Hanifah	22	Monochrome, casual	Motivated to appear confident with a simple and neat style for campus.	Islamic content creates a casual style that still feels Islamic.	It recognizes that there are advertising elements, but they aren't overly intrusive.
Dama	22	Pastel, feminine	Inspired to combine old pastel clothes to freshen them up.	Islamic messages enhance the enthusiasm for wearing the hijab with a feminine style.	It isn't overly critical, emphasizing the inspirational benefits.
Nurul	22	Earth tones, pashmina	Motivated to be more confident with a natural style.	She appreciates the Islamic advice that strengthens the identity of modern Muslim women.	It doesn't touch on commercial aspects.
Arafah	23	Shariah, pashmina	Motivated to choose a modern Islamic style that still complies with Islamic law.	She finds da'wah (Islamic outreach) through fashion interesting and reinforces Islamic principles.	It doesn't touch on commercial aspects.

<b>Sarifah</b>	24	Monochrome, casual	Motivated by the combination of casual yet modest styles.	She believes Islamic content is important, but is sometimes overshadowed by advertising.	It criticizes endorsements that are too dominant, making them seem more like promotions.
<b>Sarmila</b>	22	Shariah, hijab	Motivated to choose a trendy Islamic hijab.	Islamic values remain important in fashion.	Criticism: Advertising is acceptable as long as the product adheres to Islamic principles and shouldn't overshadow Islamic teachings.
<b>Sapna</b>	22	Monochrome, casual	Motivated by the ease of monochrome styles for everyday use.	She considers cultural da'wah through fashion to be contemporary.	It considers endorsements acceptable, as long as they aren't excessive.

### ***The Impact of Muslim Instagram Celebrity OOTD Content on the Fashion Appearance of KPI Female Students***

The phenomenon of Muslim Instagram celebrity OOTD (Outfit of the Day) content on social media, particularly TikTok and Instagram, has had a significant influence on the dress styles of female students in the Islamic Communication and Broadcasting Study Program (KPI). The presence of Muslim female content creators promoting modest fashion not only showcases stylish Islamic fashion trends but also incorporates cultural da'wah values oriented toward Islamic identity. The impacts emerging on campus can be mapped into the following dimensions.

#### ***Transformation of Dress Style***

One of the most prominent impacts is the change in the fashion style of KPI female students. While previously they only wore simple clothing without paying attention to coordinating, there has now been a shift towards a more fashionable yet sharia-compliant appearance. Some observed patterns of change include:

- a) Female students are beginning to prioritize aesthetic color combinations, such as pastels, earth tones, and monochrome.
- b) Hijab styles are also increasingly varied, from syar'i pashminas to simple turbans that still cover the chest.
- c) Popular fashion items such as pleated skirts, oversized blazers, and nude hijabs are now common choices on campus.

An informant, S (22 years old), said in an interview:

*"When I see Instagram celebrity OOTD content, I realize that syar'i clothing can also look fashionable. I used to wear plain robes, but now I prefer to mix and match to stay neat but not overdone."*

This statement shows that inspiration from Muslim Instagram celebrities does not necessarily shift the value of simplicity, but rather enriches Islamic clothing choices while still adhering to fashion trends.

### *Increased Awareness of Islamic Dress*

In addition to the transformation in style, another noticeable impact is an increased awareness of dressing according to Islamic law. Several female students admitted that they began paying attention to their modesty and neatness after being frequently exposed to the visual da'wah content of Muslim Instagram celebrities.

An informant, A (23 years old), said:

*"I used to just wear clothes, the important thing being a hijab. But now I want to look neat, modest, and elegant. I feel that's part of my identity as a Muslim woman."*

S (24 years old) echoed this sentiment, emphasizing that appearance is not just about style, but also a form of responsibility as a Muslim woman:

*"When I see Instagram celebrities wearing sharia-compliant clothing but still looking cool, I think, why can't I be like that? Finally, I started learning to style my appearance to comply with sharia."*

This quote demonstrates the internalization of cultural da'wah values through social media, where fashion is not just about style but also a medium for religiosity.

### *Tendency to Become Content Creators*

Interestingly, some female KPI students are not just consuming content but are also becoming OOTD content producers. This phenomenon is evident in the increasing number of OOTD posts on their personal accounts, both on Instagram and TikTok.

One informant, N (22 years old), explained her motivation:

*"Initially, I just followed along and created OOTD content, but over time, I realized it could also be a way to preach. We show that Muslim women can appear sharia-compliant, modern, and confident without violating Islamic rules."*

This reinforces the research findings that Muslim female content creators serve not only as fashion influencers but also as role models, encouraging the younger generation of Muslim women to express themselves positively and preach through digital media.

When compared with previous research, these results align with Putri (2022), who stated that TikTok is a creative da'wah medium with high visual appeal, and Rahman (2023), who emphasized that social media can increase student religiosity. However, this study makes an additional contribution by examining the real impact of OOTD content on students' daily dress practices, not just cognitive aspects or religious attitudes.

On the other hand, a potential ethical dilemma arises, namely between the commercialization of fashion and the value of Islamic propagation. Product

endorsements by Muslim Instagram celebrities sometimes raise questions: is the primary orientation Islamic propagation or promotion? Nevertheless, interview data shows that most female students still interpret the content as positive inspiration that strengthens their identity as modern Muslim women.

#### 4. CONCLUSION

Research on the impact of Muslim female Instagram celebrity OOTD content on TikTok on the fashion appearance of female students of the Indonesian Muslim Student Association (KPI) shows that the content has a significant influence, both in terms of motivation, Islamic identity, and critical attitudes towards the phenomenon of commercialization in social media.

First, in terms of clothing style transformation, female students of KPI tend to adapt the modest fashion trend introduced by Muslim female content creators. They combine stylish styles with sharia principles, such as the use of earth tones, monochrome, pastels, pashmina, and even more modern sharia styles. This indicates a transformation in appearance that is neater, aesthetic, and still in accordance with Islamic norms.

Second, in terms of increasing Islamic awareness, respondents stated that Muslim female OOTD content serves not only as fashion inspiration but also as a means of cultural da'wah. Female students feel motivated to improve their appearance to be more modest, confident, and in accordance with Islamic teachings. Islamic messages inserted in the content, whether through narratives, verse quotations, or delivery style, strengthen their identity as modern Muslim women. This is in line with the word of Allah in QS. Al-A'raf verse 26 discusses the importance of pious clothing beyond simply covering the aurat (awrah). Third, from the perspective of their tendency to become content creators, some female students are inspired to create their own OOTD content on social media. This is seen as a form of self-actualization and visual da'wah appropriate for the digital age.

However, this study also found a critical attitude towards commercialization. Several informants assessed that advertising and endorsement elements in OOTD content sometimes outweigh the da'wah message. However, this is still considered normal as long as the products being promoted still comply with sharia fashion principles. Overall, this study concludes that Muslim female content creators on TikTok play a dual role: as role models in Islamic fashion and as agents of cultural da'wah capable of influencing the dress code, religious awareness, and creativity of KPI female students in their appearance and expression in the digital space.

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