

Trend Analysis of Fashion Dress Patterns of Female Students

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ABSTRACT

The development of fashion trends in the modern era has caused considerable changes in people's clothing styles, including among students. Students in Islamic universities not only follow the development of popular fashion, but are also faced with the demand to maintain the principle of dressing in accordance with Islamic values. This research aims to analyze fashion trends on the dress patterns of female students of the Faculty of Islamic Religion, Ahmad Dahlan University and understand how female students interpret the concept of dressing according to shari'a in daily life in the campus environment. This study uses a qualitative approach with the research subject, namely a student of the Faculty of Islamic Religion, Ahmad Dahlan University. Data collection techniques are carried out through interviews, observations, and documentation, while data analysis is carried out through the stages of data reduction, data presentation, and conclusion drawn. The results of the study show that fashion trends have a significant cause for the dress patterns of female students, especially through the role of social media which is a source of reference for clothing styles. However, most of the female students still try to adapt their style of dress to the principles of sharia dress in accordance with the values of modesty in Islam.

1. INTRODUCTION

Fashion trends in dress patterns are a social phenomenon that continues to develop to display itself through clothing. Among female students, fashion not only functions as a basic need, but also as a means of expressing identity, as well as keeping up with the times. (Brotherhood, 2025). The rapid development of fashion trends in the era of globalization has been caused by various aspects of people's lives, including the dress patterns of female students in higher education not only following the development of modern fashion, but also faced with the demand to maintain the values of modesty and the principles of sharia dress. Therefore, this study focuses on the analysis of fashion trends on the dress patterns of female students at the Faculty of Islamic Religion, Ahmad Dahlan University (Cibro, 2025). What is the student's understanding of dressing according to Islamic law? In the Islamic view, dressing means wearing clothes that cover the aurah according to the provisions of the Shari'a, that is, for women it covers the entire body except the face and palms, loose, not thin or translucent, and does not resemble clothes of the opposite sex, so that it not only meets the rules of the law but also reflects politeness, self-respect, and obedience to the teachings of the Qur'an and Hadith, this criterion of sharia dress remains relevant in the modern context and is recognized by scholars as an integral part of Muslim dress etiquette, even as the phenomenon of Muslim fashion is rapidly evolving in today's society (Rizkyatul Imtiyas, 2024). In the students' understanding of the rules of dress patterns, it generally shows that they have a basic awareness of the importance of covering the awrah and dressing according to Islamic principles, but their ability to understand Islamic rules is still limited and is often caused by campus social norms, peers, and social media trends so that its implementation in daily life is

not always consistent with the standards according to Islamic sharia regulated on campus (Scott, 2025). In daily practice, the expression of the dress style of Muslim female students is often caused by modern fashion trends and popular culture, so some of them, despite understanding the rules of shari'i dress in theory, still choose a style of dress that follows current trends such as slightly tight clothing, the use of hijab that does not cover the chest, or a combination of clothing that shows curves. which in fact is not fully in accordance with the principles of shari'i in Islam; Research on the adaptation of Muslim women's clothing in the millennial era shows that this phenomenon occurs due to social pressure and the tendency to follow Western fashion trends, even though the understanding of sharia has increased (Anitia Rahmanidinie, 2022).

How has the fashion trend changed the dress pattern of female students? in development *fashion* modern causes are quite a cause for the way Muslims dress today. Muslim women's clothing now not only serves to cover the awrah according to sharia, but also as a means to express themselves, show their identity, and describe their social status in the midst of changes seen in increasingly diverse models, materials, and styles of clothing and following popular trends. Although modern Muslim women's clothing often looks fashionable, attractive, and full of creativity, it is not uncommon for this style to cross the boundaries of sharia, for example by wearing tight, thin, or excessively decorated clothes. This causes a shift in meaning from the main purpose of dressing as a Muslim woman, which is to maintain honor and purity (Sopi Sopi Nur Irwan, 2024). Globalization accelerates intercultural connectivity and the spread of fashion trends from various parts of the world, making it easier for students to access global clothing styles that were previously only known in other countries, then adapt them into their daily dress patterns through the internet and social media such as TikTok, Instagram, and YouTube, meanwhile, social media strengthens the rapid spread of trends by providing style inspiration. influencers, and visual content that can influence students' dress preferences in an effort to express their identity, keep up with the times, and interact socially, so that these two factors significantly contribute to changing dress patterns among today's students (Dewinta Rizky R. Hatu, 2025). The development of contemporary fashion trends among the younger generation of Muslim women has become a significant socio-cultural phenomenon, especially in the context of Islamic higher education. Fashion trends not only influence aesthetic choices, but also shape identity and dress behavior in the digital age, where social media is the main arena for the spread of dynamic clothing styles. Previous research has shown how the fashion industry and Muslim influencers play a role in the construction of fashion trends adopted by Muslim female students in campus environments, incorporating personal agency and broader socio-cultural structures (Zulfatun Ni'mah, 2023). However, there is still limited space in connecting fashion trends with non-compliance with sharia fashion principles in the Islamic campus environment. On the other hand, this phenomenon can also be seen as a negotiation of values between the demands of modern aesthetics and the religious commitment of female students, which requires an in-depth theoretical framework approach. A recent study on the influence of fashion trends on students' social behavior illustrates that the perception of fashion trends is not only a visual style, but also has implications for behavior, character, and personal branding (Hidayah and Minarti, 2025).

The literature review describes fashion trends in shaping the dress patterns of female students because these trends are not only visual style choices but also shape their consumptive behaviors and dress preferences through social media, fashion knowledge, and exposure to popular culture; For example, quantitative research shows that fashion knowledge is positively correlated with the dress style of female students, where the higher the understanding of fashion trends, the more the style of clothing adopted tends to be more dynamic and follows the latest fashion developments.

(Indriyati, 2024) , while other research confirms that fashion trends spread through digital media affect students' lifestyle and outfit decisions, so their clothing style often reflects global trends spread through platforms such as Instagram and TikTok (Aura Ratu Aulia, 2025). Several previous studies have shown that the development of fashion trends has a significant role in the dress patterns of female students, especially Muslim female students. Research by (Rosyada and Adinugraha, 2022). It was found that the fashion trend that develops among female students can be caused by consumptive behavior and decisions in choosing clothing styles to support appearance in the campus environment. The research shows that female students tend to follow popular clothing models as a form of self-expression and social identity. In addition, the research (Dewi, Pudyaningsih, 2023). Revealing that Muslim fashion trends caused by social media also have a significant relationship with female students' consumptive behavior, because various digital platforms make it easier for students to access information about the latest clothing styles. Other research shows that fashion trends among college students are not only related to aesthetic aspects, but also affect social behavior, the formation of self-identity, and the way students express religious values in their daily lives (Hidayah and Minarti, 2025). Meanwhile, Nur'aeni's research explained that the increase in halal fashion trends among female students is also due to the development of halal lifestyles that are increasingly popular among the younger generation, so that students begin to integrate modern fashion trends with religious values in choosing clothes (Nur'aeni, 2025). In addition, Ningsih and Faraby's research shows that the Muslim fashion trend that develops among the younger generation, especially generation Z, is also influenced by halal lifestyle factors as well as the development of technology and digital media that accelerate the spread of clothing trends in society (Ningsih and Faraby, 2025).

Previous research has extensively examined the impact of fashion trends and social media and on students' dress style or consumptive behavior partially, but not many have comprehensively examined how fashion trends shape students' dress patterns in the context of identity, self-expression, and cultural adaptation of Generation Z in the digital era, for example, social media studies show the causes of social media on students' dress styles. However, it lacks the relationship between these trends and the personal motivation and overall clothing identity of female students. (Prince, 2024), therefore, this study offers a novelty with a more holistic focus on female college students' dress patterns as a socio-cultural phenomenon influenced by contemporary fashion trends, thus expanding insights beyond the influence of social media alone (Ayuk Nurul Khafidhoh, 2025). Although various studies have discussed fashion trends and dress patterns against the dress style of female students, there are still limited studies that specifically examine the relationship between fashion trends and adherence to sharia dress principles in Islamic universities. Therefore, this study seeks to examine this phenomenon in female students of the Faculty of Islamic Religion, Ahmad Dahlan University (Patimah, 2024). The Faculty of Islamic Religion, Ahmad Dahlan University is one of the Islamic education environments that faces the dynamics of the development of fashion trends among female students, especially in the application of sharia fashion in the campus environment. This phenomenon is important to research because it shows the difference between understanding sharia dress rules and daily dress practices caused by modern trends and social media. (Sopi Sopianti Nur Irvan, 2024). This study aims to analyze fashion trends on the dress patterns of female students and understand how female students adjust between the development of modern fashion and the principles of sharia dress. The results of this research are expected to contribute to the development of studies on student dress culture in the Islamic university environment and become a reference for educational institutions in strengthening the values of dressing in accordance with sharia (Dewi Ayundasari, 2024).

2. METHODS

This study uses a qualitative research approach with a case study method to reveal in depth the phenomenon of female students' dress patterns in wearing clothes at the Faculty of Islamic Religion, Ahmad Dahlan University Yogyakarta through the social context and real experiences of the research subjects. A student of the Faculty of Islamic Religion, Ahmad Dahlan University who follows the development of fashion trends in daily life in the campus environment. This research involved a total of six female students who were selected to be interviewed from the Islamic Religious Education, Sharia Banking, Arabic Language and Literature, and Hadith Science study programs, batch 2022-2023 to obtain information about their clothing patterns and views on fashion trends and the application of sharia dress principles. The data collection technique in this study was carried out through several methods, namely interviews, observations, and documentation. Interviews were conducted with female students of the Faculty of Islamic Religion to find out their views on fashion trends and dress patterns in the campus environment. Observations were made to see firsthand how female students dress in daily activities in the campus environment. In addition, documentation is used to complement research data related to the phenomenon of fashion trends among female students. The data analysis technique in this study uses qualitative data analysis which includes three stages, namely data reduction, data presentation, and conclusion drawn. Data reduction is carried out by selecting and focusing data that is relevant to the research objectives. Furthermore, the data is presented in the form of a narrative description to facilitate understanding of the phenomenon being studied. The last stage is the drawing of conclusions based on patterns and findings obtained during the research process. The qualitative approach of the case study was chosen because this study focuses on how and why female students choose or do not choose to dress according to shari'a in the campus environment, where this method emphasizes understanding the phenomenon from the perspective of the subject through data collection techniques (Hengki Yulhafiz Elva1 & Sri Murhayati, 2025).

Table 1. Research Respondents and Question Topics

No	Respondents	Status	Question Topics
1.	SWA	Student of ILHA	What is your view on dressing as a student of the Faculty of Islamic Religion?
2.	PPR	Student of PAI	How far do you know the dress code of female students at the Faculty of Islamic Religion?
3.	AMH	Student of PBS	Where do you usually find out about fashion trends? (Social media, peers, friends on campus, influencers, etc).
4.	R M	Student of the University of Wisconsin	Do you think that following fashion trends can shift the values of Islamic dress?
5.	ZA	Student of ILHA	In your opinion, how should female students of the Faculty of Islamic Religion respond to fashion trends?
6.	ZNS	Student of PAI	What is your dress pattern when you are on campus, or is there a change in your clothes on campus and off campus?

3. RESULTS AND DISCUSSION

This research aims to explore in depth the causes of fashion trends on female students' dress patterns, especially within the scope of the Faculty of Islamic Religion, Ahmad Dahlan University, Yogyakarta. Based on data obtained from interviews and documentation. The results of the study show that the Faculty of Islamic Religion's main focus of research is directed at how female students understand the rules of sharia dress, how fashion trends affect their attitudes and dress practices, and how female students negotiate Islamic values with the social and popular cultural demands that develop in the modern era. Based on data obtained through in-depth interviews, observations, and documentation, it was found that fashion trends have a fairly complex, dynamic, and non-singular influence on the dress patterns of female students

3.1 Students' understanding of dressing in accordance with Islamic shari'a

The concept of dressing is the use of clothing by Muslim women in accordance with the provisions of Islamic sharia, which means that the clothes must cover the awrah perfectly, not tight so that they do not show curves, are not transparent, and cover up to certain parts such as a hijab that covers the head to the chest or more (Hairidha & Iqbal, 2025). According to Yusuf Al-Qaradami about al-libas al-ashar'i, which emphasizes that shari'i clothing must meet the basic principles of sharia, namely covering the aurah perfectly, not transparent, not tight so that it shows the curves of the body, does not resemble men's clothes, is not excessive in decoration (tabarruj), and is in accordance with the values of politeness and local culture as long as it does not contradict the sharia. According to al-Qaradawi, the essence of shari'i clothing is not on a particular model, but on the fulfillment of the ethical standards of dress that maintain honor (haya) and do not cause fitnah, so that the practice can vary as long as it meets these basic criteria (Siti Holida, 2021). Dressing shari'i in Islam is not only about aesthetics but is part of worship and life ethics that protect the honor and values of Islam, keep away from excessive behavior (tabarruj), and do not resemble the opposite sex. Shari'i clothes are a symbol of obedience to Allah and a way of maintaining morality in daily life for Muslim women (Yati, 2023). The students' understanding of the rules of dress for shari'a generally shows that they know the general concept of clothing according to Islamic shari'a as a symbol of identity and the obligation to cover the aurat, but the level of textual understanding of the basis of the sharia (e.g. details of Qur'anic verses and fiqh postulates) often varies, so that many are more influenced by social norms, fashion trends, and campus associations than by an in-depth understanding of the shari'a rules themselves. The results of the study also show that some female students wear sharia clothes with strong religious awareness, but on the other hand there are still inconsistencies between their understanding and practice due to social pressure factors and the influence of modern fashion (Dewi Sinta, 2024).

Based on interviews with several students of the Faculty of Islamic Religion, Ahmad Dahlan University, in general, they have a good understanding of the sharia dress rules that apply in the faculty environment. These rules are understood to include the obligation to cover the awrah perfectly, wear clothes that are loose and do not form curves, not transparent, use a skirt or robe, and wear a hijab that covers the chest. This understanding is obtained through various sources, including faculty socialization, Islamic courses, lecturer examples, and an academic environment characterized by Islamic values. For some female students, the sharia dress code is not only understood as a formal provision of the institution, but also as part of the identity of the Faculty of Islamic Religion. The regulation is seen as a form of implementation of Islamic values in campus life and as an effort to maintain self-honor and institutional image. This understanding shows that normatively female students have known the dress standards that should be applied in the FAI UAD environment. However, the results of the study also show that there is a gap between

normative understanding and the practice of everyday dress. Even though students know the applicable rules, not all students are able or consistent in applying them. This shows that the cognitive understanding of dress code has not been fully accompanied by a deep internalization of values in daily life. Based on the results of the research, it can be concluded that in general, they have a good understanding of the rules of sharia dress that apply in the faculty environment, both in terms of the provisions for covering the awrah and the Islamic values that underlie it. However, in practice, there is still a discrepancy between understanding and daily practice, thus showing that knowledge of these rules has not been fully accompanied by the internalization of strong values in the behavior of female students.

3.2 Fashion trends change the way college students dress

Fashion trends among female students are not just about dress style, but also reflect social and cultural phenomena in which individuals use fashion as a means of expression of identity, social value, and connection to the community; Recent studies have found that fashion trends are influenced by globalization, social media and social dynamics of society, so students tend to follow popular clothing styles to show social status, personal branding and certain cultural values in their academic and social lives (Ningsih, 2025). Based on interviews with several students of the Faculty of Islamic Religion, Ahmad Dahlan University, that fashion trends have become part of students' daily lives and cause the way they view themselves, the social environment, and the standards of appropriateness in dressing. Fashion trends are not only understood as clothing models, but also as a symbol of modernity, social existence, and the identity of the younger generation. The student admitted that the fashion trends that are developing today are changing very quickly. Growing fashion trends are not always perceived negatively. Some female students consider that fashion trends can also be a means to look neat, attractive, and confident, as long as they do not violate the principles of Islamic law. However, fashion trends are also seen as having the potential to shift the meaning of sharia clothing if followed without consideration of Islamic values. Based on the results of the study, it can be concluded that fashion trends have changed quite a lot in the lives of female students, including in the Faculty of Islamic Religion. These trends are not only related to clothing styles, but also become a means of expressing social identity and existence caused by social media, popular culture, and global dynamics. However, the development of this fashion trend is also a challenge for FAI students to continue to adjust to the values of sharia dress that apply in the campus environment. Social media plays a big role in shaping the dress patterns of female students because platforms such as TikTok, Instagram, and YouTube provide the latest clothing style content that spreads quickly and is easily accessible, so many female students use these content as a source of inspiration for their daily outfits, influencing their fashion choices to look "contemporary", attractive and in line with viral visual trends, and increase their tendency to follow styles that are currently popular in the world among the young generation of the campus (Arya Pratama Winata, 2025).

Based on interviews with several students of the Faculty of Islamic Religion, Ahmad Dahlan University, it shows that social media has a very dominant role in spreading and shaping fashion trends among female students. Platforms such as TikTok, Instagram, and Pinterest are the main sources of clothing references for female college students. Social media presents a variety of visual content featuring models dressed that are considered attractive, modern, and in accordance with the tastes of the younger generation. Social media not only presents fashion trends, but also shapes aesthetic standards and normalizes certain styles of dress. Through repeated exposure, models of clothing that were initially considered incompatible with sharia values can slowly be considered reasonable and commonplace. This condition has the potential to affect the way female students

interpret the restrictions on sharia dress. However, the results of the study also show that female students are not completely passive in accepting the consequences of social media. Some female students showed a critical attitude in responding to the fashion content they consumed. Students realize that not all trends displayed on social media are worth following, especially if they are contrary to Islamic values. Based on the results of the study, it can be concluded that social media has a great influence in shaping and spreading fashion trends among female students through various attractive visual content. Nevertheless, some female students still show a critical attitude by not directly following all trends that are contrary to the values of sharia dressing. It can be concluded that social media has a great influence in shaping and spreading fashion trends among female students through various attractive visual content. However, some female students still show a critical attitude by not directly following all trends that are contrary to the values of dressing according to sharia.

Fashion trends in the campus environment show that the dress style of students is not just an aesthetic choice, but is influenced by the development of trends, social media, and the desire to show oneself, where fashion trends often encourage changes in dress patterns that are more in line with popular models among peers and digital platforms, so that students tend to adjust their clothing styles according to the latest trends in the field Campus Academic and Social Environment (Indra Gigih Widodo, 2026). Based on interviews with several students of the Faculty of Islamic Religion, Ahmad Dahlan University, fashion trends in the dress patterns of female students can be seen in various aspects, such as the selection of clothing models, colors, and fashion pieces. Some female students admit that fashion trends are due to their dress style on campus, although they still try to adapt to the faculty rules. On the other hand, the results of the study also show that there are female students who experience a dilemma in dressing. This dilemma arises when the current fashion trend is not in line with the sharia dress rules in the faculty environment. Based on the results of the study, it can be concluded that fashion trends can be caused by the dress patterns of female students, especially in the selection of models, colors, and fashion pieces. However, this influence also poses a dilemma for some female students when the trend that is currently popular is not fully in line with the rules of sharia dress in the faculty environment.



Figure 1. Fashion Trends

The Figure above shows that fashion trends that develop through social media have an influence on the dress style of female college students. Various fashion content that appears on social media is often a reference for female students in determining fashion choices that are considered attractive and keep up with the times. However, in practice, female students do not fully follow this trend, but try to adapt it to their understanding of the principles of dressing in accordance with Islamic law, such as still paying attention to the limits of aurat and the value of modesty in dressing.

4. CONCLUSION

Based on the results of research that has been conducted on fashion trends in the dress patterns of female students of the Faculty of Islamic Religion, Ahmad Dahlan University, it can be concluded that fashion trends have a significant influence on the dress style of female students in the campus environment. The development of fashion trends that are heavily influenced by social media such as Instagram and TikTok make it easier for female students to follow various clothing models that are currently popular. This shows that social media plays an important role in shaping the dress preferences of female students. In addition, the results of the study also show that most female students have a fairly good understanding of the concept of sharia dress. But in practice, they often combine modern fashion trends with the principle of dressing that is considered still in accordance with the values of modesty in Islam. Thus, it can be concluded that fashion trends do not completely eliminate the awareness of female students on the importance of dressing sharia, but rather an effort to adjust the development of modern fashion with the religious values they understand.

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