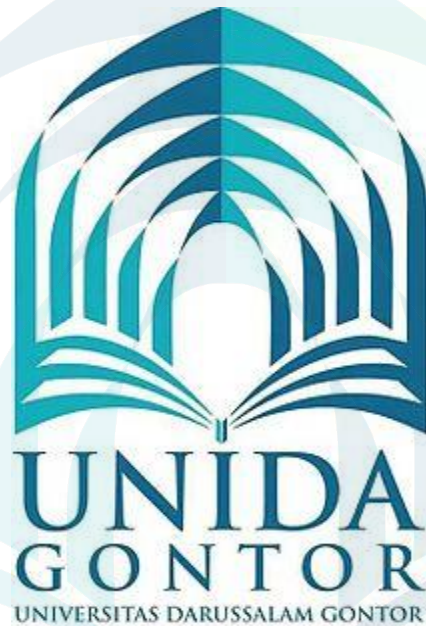


THESIS

**TRANSFORMATION OF MUSLIM FASHION AS HALAL LIFESTYLE
IN THE PERSPECTIVE OF *SATR AL-AWRAH*: STUDY ON PRODUCTS
SOLD IN THAMRIN CITY MALL JAKARTA**



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1446 /2024

**Transformation of Muslim Fashion as Halal LifeStyle in the
Perspective of *Satr Al-Awrah*: Study on Products Sold in Thamrin
City Mall Jakarta**

THESIS

Prepared to fulfill the requirements of the final project and as a requirement in order
to obtain a Bachelor of Law degree in the Department of Islamic Economic Law,
Faculty of Sharia, University of Darussalam Gontor.

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Transformasi Busana Muslim Sebagai Halal LifeStyle Perspektif Satr *Al-Awrah*: Studi Pada Produk Yang Dijual di Mall Thamrin City Jakarta

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ABSTRAK

Industri fashion halal mengalami pertumbuhan pesat seiring dengan meningkatnya kesadaran konsumen muslim terhadap pentingnya produk yang sesuai dengan prinsip syariah dan estetika modern. Namun, transformasi busana muslim sering memunculkan dilema antara mengikuti tren mode dan memenuhi standar agama. Thamrin city mall, sebagai pusat perbelanjaan terbesar untuk fashion muslim di Indonesia, dipilih sebagai lokasi penelitian karena menawarkan beragam sesuai busana muslim yang di kolaborasikan produk yang mencerminkan tren ini. Penelitian ini bertujuan untuk mengkaji perubahan dalam busana muslim yang dijual di mall tersebut, serta bagaimana konsep "Satr Al-Awrah" di implementasikan dalam desain yang mempengaruhi persepsi konsumen terhadap produk halal.

Tujuan penelitian ini untuk mengidentifikasi dua kecenderungan dalam transformasi busana muslim. Di satu sisi, perubahan desain mencerminkan kemajuan positif dalam estetika dan inovasi, sebagaimana ditunjukkan oleh peningkatan kualitas hidup konsumen. Namun, disisilain, beberapa transformasi dianggap melanggar prinsip syariah, terutama terkait dengan ketentuan menutup awrah.

Metode penelitian yang digunakan adalah kualitatif dengan pendekatan studi lapangan. Penelitian ini mengumpulkan data melalui wawancara mendalam dengan produsen, konsumen dan penjual busana fashion muslim di mall thamrin city, analisis dilakukan dengan mengacu pada konsep satr al-awrah sebagai prinsip dasar dalam berpakaian sesuai syariah, yang dikaji dalam konteks dinamika pasar dan budaya modern.

Hasil penelitian menunjukkan bahwa meskipun terjadi peningkatan estetika dan inovasi dalam busana muslim di Thamrin City Mall, beberapa perubahan dianggap menyimpang dari nilai-nilai syariah, di mana busana muslim lebih mengutamakan penampilan modis daripada pemenuhan syariat. Perkembangan ini menunjukkan bahwa busana muslim semakin menjauh dari esensi aslinya, yang seharusnya berfungsi untuk menutup awrah sesuai dengan ajaran Islam. Identitas busana muslim yang mulai memudar ini dianggap sebagai masalah, terutama ketika desain-desain modern lebih mementingkan daya tarik visual dari pada ketaatan terhadap aturan agama. Pengaruh globalisasi dan media sosial juga mendorong munculnya variasi mode yang lebih modern dan fashionable, yang sering kali memprioritaskan aspek visual dibandingkan dengan kepatuhan terhadap prinsip syariah. Di sisi lain, penelitian ini juga menemukan aspek positif, di mana Thamrin City Mall berperan sebagai pusat interaksi antara produsen, konsumen, dan influencer, membentuk dinamika industri fashion halal di Indonesia. Mall ini menjadi tempat di mana tren global diadaptasi untuk memenuhi kebutuhan pasar lokal. Faktor keagamaan tetap menjadi unsur penting dalam pengambilan keputusan konsumen, terutama dalam memilih produk yang tidak hanya modis tetapi juga sesuai dengan syariat. Hasil ini mengindikasikan bahwa meskipun terdapat tantangan dalam menjaga keseimbangan antara mode dan nilai-nilai agama, ada upaya bersama dari berbagai pihak untuk mempertahankan prinsip-prinsip syariah dalam perkembangan busana muslim di Indonesia.

Penelitian ini memberikan rekomendasi kepada produsen yang berjualan di mall Thamrin city agar keseimbangan antara inovasi desain dan kepatuhan terhadap syariah tetap terjaga. Produsen dan desainer diharapkan menciptakan produk yang tetap relevan di pasar global sambil mempertahankan nilai-nilai agama. Edukasi kepada konsumen tentang pentingnya busana muslim yang sesuai dengan syariah juga diperlukan untuk menjaga esensi dari busana muslim sebagai bagian dari halal lifestyle.

Kata kunci: transformasi busana muslim, industry fashion, satr al-awrah, prinsip syariah, halal lifestyle

Transformation of Muslim Fashion as Halal LifeStyle in the Perspective of *Satr Al-Awrah*: Study on Products Sold in Thamrin City Mall Jakarta

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ABSTRACT

The halal fashion industry is experiencing rapid growth as Muslim consumers become more aware of the importance of Shariah-compliant products and modern aesthetics. However, the transformation of Muslim fashion often creates a dilemma between following fashion trends and fulfilling religious standards. Thamrin City Mall, as the largest shopping centre for Muslim fashion in Indonesia, was chosen as the research location as it offers a variety of products that reflect this trend. This research aims to examine the changes in Muslim fashion sold in the mall, as well as how the concept of 'Satr Al-Awrah' is implemented in the design that affects consumers' perception of halal products.

This research identifies two trends in the transformation of Muslim fashion. On the one hand, design changes reflect positive advances in aesthetics and innovation, as indicated by the improvement in consumers' quality of life. However, on the other hand, some transformations are considered to violate sharia principles, especially related to the provision of covering the awrah.

The research method used is qualitative with a field study approach. This research collects data through in-depth interviews with producers, consumers and sellers of Muslim fashion clothing in Thamrin City mall, the analysis is carried out with reference to the concept of satr al-awrah as a basic principle in dressing according to sharia, which is studied in the context of market dynamics and modern culture.

The results show that despite the aesthetic improvement and innovation in Muslim fashion at Thamrin City Mall, some changes are considered to deviate from sharia values, where Muslim fashion prioritises fashionable appearance over sharia compliance. This development shows that Muslim fashion is getting further away from its original essence, which should function to cover the awrah in accordance with Islamic teachings. This fading identity of Muslim fashion is considered a problem, especially when modern designs prioritise visual appeal over religious observance. The influence of globalisation and social media has also led to the emergence of more modern and fashionable variations, which often prioritise visual aspects over sharia compliance. On the other hand, this research also found positive aspects, where Thamrin City Mall acts as a centre of interaction between producers, consumers and influencers, shaping the dynamics of the halal fashion industry in Indonesia. The mall is a place where global trends are adapted to meet the needs of the local market. Religious factors remain an important element in consumer decision-making, especially in choosing products that are not only fashionable but also Shariah-compliant. These results indicate that despite the challenges in maintaining the balance between fashion and religious values, there is a concerted effort from various parties to maintain sharia principles in the development of Muslim fashion in Indonesia.

This research provides recommendations to manufacturers to maintain the balance between design innovation and sharia compliance. Manufacturers and designers are expected to create products that remain relevant in the global market while maintaining religious values. Educating consumers about the importance of sharia-compliant Muslim fashion is also necessary to maintain the essence of Muslim fashion as part of the halal lifestyle.

Keywords: transformation of muslim fashion, fashion industry, Satr Al-Awrah, sharia principles, halal lifestyle

SUPERVISOR DECISION LETTER

**Honourable to
Dean of Sharia Faculty
University of Darussalam Gontor**

Bismillahirrahmanirrahim

Assalamua'alaikum Warahmatullah Wabaraktuh

I present this thesis written by

Name : Zhifanny Prafitasari Sutarman
Registered Number : 422021328150
Faculty : Sharia
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Title : **Transformation of Muslim Fashion as Halal LifeStyle
in the Perspective of Satr Al-Awrah: Study on
Products Sold in Thamrin City Mall Jakarta**

It has been processed and corrected to meet the practical requirement to obtain the Bachelor's Degree (S1) in The Law of Islamic Economic Department, Sharia Faculty University of Darussalam Gontor. Therefore, we hope this thesis could be examined.

Hopefully, this thesis will be useful for religion, nation, and the development of an educational institution

Wassalamu'alaikum Warahmatullahi Wabaraktuh

UNIDA, Rabiul Akhir 18th, 1446 H

October 21th, 2024 M

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DECLARATION

I, hereby,

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I sincerely declare that this thesis belongs to my work and not to other researchers for a different degree. Furthermore, this thesis is never published before, except for some parts with their original references.

Otherwise, if it is found that this thesis is plagiarism, I am ready to be ceased academically.

UNIDA, Rabiul Akhir 18th, 1446 H

October 21th, 2024 M

Researcher,



Zhifanny Prafitasari Sutarman

NIM. 422021328150

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DECISION OF THE TEAM

The committee of the thesis examination in partial fulfilment of the requirements for the degree of Licentiate in Islamic Education in the Faculty of Sharia, University of Darussalam Gontor, Indonesia, declared that the thesis written by:

Name : Zhianny Prafitasari Sutarman
Reg. Number : 422021328150
Title : Transformation of Muslim Fashion as Halal LifeStyle in the Perspective of Satr Al-Awrah: Study on Products Sold in Thamrin City Mall Jakarta

Has been examined by the board of examiners of the Bachelor's Degree (S1) on Department of Islamic Economic Law Faculty of Sharia University of Darussalam Gontor on October 19, 2024.

The board of examiners has decided to grant her pass in the thesis examination. Hence, she is eligible to be awarded the degree of Licentiate in Islamic Economic Law in the Faculty of Shuria.

Board Examiner

Supervisor



Assoc. Prof. Dr. Setiawan bin Lahuri Lc., M.A.
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1st Examiner

2nd Examiner



May Shinta Retnowati, S.II. M.E
NIY. 180649



Helmy Fauzy Ahmad, S.E. M.H
NIY.

THESIS ACCEPTANCE LETTER

*Bismillahirrahmanirrahim
Assalamu 'alaikum wr. wb.*

The Faculty of Sharia, University of Darussalam Gontor, Ponorogo Indonesia has received a thesis written by:

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Reg. Number : 422021328150
The Title : **Transformation of Muslim Fashion as Halal LifeStyle in the Perspective of Satr Al-Awrah: Study on Products Sold in Thamrin City Mall Jakarta**

In partial fulfillment of the requirement for the degree of Licentiate in Islamic Economic Law in the Faculty of Sharia, academic year 1445-1446/2024-2025.

Wassalamu 'alaikum wr. wb

UNIDA, Rabiul Akhir 18th, 1446 H
October 21th, 2024 M

Dean of Sharia Faculty



Assoc. Prof. Dr. Imam Kamaluddin, Lc., M.Hum.

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MOTTO

يَا بَنِي آدَمَ قَدْ أَنْزَلْنَا عَلَيْكُمْ لِبَاسًا يُؤَارِي سَوَاتِكُمْ وَرِيشًا ۖ وَلِبَاسُ التَّقْوَىٰ ذَٰلِكَ خَيْرٌ ۗ

ذَٰلِكَ مِنْ آيَاتِ اللَّهِ لَعَلَّهُمْ يَذَّكَّرُونَ

"O sons of Adam, indeed we have sent down to you garments to cover your awrah and feathers. (However,) the clothes of piety are the best. These are some of the signs (power) of Allah so that they will always remember." (Al-A'raf: Ayat 26)

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DEDICATION

This thesis, which is very valuable to me, has been done with sincerity and with my heart, thank God, it has been completed. The results of this thesis I dedicate to:

I am very grateful to Allah SWT for giving me unlimited strength and wisdom and a lot of ease and patience in carrying out the process from the beginning of submitting the title until my thesis is complete, all this journey has taught me a lot of things on the journey of life to achieve success and I am very grateful to Allah SWT for everything that Allah SWT has given me so that I can complete this thesis on time Alhamdulillah.

To my beloved parents for all the prayers that have been poured out every moment for me and all the struggles and motivations that encourage me to rise from failure and have to keep fighting. May Allah gives you both His paradise.

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The author realizes that the process in the writing process until the completion of this thesis is far from perfect. Therefore, the author expects criticism and suggestions for future improvements. Finally, the author hopes that this thesis can be useful for the author and other parties to increase knowledge and become a reference for further research.

Mantingan, 22 October 2024

UNIVERSITAS DARUSSALAM GONTOR
Zhifanny Prafitasari Sutarman