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Muslim Women's Identity in the Modern Era: Navigating Sharia-Compliant Hijab and Contemporary Fashion Trends

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Abstract

Objective: This study aims to examine how Muslim women's identities in the modern era are constructed through the use of sharia hijab and fashion trend hijab, two forms of expression that are often considered opposite but in fact coexist in social, cultural, and religious spaces. The hijab is not only seen as a religious obligation, but also as a symbol of identity, lifestyle, and part of the dynamics of globalization and fashion consumption. **Theoretical framework:** This research combines social identity theory that explains how groups form identity through symbols, Stuart Hall's theory of representation that highlights how meaning is produced through cultural practices, and ideas about modernity and consumerism that explain the shift of the hijab from a mere shari'a obligation to a lifestyle commodity. **Literature review:** shows that previous studies tend to separate the shari'i hijab as a religious expression and the fashion hijab as a modern expression, but it is still limited in analyzing the dialectics of both within the framework of contemporary Muslim women's identity. **Methods:** This study uses a qualitative method with literature studies and discourse analysis, with data sourced from academic articles, books, social media, advertising, and previous research, then analyzed thematically to understand how the meaning of hijab is negotiated. **Results:** The research shows that the shari'i hijab represents religious identity, piety, and moral commitment, while the fashion trend hijab emphasizes more aesthetic aspects, social status, and openness to popular culture; both interact to form a religious and modern Muslim woman's dual identity. **Implications:** The study includes the social aspect, where the hijab becomes an arena of plurality of expression; the cultural aspect, where the hijab becomes a symbol of negotiation between traditional and contemporary values; and the religious aspect, where the hijab is understood flexibly according to the context. **Novelty:** This research lies in a comparative analysis that juxtaposes the sharia hijab and the fashion trend hijab within the framework of modern Muslim women's identity, and offers an understanding that the hijab is not just a single symbol, but a dynamic and adaptive identity representation space.

Keywords: muslim women's identity, sharia hijab, fashion trends, modernity, cultural representation.

INTRODUCTION

Identity is a complex and multidimensional concept, especially for Muslim women living in the modern era. Muslim women's identity is not only formed from religious beliefs and practices, but is also influenced by the growing cultural and social pressures of modernity. One of the most real and significant symbols in the expression of Muslim women's identity is the hijab. The hijab has been understood from the beginning as a religious obligation, a sign of piety, and a form of obedience to Islamic teachings. However, in recent decades, the hijab

has undergone a significant transformation in meaning, from a purely religious symbol to also a symbol of lifestyle, fashion trends, and dynamic self-expression. This phenomenon reflects the negotiation between traditional religious values and the influence of modernity, media, and popular culture, thus raising important questions about how Muslim women shape and assert their identities in the midst of social pressures and contemporary aesthetic demands [1].

In the modern era, the shari'i hijab and the fashion trend hijab are often considered to represent the two poles of Muslim identity: one emphasizes religious obedience, simplicity, and piety, while the other emphasizes style, aesthetics, and modernity. The shari'i hijab represents a stable religious identity, prioritizes spiritual and moral values, and is a symbol of loyalty to Islamic teachings. Meanwhile, the hijab of fashion trends emphasizes flexibility, creativity, and adaptability to global styles and the demands of social media, which allows Muslim women to express themselves while participating in popular culture [2]. These differences raise academic questions about how these two forms of expression can coexist, interact, and form religious and modern dual identities simultaneously.

The study of the hijab in the context of Muslim women's identity in the modern era is also relevant to understanding broader social dynamics, including gender issues, women's representation, and the influence of globalization on local culture [3]. Previous studies have highlighted the hijab from a religious or fashion perspective separately, but rarely have discussed the interaction between the two in shaping Muslim women's identities holistically. Therefore, this study aims to fill this gap by analyzing the coexistence and negotiation between the sharia hijab and fashion trends, as well as their implications for Muslim women's identity, social, and cultural aspects in the modern era [4].

Furthermore, this study seeks to provide an understanding that the hijab is not just a single symbol, but a complex, adaptive, and multidimensional identity articulation space. This analysis uses a qualitative approach, literature study, and discourse analysis to explore the meaning, representation, and interaction of the two hijab phenomena. With this focus, the research is expected to contribute to the academic discourse on Muslim identity, modernity, and the role of religious symbols in contemporary life, as well as open up a space for reflection for Muslim communities in understanding the dynamics of religious expression and modern culture [5].

The theoretical framework of this research focuses on understanding the construction of Muslim women's identity in the midst of the dynamics of modernity through the symbolization of the hijab, both in the form of sharia hijab and fashion trends. Identity in this context is understood as the result of a dynamic social process, in which individuals negotiate their sense of self through interaction with cultural, religious, and media environments [6]. The wearing of the hijab is a form of identity representation that shows how Muslim women place themselves in the social space between religious values and modern demands [7].

In the context of the shari'i hijab, identity is formed through the internalization of spiritual, moral, and pious values that are considered to represent adherence to religious teachings. The shari'i hijab is a symbol of religious seriousness and commitment to the norms set in Islamic beliefs. The identity born from this practice tends to be stable and emphasizes the religious dimension as the center of self-formation [8]. Thus, the shari'i hijab is not only seen as a covering of the aurat, but also as a moral statement and a form of submission to religious authority.

The shari'i hijab in the context of this study is understood as a form of Muslim women's clothing that covers the awrah perfectly according to the principles of Islamic law, with loose features [9], not transparent, and does not accentuate the curves of the body. The wearing of this hijab is not only functional, but also symbolic, because it represents the religious commitment, simplicity, and spiritual identity of Muslim women in the midst of the dynamics of modernity [10].

On the contrary, in the context of the hijab of fashion trends, Muslim women's identities are interpreted as the result of interaction with popular culture and globalization trends. Fashion trends allow Muslim women to express their creativity and individuality without having to completely abandon religious principles [11]. The hijab becomes a flexible medium of self-expression, where spiritual values can be combined with modern aesthetics. These identities are fluid, adaptive, and are often formed through exposure to social media, which serves as a space for representation and value negotiation [12].

Table 1. Conceptual Framework for Research on Muslim Identity in the Modern Era

Key Aspects	Conceptual Focus	Meaning / Characteristics	Implications for Muslim Women's Identity
Hijab Syar'i	Representation of religious values	Emphasizing obedience to religious teachings Tends to be simple, loose, and covers the awrah perfectly Linked to piety and morality	Realizing a stable and religious identity Describing spiritual commitments and traditional norms Building a self-image as an obedient and moral Muslim woman
Fashion Trend Hijab	Representation of the values of modernity and aesthetics	Reflects creativity, style, and popular culture influences Influenced by social media and global trends Highlights self-expression and freedom of appearance	Realizing a flexible and adaptive identity Illustrating the integration of religiosity with modern lifestyles Shaping a dynamic and contextual image of Muslim women
The Value of Religiosity	The spiritual foundation of identity	The main source of morals and ethics in appearance Being a guideline in determining the limits of modesty and halalness	Becoming a moral foundation for both types of hijab Binding Muslim women to remain in harmony with Islamic values even though they appear modern
The Value of Modernity	The challenges and opportunities of contemporary identity	Relating to globalization, digital media, and gender equality Encouraging self-expression and active social engagement	Encouraging Muslim women to adapt without abandoning religious identity Becoming a negotiation space between tradition and modernity
Social Media and Popular Culture	The arena of representation and identity negotiation	Becoming a means of self-image formation and visual communication Producing a community of Muslim women with diverse styles	Strengthening Muslim women's digital identity Changing the way Muslim women display their religiosity in public

This table shows that the construction of Muslim identity in the modern era is not singular, but is formed from the interaction between the values of religiosity and modernity. Both forms of hijab shari'i and fashion trends became the main symbols in the negotiation process, with social media acting as the main link between personal expression and social context.

This theoretical framework also places modernity as an important context in the formation of identity. Modernity brought new demands, such as freedom of expression, gender equality, and recognition of diversity of lifestyles [13]. In these conditions, Muslim women are faced with the need to balance the demands of religiosity and involvement in modern social life. Therefore, the identity of Muslim women is not singular, but the result of a dialectical process that continues to develop between tradition and modernity [14].

This research uses the understanding that identity is constructive, contextual, and multidimensional. In this case, the hijab is not just a religious symbol, but a symbolic arena in which values, norms, and social aspirations interact [15]. Through this approach, the theoretical framework of the research seeks to explain how Muslim women negotiate their identities in the midst of the pressures of modernity, globalization, and the development of digital culture, thus forming a religious and modern self-representation [16].

LITERATURE REVIEW

The phenomenon of hijab in the context of Muslim women's identity has become an important concern in social, cultural, and religious studies, especially in the modern era. Previous research has emphasized the role of the hijab as a religious symbol that shows adherence to Islamic teachings, piety, and moral commitment. In this perspective, the shari'i hijab is considered a form of expression of identity that is stable, supports spiritual integrity, and affirms the position of Muslim women as individuals who adhere to traditional religious values [17]. The identity formed through the shari'i hijab reflects a strong religious awareness and the role of women in maintaining Islamic norms and ethics in the private and public spheres.

On the other hand, the fashion trend in hijab marks the emergence of new dynamics in the expression of Muslim women's identity. The fashion trend of hijab emphasizes aspects of aesthetics, creativity, and modernity, allowing Muslim women to express themselves through visually appealing colors, models, and clothing combinations [18]. This phenomenon reflects openness to popular culture, the influence of social media, and the globalization of fashion, so that modern Muslim women can balance religious demands with the desire to appear fashionable and socially relevant. This led to a shift in the meaning of the hijab from a mere religious obligation to a symbol of dual identity, which included religious observance as well as adaptation to modernity and contemporary cultural trends [19].

The literature study also shows that there is tension and negotiation between traditional values and modernity. Muslim women face a dilemma in defining the boundaries of identity expression, especially when social norms and the demands of modern fashion do not always align with conservative interpretations of religious values [20]. This tension gives rise to a space for discussion about the plurality of identities, the flexibility of the interpretation of religious symbols, and adaptation to rapid social change [21].

In addition, the literature highlights the importance of media, communities, and social environments in shaping the perception and practice of hijab. Social media, for example, has become an important arena for Muslim women to express their identity, showcase the hijab style, and build a community that supports a plurality of choices between sharia hijab and fashion trends [22]. These interactions reinforce the idea that modern Muslim identities are dynamic, contextual, and multidimensional, and allow women to navigate traditional values and modern aspirations in everyday life.

Thus, the literature review emphasizes that the hijab is not just a single symbol, but a complex and adaptive identity representation space. This analysis opens up a new perspective in understanding how Muslim women shape their identity in the modern era through the choice between the shari'i hijab and fashion trends, which are manifestations of the negotiation between religiosity, aesthetics, and social dynamics [23].

METHODOLOGY

This research uses a qualitative-descriptive approach to explore how Muslim women's identity is formed through the phenomenon of sharia hijab and fashion trend hijab in the modern era. The qualitative approach was chosen because it allows for an in-depth understanding of the meanings, perceptions, and practices related to the hijab, which are subjective and contextual [24]. The focus of the research is not only on the physical phenomenon of the hijab, but also on the symbolic, social, and cultural value inherent in it as well as the interaction between these two forms of expression in the daily lives of Muslim women [25].

Data were collected through literature studies and discourse analysis. Literature sources include academic articles, books, journals, previous research reports, social media content, and relevant Muslim fashion materials. Literature studies were conducted to understand the concept of identity, the meaning of the sharia hijab, fashion trends, and the influence of modernity and popular culture on the practice of Muslim women's dress. Discourse analysis is used to explore the narratives, symbols, and representations that appear in media, advertisements, and social platforms related to the hijab, so as to capture the nuances of changing meaning and social interaction holistically [26].

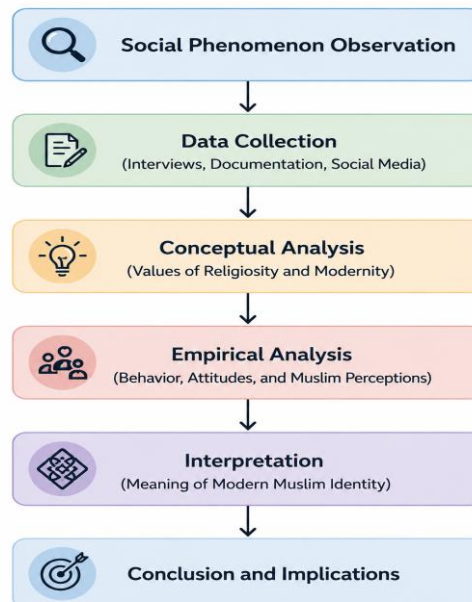


Figure 1. Research Flow of Muslim Identity Analysis (Observation – Analysis – Interpretation Stage)

The data analysis process is carried out thematically, where the information collected is categorized based on religious, social, cultural, and modernity aspects. The researcher compared the sharia hijab and fashion trends in the context of Muslim women's identity, assessing how the two interact, side by side, or create tension. This analysis emphasizes the interpretation of the symbolic meaning of the hijab, the influence of the social environment, and the cultural and media factors that shape the perception of modern Muslim women [27].

The data validity criteria were obtained through triangulation of sources, which involves comparing information from various literature, media content, and social practices in the community. This approach ensures that the research findings reflect a comprehensive and reliable picture of Muslim identity in the modern context [28]. The results of this study are expected to provide insight into the dynamics of identity negotiation, flexibility of self-

expression, and the interaction between traditional values and modern aspirations in the lives of contemporary Muslim women [29].

RESULTS AND DISCUSSION

The results of the study show that the identity of Muslim women in the modern era is formed through complex negotiations between religious values, aesthetics, and contemporary social demands, which are reflected in the practice of wearing the shari'i hijab and fashion trends. Thematic analysis of literature data and media discourse shows that there is a clear difference in meaning between the two phenomena, but the two remain interrelated and interact in forming the dual identity of Muslim women. The shari'i hijab is, consistently, considered a symbol of religious obedience, piety, and moral integrity [30]. Muslim women who choose the sharia hijab emphasize the importance of upholding spiritual values and religious norms in daily life. This hijab is usually characterized by neutral colors, simple design, and maximum aurah covering, thus highlighting religious and conservative aspects. The identity formed through the sharia hijab tends to be stable, emphasizes moral commitment, and strengthens the role of Muslim women as individuals who maintain traditional religious values.

In contrast, fashion trend headscarves emphasize flexibility, aesthetics, and modernity. The choice of colors, motifs, models, and clothing combinations reflects creativity and awareness of global trends and the influence of social media. Muslim women who follow fashion trends show an adaptive social identity, are open to popular culture, and strive to express themselves without completely abandoning religious principles. These fashion trends allow women to assert their existence in public spaces, utilize social media as an arena of expression, and build a community that values a plurality of styles and choices. The results of the analysis show that the hijab in fashion trends is not just about appearance, but also a symbol of identity negotiation in the midst of the pressures of modernity, globalization, and diverse social demands [31].

Table 2. Comparative Analysis of Sharia Hijab and Hijab Fashion Trends on the Identity of Modern Muslim Women

Analysis Aspect	Hijab Syar'i	Fashion Trend Hijab	Implications for Modern Muslim Women's Identity
Meaning and Purpose	A symbol of religious obedience, piety, and morality. Focus on adherence to sharia and spiritual values.	A symbol of modern lifestyle, self-expression, and social awareness. Focus on aesthetics and global trends.	It reflects two poles of values: traditional-religious and modern-aesthetic that dialogue with each other.
Features and Appearance	Neutral color, simple design, covers the aura to the maximum.	Varied, colorful, fashionable, following trends and social media.	Showing the diversity of Muslim expressions in adjusting to social and professional contexts.
Values Emphasized	Religiosity, simplicity, morality, and spiritual commitment.	Modernity, creativity, self-confidence, and social adaptation.	Muslim women negotiate spiritual and social values simultaneously.
The Role of Social Media	Relatively limited, it is used for da'wah and religious education.	Very large, used for expression, style promotion, and online community.	Social media is the main space for the formation and negotiation of Muslim women's identity.
Social Views	It is seen as conservative, a symbol	It is seen as dynamic, representative of popular	Social stereotypes emerge, but also

	of piety and obedience.	culture.	opportunities for the redefinition of Muslim identity.
Challenges and Issues	Considered rigid or not keeping up with the times.	Risk of losing religious meaning and the pressure of social expectations.	A dilemma arises between maintaining religious values and following modernity.
Adaptation Strategy	Be consistent in spiritual values, but begin to open up space for gentle expression.	Maintain modesty while expressing style according to Islamic principles.	A harmonious dual identity is formed — religious as well as modern.
Thematic Conclusion	Strengthen religious, spiritual, and moral identity.	Strengthen social, cultural, and expressive identities.	Both form a flexible, adaptive, and multidimensional Muslim identity.

In addition to the difference in meaning, the study found that there is an interaction and overlap between the sharia hijab and fashion trends. Many modern Muslim women balance these two forms of expression, for example by using the shari'i hijab in a religious context and a fashionable hijab for social or professional activities, thus creating a harmonious dual identity. These interactions demonstrate the ability of Muslim women to flexibly navigate traditional values and modern aspirations. Social media plays an important role in this process, as it provides a platform for Muslim women to showcase styles, discuss, and inspire each other, while strengthening identity and community awareness [32].



Figure 2. Picture of Muslim Women with Two Styles of Hijab (Fashion and Shar'i)

Source: <https://pin.it/4SadQxZoR>, <https://pin.it/4c9Y37z2P>

The results of the study also highlight the challenges that arise from the coexistence of these two phenomena. Conservative shari'i hijab is sometimes considered rigid or less fashionable, while fashion trend hijab can present the risk of losing religious meaning or experiencing social pressure related to appearance expectations. This confirms that the identity of modern Muslim women is dynamic, adaptive, and always in the process of negotiation between religiosity and modernity. These findings reinforce the understanding that the hijab is not just a single symbol, but a space for articulating identity that is complex, multidimensional, and can express both spiritual and social dimensions [33].

Overall, the results of the study show that the practice of sharia hijab and fashion trends are manifestations of the construction of a dual Muslim identity: religious and modern. These two phenomena complement each other, reflect the plurality of identities, and provide insight into how Muslim women balance traditional values and contemporary demands. This

research opens up a new understanding that modern Muslim identities are not static, but continue to evolve through symbolic, social, and cultural negotiations, which blend religious observance with self-expression in everyday life [34].

Discussion

The discussion of this research highlights how Muslim women's identity in the modern era is formed through the complex interaction between the shari'i hijab and fashion trends, as well as how both reflect the negotiation between religious values and the demands of modernity. The results show that the sharia hijab is understood as a symbol of religiosity that emphasizes obedience, piety, and moral integrity, while the fashion trend hijab emphasizes the aesthetic aspects, creativity, and adaptation to popular culture. This phenomenon suggests the existence of a dual identity construct that allows Muslim women to navigate daily life with flexibility between traditional values and modern aspirations [35].

From the perspective of social identity, the choice of the type of hijab reflects not only individual preferences, but also the position of women in their social groups and communities. Muslim women who wear the shari'i hijab affirm their affiliation with religious values and conservative communities, so religious identity is at the core of their self-image. In contrast, Muslim women who follow fashion trends emphasize their ability to participate in popular culture and build a social identity that is relevant to modern dynamics. The interaction between these two forms of expression shows that Muslim women's identities are situational and contextual; The choice of hijab can change according to the environment, activities, and social pressures, but still maintains the core of religiosity as the foundation of identity [36].

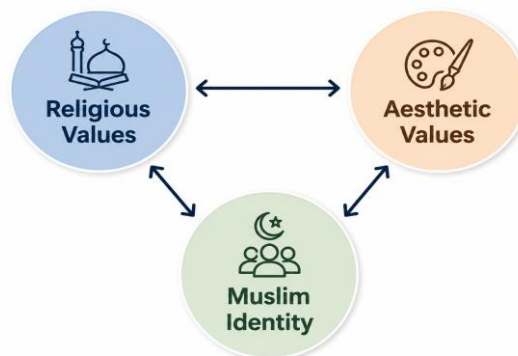


Figure 3. The Relationship between Religious Values, Aesthetics, and Muslim Identity in the Modern Era

"Figure 3 shows the conceptual relationship between religious values and aesthetic values that interact with each other in shaping the identity of modern Muslim women. Religious values function as a moral and spiritual foundation, while aesthetic values are a medium of self-expression that allows Muslim women to appear contextual in the modern era. The interaction between the two results in a dynamic, religious and modern Muslim identity."

This discussion also emphasized the role of social media and digital culture in shaping and affirming the identity of modern Muslim women. Platforms like Instagram, TikTok, and YouTube become arenas for style expression, exchange of ideas, and value negotiation between traditional and modern. Muslim women use social media to showcase their hijab styles, discuss religious and aesthetic meanings, and build communities that support a plurality of choices. Thus, the media is not only a means of communication, but also an instrument of dynamic and multidimensional identity formation.

In addition, the discussion highlighted the tension that arises from the coexistence of sharia hijab and fashion trends. Conservative sharia hijab is sometimes considered rigid or

restrictive of self-expression, while fashion trends can pose the risk of losing religious meaning or facing social criticism. However, this tension is not always negative, but encourages Muslim women to develop identity negotiation strategies, namely adjusting the choice of hijab to social, professional, and personal contexts. This strategy demonstrates the adaptive ability of Muslim women to build a harmonious dual identity, blend religiosity with modern aspirations, and maintain a balance between traditional values and contemporary demands [37].

Furthermore, the discussion shows that the hijab as a symbol of Muslim identity has multidimensional implications: religiously, it strengthens spiritual commitment and awareness; socially, it allows active participation in communities and popular culture; and culturally, it affirms the plurality of expression and the dynamics of modernity adaptation. These findings confirm that modern Muslim identities are fluid, flexible, and always in the process of symbolic, social, and cultural negotiations. In other words, the hijab is not just a covering for the aurat, but a space for the articulation of complex identities, which allows Muslim women to assert themselves as religious and modern individuals [38].



Figure 4. Muslim Women Wearing Fashionable Hijab in Public Spaces

Source: <https://pin.it/7cGbeSgzE>, <https://pin.it/5kSvEvikJ>

Overall, the discussion of this study shows that the construction of Muslim women's identity in the modern era occurs through a balance between the sharia hijab and fashion trends, where these two phenomena complement and interact with each other, forming a dual identity that is adaptive, multidimensional, and responsive to social, cultural, and global changes. These findings provide a new understanding of how Muslim women navigate traditional values and modern aspirations simultaneously, as well as enrich academic discourses on identity, modernity, and religious expression in contemporary societies [39].

Table 3. Thematic Analysis of the Discussion of Muslim Women's Identity in the Modern Era

Main Theme	Description of the Discussion	Theoretical and Social Implications
1. Negotiation of Muslim Women's Identity	Muslim women's identity is formed through the complex interaction between religious values and the demands of modernity. Muslim women strive to balance spiritual piety and self-expression through dress styles.	It shows that Muslim women's identities are dynamic and the result of negotiations between tradition and modernity, not static entities.
2. Duality of the Meaning of the	The shari'i hijab serves as a symbol of religious obedience and morality;	It describes the construction of dual identities: religious as well

Hijab	the fashion trend hijab serves as a symbol of self-expression, modernity, and creativity.	as modern, and shows the plurality of ways of practicing Islam in public spaces.
3. The Role of Social Media and Digital Culture	Social media is a space for identity articulation for Muslim women to display style, discuss values, and build community.	Reinforcing the theory that digital technology plays an arena for the formation of religious and cultural identities in the global era.
4. The Tension between Religiosity and Fashion	The coexistence between the sharia hijab and fashion trends creates tension, but it also opens up room for negotiation and adaptation.	This tension serves as a creative mechanism to establish a balance between spiritual values and modernity.
5. Identity Negotiation Strategy	Muslim women adapt the style of hijab to the social context (e.g., religious, professional, or social).	Adaptive strategies emerged in maintaining religious values while still appearing relevant in the public space.
6. The Multidimensional Implications of the Hijab	The hijab has religious, social, and cultural meanings simultaneously; not just a physical symbol, but a representation of a complex identity.	Affirming a multidimensional approach to the hijab, "spiritual, social, and cultural" in the study of Muslim women's identity.
7. Dual Identity of Modern Muslim Women	Sharia hijab and fashion complement each other in forming a flexible and multidimensional Muslim identity.	To produce a new understanding of Muslim women as active agents who can integrate Islamic values and modernity in harmony.

"To clarify the dimensions of the discussion, Table 2 above presents a thematic analysis that shows the relationship between the phenomenon of sharia hijab, fashion trends, and the construction of Muslim identity in the modern era."

Implications and Novelty

This research has several important implications both academically and practically. Academically, the research findings provide a new understanding of how modern Muslim women's identities are shaped through the interaction between the sharia hijab and fashion trends. This confirms that Muslim women's identity is not monolithic or single, but is a dual construct involving religious, social, and cultural aspects. This research emphasizes the need for a multidimensional approach in the study of Muslim identity, which combines perspectives of religion, aesthetics, modernity, and contemporary social dynamics [40].

Practically, this research provides insights for the community, Muslim communities, and policymakers regarding the role of hijab in affirming the identity and self-expression of Muslim women. These findings highlight the importance of respecting the plurality of expressions of identity, both through the shari'i hijab and fashion trends, so that Muslim women can navigate modern life without losing religious and cultural values [41]. Social media and popular culture also serve as a means of expression, education, and community support, so the implications of this research can be used as a guideline for Muslim organizations or communities to develop educational programs, awareness campaigns, or discussion forums that respect the plurality of styles and choices of hijab [42].

The novelty of this research lies in a comparative analysis that integrates the sharia hijab and fashion trends in one framework of modern Muslim women's identity. This study not only highlights the differences between the two, but also emphasizes interaction, negotiation, and harmonization in the formation of dual identities. This expands the academic discourse on Muslim identity in the modern era, providing a new perspective that the hijab is not just a

religious or fashion symbol, but a space for articulating identity that is flexible, adaptive, and multidimensional. Another novelty is an approach that blends symbolic, social, and cultural analysis, which allows for a more comprehensive understanding of the dynamics of contemporary Muslim identity in the midst of modernity and globalization.

Analysis

The findings demonstrate that Muslim women's identity is neither fixed nor exclusively determined by religious doctrine or contemporary fashion, but is continuously reconstructed through social interaction, cultural negotiation, and individual agency. This indicates that the relationship between Sharia-compliant hijab and modern fashion should be understood as complementary rather than contradictory. The adoption of modest fashion reflects an adaptive strategy through which Muslim women maintain religious authenticity while responding to globalization, consumer culture, and evolving social expectations. The increasing influence of digital platforms further accelerates this transformation by providing spaces where religious values, fashion innovation, and community engagement intersect. Consequently, identity formation becomes more participatory and multidimensional, allowing Muslim women to redefine modesty according to both Islamic principles and contemporary lifestyles. These findings also challenge the binary assumption that religious commitment limits modern participation. Instead, they reveal that Muslim women actively exercise agency in balancing faith, aesthetics, and self-expression.

CONCLUSION

Based on the findings of this study, it can be concluded that the identity of Muslim women in the modern era is continuously constructed through a dynamic process of interaction, negotiation, and adaptation between the principles of Sharia-compliant hijab and the influence of contemporary fashion trends. Rather than representing opposing concepts, these two dimensions coexist and complement one another in shaping the diverse identities of Muslim women across different social and cultural contexts. The Sharia-compliant hijab reflects adherence to Islamic teachings by emphasizing modesty, piety, moral responsibility, and obedience to religious principles. It serves as an important symbol of spiritual commitment and reinforces a stable religious identity that guides personal behavior, ethical values, and everyday social interactions. At the same time, contemporary fashion trends demonstrate that Muslim women actively participate in modern cultural developments by integrating creativity, aesthetics, and individual expression into their choice of clothing without necessarily abandoning their religious commitments. Fashion becomes a medium through which Muslim women communicate confidence, professionalism, cultural awareness, and personal preferences while remaining within the framework of Islamic values. This finding highlights that religious identity is not static but evolves in response to changing social realities, technological developments, and global cultural exchanges. Furthermore, the study reveals that Muslim women successfully navigate the intersection between tradition and modernity by constructing a flexible and adaptive identity that accommodates both religious devotion and contemporary lifestyles. Instead of perceiving modern fashion as a threat to Islamic values, many participants reinterpret fashion as a legitimate form of self-expression that can coexist with religious obligations. This process reflects the agency of Muslim women in defining their own identities rather than passively accepting societal expectations or stereotypes. The findings also demonstrate the significant influence of social media, digital platforms, and popular culture in shaping perceptions of modest fashion and expanding opportunities for identity expression. These platforms facilitate the dissemination of religious knowledge, fashion inspiration, and supportive online communities that encourage dialogue, creativity, and diverse interpretations of modest dress. Consequently, Muslim women gain greater access to resources that enable them to balance faith, personal identity, and participation in global society. The novelty of this study lies in demonstrating

that Sharia-compliant hijab and contemporary fashion should be understood as complementary identity practices rather than conflicting paradigms. This perspective contributes to the growing literature on Muslim women's identity by offering a more nuanced understanding of how religiosity, modernity, and cultural transformation interact in everyday life. The findings also provide practical insights for scholars, educators, policymakers, and the modest fashion industry in promoting inclusive perspectives that respect both Islamic values and the diversity of Muslim women's experiences in an increasingly interconnected world.

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Author Contribution

Tebi Rahmadani conceived the research idea, conducted the literature review, collected and analyzed relevant data, interpreted the findings, and drafted the manuscript. The author also revised the article based on reviewer feedback, approved the final version for publication, and accepts full responsibility for the accuracy, integrity, and originality of the entire research.

Conflicts of Interest

The author declares no conflict of interest. This research was conducted independently without financial, institutional, or commercial influence that could affect the study design, data collection, analysis, interpretation, or publication decisions.

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