

**FASHIONABLE STYLE AND ISLAMIC DA'WAH: A QUALITATIVE STUDY  
OF MUSLIMAH FASHION TRENDS THROUGH CELEBRITY NATASHA  
RIZKY**

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**Abstract**

This research examines the relationship between fashionable style and Islamic preaching through Muslim fashion trends which were popularized by the celebrity Natasha Rizky. Using netnography and content analysis methods, this research aims to understand how Natasha Rizky combines fashion aesthetics with Islamic values in the content she shares on social media. Data is collected from posts, comments and follower interactions on the Instagram platform. The results of the analysis show that Natasha Rizky has succeeded in creating a modern Muslim fashion identity, as well as conveying da'wah messages that are relevant to the younger generation. This research also found that the clothing styles displayed not only met aesthetic demands, but also reflected Sharia principles, thereby attracting the attention of the wider community. These findings highlight the important role of influencers in bringing the concept of fashion and religious values closer together, as well as the implications for people's perceptions of Muslim women's fashion in the digital era.

**Keywords:** *Muslimah Fashion, Islamic Da'wah, Social Media*

**Abstrak**

Penelitian ini mengkaji hubungan antara gaya modis dan dakwah Islam melalui tren fashion muslimah yang dipopulerkan oleh selebgram Natasha Rizky. Menggunakan metode netnografi dan analisis konten, penelitian ini bertujuan untuk memahami bagaimana Natasha Rizky memadukan estetika fashion dengan nilai-nilai Islami dalam konten yang ia bagikan di media sosial. Data dikumpulkan dari postingan, komentar, dan interaksi pengikut di platform Instagram. Hasil analisis menunjukkan bahwa Natasha Rizky berhasil menciptakan identitas fashion muslimah yang modern, sekaligus menyampaikan pesan-pesan dakwah yang relevan dengan generasi muda. Penelitian ini juga menemukan bahwa gaya berpakaian yang ditampilkan tidak hanya memenuhi tuntutan estetika, tetapi juga mencerminkan prinsip-prinsip syar'i, sehingga menarik perhatian masyarakat luas. Temuan ini menyoroti peran penting influencer dalam mendekatkan konsep fashion dan nilai-nilai agama, serta implikasinya terhadap persepsi masyarakat tentang fashion Muslimah di era digital.

**Kata Kunci:** *Fashion Muslimah, Dakwah Islam, Media Sosial*

**INTRODUCTION**

Social media has become an important tool in today's digital era. Social media has an impact and spreads various trends, including fashion trends. (Puspitarini & Nuraeni, 2019) One phenomenon that is increasingly prominent is the emergence of Muslim fashion trends. This trend not only follows the rules of Islamic law but also displays a

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modern and contemporary style. (Annisa, 2024) Social media influencers, especially celebgrams, play a significant role in directing and popularizing this trend. (Annisa, 2024) Natasha Rizky is one of the celebgrams which stands out as a relevant example in examining how Islamic preaching can be combined with fashionable Muslim fashion.

Muslim fashion is often considered rigid and limited in terms of creativity and trends, with the assumption that fashionable and sharia styles are difficult to combine. (Anafarhanah, 2019) However, with the development of increasingly inclusive trends and styles, questions arise regarding how contemporary fashion can be in line with the principles of Islamic law and contributes to da'wah efforts. (Yulizah, 2021) Natasha Rizky, as a celebrity who is famous for her fashionable Muslim style, is an interesting object to research. This research aims to understand how Natasha Rizky uses social media to spread Islamic values through fashion.

This research will explore how Natasha Rizky uses fashionable Muslim fashion trends and the role of her style in spreading Islamic values. A qualitative approach will be used to analyze Natasha Rizky's social media content and conduct in-depth content analysis. (Susanto et al., 2023) This research aims to identify how Natasha Rizky's fashion style can become a mecca for Muslim women's fashion so that the audience can assess the effectiveness of the da'wah conveyed through style. dress fashionably but still in accordance with Islamic teachings.

This research is important because it connects two elements that are often considered separate: Islamic preaching and fashionable Muslim women. It is hoped that this research can provide an understanding of how fashion can function as a tool for da'wah. In addition, this research will explain how trendy clothing styles can strengthen religious messages and open up new opportunities to spread Islamic values to a wider audience. This study is also expected to provide guidelines for celebrities and other influencers on how to utilize their social media platforms for da'wah purposes.

This study will focus on analyzing Natasha Rizky's clothing style as a representation of fashionable Muslim fashion trends, with an emphasis on how this style functions as a medium for da'wah. The main research focus includes understanding selected fashion trends, how these styles are adapted to convey da'wah messages, and audience responses to these methods. This study aims to gain a better understanding of the role of fashion in

Islamic da'wah as well as the role of celebs in popularizing and spreading religious values through social media.

## **THEORETICAL REVIEW**

### **Concept of Fashionable Style and Muslimah Fashion**

Contemporary fashion refers to a style of clothing that follows the latest trends and reflects the dynamics of change in the world of fashion. (Amin, 2022) On the other hand, Lestari said that Muslim fashion refers to clothing that complies with the principles of Islamic law, such as covering the private parts, not being tight, and not being transparent. , while still considering aesthetic aspects and fashion trends. (Lestari, 2022) The concept of Muslim fashion is a combination of compliance with Islamic law and modern and contemporary elements in clothing design, which reflects the process of evolution and adaptation to the times. (Akbar, 2023 )

Various Muslim women's fashion designers and brands are trying to overcome the challenges of integrating design modifications with adherence to religious principles, producing collections that are fashionable but still comply with the demands of sharia. (Yurdianik, 2022) The development of Muslim women's fashion trends is marked by increased innovation in designs that combine aspects syar'i with a modern aesthetic.(Nadia, 2022) This trend reflects the cultural and social dynamics that impact Muslim women's clothing preferences, as well as highlighting how design can balance religious observance and the demands of contemporary fashion.(Nadia, 2022)

### **Da'wah of Islam Through Fashion**

Da'wah is the process of spreading Islamic teachings and values to society. This process not only includes religious aspects, such as teachings and practices of worship, but also the application of Islamic values in various aspects of daily life, including in the field of fashion. (Munir, 2021) In the context of fashion, Amir explained that da'wah can be done by displaying and promoting clothing that adheres to Islamic principles, while still considering developing styles and trends. (Amir, 2022)

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Fashion can function as a tool for da'wah by showing how Islamic principles can be integrated into contemporary fashion. (Maghdalena, 2024) Muslim fashion has the potential to convey religious messages in a way that is relevant and attractive to modern society through the design and choice of clothing. (Kurniadin, 2022) Clothing selected and promoted can reflect Islamic values, such as modesty and elegance, while still following emerging fashion trends.

### **The Role of Celebrities in Muslim Fashion and Da'wah**

Celebrities are individuals who have a significant role on social media, usually because of their content, lifestyle or appearance. (Nasih et al., 2020) They are able to influence the behavior and preferences of their audience. In the context of the Muslim fashion industry, celebgrams play a role in introducing and spreading fashion trends that are in accordance with Islamic law as well as spreading religious values. (Purnama, 2020) Celebrities not only follow trends, but also use their platforms to convey da'wah messages. They have the ability to inspire audiences to implement Islamic principles in their lifestyle without sacrificing elements of style and aesthetics. Through the content they create, celebgrams can show how fashion can strengthen Muslim identity and spread Islamic values. (Utami, 2020)

### **METHODS**

This research uses qualitative research methods, netnography, and content analysis to investigate Muslim fashion trends through the celebrity Natasha Rizky. Researchers collected data using netnography methods sourced from user interactions and activities on social media platforms, especially those related to Muslim women's clothing styles displayed by Natasha Rizky. Researchers collected data by observing followers' posts, comments and responses on the internet. In addition, researchers used content analysis to examine preaching messages and fashion elements in visual and narrative content posted on social media. (Utami, 2020) With this method, researchers can study how to promote and accept Islamic values and Muslim fashion trends by the audience.

### **RESULTS AND DISCUSSION**

In the era of modern technology, fashion trends have a big impact on various aspects of human life, including religion. (Rubaidi, 2024) One interesting phenomenon is how Islamic preaching is carried out through social media. (Novika et al., 2023) This research will examine How Instagram celebrity Natasha Rizky's fashionable style aligns the perception and practice of Islamic da'wah among Muslim women.

### **1. Fashionable Muslimah Fashion**

Natasha Rizky displays a modern Muslim fashion style. As a celebrity with many followers, Natasha Rizky has become a reference for Muslim fashion trends by adopting and promoting styles that are fashionable but still in accordance with Islamic teachings. Through his social media accounts, he displays various clothing collections that are not only stylish but also comply with sharia, such as hijabs that cover the private parts well, loose clothing, and the use of colors that are not flashy.

**a. Variety of Styles and Creativity:** Natasha Rizky successfully combines creativity with adherence to sharia rules. She often modifies her hijab and clothes to still look fashionable and attractive, while maintaining Islamic values. For example, he uses a layering technique, which makes his appearance more attractive while remaining polite.



Figure 1. Layering Model

Source: @natasharizkynew account

Figure 1. Natasha Rizky uses a fashion layering technique by combining a t-shirt and jacket that sticks out, resembling a tunic. This approach is able to give a sharia and fashionable impression, making it a reference for a Muslim in determining a fashion style that is in accordance with the rules of the Islamic religion. What's interesting is that Natasha Rizky is able to become a role model for dynamic Islamic clothing and lifestyle. She combines the latest trends with the principles of dressing according to Islamic teachings in her fashion content, such as wearing the hijab, loose clothing, and avoiding excessive clothing. This shows that religious principles and fashion aesthetic requirements should not be deviated from. Instead, the two can work together to create an attractive yet simple look.

In situations like this, fashion is not only a tool to appear visually attractive, but also a way to convey messages that are relevant and in line with current developments. Not patronizing, Natasha Rizky's preaching offers an alternative for those who want to remain every aspect of our lives, including the way we dress. He conveyed deeper messages about faith and the obligation of a Muslim woman to protect her private parts and protect

her heart from arrogance apart from talking about aesthetics fashionable while maintaining their Islamic identity. This shows that fashion and social media can be very effective tools for reaching a wider audience with positive and Islamic messages, especially in the current internet era.

- b. Resonance with Audience:** The lifestyle promoted by Natasha Rizky received a positive response from the audience, who saw it as a representation of a modern lifestyle that is in accordance with Islamic teachings. The high interaction and supportive comments on each upload show this. Its followers are inspired to follow trends without worrying about losing their religious principles.



Figure 2. Natasha Rizky's work

Source: Instagram @elexmedia

This book discusses Natasha Rizky's spiritual journey, including how she studied Islamic religious teachings and how religious beliefs helped her face various aspects of life. There is an emphasis on how religion shapes one's outlook on life and provides strength to live daily life. This certainly attracted the enthusiasm of the audience, making it the number 1 best-selling book in February 2024. In this case, of course, there is a da'wah message that is varied in the story of his life. So that Natasha Rizky can inspire her readers by conveying the

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implied message that everything that is in accordance with current developments can still be harmonized with Islamic rules, such as fashion styles that are fashionable but still syar'i.

Natasha Rizky shows that the application of religious teachings can be adapted to the cultural context and modern lifestyle, without having to be done rigidly. With style, Natasha Rizky emphasized that harmony between religion and modern life can be achieved. This inspires readers to find balance in their lives, where religious values and modern lifestyle can go hand in hand. Because Natasha conveys her preaching message through real experiences full of honesty and sincerity, her book feels very touching and relevant for many people, especially for Muslim women in Indonesia who often face challenges to maintain their Islamic identity amidst changing times. In the end, this book is not only an inspiration, but also a practical guide to living a life in accordance with Islamic values in the modern era. Natasha Rizky also actively uses social media to make her followers enthusiastic about her works, adding to the appeal of this book among the younger generation who are more familiar with digital trends.

## **2. The Relationship Between Islamic Da'wah and Modernism**

- a. Da'wah through Fashion:** Natasha Rizky uses social media as a means to spread da'wah. He often shares content that not only displays clothing, but also conveys moral messages and Islamic teachings, such as the importance of maintaining modesty and a clean heart. Thus, fashion becomes an effective tool for da'wah indirectly but can still follow the transformation of fashion without being separated from Islamic sharia. Natasha Rizky has succeeded in reaching the younger generation of Muslims who are often exposed to global trends by using fashion as a tool for da'wah.

Through uploads on social media, she consistently displays clothing styles that are fashionable but still sharia, showing that a Muslim woman can look fashionable without violating the principles of her religion. She often combines loose clothes and the hijab with various creative and stylish styles, showing that

religious rules do not have to limit self-expression. Natasha also emphasized the importance of maintaining moral and spiritual principles in



Figure 3. Natasha Rizky's Inspirational Content

Source: Tiktok account @Natasharizky93

In her Tiktok account, Natasha Rizky shares a lot of inspirational content which is of course packaged in fashion that is fashionable but in accordance with Islamic teachings wrapped in sentences that can provide inspiration for her listeners. This was indirectly done by Natasha Rizky as a form of da'wah by conveying messages through her content. From a da'wah perspective, Natasha Rizky shows the use of digital platforms such as Instagram and Tiktok, as well as various other social media

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platforms, changes in the approach to da'wah in the modern era. Social media is very useful for reaching a wider audience, especially the younger generation who are more accustomed to technological advances and digital lifestyles. The Islamic message in Natasha's fashion content is able to attract attention without being patronizing, which ultimately increases the acceptance of da'wah.

- b. Acceptance and Adaptation:** Studies show that the modern Muslim fashion style promoted by Natasha Rizky has helped change the view that dressing according to sharia is old-fashioned or unattractive. Many Muslim women feel more confident and comfortable with their appearance. This encourages them to participate more actively in their religious activities.



Figure 4. Muslimah Creative Award Winner

Source: Tiktok account @Natasharizky93

In her adaptation, she displays a fashion style that is in accordance with Islamic teachings, making Natasha Rizky crowned Muslimah Creative Day 2024 organized by Scraf Media. This award was won because of the audience's acceptance and

enthusiasm in making Natasha Rizky a fashion mecca and an inspiration for Muslim women to maintain their private parts but still be able to be creative without being limited by Muslim women's clothing styles which are often controversial. an interesting phenomenon where fashionable Muslim clothing can serve as an effective tool for spreading Islamic beliefs, especially among teenagers.

In this context, Muslim celebrity Natasha Rizky uses social media to convey Islamic messages in a different way from conventional da'wah. Natasha has succeeded in inspiring her followers to dress more Islamically by combining sharia values and modern fashion aesthetics. She also touched on aspects of Muslim women's identity in an increasingly connected digital era.

### **3. Effects on Individuals and Communities**

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- a. **Strengthening Muslim Women's Identity:** Natasha Rizky contributes to strengthening Muslim women's identity in the modern era by combining Islamic principles and fashionable styles. Women who wear clothes that comply with Shari'a and are still fashionable not only feel more comfortable and confident, but can also display their religious identity in a society that often has negative stereotypes about Muslim women's fashion.



Source: @natasharizkynew account

Natasha Rizky's followers

Figure 5. Instagram post & audience response



responded to positive messages by leaving positive comments on social media. Many of his followers feel inspired to change the way they dress to be more Islamic, but still fashionable. Natasha Rizky succeeded in combining Islamic preaching with a fashion style that is stylish but still syar'i. The style of clothing

he wears carries a message about the importance of dressing according to religious guidelines apart from being visually attractive. Natasha Rizky uses social media as a strategic platform to expand the reach of her preaching, especially to the younger generation who are more familiar with fashion trends and digital media, so she can inspire many people.

Many of Natasha's followers on social media said that they were inspired to dress more Islamically after seeing her fashion style, rather than just buying fashion content. They also talked about the importance of dressing according to religious guidelines. This shows that the da'wah message conveyed through fashion media has a real effect and can change the way the audience acts in everyday life. Natasha Rizky shows that Muslim fashion can be an effective tool for da'wah by combining Islamic values and attractive visual aesthetics. She also emphasized how important Muslim women celebrities have been in changing the way people view Muslim women's clothing, which is now seen as part of modern Islamic cultural identity and not just a religious symbol.

- b. Online Community and Social Support:** Natasha Rizky has also built an online community where her followers can share ideas, criticism and support regarding da'wah and fashion. This creates space for constructive discussion and understanding about how to balance religion with contemporary lifestyles.



Figure 6. Natasha Rizky's Spotify

Source: Natasha Rizky's Spotify account

Natasha Rizky has a Spotify account called CERITAACA, which is used to spread messages and feelings through podcasts. This podcast provides special value for its listeners. This of course cannot be separated from the context of da'wah, which can be done through various media to influence listeners.

Muslimah fashion, popularized by celebrities such as Natasha Rizky, shows how fashion can be effective in spreading Islam. Natasha Rizky spreads positive da'wah messages and introduces new trends through styles that are fashionable and in accordance with the Shari'a. This allows for a synergy between the need for a fashionable appearance and adherence to religious teachings, which is often a challenge for many Muslim women. This is very important because of its ability to dismantle wrong assumptions about Muslim women's fashion and offer interesting and relevant choices. With this method, Natasha Rizky brings Islamic values to the realm of school and the world of fashion.

Although fashion can be a powerful tool for preaching, it is important to remember that creativity and adherence to religion must be balanced. Natasha Rizky's Fashion Qibla, can be an effective way to convey the message of da'wah to the younger generation in a way that is interesting and relevant to them.

Overall, this research shows that da'wah and fashion are not two contradictory things; instead, they can cooperate well with each other. By using fashion as a tool for da'wah, a new perspective emerges on how Islamic values can be spread in ways that are innovative and relevant to today's society. One clear example is Natasha Rizky, who shows that da'wah through fashion can be an effective tool to influence the lifestyle of Muslim women around the world and provide inspiration for other people to apply religious teachings in a way that complies with sharia while remaining fashionable.

## **CONCLUSION**

From the research above, it can be concluded that Instagram celebrity Natasha Rizky has succeeded in combining the principles of Islamic preaching with Muslim fashion trends on social media. Researchers used netnography techniques and content analysis, which showed that the Muslim women's fashion styles displayed not only function as fashion trends, but also spread moral and spiritual messages that are in accordance with Islamic teachings. Apart from that, this research shows how the audience, especially Natasha Rizky's followers, respond to and accept the combination of da'wah and fashionable fashion. The result is the formation of a Muslim lifestyle that still dresses in accordance with the Shari'a, but remains fashionable.

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