

The Impact of Digitalisation of Social Media on Muslim Fashion Marketing: A Case Study of Al-Fath Muslim Fashion Store in Surakarta

Bima Wahyu Adi Nugraha¹

¹Faculty of Islamic Religion, Universitas Muhammadiyah Surakarta

Corresponding author: o200220026@student.ums.ac.id

Abstract

The increasing prevalence of smartphones has led to a shift in consumer behaviour towards accessing and purchasing goods through mobile devices. This trend has extended to marketing and distribution of products, including at Al-Fath Muslim Fashion Store in Surakarta. The purpose of this research is to investigate the impact of social media digitalisation on product marketing. This study uses a qualitative research method and employs data collection techniques such as observation and interviews with Al-Fath Muslim Fashion Store employees and consumers in Surakarta. The findings suggest that the implementation of social media digitalization by Al-Fath Surakarta has a significant impact on the marketing of their products. Social media serves as a promotional and product launching tool, providing widespread access and visibility of Al-Fath Surakarta's products. Furthermore, the store appeals to customers beyond the Surakarta area, and social media assists these customers in locating their desired products.

Keywords: Social Media, Muslim Fashion, Marketing

Introduction

The Muslim fashion industry is an important sector within the textile and fashion industry, contributing significantly to national economic growth. Small and Medium Enterprises (SMEs) in the Muslim fashion sector have played a crucial role in supporting the national economy at the regional or local level for decades. Al-Fath Muslim Fashion Store, located in the city of Surakarta, is one such local SME in the Muslim fashion industry. As halal lifestyles gain popularity in fields such as fashion, tourism, cosmetics, and food and beverages, producers have an increasing opportunity to manufacture and offer halal goods to the public. The evolution of the modern business world is closely linked to the emergence of knowledge and technology. This phenomenon has led to the indirect streamlining of certain activities, making them more practical and less labour-intensive. The fashion industry is one of approximately 17 sub-sectors within the creative economy, as outlined by the Ministry of Tourism and Creative Economy (Kemenparekraf). The creative industry's export value is largely contributed to by this industry, accounting for 54.54% (Tjendrawinata et al., 2022).

The Ministry of Tourism and Creative Economy (Kemenparekraf) has identified the readiness of technology to face and utilize technological advancements as a significant challenge for the future of the fashion industry (Nurrohmah & Alfanur, 2016). As time progresses, technology is becoming increasingly sophisticated, and it is now possible to access it through individual smartphones via various social media platforms such as Instagram, Facebook, TikTok, and others. Social media is an online platform designed for users to interact and communicate with each other. It has become an important tool in various domains, including health, economics, and education. In the economic domain, social media can be used as a marketing and promotional tool for products (Afifah et al., 2023).

Moreover, the growing competition in the Muslim fashion industry requires businesses to comprehend the needs and wants of consumers, encouraging them to use and buy Muslim clothing products. To achieve this, business entities must analyse consumer shopping behaviour, and digital technology can aid in maximising their understanding of consumer reactions to a product. This allows businesses to closely observe consumer needs and desires. Online selling or social media marketing is a popular strategy among consumers. It enables them to purchase products efficiently and effectively. (Hari Subagyo & Safitri, 2020).

Al-Fath Muslim Fashion Store is a company that produces Muslim clothing. It has branches in Surakarta, Semarang, Jepara, Jakarta, and Yogyakarta. The store is known for its high-quality products and competitive prices. Al-Fath focuses on developing products for families, resulting in a diverse and comprehensive product

range. To broaden its product range, Al-Fath Surakarta actively engages with consumers through social media platforms such as Instagram, WhatsApp, and Facebook. This is crucial as Al-Fath Muslim Fashion Store's consumers are not only from Surakarta but also from outside the city. Additionally, Al-Fath Muslim Fashion Store continues to develop designs that align with contemporary trends while adhering to religious principles.

Literature Review

The research conducted by Wawan Hari Subagyo and Yulia Safitri, titled 'The Influence of Marketing Mix on Online Purchase Decisions for Muslim Fashion in Nana Hijab Industry, Cibinong Bogor', examines the impact of product, price, and promotion on buyers' decisions to purchase Muslim fashion products at Nana Hijab in Cibinong Bogor. The research adopts a causal quantitative method, sampling 80 consumers through the Shopee application. The study conducted by Hari Subagyo and Safitri (2020) found that consumer purchases at Nanad Hijab in Cibinong Bogor are significantly influenced by product, price, and promotion. This study is similar to previous research in its focus on understanding the impact of the fashion industry's active engagement in developing their social media. However, there is a difference in research methodology. The previous study used a quantitative causal approach, while this research employs a qualitative method.

The research conducted by Rezka Arina et al. titled 'Digital-Based Product Marketing Assistance for Muslim Fashion SMEs in Gresik Regency' explores the use of digital systems to provide product marketing assistance. The community service team at the State University of Malang aims to increase revenue by promoting Muslim fashion products through online gallery websites, Instagram, and Facebook. The research adopts an active participation approach that involves working with partners (Arina et al., 2022). Like previous research, it focuses on the impact of digitalization on social media as a means of selling Muslim fashion products. However, the difference lies in the digitalization process. The earlier research required assistance in the creation process, while this research examines long-established digitalization.

Andry Roeslina Putra's study, 'Business Strategy Analysis to Increase Sales in the Muslim Fashion Industry (Case Study on FOUR-S Moslem),' explores business development strategies in the fashion sector using an ICT system to assist manufacturing companies. The study employs a descriptive research method to investigate the collaboration between fashion products and ICT users (Putra, 2023). This research shares similarities with the utilization of digitalization for business development strategies in Muslim fashion products. However, it differs in the approach to using digitalization models for Muslim fashion development strategies.

Diala Kabbara and Antonlea Zucchella conducted research on transnational entrepreneurship in the modest fashion industry. The study highlights the role of religious values, particularly for female entrepreneurs. The authors explore entrepreneurship across countries. The importance of religion in international entrepreneurship is emphasized by exploratory research based on data. The research focuses on opportunities and exploiting international entrepreneurial opportunities (Kabbara & Zucchella, 2023). The fashion industry is discussed as an effort for Islamic entrepreneurship using Islamic principles. The research methodology is qualitative and data-based.

The research conducted by Jingging Weng et al. from Taiwan, titled 'The Motivation for Muslim Customers' Participation in the Sharing Economy,' explores the reasons behind Muslim customers' participation in various economic sectors. The study specifically focuses on Muslim customers who use the Go-Jek online application and their motivations for contributing to the sharing economy (Weng et al., 2020). This research shares similarities with the previous study in that it involves Muslim consumers participating in the digitalization of social media and platforms. However, the research differs in its focus on the application of digital platforms as a means for consumers to use products.

Research Methodology

This study uses a qualitative research method and collects data from two sources: primary and secondary. Primary data is obtained directly from research subjects, which in this case includes interviews and documentation from both employees of Al-Fath Muslim Fashion Store in Surakarta and consumers who use Al-Fath Muslim fashion products. Secondary data is obtained from sources such as books, journals, articles, and websites related to the research topic, rather than being collected directly at the research site (Raco, 2018). The following section discusses the use of secondary data in research. The data analysis technique employed in this study is qualitative descriptive analysis. The researcher immersed themselves in Al-Fath Muslim Fashion Store in Surakarta, observed the phenomena occurring on the premises, and did not manipulate the data. This technique analyses primary data, including interview results and observations, and incorporates input from both Al-Fath Muslim Fashion Store in Surakarta and its consumers.

Theoretical Foundation

Muslim Fashion

Muslim fashion is experiencing positive developments due to the growing awareness, especially among Muslim communities, to dress modestly and cover the aurat (Hendarsih & Tambunan, 2022). The term 'Muslim fashion' refers to clothing that adheres to the rules set by Islamic sharia. It is generally believed that clothing is meant to elevate the dignity and honour of a human being in the eyes of Allah SWT and other humans (Aliya, 2021). From an Islamic perspective, clothing serves two purposes: as a cover for the aurat and as a means of beautification.

Aliya's article in her magazine publication discusses the important functions of clothing in Islam, including; In Islam, it is obligatory for adherents to cover their aurat with clothing. The Quran emphasizes the importance of dressing modestly to preserve the dignity and honor of Muslims, as stated in Surah Al-A'raf (7:26). Surah Ar-Rum (30:26) states that the aurat must be covered by dressing in accordance with Islamic sharia. To ensure that clothing aligns with its function in Islam, there are several considerations and practices to follow; It is recommended to wear thick clothing to prevent the skin from being visible. According to Surah An-Nur (24:31), women are advised to cover their chests with fabric or a veil, except in the presence of their husbands or fathers; Muslim women, in particular, are prohibited from wearing body-hugging clothing that reveals the contours of the body; Islamic teachings discourage wearing excessive clothing as it can exhibit qualities of showing off or pride, which is forbidden in Islam; Clothing as Personal Adornment: Choosing and Wearing the Right Clothing and Accessories Clothing and accessories can enhance one's attractiveness to others. Muslims should strive to dress modestly and avoid clothing that is revealing or provocative; Clothing for Body Protection: There are various clothing models available to suit the user's needs, including different fabric types such as absorbent cotton, non-wrinkle polyester, and durable denim (Aliya, 2021).

Social Media Digitization and Marketing

The internet has become an integral part of life for the majority of the world's population. It serves various purposes, including job searching, socializing, and shopping. According to data from the Indonesian Internet Service Provider Association (APPJII), approximately 171.7 million people in Indonesia, which is about 64.8% of the total population, are active internet users. The use of the internet in Indonesia has been consistently increasing each year, primarily due to infrastructure development in various regions. This includes the availability of fiber optics and other necessary infrastructure (Wahyudiyono, 2019). The digitalization era has led to the widespread use of social media, with almost all individuals having personal accounts to access both public and private information. According to We Are Social's 2017 data, the number of global internet users reached 3.8 billion, which is 51% of the world's population. This suggests that social media platforms such as Facebook, Twitter, and Instagram can be used as channels for distributing and marketing products and services. (Santoso, 2021). Companies are transitioning to the era of digital marketing due to the adaptive nature of millennial consumer behaviour to technological advancements (Sofiyawati & Halimah, 2022).

Social media is an online platform that enables direct interaction between parties without spatial and temporal constraints through technology. It possesses persuasive power as a marketing tool, giving rise to the term Social Media Marketing (Andreas & Arymami, 2022). Marketing through social media has become a new trend, especially favored by companies, particularly startups. According to Saputra and Fadhilah (2021), social media communication is considered a more appealing option for new marketing strategies than traditional methods. The evolution of social media from a means of interaction to a business platform represents a significant development in the concept of digital-era business. In this era, social media serves as a distribution channel for valuable marketing information for companies, acting as an intermediary for business messages to reach users. The market segment of millennials has high potential. Social media users in this segment typically belong to the upper-middle-class demographic (Anggara & Pratama, 2019).

Compared to conventional advertising, social media marketing offers several benefits. One significant advantage is the broad availability of platforms. Having a large number of followers on social media can indicate the strength of a brand quantitatively. However, qualitatively, the number of followers may not necessarily correlate with the number of buyers. Many companies, regardless of their size, have successfully promoted their products by showcasing them on social media platforms such as Instagram, TikTok, and Facebook, and utilizing their available features (Karina et al., 2022). Marketing strategies are objectives that guide businesses in navigating constantly changing circumstances. In Islamic marketing strategy, Muslim entrepreneurs can utilise the STP (Segmentation, Targeting, and Positioning) strategy to capture consumer attention (Khoiri Abdi & Febriyanti, 2020). Additionally, an effective marketing approach, particularly from the product differentiation perspective, involves developing products that cater to the needs of consumers within the Muslim fashion industry.

To tackle intense competition, planned marketing strategies can achieve optimal results. These strategies include facing competition, pricing, product, and service strategies (Abarca, 2021). Implementing marketing strategies can increase sales and target revenue:

Table 1. Implementing marketing strategies can increase sales and target

Strategy	Description
Product Strategy	Product strategy has a significant impact on promotion, pricing, and distribution. For instance, a product's design, quality, packaging, and brand can differentiate it from its competitors.
Pricing Strategy	Determining the price of a product is crucial as it determines its competitive positioning and can significantly impact its success. When deciding on a price, it is important to take into account various factors, including the brand, location, level of service, and product quality.
Distribution Strategy	Strategic location can be a crucial factor in marketing a product as it provides consumers with easy access to the product.
Promotion Strategy	Although a product may have excellent benefits, consumers may not be aware of them, rendering the advantages of the product unknown. Promotion is an essential tool to inform consumers about the quality and excellence of the product being sold.

Results and Discussion

Al-Fath Muslim Fashion Store was established in 1989 and provides high-quality Muslim fashion products, religious supplies, and Hajj and Umrah necessities for Muslim consumers. The store also offers food and beverages commonly associated with Muslims, such as Habatusauda, dates, and honey.

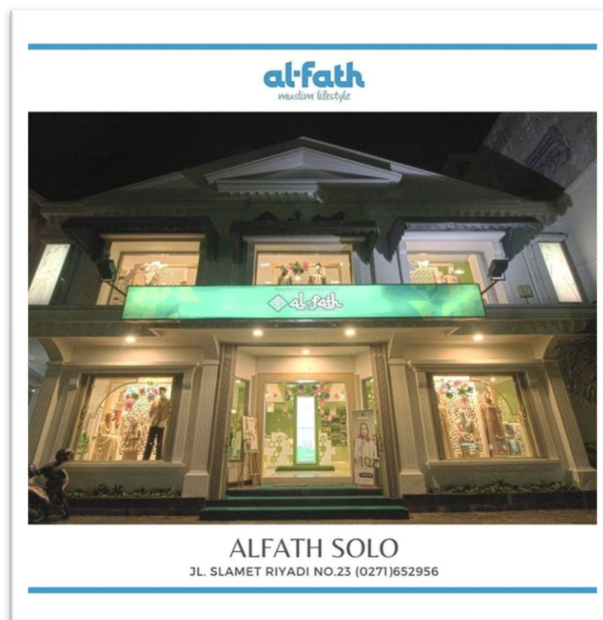


Figure 1. Al-Fath Surakarta Muslim Clothing Store

According to interviews with the supervisor of Al-Fath Muslim Fashion Store in Surakarta, the digitization of social media is used to market Muslim fashion products. The following aspects are included:

What influences the current trend of Muslim fashion?

Based on the interview, “it was revealed that Al-Fath Muslim Fashion Store keeps up with global fashion trends, including Muslim fashion showcased at events such as Paris Fashion Week and Muslim Fashion Week. Certain Muslim fashion designs have gained recognition in Europe and America. The store adjusts its fashion, including colours and styles, to align with global fashion trends” (Operational Supervisor of Al-Fath Muslim Fashion Store Surakarta).

How does technology and social media contribute to the marketing of Muslim fashion products in Al-Fath Surakarta?

According to the Operational Supervisor of Al-Fath Muslim Fashion Store Surakarta, “the store uses social media, particularly Instagram, to keep track of trends. Customers from as far as East Java are reached through these platforms. The store's branches have distinct features, and events such as Haul attract male customers interested in Muslim fashion products.” (Operational Supervisor of Al-Fath Muslim Fashion Store Surakarta).

How does technology and social media facilitate communication and interaction between Al-Fath Surakarta and its customers?

“Customer suggestions are received through social media. When launching products, customer feedback on platforms such as Instagram is taken into account. Suggestions regarding increasing family-oriented models and hijab models are considered and relayed to the designers to ensure that customer needs are met. Social media data helps to understand market demand.” (Operational Supervisor of Al-Fath Muslim Fashion Store Surakarta).

Does technology and social media influence the design and marketing process?

“Technology, particularly social media, has a significant impact on the fashion industry. Trend colours are often first identified through social media, and designers worldwide consider various issues and themes. For instance, a designer recently launched a hijab collection with a theme related to the conflict in Gaza, and the proceeds were donated to Gaza refugees in Palestine.” (Operational Supervisor of Al-Fath Muslim Fashion Store Surakarta).

What is the impact of using technology and social media in promoting and marketing products on sales growth?

“Launching a new product means taking into account current issues and trends through social media. Without social media, product launches would only be known to customers physically present in the store. The use of social media increases awareness and promotions during events such as Ramadan attract customers.” (Operational Supervisor of Al-Fath Muslim Fashion Store Surakarta).

What challenges and opportunities does Al-Fath Surakarta face in adopting technology and utilizing social media?

“The challenge lies within the middle to upper-class age group, where customers are typically aged 40 and above and may not be familiar with social media. However, there are opportunities in the hijab market as it appeals to all age groups.” (Operational Supervisor of Al-Fath Muslim Fashion Store Surakarta).

How does the use of social media affect brand awareness, brand-consumer interactions, and customer loyalty to Al-Fath Surakarta?

“Dyah Suminar's hijab products are actively promoted on social media, leading to brand recognition among customers. Loyal customers are particularly familiar with Dyah Suminar's products, especially during and after the COVID-19 pandemic.”

What changes in consumer behavior in purchasing Muslim fashion at Al-Fath Surakarta are caused by the influence of social media?

“Social media has created a divide between online and offline consumers. Online customers are typically those who are unable to visit the physical store, such as those residing outside the city. Social media provides convenient access to products, and customers frequently consult social media prior to making a purchase.”

Furthermore, interviews were conducted with customers of Al-Fath Surakarta:

Table 2. Question to Customers Al Fath

Questions
Do you use social media to discover the latest fashion trends?
How does the use of social media affect your decision to purchase Muslim clothing?
Do brands or shops that are active on social media influence your decision to purchase Muslim clothing?
Do you frequently engage with Muslim fashion brands on social media platforms?

-
- Do promotions or content on social media influence your decision to try or buy a new Muslim fashion brand?
-
- Have you ever purchased Muslim clothing based on a recommendation from a social media influencer or content creator?
-
- How social media affects perception of Muslim fashion brands?
-
- Do social media platforms increase your connection to Muslim fashion brands?
-
- Does social media make it easier to find Muslim clothing with the desired style or design?
-

Wisnu is a Front Office employee at BMT Amanah Ummah, a Sharia Financial Institution, where he has been working for over a year. His role requires him to dress modestly and respectfully according to Islamic principles. Additionally, every Friday, all employees at the BMT Amanah Ummah office are expected to wear Muslim attire.

1. I sometimes use social media to find the fashion products I want.
2. The product selection is significantly influenced by the reference provided.
3. To purchase desirable products, it is important to have references.
4. Not too often, usually only when I want to pick up the product.
5. Yes, indirectly. This is particularly true when there are discounts and attractive products available.
6. Yes, several times because they can be role models in dressing.
7. When making purchasing decisions, I am significantly influenced by social media posts, particularly those from established brands such as Al-Fath Surakarta.
8. Yes, when searching for fashion products, I first check Al-Fath Surakarta on social media.
9. There are many references on social media, making it easy to find the desired products.



Figure 2. Consumers of Al-Fath Surakarta Muslim Clothing Store

The second speaker, Mrs. Anik Puji Lestari, is a private sector employee at a company in Surakarta. She has been a customer of Al-Fath Surakarta Muslim Fashion Store for three years, having first ordered their products online during the Covid-19 pandemic in 2020. Below is the translation of Mrs. Anik's response to the question asked:

1. "However, the discussion is not limited to Muslim fashion but also encompasses current popular or viral fashion trends."
2. "Subjective evaluations have been excluded to maintain objectivity. When shopping at Al-Fath Surakarta, I tend to choose family-oriented items as they offer a wider range of such products compared to other stores."
3. "Of course, individuals who are active on social media are often exposed to attractive promotions and discounts."
4. "The product is interacted with only on rare occasions when desired."
5. "Yes, indirectly."
6. "Yes, only a few times"
7. "The social media activity of Al-Fath Surakarta holds significant influence. When searching for a product, monitoring their social media is a necessary step."

8. “Certainly, individuals interested in fashion products are likely to monitor the items they post on their social media”.
9. “Yes, it is possible to find Muslim fashion products through social media. However, it is important to be objective and avoid subjective evaluations.”



Figure 3. Consumers of Al-Fath Surakarta Muslim Clothing Store

The study conducted field observations using interview and direct documentation methods at Al-Fath Surakarta Muslim Fashion Store. The findings suggest that digital marketing through social media has a direct impact on the sales of products available at the store. During the interview with Ms. Dewinta, the supervisor of Al-Fath Surakarta, it was revealed that customers from both the local community in Solo and its surrounding areas, as well as from outside the region, including East Java, visit Al-Fath Surakarta. The store offers a range of family products. In addition, Al-Fath is committed to producing high-quality and cost-effective products. One of their products, a prayer rug with a compact rolling system, has even earned a MURI record. This feature makes it easy to carry the rug anywhere without taking up much space. As most of Al-Fath Surakarta's customers are over 30 years old, they often opt for clothing packages that can be worn by the entire family when purchasing their products.



Figure 4. shows the Muri record obtained by Al-Fath.

Conclusion

The research findings indicate that the digitalisation of social media by Al-Fath Surakarta Muslim Clothing Store has influenced the marketing of their products. Social media provides a platform for everyone to access and view the products offered, as well as promoting discounts and launching new products. This allows consumers who cannot visit the store directly to access it via social media. Additionally, social media can be used to identify current issues or trends, enabling the store to produce products that are relevant to the market.

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