

The Emergence of Halal Fashion: Empowering Women Entrepreneurs in Indonesia

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Abstract. *The rise of halal fashion in Indonesia has significantly shaped the modest fashion industry and provided a unique platform for women entrepreneurs to thrive. As global demand for modest and ethical fashion increases, Indonesia stands out as a leader, with its halal fashion brands spearheading both local and international markets. This study explores how the growth of Indonesia's halal fashion industry has empowered women entrepreneurs by fostering economic opportunities, promoting cultural identity, and encouraging entrepreneurial innovation. The primary objective of the study is to assess how these women navigate the complexities of the halal fashion market while driving significant social and economic change. The novelty of this research lies in its focus on Indonesian women entrepreneurs, an underexplored segment in the global halal fashion landscape. While previous studies have examined the growth of halal fashion, few have focused on how women entrepreneurs are leveraging this industry for empowerment and socio-economic advancement. Using a qualitative case study approach, the research draws on secondary data from academic literature, industry reports, and media publications. It focuses on the impact of prominent Indonesian brands, such as Dian Pelangi, Shafira and Ria Miranda, highlighting their role in challenging societal norms and creating inclusive business models. The findings reveal that Indonesian halal fashion brands not only contribute to economic empowerment but also promote gender equality and cultural pride. These women-led businesses are reshaping the global modest fashion industry while providing a framework for future entrepreneurs.*

Keywords: *Halal Fashion, Women Entrepreneurs, Halal Indonesia*

Abstrak. *Kebangkitan fashion halal di Indonesia telah secara signifikan membentuk industri fashion modest dan menyediakan platform unik bagi para wirausaha perempuan untuk berkembang. Seiring dengan meningkatnya permintaan global terhadap fashion yang modest dan etis, Indonesia menonjol sebagai pemimpin dengan merek-merek fashion halalnya yang memimpin pasar lokal dan internasional. Studi ini mengeksplorasi bagaimana pertumbuhan industri fashion halal di Indonesia telah memberdayakan wirausaha perempuan dengan menciptakan peluang ekonomi, mempromosikan identitas budaya, dan mendorong inovasi kewirausahaan. Tujuan utama dari penelitian ini adalah untuk menilai bagaimana para perempuan ini menavigasi kompleksitas pasar fashion halal sambil mendorong perubahan sosial dan ekonomi yang signifikan. Kebaruan dari penelitian ini terletak pada fokusnya terhadap wirausaha perempuan Indonesia, sebuah segmen yang masih kurang dieksplorasi dalam lanskap fashion halal global. Meskipun studi-studi sebelumnya telah meneliti pertumbuhan fashion halal, hanya sedikit yang membahas bagaimana wirausaha perempuan memanfaatkan industri ini untuk pemberdayaan dan kemajuan sosial-ekonomi. Dengan pendekatan studi kasus kualitatif, penelitian ini menggunakan data sekunder dari literatur akademis, laporan industri, dan publikasi media. Studi ini menyoroti dampak merek-merek terkenal Indonesia, seperti Dian Pelangi, Shafira, dan Ria Miranda, serta peran mereka dalam menantang norma-norma sosial dan menciptakan model bisnis yang inklusif. Temuan mengungkapkan bahwa merek-merek fashion halal Indonesia tidak hanya berkontribusi pada pemberdayaan ekonomi tetapi juga mempromosikan kesetaraan gender dan*

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kebanggaan budaya. Bisnis yang dipimpin oleh perempuan ini sedang membentuk ulang industri fashion modest global sekaligus menyediakan kerangka kerja bagi wirausaha masa depan.

Kata Kunci: *Fashion Halal, Wirausaha Perempuan, Halal Indonesia*

Introduction

The term "halal" originates from Arabic, meaning "permissible" or "lawful," and is used in Islamic jurisprudence to describe practices, behaviors, and goods that comply with Sharia law. The concept of halal extends beyond mere dietary restrictions to encompass a comprehensive lifestyle that aligns with Islamic principles. Halal, signifies not only what is allowed for consumption but also embodies ethical and moral dimensions that govern various aspects of life, including finance, fashion, and tourism (Abdullah & Azam, 2020; Maulana, 2023; Rachim & Santoso, 2021).

The increasing global awareness and adoption of halal lifestyles reflect a significant cultural shift, particularly among Muslim communities, as they seek to integrate their religious beliefs into everyday practices (Budiyoko, 2022; Riwayatanti et al., 2020). The halal lifestyle has gained traction in recent years, driven by heightened public consciousness regarding the importance of adhering to Islamic teachings in all facets of life. This trend is particularly evident in Indonesia, where the halal lifestyle is becoming increasingly mainstream, influencing consumer behavior and market dynamics (Jailani & Adinugraha, 2022; Nurfaahmiyati, 2023).

The Indonesian halal industry benefits from a large Muslim population, which drives demand for various halal-certified goods and services, making it a lucrative market for both local and international investors (Liana et al., 2024). The rise of modest fashion has been linked to a growing sense of identity among Muslim women, who are increasingly using fashion as a means of self-expression while adhering to their religious beliefs (Dwijayanti, 2019; Mirza, 2021; N. Susilawati et al., 2021). This intersection of fashion and faith has led to the emergence of a vibrant community of hijabistas – women who wear the hijab – who actively engage in

shaping trends and influencing market dynamics (Alanadoly & Salem, 2021; N. Susilawati et al., 2021).

Women entrepreneurs are increasingly taking the lead in the halal fashion industry, leveraging their creativity and understanding of consumer preferences to create brands that resonate with the values of Indonesian Muslim women. The halal fashion market is experiencing robust growth, driven by rising consumer demand for modest clothing that reflects personal style while adhering to Islamic guidelines (Maziyyah, 2023; N. Susilawati et al., 2021). This trend is particularly pronounced among younger generations, including Millennials and Generation Z, who are more inclined to embrace fashion that aligns with their beliefs and lifestyle (Maziyyah, 2023; Yuniastuti & Pratama, 2023).

Although the global expansion of the halal fashion market fueled by increasing consumer demand for ethical and religiously compliant apparel and Indonesia as the largest Muslim-majority nation has emerged as a central player in this sector and Indonesian women entrepreneurs have played a pivotal role in this transformation, driving innovation, brand development, and cultural expression within the halal fashion landscape, the particular contributions and roles of Indonesian women entrepreneurs within this sector remain insufficiently examined, existing research largely focuses on broader market trends, consumer behavior, or macroeconomic factors, leaving a critical gap in understanding the specific contributions, challenges, and entrepreneurial strategies of Indonesian women in this sector.

This research seeks to address this gap by exploring the following core question:

How do Indonesian women entrepreneurs navigate the halal fashion industry, and what strategies do they employ to balance cultural values, innovation, and market competitiveness?

By focusing on this question, the study aims to provide a deeper understanding of the entrepreneurial experiences of Indonesian women in the halal fashion sector, contributing to more targeted academic insights and informed policy recommendations. This study contributes new insights by focusing on Indonesian women entrepreneurs, an underexplored segment in the global halal fashion market, shedding light on how they uniquely blend entrepreneurship with Islamic values. The novelty of this research is demonstrated by its emphasis on Indonesian women entrepreneurs, a demographic that remains insufficiently explored within the global halal fashion market. By focusing on this particular segment, the study offers a nuanced examination of how these entrepreneurs strategically navigate and harness the potential of the evolving halal fashion industry, while harmoniously integrating entrepreneurial initiatives with fundamental Islamic values.

Prior studies (Mayasari et al., 2024) have examined themes like sustainable fashion, brand love, and consumer religiosity, but with limited attention to gender-specific entrepreneurial strategies. By addressing this gap, our research provides a comprehensive understanding of how these entrepreneurs harmonize Islamic principles with innovation and market demands, thus offering both theoretical and practical contributions to the field of halal business and entrepreneurship.

(Azhar & Wigati, 2022) explore the factors driving e-commerce adoption among womenpreneurs in the Sharia fashion industry. Their study highlights the importance of readiness, competence, and social influence but is largely limited to technological considerations, with minimal focus on the cultural and religious dynamics that underpin these entrepreneurs' decisions. Similarly, (Salsabila & Ihsan, 2023) investigate the impact of religiosity, awareness, and social environments on the halal lifestyle among Muslim career women in Jakarta.

Further, (Fadila et al., 2023) examine women's economic empowerment through halal fashion enterprises in Cirebon, showcasing the socio-economic benefits derived from this industry. Their findings emphasize the transformative impact of women-led businesses on community development and individual economic

independence. However, this research primarily focuses on localized contexts and economic outcomes, leaving a critical gap in understanding the strategic integration of Islamic principles with market demands, especially in a globalized industry.

Despite these contributions, the literature lacks a holistic exploration of how Indonesian women entrepreneurs navigate the complexities of the halal fashion industry. Specifically, there is insufficient analysis of how these entrepreneurs incorporate Islamic values into their business strategies while addressing challenges such as global competition, digital transformation, and market positioning. Moreover, while Indonesia is recognized as a leading player in the global halal economy, its women entrepreneurs remain underrepresented in scholarly discussions about innovation and leadership in the halal fashion sector.

This study addresses these gaps by providing a comprehensive analysis of the entrepreneurial strategies employed by Indonesian women in the halal fashion industry. It delves into the ways these entrepreneurs harmonize their adherence to Islamic principles with their aspirations for innovation and global competitiveness. The research also highlights the broader implications of their efforts, including the potential to position Indonesia as a global hub for halal fashion. The contributions of this study are multifaceted.

Theoretically, it enriches the existing body of knowledge by extending discussions on the intersection of faith and entrepreneurship within the context of halal business practices. By examining how Islamic values influence decision-making, branding, and operational strategies, the study provides new perspectives on sustainable business practices in faith-driven markets. It also contributes to understanding the cultural and socio-economic dynamics that shape the entrepreneurial journeys of women in the halal fashion industry.

Practically, the findings offer actionable insights for stakeholders, including policymakers, industry leaders, and entrepreneurs. For policymakers, the study underscores the importance of supporting women entrepreneurs through initiatives that combine Islamic values with technological and market-oriented training

programs. For industry leaders, the research highlights strategies to enhance the global appeal of halal fashion brands while maintaining authenticity and compliance with Sharia principles. For entrepreneurs, the study provides a framework for navigating the complexities of market dynamics, enabling them to scale their businesses and access international markets effectively.

This exploration elucidates the intricate relationship between cultural and religious principles and their influence on business practices, thereby contributing original insights into the interplay between faith and entrepreneurship. Additionally, the research highlights the considerable impact of leading women-owned brands, such as Dian Pelangi, Shafira and Ria Miranda, which not only advance economic development but also promote cultural pride and gender equality. These entrepreneurial figures have redefined societal norms and have been instrumental in fostering inclusive and socially progressive business models within the modest fashion sector, both within Indonesia and internationally.

The research findings present a robust framework for aspiring female entrepreneurs, illustrating how leveraging cultural and gender-specific assets can yield significant business and societal outcomes. It combines a comprehensive exploration of entrepreneurial practices with detailed case studies of prominent Indonesian figures such as Dian Pelangi, Shafira, and Ria Miranda, offering practical examples of success within the sector. The framework integrates cultural heritage, Islamic values, and modern innovation, effectively demonstrating how these elements can drive business growth, societal impact, and gender empowerment. With its focus on actionable insights, cultural alignment, and gender-specific strategies, this article successfully provides a robust and comprehensive guide for aspiring female entrepreneurs aiming to excel in the global halal fashion industry.

This novel approach addresses a critical void in the scholarly literature, while simultaneously offering valuable practical insights to facilitate the development of a more inclusive and empowering entrepreneurial landscape. The study is organized to systematically explore the interplay between Indonesia's halal fashion industry and

women entrepreneurs. Following this introduction, the Literature Review section delves into existing studies on halal fashion and women's empowerment, highlighting key themes and gaps in current research.

The Methodology outlines the qualitative case study approach employed to analyze the contributions of prominent women entrepreneurs in the Indonesian halal fashion sector. The Results and Discussion section examines the case studies of Dian Pelangi, Shafira, and Ria Miranda, focusing on their strategies, market impacts, and contributions to women's empowerment. Finally, the Conclusion synthesizes the key insights derived from this study, discusses their implications for policy, practice, and academic discourse, and offers recommendations for future research avenues. This structure ensures a logical flow of ideas and facilitates a nuanced understanding of the multifaceted relationship between halal fashion and women's empowerment in Indonesia.

Literature Review

In the context of halal fashion, the term refers to clothing and accessories that align with Islamic guidelines on modesty. For Muslim women, modest fashion typically involves attire that covers the body in a non-revealing way, avoiding transparent or tight-fitting garments. Halal fashion also extends to the ethical and sustainable production of clothing, where the supply chain must adhere to Islamic ethical standards, ensuring that the materials and labor practices do not involve exploitation, harm, or unethical treatment. This perspective aligns with the broader Islamic principles of social justice, environmental stewardship, and community welfare. This concept has gained significant traction in recent years, particularly among Muslim consumers who seek to express their identity and values through their clothing choices while remaining compliant with their religious beliefs (Tarofder et al., 2021; Yuniastuti & Pratama, 2023). At its core, halal fashion is not merely about the physical attributes of clothing but also encompasses a broader lifestyle choice that aligns with Islamic teachings.

The term "halal" and when applied to fashion, it signifies that the clothing is not only modest but also ethically produced and free from any elements that contradict Islamic values ((Arefi et al., 2018; Zainudin et al., 2019). This includes considerations of sustainability, fair labor practices, and the avoidance of materials that are deemed haram (forbidden), such as those derived from non-halal sources (A. A. Hasan, 2023; Karakuş & Birinci, 2022). As such, halal fashion represents a holistic approach to consumption that integrates ethical considerations with personal and religious identity. The increasing visibility of Muslim women in the fashion industry has led to a redefinition of what constitutes fashionable attire within the parameters of Islamic guidelines, thereby creating a unique niche that blends faith with contemporary style. Muslim women are increasingly using fashion as a means of expressing their identity and beliefs. The hijab, for instance, serves as a powerful symbol of this expression, with many women choosing hijab fashion that aligns with their personal style while still adhering to Islamic standards of modesty. Research indicates that factors such as comfort, social acceptance, and personal satisfaction play crucial roles in the decision-making process for hijabistas, or women who wear hijabs as part of their fashion choices (Hassan & Ara, 2021b; Hassan & Harun, 2016). This trend reflects a broader cultural shift where modest fashion is not merely about covering the body but also about showcasing individuality and creativity within the constraints of religious guidelines (Abdulai, 2024).

The halal fashion market is not only about clothing but also involves a comprehensive understanding of the supply chain that supports it. The halal supply chain encompasses various stages, from sourcing materials that comply with halal standards to ensuring ethical labor practices throughout the production process. This holistic approach is essential for meeting the expectations of Muslim consumers who are increasingly aware of the ethical implications of their purchases (Sumarliah et al., 2021). The integration of Islamic principles into business practices is crucial, as it aligns with the values of sustainability and ethical consumption that are becoming more prominent in the global fashion industry (Wiratama, 2023).

The rise of halal fashion can be attributed to several factors, including the increasing visibility of Muslim women in the fashion industry and the growing demand for modest clothing options that do not compromise on style or quality. Designers and brands are now recognizing the potential of the halal fashion market, which is projected to grow significantly as more consumers seek out products that reflect their values (Destriyansah, 2023; Haleem et al., 2020). This has led to the emergence of a diverse range of halal fashion brands that cater to various tastes and preferences, from high-end luxury labels to affordable everyday wear (Izza, 2022). Moreover, the influence of social media and digital platforms has played a crucial role in shaping the halal fashion landscape. Influencers and fashion bloggers have become key players in promoting modest fashion, creating a vibrant online community that shares ideas, styles, and inspiration (Aziz & Ahmad, 2018; Jannah & Kodrat, 2021). This digital engagement has not only increased awareness of halal fashion but has also empowered consumers to make informed choices about their clothing, fostering a sense of agency and identity among Muslim women (Mirza, 2024; Wibawa et al., 2021). Platforms like Instagram and Facebook have become vital for the dissemination of modest fashion trends, allowing Muslim women to share their styles and connect with like-minded individuals across the globe (Williams & Kamaludeen, 2017). This digital revolution has not only democratized fashion but has also empowered Muslim women to challenge traditional norms and redefine their representation in the fashion world. The visibility provided by these platforms has led to a burgeoning market for halal fashion, with brands increasingly catering to the diverse needs of Muslim consumers (Sayan-Cengiz, 2018). The intersection of faith and fashion is further complicated by the diverse cultural backgrounds of Muslim women. For instance, the modest fashion trends in Southeast Asia may differ significantly from those in the Middle East or Western countries, reflecting local customs and interpretations of Islamic dress codes (Abdulai, 2024; Benussi, 2021).

The ability to connect with like-minded individuals and brands through social media has transformed the way halal fashion is perceived and consumed, making it

more accessible and appealing to a broader audience. Despite its growth, the halal fashion industry faces challenges that must be addressed to ensure its sustainability and success. One significant issue is the need for clear standards and certification processes that can help consumers identify genuinely halal products (Huda & Setiyowati, 2023; Mahmudah et al., 2022). As the market expands, the risk of misrepresentation and greenwashing increases, necessitating robust frameworks to maintain consumer trust and uphold the integrity of halal fashion (Hanafi, 2019; Sugiharto et al., 2021). Additionally, there is a need for greater education and awareness among consumers regarding the principles of halal fashion, as many may still associate halal primarily with food and overlook its application in other areas of life, including clothing (Anggara et al., 2023; Roswandi, 2023). Furthermore, the halal fashion industry must navigate the complexities of cultural perceptions and societal attitudes towards modest clothing. While many consumers embrace halal fashion as a form of self-expression and empowerment, others may view it through a lens of misunderstanding or prejudice (Lewis, 2015; N. Susilawati et al., 2021). This highlights the importance of fostering dialogue and promoting positive narratives around halal fashion, emphasizing its role in challenging stereotypes and redefining notions of beauty and femininity within the context of Islamic culture (Karoui & Khemakhem, 2019; Siregar et al., 2023).

Halal Fashion in Indonesia

The halal fashion industry in Indonesia has witnessed a remarkable transformation, driven significantly by the contributions of women entrepreneurs. Indonesian women have increasingly taken on leadership roles in this sector, leveraging their creativity and cultural insights to develop innovative fashion lines that adhere to Islamic principles while appealing to contemporary tastes. This dynamic not only enhances the visibility of halal fashion but also empowers women economically and socially within their communities. Women entrepreneurs in Indonesia are at the forefront of the halal fashion movement, utilizing their unique perspectives to create brands that resonate with the values and preferences of Muslim

consumers. The increasing consumption of halal fashion among Indonesian Muslims, particularly among millennials and Generation Z, has opened up new avenues for female entrepreneurs to explore (Maziyyah, 2023; Yuniastuti & Pratama, 2023). These women are not only designing clothing that meets modesty requirements but are also integrating modern aesthetics, thereby bridging the gap between tradition and contemporary fashion (Rahman, 2024). This innovative approach has led to a burgeoning market that reflects the diverse identities of Indonesian Muslim women.

The role of education and training in fostering female entrepreneurship in halal fashion cannot be overstated. Programs aimed at enhancing the skills of women in design, marketing, and business management are crucial for their success in this competitive industry (Amal, 2023; N. Susilawati et al., 2021). By providing access to resources and knowledge, these initiatives empower women to navigate the complexities of the fashion market effectively.

Furthermore, the Indonesian government has recognized the importance of supporting women entrepreneurs through policies that facilitate halal certification and reduce barriers to entry in the fashion industry (N. Susilawati et al., 2021; Yuniastuti & Pratama, 2023). The country has also made substantial efforts to strengthen its halal infrastructure, establishing clear regulations and certifications to enhance consumer trust and encourage investment in halal sectors, positioning itself as a global leader in this field (Nizar & Triyawan, 2020). This supportive environment is essential for nurturing the next generation of female leaders in halal fashion. E-commerce has emerged as a vital platform for women entrepreneurs in the halal fashion sector, enabling them to reach a broader audience and capitalize on the growing trend of online shopping (Jailani & Adinugraha, 2022; Maziyyah, 2023). The demographic shift towards younger consumers who are tech-savvy and familiar with digital platforms presents a significant opportunity for female-led brands to thrive (Jailani et al., 2022; Yuniastuti & Pratama, 2023). By leveraging social media and e-commerce, women entrepreneurs can showcase their designs, engage with

customers, and build brand loyalty without the constraints of traditional retail environments.

Overview of Halal Fashion and Empowerment: existing research on halal fashion and women's entrepreneurship.

Women have played a transformative role in shaping the halal fashion industry, especially in countries like Indonesia, where they are both influential consumers and innovative entrepreneurs. The increasing involvement of women in this sector has led to the development of a diverse range of products that cater to modern Muslim women's needs for modest yet fashionable attire. The industry has provided a platform for women to express their creativity and cultural identity while empowering them economically. Through entrepreneurship and active participation in fashion design and production, women have contributed significantly to the growth and global recognition of halal fashion. This influence has not only redefined modest wear but has also fostered a culture of inclusivity and innovation within the fashion industry (Edastami et al., 2019)

Research indicates that the halal fashion market in Indonesia is experiencing substantial growth, driven by increasing consumer demand for modest clothing that adheres to Islamic principles (N. Susilawati et al., 2021; Yuniastuti & Pratama, 2023). This growth is particularly relevant for women entrepreneurs, who play a crucial role in shaping the halal fashion landscape. Despite this, there is a lack of focused studies that examine the unique experiences, motivations, and challenges faced by Indonesian women entrepreneurs in the halal fashion sector (ChoudhuryKaul et al., 2023; Hongdiyanto et al., 2020). Understanding these factors is vital for developing targeted support systems and policies that can enhance their contributions to the industry. One of the primary motivations for women entrepreneurs in the halal fashion industry is the desire to align their business practices with their religious beliefs while also achieving economic independence (Maziyyah, 2023; Tambunan, 2017). Research has shown that formal education and targeted training programs are essential for empowering women entrepreneurs and enhancing their business

performance (ChoudhuryKaul et al., 2023). Therefore, there is a pressing need for initiatives that provide educational opportunities and resources tailored specifically for women in the halal fashion industry. Moreover, the rise of e-commerce presents a unique opportunity for women entrepreneurs to reach broader markets and increase their visibility (A. S. Hasan & Hamdi, 2022; Mefid & Eitiveni, 2023).

As Indonesia's demographic landscape shifts towards a younger, tech-savvy population, the potential for online platforms to facilitate the growth of halal fashion businesses is immense (Kusumawati et al., 2020). However, the existing literature often overlooks the specific strategies that women entrepreneurs can employ to leverage these platforms effectively. Research focusing on the intersection of e-commerce and women-led halal fashion businesses could provide valuable insights into best practices and innovative approaches for success in this digital age. Additionally, the role of community and social networks cannot be understated in the context of women entrepreneurship in halal fashion. Women entrepreneurs often rely on informal networks for support, mentorship, and collaboration (Vitadiar, 2024). However, there is limited research exploring how these networks function and how they can be strengthened to support women in the halal fashion industry. Investigating the dynamics of these social networks and their impact on business success could yield important findings that inform policy and practice. Furthermore, while the halal fashion industry is often discussed in terms of its economic potential, there is a need to explore the cultural and ideological dimensions that influence women's participation in this sector (A. D. Susilawati, 2024; Yuniastuti & Pratama, 2023). Understanding how cultural perceptions of modesty and femininity shape women's entrepreneurial experiences in halal fashion can provide a more nuanced view of the challenges and opportunities they face. This could involve qualitative studies that delve into the personal narratives of women entrepreneurs, highlighting their motivations, aspirations, and the societal expectations they navigate.

Methodology

This research adopts a qualitative case study approach to investigate the Indonesian halal fashion market, focusing specifically on three prominent entrepreneurs: Dian Pelangi, Shafira, and Ria Miranda. This method allows for an in-depth exploration of their entrepreneurial journeys, strategies, and the empowerment they provide to women in the halal fashion industry. By concentrating on these three case studies, the research aims to uncover the complexities of their experiences and the broader implications for the halal fashion sector in Indonesia.

Data for this study will be collected from secondary sources, including academic literature, journals and reputable websites. The focus will be on gathering information that highlights the contributions of Dian Pelangi, Shafira, and Ria Miranda to the halal fashion sector. The following diagram illustrates the mapping of the halal fashion industry and the research framework, emphasizing the interconnections between key industry elements, the selected case studies, and the research's analytical components. This visual representation demonstrates the flow from the broader industry context to the contributions of the three featured entrepreneurs—Dian Pelangi, Shafira, and Ria Miranda—and concludes with the outcomes of the research framework.

To enhance the depth of analysis, NVivo, a qualitative data analysis software, was utilized. NVivo facilitated the systematic coding and categorization of the collected data, enabling the identification of key themes and patterns across the case studies. Through NVivo's capabilities, the study could rigorously analyze textual data, ensuring a structured and transparent approach to thematic exploration. This software allowed for the visualization of interconnections between Islamic values, entrepreneurial strategies, and women's empowerment in the halal fashion industry, providing a comprehensive perspective on the topic. The findings derived from this methodology aim to offer both theoretical insights and practical implications for stakeholders involved in the halal fashion industry.

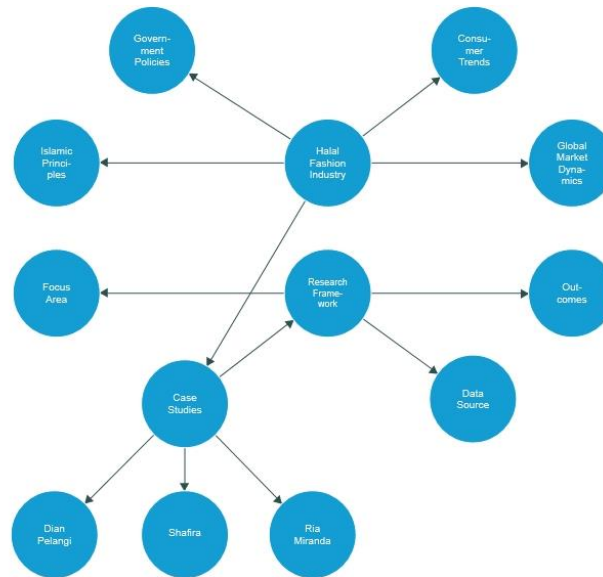


Figure 1. Mapping of Halal Fashion Industry and Research Framework

1. Dian Pelangi: Known for her vibrant and contemporary designs, is a well-known Indonesian fashion designer who has played a significant role in bringing modern Islamic fashion into the global spotlight. Her work emphasizes the blend of traditional Indonesian cultural elements with contemporary styles, making her a notable figure in the modest fashion industry (Rubawati et al., 2018)
2. Shafira, was established by Feny Mustafa as one of the pioneering Muslim fashion brands in Indonesia. The brand has played a crucial role in the development of the modest fashion industry in the country, setting standards for combining modern design with Islamic principles. Shafira began by focusing on high-quality hijabs and modest wear, which quickly gained popularity and helped shape the landscape of Muslim fashion in Indonesia (Monika & Lantu, 2015; Putri, 2019)
3. Ria Miranda: Ria Miranda is another prominent entrepreneur in the halal fashion sector, known for her unique designs that combine modern aesthetics

with traditional elements. She has showcased her collections at major events such as Indonesia Fashion Week and even participated in the London Fashion Week, solidifying her status in the global modest fashion industry (Tika, 2020)

Results and Discussion

Result

1. The Case of Dian Pelangi

Dian Pelangi, born Dian WahyuUtami on January 14, 1991, in Palembang, Indonesia, is a prominent fashion designer known for her innovative approach to modest fashion. She pursued her education at ESMOD Jakarta, graduating in 2008 with high honors. In 2009, she became the youngest member of the Indonesian Fashion Designers Association (APPMI). Dian's brand, Dian Pelangi, established in 1991 by her parents, has grown into a company with more than 500 employees and 14 retail stores. Her designs, which blend traditional Indonesian textiles like batik and songket with contemporary styles, have gained international recognition, showcasing at events such as New York Fashion Week. (Sommet International de la Mode, n.d.)

Dian Pelangi is a notable entrepreneur in the Muslim fashion industry in Indonesia. The brand Dian Pelangi, established as a family business, incorporates traditional Indonesian fabrics, such as batik and songket, as the main features of its designs. This unique approach has enabled Dian Pelangi to achieve recognition both nationally and internationally. The brand's foundation and growth are a testament to its commitment to preserving cultural heritage while appealing to modern trends (Fatharani & Wirasari, 2024; Liana et al., 2024; Rubawati et al., 2018)

Her product line is diverse, offering a range of items that cater to various fashion needs:

- **Scarves and Hijabs:** Featuring vibrant colors and intricate patterns, these pieces are designed to complement modest attire.

- **Ready-to-Wear Collections:** Including blouses, tunics, long dresses, and pants, these garments combine traditional motifs with modern silhouettes, appealing to a broad audience.
- **Bridal Wear:** Offering bespoke wedding attire that integrates Indonesian cultural elements with contemporary fashion trends.
- **Children's Clothing:** Extending her design philosophy to younger audiences, promoting modest fashion from an early age.

Blending Cultural Heritage with Modern Fashion

Dian Pelangi's designs uniquely blend Indonesian cultural heritage with modern fashion elements. This fusion not only makes her collections appealing to a wide audience but also helps preserve Indonesia's rich textile traditions. In the past, wearing the hijab was a symbol of women's obedience to their religious teachings, today wearing the hijab has become a lifestyle in itself, enabling women to wear make-up and different styles of hijab to express themselves (Simorangkir, 2024). Dian Pelangi's designs appeal to those seeking fashionable yet culturally rooted Muslim clothing (Rahmawati et al., 2023). The use of vibrant and intricate traditional patterns in contemporary styles showcases her ability to innovate while staying rooted in her heritage (Fatharani & Wirasari, 2024; Liana et al., 2024; Rubawati et al., 2018)

Market Strategies

Dian Pelangi employs a variety of strategic approaches to reach a broader market. The brand uses social media platforms like Instagram for visual branding and engages in collaborations with influencers to increase brand awareness. Additionally, the brand's focus on storytelling and highlighting the craftsmanship behind each piece helps attract and retain customers, thus establishing a strong market presence (Fatharani & Wirasari, 2024; Liana et al., 2024; Rubawati et al., 2018)

Impact on Women's Empowerment and Inspiring Future Generations of Women Entrepreneurs

Her work has had a significant impact on women's empowerment, especially within the Muslim community. By advocating for modest fashion that is both trendy

and culturally respectful, she has contributed to changing societal perceptions and given women more fashion choices that align with their beliefs. Her influence extends to creating job opportunities for women in the fashion industry, from design to marketing (Rubawati et al., 2018). Dian Pelangi serves as an inspiration for future generations of women entrepreneurs. By demonstrating that success can be achieved through creativity and cultural appreciation, she has motivated young women to pursue entrepreneurship in fashion and other industries. Her role as a mentor and her active involvement in educational initiatives further amplify her impact on aspiring businesswomen (Fatharani & Wirasari, 2024; Liana et al., 2024; Rubawati et al., 2018)

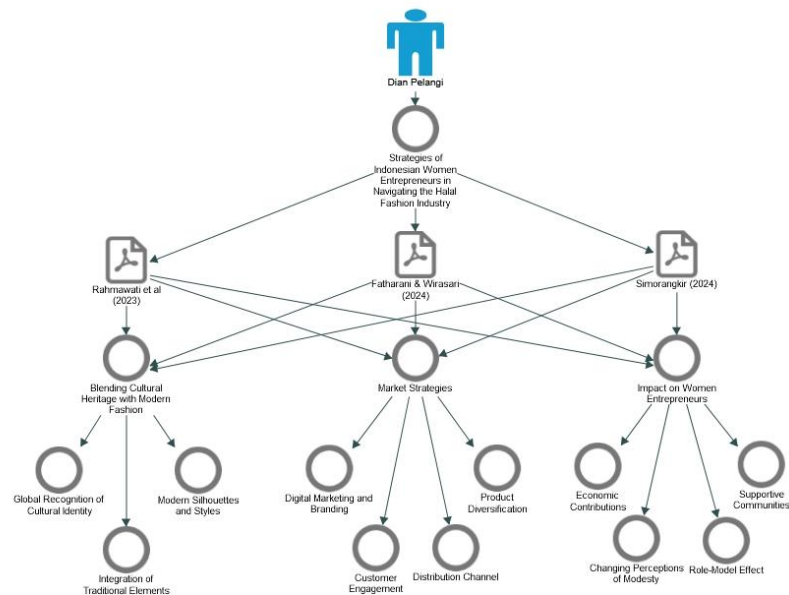


Figure 2. Strategies and Impacts in Halal Fashion: Dian Pelangi Case

2. The Case of Shafira

Shafira was founded in 1989 by Feny Mustafa, making it one of Indonesia's pioneering brands in the halal fashion industry. The brand integrates traditional Indonesian textiles with contemporary designs, setting a benchmark in modest fashion. Shafira's product line is diverse, catering to various fashion needs, including women's wear, scarves, hijabs, and menswear. The brand's dedication to quality and innovation has garnered international recognition, exemplified by being the first (Shafira. n.d.).

The brand's product line is diverse, catering to various fashion needs:

- **Women's Wear:** Shafira offers a range of women's clothing, including blouses, tunics, dresses, and outerwear, designed to reflect elegance and modesty.
- **Scarves and Hijabs:** Featuring intricate patterns and high-quality materials, these accessories complement modest attire, blending traditional motifs with modern trends.
- **Menswear:** The brand also caters to men, providing a selection of clothing that aligns with Islamic fashion principles, ensuring modesty and style.

Empowerment through Entrepreneurship

Shafira has been instrumental in promoting women's empowerment through entrepreneurship. Her work has provided numerous employment opportunities for women and inspired many to pursue careers in fashion. By integrating Islamic values into the business model, Shafira has empowered women to embrace both their faith and their entrepreneurial spirit, making significant strides in economic and social upliftment (Putri, 2019; Wardiani, 2019)

Business Model and Branding

Shafira has established itself as a premium brand, emphasizing elegance, quality, and Islamic principles. The business model focuses on catering to the upscale market while ensuring halal certification for all products. Shafira's branding strategy includes positioning itself as a pioneer in the modest fashion industry, maintaining a reputation for quality and sophistication. The brand's commitment to combining faith and fashion has distinguished it from competitors, making it a trusted name in the industry (Monika & Lantu, 2015; Putri, 2019; Wardiani, 2019)

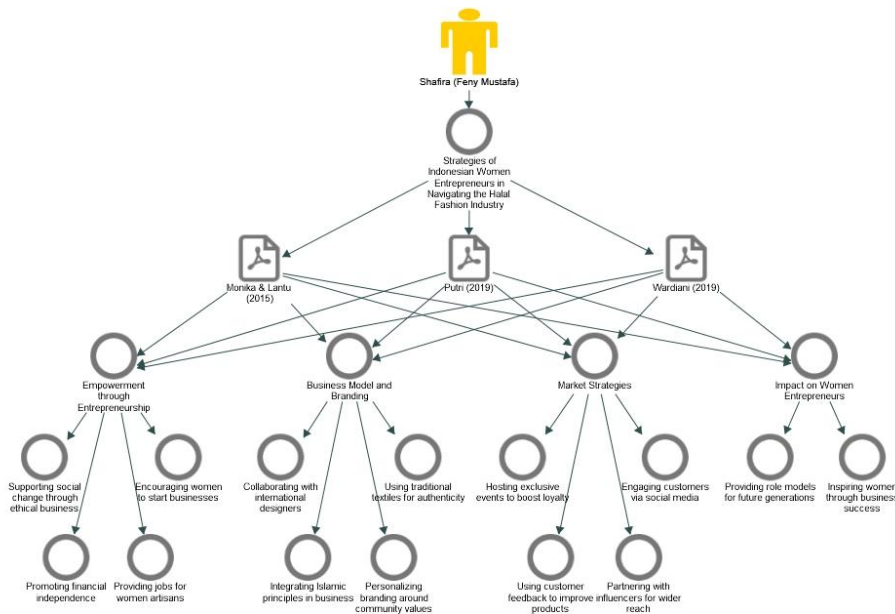
Market Strategies

Shafira employs a comprehensive market strategy, including a strong retail presence with multiple outlets across Indonesia and an expanding online presence. The brand has embraced digital marketing and e-commerce to reach a global audience, using social media platforms and collaborations with influencers to promote its products. This strategy has allowed Shafira to remain relevant and

continue expanding its market share, both domestically and internationally (Putri, 2019; Wardiani, 2019).

Impact on Women's Empowerment and Inspiring Future Generations of Women Entrepreneurs

Shafira has had a significant impact on women’s empowerment by not only creating job opportunities but also serving as a role model for aspiring female entrepreneurs. The brand’s inclusive practices and support for women in the workforce have contributed to social change, encouraging more women to participate in the business world and the fashion industry (Monika & Lantu, 2015; Putri, 2019; Wardiani, 2019) Through its success and commitment to Islamic values, Shafira has inspired future generations of women entrepreneurs. The brand’s emphasis on innovation and sustainability, coupled with a focus on cultural heritage, has made it



a benchmark in the modest fashion industry. Shafira’s story motivates young women to explore entrepreneurship while staying true to their cultural and religious identities (Monika & Lantu, 2015; Putri, 2019; Wardiani, 2019)

Figure 3. Strategies and Impacts in Halal Fashion: Shafira Case

3. The Case of Ria Miranda

Ria Miranda, a renowned Indonesian fashion designer, was born on July 15, 1985, and began her career as a stylist at Ex Noor magazine. After completing high school in Padang, she moved to Jakarta with a strong determination to continue her education, which became a crucial foundation for her fashion business. Her journey was filled with challenges, including societal pushback against her early designs. Nevertheless, she persevered and built a successful brand recognized both nationally and internationally. Ria Miranda has showcased her collections at major events such as Indonesia Fashion Week and even participated in the London Fashion Week, solidifying her status in the global modest fashion industry (Tika, 2020).

Empowerment through Entrepreneurship

Ria Miranda's work has inspired many Muslim women to maintain their faith while embracing entrepreneurship. By emphasizing the values of patience, humility, and perseverance, she has become a role model, showing that success in business can align with religious and ethical principles. Her brand, which targets young adult women, empowers its customers to feel confident and stylish while adhering to Islamic modesty norms (Tika, 2020).

Business Model and Branding

Ria Miranda has developed a strong personal and brand identity based on "shabby chic" designs featuring simple, soft colors. Her branding strategy focuses on creating a distinct, elegant, and modest fashion style that appeals to a broad audience. She has also built a loyal customer base through strategic use of digital platforms and the establishment of the Ria Miranda Loyal Customer (RMLC) community, which promotes brand loyalty and strengthens consumer connections through events and social media engagement (Armananti & Asteria, 2019; Tika, 2020)

Market Strategies

The brand's emphasis on mixing traditional and modern elements, such as using local textiles like tenun, resonates strongly with the values of the Hijabers Community (Saraswati, 2019). The brand has employed a comprehensive marketing approach, including both online and offline channels. Ria Miranda's collections are

available through exclusive trunk shows and fashion events, enhancing brand visibility. The active engagement on platforms like Instagram helps maintain a vibrant community of followers who share and celebrate the brand's fashion. This strategic use of digital media has boosted sales and deepened the emotional bond between the brand and its consumers (Armananti & Asteria, 2019; Sumarliah et al., 2020).

Impact on Women's Empowerment and Inspiring Future Generations of Women Entrepreneurs

Ria Miranda has significantly impacted women's empowerment by demonstrating that religious faith and professional success can coexist. Her work inspires future generations of women entrepreneurs to pursue their dreams while upholding their cultural and religious values. The strong community she has built through RMLC has fostered a supportive network, encouraging women to share their experiences and grow together both personally and professionally (Armananti & Asteria, 2019; A. S. Hasan & Hamdi, 2022).

The following diagram illustrates Ria Miranda's strategic framework, emphasizing the integration of innovative business strategies and cultural values to empower women entrepreneurs

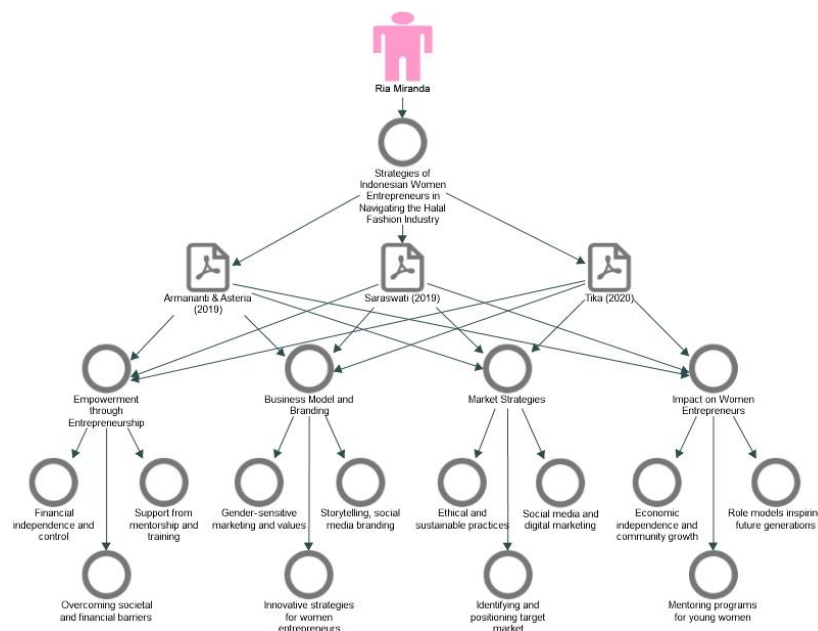


Figure 4. Strategies and Impacts in Halal Fashion: Ria Miranda Case

Discussion

The emergence of Indonesia's halal fashion industry, led by brands such as Dian Pelangi, Shafira, and Ria Miranda, has transformed the global modest fashion landscape by integrating Islamic principles with contemporary design. These brands have innovatively combined traditional elements, like batik and songket, with modern aesthetics to preserve cultural heritage while appealing to diverse consumer demands. Their product lines reflect adherence to halal principles, offering vibrant, minimalist, and elegant designs tailored to modern Muslim women. Digital platforms have played a pivotal role in their success, with strategies like Instagram storytelling, community engagement initiatives such as Ria Miranda's RMLC, and collaborations helping these brands connect with audiences and promote their values globally. Importantly, the halal fashion industry has become a platform for women's empowerment, providing economic opportunities and inspiring Muslim women to pursue entrepreneurial ventures while balancing their faith and aspirations. The table below further examines how these brands integrate Islamic values, innovate in product design, and empower women entrepreneurs.

Table 1. Halal Fashion and Women's Empowerment: A Comparative Study

Aspect	Dian Pelangi	Shafira	Ria Miranda
Halal Fashion Approach	Designs emphasize modesty by covering the body appropriately while featuring vibrant and modern elements. Uses traditional fabrics that align with Islamic fashion values.	A pioneer in halal fashion, ensuring all products are halal-certified. Focuses on elegant, modest designs that respect Islamic principles.	Offers fashion-forward designs that adhere to Islamic modesty requirements. The use of soft, simple colors emphasizes modest elegance suitable for Muslim women.

<p>Product Lines</p>	<p>Includes scarves, hijabs, modest ready-to-wear clothing, bridal wear, and children's fashion. Vibrant designs combine cultural motifs with modest coverage.</p>	<p>Provides a variety of women's wear, high-quality scarves, hijabs, and menswear, all crafted to meet halal standards. Emphasizes quality and Islamic modesty.</p>	<p>Known for modest wear in pastel colors, including dresses and outerwear that ensure full coverage. Engages a community focused on modest, ethical fashion.</p>
<p>Market Strategies</p>	<p>Uses social media platforms like Instagram for visual storytelling, emphasizing the modest yet trendy aspect of her collections. Engages with a global audience through collaborations.</p>	<p>Combines physical stores with a strong online presence. Highlights the halal certification of its products and uses influencer marketing to reinforce brand values.</p>	<p>Engages followers through the RMLC community, hosting events and utilizing digital marketing to promote modest fashion that aligns with Islamic teachings.</p>
<p>Women's Empowerment</p>	<p>Creates opportunities for women in design, production, and marketing, aligning with the principles of economic empowerment. Advocates for modest</p>	<p>Promotes women's entrepreneurship by providing a model of successful halal business practices. Supports economic independence for women in the fashion industry.</p>	<p>Inspires women to balance their faith and professional aspirations. Builds a community where women support each other while staying true to Islamic values.</p>

fashion as a means of
self-expression.

Source: Data analyzed and compiled by the researcher

Conclusion

The emergence of halal fashion in Indonesia has significantly empowered women entrepreneurs by creating economic opportunities, promoting cultural identity, and fostering innovation in the modest fashion industry. Prominent figures like Dian Pelangi, Shafira, and Ria Miranda have integrated traditional Indonesian textile heritage with modern fashion trends, enabling them to gain international recognition while challenging societal norms and advancing gender equality. This empowerment has not only reshaped the global modest fashion landscape but has also illustrated the transformative potential of women-led businesses that align with Islamic values. Policymakers and industry stakeholders must support this sector by simplifying halal certification, enhancing access to resources, and investing in sustainability to maximize its impact. Future research should explore the role of digital platforms in expanding market reach and investigate similar empowerment mechanisms across other halal industries, such as cosmetics and tourism, to provide a more comprehensive understanding of how Islamic principles can drive innovation and economic growth.

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Website :

<https://shafira.com/pages/about-us>

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