

Digital Halal Lifestyle Strategy in the Development of Muslimah Fashion MSMEs: Case Study of Amelda Fashion in Silirejo Village

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Abstract

The Muslim fashion industry has grown rapidly along with increasing public awareness of the halal lifestyle. This research examines the digital halal lifestyle strategy of Amelda Fashion, a Muslimah fashion MSME in Silirejo Village. Using a qualitative approach, data were collected through observations of live shopping sessions on TikTok and Shopee, as well as in-depth interviews with the business owner. The findings show that Amelda integrates live shopping, value-based pricing, trend-based design innovation, and e-commerce data utilization. This strategy supports efficiency, strengthens halal identity, and is relevant to the dynamic capabilities theory in value-based MSME development.

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INTRODUCTION

The Muslimah fashion industry has shown rapid growth in recent year. The need of consumers, especially women and housewives, for comfortable, fashionable, and affordable *gamis* has led to the emergence of various local brands that utilize digital platforms as the main means of distribution. This change marks a major transformation in people's consumption patterns and the marketing strategies of MSMEs in the fashion sector. The increasingly entrenched halal lifestyle trend among the younger generation of Muslims is also strengthening the demand for products that are not only visually appealing, but also compliant with sharia values (Oktaviani et al., 2025).

Live shopping platforms such as TikTok Shop and Shopee Live offer a great opportunity for MSMEs to reach a wide range of consumers without the need for a physical store. The use of these platforms lowers operational costs and enables a more interactive marketing approach. Amelda Fashion is one example of an MSME that fully relies on live shopping in its business operations. With this digital strategy, Amelda Fashion builds emotional closeness with customers through direct interaction, offers a wide selection of varied and affordable *gamis*, and creates a pleasant shopping experience. This strategy is a response to the fierce competition in the online fashion market, where trends change quickly, prices are highly competitive, and consumer loyalty is difficult to build (Amallia & Syaefulloh, 2023).

Research that discusses the utilization of live shopping in the development of Muslimah fashion MSMEs is still limited. Previous studies are more descriptive, normative, and have not elaborated on the relationship between digitalization, halal values, and business sustainability. Some references in previous studies also did not include clear sources, and did not raise representative case contexts. The Amelda Fashion case study was chosen because it demonstrates an adaptive approach that is consistent with halal values, relies on full digitalization, and targets a large yet competitive market segment, namely affordable Muslimah fashion. This shows the potential to serve as a model for other MSMEs in similar sectors (Asmarani et al., 2024).

This study aims to fill the research gap by examining the live shopping strategy as a halal digital approach in the development of Muslimah fashion MSMEs. The theoretical contribution of this research lies in strengthening the concept of digital halal lifestyle in the MSME business MSME players who want to increase competitiveness without abandoning sharia principles. This research is based on a conceptual framework that connects three main variables, namely digitalization, halal values, and the development of Muslimah fashion MSMEs, as shown in the following theoretical framework chart.

METHODS

This research uses a qualitative approach with a case study design to explore in depth the practice of live shopping applied by Amelda Fashion in developing a digital-based Muslimah fashion business. The selection of research subjects was carried out through purposive sampling technique, by considering the relevance and direct involvement of informants to the phenomenon under study. The main informants consisted of the owner of Amelda Fashion, two operational staff, and three active customers, so that a total of six informants were interviewed in depth.

Data were collected through three methods: direct observation of live shopping sessions on TikTok Shop and Shopee Live, in-depth interviews with informants, and documentation in the form of product photos, online catalogues, screenshots of live sessions, and sales data from internal systems. To ensure the validity and richness of the data, source and method triangulation techniques were used, as well as a process of reconfirmation with informants (member checking). All data obtained was analyzed using the Miles & Huberman interactive model, which includes three main stages: data reduction, data presentation, and conclusion drawing. Through these stages, the research seeks to build a complete understanding of the halal value-based digitalization strategies carried out by MSMEs in facing the challenges and opportunities of the Muslimah fashion market in the era of live shopping.

RESULT AND DISCUSSION

1. Marketing Strategy Interactive in the Context of Halal Lifestyle

Amelda Fashion implemented an interactive marketing strategy through live shopping on TikTok and Shopee platforms to build direct communication with consumers. This strategy is in line with the concept of interactive marketing, which emphasizes the importance of active engagement between sellers and buyers in the marketing process (Kotler & Keller, 2016). Through live shopping sessions, businesses provide detailed product information, respond to questions directly, and create emotional bonds that increase consumer loyalty. This strategy reflects halal lifestyle principles such as transparency, openness, and honest service.

This interaction-based marketing strategy shows an advantage over other fashion MSMEs that still rely on static visual promotions such as photo catalogs (Fathurrohman & et al, 2023). show that accounts active in live shopping tend to get higher exposure by platform algorithms, which has an impact on accelerating purchasing decisions. Amelda has optimally utilized this pattern, although its product communication approach is still limited to visual and functional aspects. Brands such as Shafira and Elzatta have started to associate their promotions with

spiritual values such as Islamic elegance, blessing narratives, and strong modesty inspirations. Such value integration can strengthen Amelda's position in the digital halal fashion ecosystem.

Amelda's pricing strategy refers to the purchasing power of the target segment, namely housewives, with a value-based approach. The price offered is relatively lower than competitors on the same platform without compromising product quality (Suherman, 2024). This strategy demonstrates the application of the value-based pricing concept while supporting the principle of fairness in Islamic economics, where prices should reflect fair value without exploitation. (Ningsih & Pradanawati, 2021) emphasized that Muslim consumers show high preference for brands that maintain a balance between quality, price, and compliance with sharia values. By framing the pricing strategy in terms of blessings and honesty, Amelda has the opportunity to strengthen its halal identity in its branding.

2. Digital Adaptation and Technological Innovation in the Perspective of Halal Branding

Amelda actively updates its *gamis* designs based on emerging trends in social media (Mardatillah, 2024). This strategy demonstrates a high adaptive capacity in the face of market dynamics. The dynamic capabilities theory (Teece et al., 1997) describes a business's ability to identify market opportunities, shift resources and respond quickly to change as important elements in maintaining competitive advantage. Amelda demonstrates conformity to this framework through rapid and responsive product updates.(Lestari Rahmah et al., 2023)

Responsiveness to trends has shown positive results in terms of consumer interest, although there is still room to strengthen educational and spiritual values in the delivery of its products. Brands such as Zoya and Rabbani have combined the concept of trends with religious narratives, such as the importance of covering the aurat and dressing according to Islamic teachings. This approach provides an additional value dimension to Muslim fashion products, which can be applied by Amelda to expand to a more religious and value-conscious market segmentation.

The use of technology is also seen in the use of data from e-commerce to read consumer preferences, manage stock, and design targeted promotional strategies (Ananda et al., 2023). This reflects the implementation of data-driven marketing strategy, which supports operational efficiency and increased product relevance. In the perspective of halal marketing, technology can be utilized to build value connections between products and Muslim consumers through transparency, traceability of production processes, and clarity of

ingredients used. Bashir (2019) emphasizes that the use of technology in halal branding can strengthen consumer confidence in halal and brand integrity.

3. Strategic Challenges and Directions for Strengthening Halal Lifestyle-Based Branding

Amelda faces various challenges in digital marketing, including the high intensity of competition and algorithm changes on both the Shopee and TikTok platforms. Algorithm changes have a direct impact on content reach, requiring the ability to adapt quickly and consistently in marketing strategy updates. (Budiman, 2025) suggest that businesses build more independent distribution channels and brand ecosystems to reduce dependence on third-party platforms. Building a community of loyal consumers who are not only product-oriented, but also value-oriented, can increase business resilience to external fluctuations.

Business opportunities are seen from the increasing trend of halal product consumption, especially among the younger generation of Muslims. Challenges arise from the lack of emphasis on spiritual values in product communication as well as the presence of competitors who have advantages in sharia-based brand personalization. Additional risks come from the fast-changing dynamics of Muslim fashion trends.

Future development strategies can be directed towards the integration of the halal value chain concept into all business processes, from design, production, to marketing (Asri & Ilyas, 2022). Wilson (2014) emphasizes the importance of building a spiritual consumer experience, where products not only meet physical needs, but also provide religious and social meaning for consumers. Amelda can adopt a narrative that emphasizes honesty in trading, business blessings, and Islamic dress ethics to strengthen its overall halal lifestyle identity. This strategy can expand market share and build value-based consumer loyalty.

CONCLUSION

This research shows that halal lifestyle digitalization has an important role in improving the competitiveness of Muslimah fashion MSMEs. The case study on Amelda Fashion reveals that live shopping strategy, value-based pricing, design innovation according to social media trends, and integrated use of e-commerce data are able to strengthen operational efficiency and brand halal identity. This approach is in line with sharia principles as well as the theory of dynamic capabilities and value-based marketing.

Theoretically, this research expands the understanding of the concept of digital halal lifestyle strategy in the context of MSMEs. Practically, the findings can be a reference for Muslimah business actors to

build value-based consumer loyalty through an ethical technology approach

As a recommendation, the future development of the Muslimah MSME business model needs to integrate the entire halal value chain - from design, production, to marketing - and build an independent digital ecosystem so that it does not fully depend on third-party platform algorithms. Local governments can also support with sharia-based digital literacy training and access to digital halal marketing infrastructure.

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