

SOCIAL MEDIA ON ISLAMIC LIFESTYLE TRENDS: A SYSTEMATIC LITERATURE REVIEW



Eva Anzani Siregar¹
Universitas Negeri Padang, Padang, Indonesia
evaanzani@student.unp.ac.id

Mufida Tullaili²
Universitas Negeri Padang, Padang, Indonesia
mufidatullaili@student.unp.ac.id

Zul Afdal³
Universitas Negeri Padang, Padang, Indonesia
zulafdal@fe.unp.ac.id

Abstract

This research is motivated by the rapid development of social media, so it is necessary to explore the role of social media in influencing Islamic lifestyle trends among young Muslim consumers, focusing on the role of influencers, content platforms, and their impact on religious identity. This study uses a systematic literature review (SLR) with the PRISMA method using data from 2020 to 2024 on how social media influences the adoption of Islamic lifestyle trends by young Muslims. The research findings show that social media platforms are key in shaping the religious and cultural identities of young Muslims, with influencers playing an important role in promoting Islamic values and encouraging consumption behavior that is in line with halal principles.

Keywords: Social Media, Young Muslim, Islamic Lifestyle, SLR

INTRODUCTION

Social media has become one of the most significant phenomena in the last few decades, especially among teenagers. The use of platforms such as Instagram, TikTok, and Facebook is not only limited to communication but also influences lifestyle preferences, including consumption behavior. Statistics show that almost all teenagers aged 13-18 use digital devices, such as smartphones and computers, indicating that technology has become an integral part of their lives (Changning et al., 2023). Among young Muslim consumers, social media offers a unique opportunity to access information about Islamic lifestyles, such as hijab fashion trends, halal food consumption, and Islamic religious practices (Sule & Sulaiman, 2021). Social media also facilitates the spread of religious knowledge, which contributes to increasing religious awareness among Muslim youth.

The role of social media in shaping Islamic lifestyles is becoming increasingly visible through the influence generated by influencers. Influencers on social media often promote products and lifestyles that align with Islamic principles and values, which can influence their followers' purchasing decisions (Purwanto, 2020). Research shows that engagement with Islamic lifestyle-related content on social media can motivate young people to embrace healthier habits that are in line with religious principles (Fachrurazi et al., 2023). For example, the promotion of halal food and healthy lifestyles by influencers can raise awareness of the importance of a good diet among young Muslim consumers. However, while social media offers many benefits, there are also challenges to be aware of. Excessive use of social media can disrupt real-world social interactions and affect the quality of relationships between friends (Pouwels et al., 2021). This suggests that while social media can strengthen connections within communities, there is a risk that virtual interactions can reduce emotional closeness among friends. Therefore, young people need to find a balance between social media use and in-person interactions. Overall, social media has become a significant force in shaping lifestyles and consumption preferences among young Muslim consumers. By utilizing these platforms wisely, young people can access information that supports Islamic lifestyles and build positive communities. Further research is needed to understand more about these dynamics and how social media can be used to promote positive values among young Muslims.

However, while numerous studies have been conducted addressing social media's impact on lifestyle among young Muslim consumers, there is still a gap in the in-depth understanding of how social media specifically influences Islamic lifestyle trends. Some studies have shown that social media serves as a platform to spread Islamic information and values (Zaid et al., 2022; Nurfitria, 2023), but research that focuses more on the specific impact of influencer-generated content and social interactions on these platforms is limited. Jannah & Al-Banna (2021) revealed that halal knowledge and certification are key factors that influence halal awareness among both consumers and entrepreneurs, which in turn affects their consumption behavior towards halal products. Moreover, a significant portion of the existing research has emphasized the negative aspects of social media use, such as social comparison and its impact on self-esteem (Douglass et al., 2022), without exploring how social media can act as a tool to enhance Islamic identity and practices among the younger generation (Khorasgani & Beikzadeh, 2023; Nurfitria, 2023). Therefore, it is important to identify and analyze how social media can shape and influence Islamic lifestyles and understand the dynamics that occur within them. This study aims to review and analyze previous studies that highlight the connection between social media and Islamic lifestyle trends in young Muslim consumers.

Even though numerous studies have discussed social media's impact on the lifestyles of young Muslim consumers, there is still a gap in the in-depth understanding of how social media specifically influences Islamic lifestyle trends. Most studies indicate that social media serves as a platform to spread Islamic information and values. (Zaid et al., 2022; Nurfitria, 2023). However, the specific impacts of influence-generated content, including how they shape perceptions and consumption behavior, have not been widely explored. In addition, social interactions on social media that have the potential to influence the identity and religious practices of young people remain an area that has received little attention.

Most existing research tends to emphasize the negative aspects of social media use, such as its impact on self-esteem due to social comparison. (Douglass et al., 2022). Meanwhile, studies on social media's potential as a tool to enhance Islamic identity and support religious practices are still limited (Khorasgani & Beikzadeh, 2023; Nurfitria, 2023). Previous research such as that conducted by Jannah & Al-Banna (2021), emphasized the

significance of halal knowledge and certification in shaping awareness and consumption behavior of halal products. However, the relationship between the promotion of Islamic lifestyle through social media, especially through content relevant to the younger generation, requires further investigation to explain the underlying mechanisms.

The purpose of this study is to systematically review and analyze relevant literature to fill the existing gaps. The focus of the study covers several important aspects, such as the influence of influencers in shaping Islamic consumption perceptions and behavior, the role of social media in shaping the religious identity of the younger generation, and its impact on promoting a healthy lifestyle following Islamic principles. (Zaid et al., 2022). In addition, this study will explore the often-overlooked impact of social comparison in the context of religious practice. By understanding these dynamics, the study is expected to supply broader information about the influence of social media on Islamic lifestyles and serve as a foundation for additional studies that can improve the positive Young Muslims' usage of social media.

RESEARCH METHOD

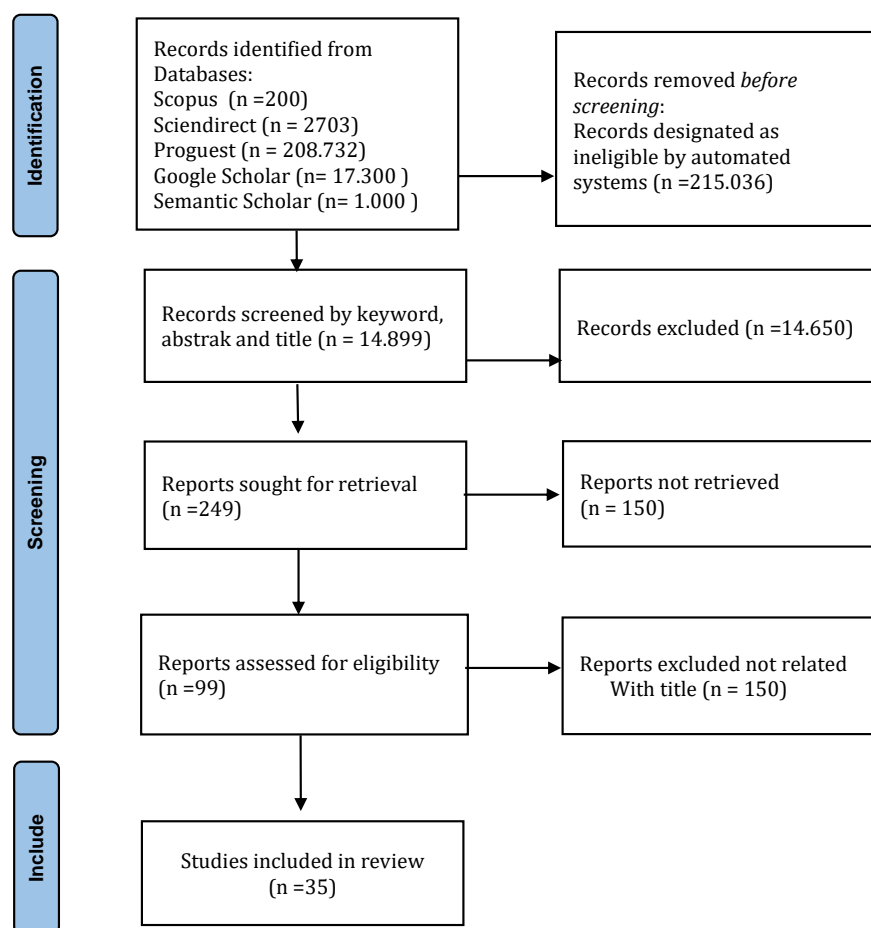
The Systematic Literature Review (SLR) approach is used in this study, which is an approach that aims to systematically find, assess, and summarize research findings related to a particular issue. The research steps begin with the first stage, namely the formulation of research questions. In this study, the main question asked is: "How does social media influence the adoption of Islamic lifestyle trends among young Muslim consumers?" This stage is important to provide a clear direction in the literature search and subsequent analysis.

The second stage involves identifying relevant data sources. The data sources used come from accredited databases such as ScienceDirect, Scopus, ProQuest, Google Scholar, and Semantic Scholar. The search is limited to literature published between 2020 and 2024 to guarantee the pertinence and currency of the data. The third stage is the development of a search strategy using relevant and open-access keywords, such as "social media," "Islamic lifestyle trends," and "young Muslim consumers," designed to ensure broad but specific coverage of the literature.

The fourth step is the implementation of the literature search and initial screening. At this stage, the titles and abstracts of the articles found were screened to assess their relevance

to the research topic. Next, the fifth stage involved assessing the qualifications through a full-text evaluation of the articles and obtaining 35 relevant articles.

Details of the selection according to the inclusion and exclusion criteria can be seen in the following PRISMA diagram, which visually illustrates the literature selection process in this study. This diagram provides a clear picture of the selection stages, and the number of articles evaluated at each stage.



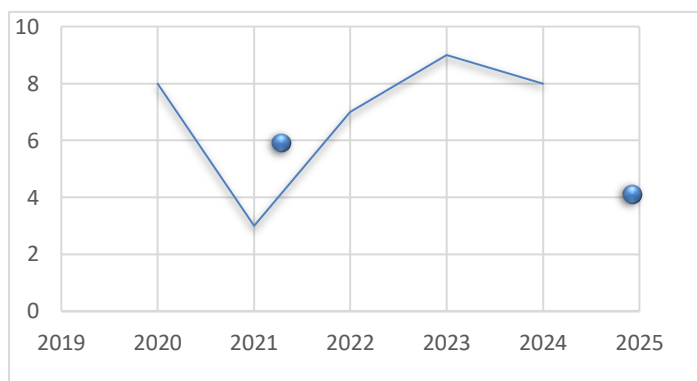
Picture 1. Diagram Flow

RESULTS AND DISCUSSION

The development of research from 2020 to 2024 can be seen in Figure 2. In 2020, the number of studies was recorded as quite high with 8 studies, indicating significant interest in the topic studied at the beginning of the period. However, in 2021, there was a drastic decline

to the lowest point, namely 2 studies. Entering 2022, the number of studies increased again to 6 studies, indicating a recovery in interest in the topic. This positive trend continued until 2023, which recorded the highest number of studies during this period, namely 9 studies. This spike reflects the increasing relevance of the topic or greater academic support for the research. In 2024, the number of studies decreased slightly to 8 studies. Although it still shows stable interest. Overall, this trend reflects the dynamics of attention to the topic studied, with fluctuations caused by external factors and changing priorities, but still maintaining its relevance among researchers.

Figure 2
Division of Articles by Publication Year



Source: Processed (2024)

Table 1
Literature Review

No	Author/year	Summary
1.	(Mokhtar & Bahari, 2021)	The findings in this article indicate that most Muslim students in Malaysian Islamic universities use Instagram to follow Islamic values. They tend to avoid content that goes against Islamic ethics, and although there is dissatisfaction with Instagram features, they want adjustments to support the ethical use of social media.
2.	(Pamukcu & Sariisik, 2021)	The results of this study reveal hotel guests' perceptions and expectations regarding halal requirements in the halal tourism industry, with statistical analysis showing significant market potential. This study also emphasizes the significance of developing universal halal standards in the hospitality industry to meet the needs of guests who prioritize Islamic lifestyles.
3.	(Zaid et al., 2022)	The study found that social media, through the role of influencers who displace traditional religious

		authorities, shape the religious practices of millennial Muslims with a modern, relatable, and personalized approach, utilizing technology such as artificial intelligence to deliver Islamic teachings that are accessible, relevant to everyday life, and linking Islamic values with social and ethical issues, thus forming an identity and community among millennial Muslims.
4.	(H. Rahim et al., 2024)	This study found that social media, particularly influencers, have a significant impact on the halal shopping behavior of Millennials in Malaysia by shaping perceptions, increasing halal product awareness, and influencing purchasing decisions through authentic content aligned with halal values, which is more trusted than traditional advertising.
5.	(Handriana et al., 2020)	This study found that halal awareness influences the purchase intention of halal cosmetic products among millennial Muslim women in Indonesia. There are several variables, such as perceived value, brand image, religious beliefs, and halal certification, that interact with trust, attitude towards products, and halal awareness, which together influence purchasing behavior. Survey data from 206 respondents showed that these factors play an important role in purchasing decisions.
6.	(Hasan, 2022)	The research found that Muslim youth use Instagram to express their religious and modern identities by combining fashion, lifestyle, and religious practices in hashtagged content such as #muslim and #islam, reinforcing a sense of community while making the platform a space of identity exploration and affirmation that balances religious tradition with the demands of modernity.
7.	(A. Rahim, 2022)	The syar'i hijab has transformed from a symbol of piety into a global fashion product that combines religious values and modern lifestyles, promoted through social media and fashion shows as part of popular culture controlled by capitalism so that hijab consumption now emphasizes aesthetic aspects and status symbols rather than its main purpose of covering the <i>aurat</i> according to Islamic teachings.
8.	(Hotait & Ali, 2024)	This research found that Muslim content creators use TikTok to build community, provide religious guidance, and address issues such as discrimination, victimhood, and Muslim identity in non-Muslim majority countries. Hijab-related content and responses to media stereotypes are often used to strengthen Muslim community solidarity.
9.	(Puteri et al., 2022)	The findings indicated that restraint is a key predictor of controlling consumptive behavior, explaining about

		68.9% of the variation in controlling consumptive behavior in purchasing internet packages for social media.
10.	(Kurniawan & Fadilah, 2024)	The research found challenges in digital da'wah, such as negative responses from netizens, the need to adapt to the latest trends, and the need to balance da'wah content with education, but also offers great opportunities, such as expanding audience reach, increasing the number of followers, and spreading Islamic values.
11.	(Putri & Hanafi, 2023)	This study shows that product design, brand image, and price have a positive and significant influence on purchasing decisions for Muslim fashion products. However, product quality and social media showed no significant influence. In addition, brand image influences purchasing decisions indirectly through lifestyle. However, lifestyle does not strengthen the influence of design, price, quality, or social media on purchasing decisions.
12.	(El Sayed & Hotait, 2024)	This article finds that TikTok plays an important role for Muslim women in Germany as a platform to express identity, overcome stereotypes, and fight for social justice. The study analyzed 320 videos from 32 TikTok accounts and found that the uploaded content covered topics such as beauty, lifestyle, religious education, and social advocacy.
13.	(Arifin, 2022)	This article finds that Pemuda Hijrah utilizes social media and pop culture approaches to revitalize millennials' spirituality by creatively packaging da'wah, integrating modern lifestyles, and creating a millennial Muslim identity that is religious yet relevant to contemporary culture.
14.	(Hikmayanti & Rahmat, 2023)	This study shows that the trend of migration among millennials is now more of a social movement influenced by social media and public figures, with the risk of exclusivity and dogmatism, so it needs to be returned to a more comprehensive meaning of life transformation.
15.	(Hanik et al., 2022)	This article found that Hijabers Kediri community has transformed the hijab from a religious symbol to a commodity in the Islamic lifestyle. The hijab has shifted from a sharia obligation to a symbol of social status and identity in a consumptive society, with its religious value displaced by aesthetic and consumptive values. Community members choose well-known brands to boost their confidence and image as fashionable modern Muslim women. Through activities such as beauty classes and social events, the community represents an Islamic lifestyle that combines religiosity with trends and consumerism.

16	(Al-Zaman, 2022)	This article found that Islamic videos on YouTube experienced significant growth, increasing from 6.04% in 2011 to 13.11% in 2019. The number of comments and likes showed a significant positive correlation ($r = .862$; $p < .01$), with users more likely to like Islamic videos than dislike them. However, video duration was not significantly related to user engagement.
17.	(Kovan et al., 2024)	This article concludes that boosting self-control and responsibility in young adults can aid in preventing or reducing the impact of FoMO (Fear of Missing Out) on SMA (Self-Monitoring Anxiety).
18.	(Aidulsyah, 2023)	This article finds that Salafism has succeeded in spreading Islamic discourse on social media and generating a spirit of piety among urban Muslims. By combining urban pop culture and Arab Islamic traditions, Salafism creates a modern, hybrid Islamic narrative.
19.	(Huang et al., 2024)	This study found that entertainment, trends, customization, and word of mouth in social media marketing significantly influence consumer-brand engagement in Ant Forest. Gamification strengthens the influence of customization on consumer-brand engagement but weakens the influence of trends on engagement.
20.	(Martoredjo, 2023)	This research shows that social media exerts a beneficial influence on learning, despite challenges such as personal data security and the risk of addiction. These challenges can be overcome through the cooperation of teachers and students in wise and responsible use.
21.	(Sari et al., 2020)	Findings show that information, entertainment, and credibility of messages on social media significantly influence the perceived value of advertising by Muslim millennial parents. These factors also strongly influence brand awareness and purchase intention, with entertainment having the highest influence, followed by information and credibility.
22.	(Armiah, 2023)	The findings of this article show that motivation and intensity have a combined effect on Islamic content-sharing behavior, with an influence of 58.5%. Sharing motivations include self-actualization in preaching (75.6%) and getting responses from others (72.4%). The frequency of engaging with Islamic content is 45.9% at 2-5 times daily, with 41.3% spending less than 10 minutes per session.
23.	(Dean & Suhartanto, Pujianti, 2021)	Social media influencers (SMI) with the dimensions of expertise, popularity, and similarity have a notable impact on behavioral intention, image, and trust of Islamic banks for customers, while for non-customers,

		SMI strengthens image and trust although it does not directly affect behavioral intention.
24.	(Atiqah et al., 2020)	The findings show that social media is effective for disseminating da'wah information as it can reach a wide audience quickly. However, social media has not become the main initiative in da'wah because the perception of religious messages on social media is still doubtful, reflecting the challenges in maximizing the potential of social media as an effective means of da'wah.
25.	(Randeree, 2020)	The research found four trends that positively impact the growth of the Islamic economy: (t1) an increase in the global Muslim population and interfaith interactions, (t2) an increase in demand for halal Islamic products and services, (t3) an improvement in the socio-economic status of Muslims, and (t4) an increased interest in religious literacy.
26.	(Pribadi & Sila, 2023)	The findings show that middle-class Muslim women in urban Indonesia seek a “true” Islamic identity through cosmetics and beauty treatments, linking Islam to social, cultural, political, and economic aspects. The commodification of Islam, Muslim consumerism, halal lifestyle, and communal piety reinforce Islamic identity in the contemporary urban context, where women continue to pursue and promote their own understanding of Islam.
27.	(Faqihi et al., 2024)	The study showed that most participants (77.4%) tried to reduce their use of social media for mental health, with Twitter being the most frequently used, and the negative impact of social media on sleep patterns was felt more by participants aged 16-24 years.
28.	(Fikri, 2024)	The findings suggest that the cancel culture, which reflects mass punishment by netizens for controversial actions, requires collaboration-based affirmative policies to protect diversity and free speech from viral pressures and forces.
29.	(Mohamad Saleh et al., 2023)	The findings revealed that out of the five proposed hypotheses, only one was validated, namely the influence of opinion leaders in moderating the relationship between maintaining common sense and sustainable lifestyles. In-depth interviews with 18 respondents, including Islamic leaders and environmentalists, revealed that the influence of opinion leaders is crucial, and maintaining common sense ought to be prioritized to attain a sustainable lifestyle.
30.	(Zuhri et al., 2023)	The findings show that an Islamic lifestyle can enhance the communication skills of Muslim couples, allowing them to influence each other in aspects of knowledge, emotions, education and growth, while building a

		realistic understanding of each other's wants, needs and perceptions and organizing roles in life together to prevent and solve problems.
31.	(Bana Behbahani & Develi, 2023)	Findings demonstrate that social media plays an important role in influencing Generation Z's purchasing behavior. As a generation accustomed to technology, they use social media not just for communication, but also to interact and make purchasing decisions.
32.	(Kailani & Slama, 2020)	The findings show that the trend of charity among Indonesian middle-class Muslims is growing, with Islamic charity organizations using social media to record activities, raise funds, and change perceptions of charity.
33.	(Akmaliah, 2020)	The development of new media in Indonesia brings opportunities and challenges for Islamic teachings, with Muhammadiyah being more accepting of digital authority than NU, which tends to be more reactive to it.
34.	(Muslim et al., 2020)	This study explains that social media significantly influences booking decisions, eWOM, and the image of Umrah destinations, especially for generations X and Y.
35	(Zubair & Raquib, 2020)	This study shows that design elements in social media technology are designed to trigger behavioral addiction, which can change basic human principles and have social, psychological, cultural, and ethical impacts.

The Role of Social Media in Influencing Islamic Lifestyle Among Young Muslim Consumers

Social media has become an integral part of the lives of the modern Muslim generation, influencing various aspects of their lifestyle, behavior, and identity, including how they adopt and express Islamic values in their daily lives. For example, research (Mokhtar & Bahari, 2021) showed that Muslim students in Malaysia use Instagram to reflect Islamic values, despite the shortcomings of the platform's features that are considered less supportive of ethical use. In addition, social media such as TikTok and YouTube serve as important mediums in conveying Islamic messages, building global communities, expanding the reach of da'wah, and improving perceptions of Muslims in non-Muslim majority countries ((El Sayed and Hotait 2024; (Al-Zaman, 2022)

Through creative and relevant content, these platforms can attract the attention of the younger generation, create space for interactive discussions, and strengthen their sense of Islamic identity amidst the flow of cultural globalization. Thus, social media is not only a

means of entertainment, but also an effective means of education and da'wah for the Muslim generation, while encouraging them to be more critical in managing digital interactions in line with Islamic principles.

In the halal industry, social media has been shown to play a significant role in influencing awareness and purchasing decisions. Studies have shown that social media increases awareness of halal products and drives purchases through authentic content that is in line with halal values (A. Rahim, 2022); (Handriana et al., 2020). In addition, halal hotels and tourism destinations use social media to meet the needs of Muslim travelers by developing universal standards that are in line with the Islamic lifestyle (Pamukcu & Sariisik, 2021). However, social media also creates challenges, such as the transformation of religious symbols into consumer commodities. Studies have shown that the hijab, which was originally a sharia obligation, has now become a symbol of social status and aesthetics, promoted through social media as part of popular culture (A. Rahim, 2022); (Hanik et al., 2022). A similar thing is seen in the *hijrah* trend among millennials, which is often driven by religious symbolism and the influence of public figures but risks losing its essence as a comprehensive spiritual transformation (Hikmayanti & Rahmat, 2023).

Social media also influences Muslim identity through the merging of Islamic tradition with modernity. Younger generations use platforms such as Instagram and TikTok to explore and affirm their identities, creating communities that connect Islamic values with modern social and ethical issues (Hasan 2022; El Sayed and Hotait 2024). In addition, social media is used to promote religious enlightenment that is relevant to urban culture, such as in the case of Pemuda Hijrah who integrated da'wah with pop culture to attract the attention of the millennial generation (Arifin, 2022).

Although social media provides significant benefits, such as increased consumer engagement with halal brands and wider dissemination of da'wah, several challenges remain. These challenges include behavioral addiction triggered by social media design, the risk of exclusivity within religious movements, and the need for balanced content management between education and entertainment (Kurniawan and Fadilah 2024; Zubair and Raquib 2020). Therefore, it is important to use social media wisely to support Islamic values and create positive social impacts.

CONCLUSION

The conclusion of this study shows that social media has a significant impact in shaping Islamic lifestyle trends among young Muslim consumers. The greatest influence comes from influencers who can influence the perceptions and consumption behaviors of young Muslims through a more modern and relevant approach. Future studies are advised to further explore the impact and long-term effects of social comparison and how social media can be used more effectively in promoting authentic Islamic values.

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