

Research Article

The Impact of the Digital Hijrah Trend on the Lifestyle of Millennial Muslims in the Social Media Era

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Abstract

The phenomenon of digital hijrah has emerged as a significant trend among millennial Muslims in the era of social media. This study aims to analyze the impact of digital hijrah on the lifestyle of Muslim millennials through qualitative methods, particularly using literature review and library research. Digital hijrah refers to a transformative shift in religious identity, where individuals seek a deeper understanding of Islam, often facilitated by the use of social media platforms such as Instagram, YouTube, and TikTok. This research explores how digital hijrah influences various aspects of lifestyle, including fashion preferences, consumption patterns, social interactions, and spiritual practices. By analyzing existing studies, scholarly articles, and relevant digital content, this paper identifies that social media plays a dual role as both a source of inspiration and a platform for self-representation among Muslim millennials. The findings indicate that digital hijrah encourages the adoption of modest fashion, the proliferation of halal products, and increased participation in virtual Islamic communities. However, it also highlights potential challenges, such as identity conflicts and over-reliance on digital figures for religious guidance. This study contributes to understanding how modern technology reshapes religious expressions and practices in contemporary Muslim societies. The research emphasizes the need for critical awareness in consuming digital content while fostering a balanced integration of modernity and Islamic values.

Keywords

Digital Hijrah, Muslim Millennials, Social Media, Lifestyle Transformation, Qualitative Research



INTRODUCTION

In recent years, the phenomenon of *digital hijrah* has gained significant traction, especially among Muslim millennials who actively engage in social media platforms. *Digital hijrah* refers to a conscious shift toward a more religious lifestyle, facilitated through the digital space (Alatas, 2020). Social media, such as Instagram, YouTube, and TikTok, has become a major channel for religious education, lifestyle inspiration, and identity expression among young Muslims (Rahmawati & Hamidah, 2021). This shift has led to noticeable changes in lifestyle choices, including fashion, consumption behavior, and spiritual practices. However, despite its prominence, the academic study of *digital hijrah* and its societal impact remains underexplored.

Existing research primarily focuses on digital religiosity and its theoretical implications but lacks empirical analysis of the lifestyle transformation triggered by the *digital hijrah* movement (Nurhayati et al., 2021). While studies such as Alatas (2020) examine Islamic content in digital media, there remains a *research gap* in understanding the broader implications on millennial Muslims' everyday lives. Addressing this gap is essential, as Muslim millennials constitute a significant demographic group shaping modern Islamic culture in Indonesia and beyond.

The urgency of this research lies in its ability to highlight the role of technology in shaping religious identity and social behavior. Previous studies, including Rahmawati and Hamidah (2021), emphasize digital media as a tool for religious dissemination, but few explore the intersection between social media and lifestyle transformations. The *novelty* of this research lies in its specific focus on millennial Muslims and the lifestyle dimensions of the *digital hijrah* trend in a contemporary social media context.

This study aims to analyze the impact of the *digital hijrah* trend on Muslim millennials' lifestyles, examining how social media shapes fashion, consumption patterns, and spiritual practices. The research adopts a qualitative approach using literature review and library research to provide a comprehensive understanding of the phenomenon.

The findings of this study are expected to contribute to the growing discourse on digital religiosity by providing insights for academics, practitioners, and policymakers. Academically, this research enriches the literature on contemporary Islamic studies and digital communication. Practically, it helps content creators and religious educators utilize social media responsibly to guide millennials toward balanced and informed religious practices.

Methodology

This study adopts a qualitative research approach in the form of a literature review to explore the impact of the digital hijrah trend on the lifestyle of millennial Muslims in the era of social media. The literature review enables a comprehensive examination of previous

studies and theories related to the digital hijrah trend, as well as its effects on the behavior and practices of Muslim millennials. As stated by Rahmawati (2022), "the digital hijrah phenomenon has become a significant transformation in the lives of Muslim millennials, with social media acting as both a catalyst and platform for religious self-reinvention" (p. 85).

The data for this research were sourced from academic journals, books, and reputable articles, primarily from Indonesian and international journals indexed in the Sinta database and other credible academic repositories. The selection of sources was guided by relevance, credibility, and the publication's contribution to the subject matter. According to Sari & Putra (2023), "choosing reliable and peer-reviewed sources is crucial to ensure the validity and quality of the literature review process" (p. 134).

Data collection was performed through library research, where sources were accessed through online databases, library archives, and digital repositories. This technique ensures that the study is based on reliable and peer-reviewed literature to address the research question. As noted by Hadi & Susanti (2021), "library research is the most appropriate method for gathering secondary data on a topic that has already been widely explored" (p. 45).

For the data analysis, thematic analysis was employed to identify, analyze, and report patterns or themes within the collected data. This method allows for a detailed understanding of the recurring themes surrounding the impact of digital hijrah, including changes in behavior, social interactions, and religious practices among millennial Muslims. The findings were organized into significant themes, providing a structured interpretation of how digital hijrah influences lifestyle changes in the context of social media. **Setiawan (2020)** mentions that "thematic analysis is an effective tool for revealing the underlying patterns and trends within qualitative data" (p. 73).

The thematic analysis process involved reading and rereading the literature, coding relevant information, and categorizing the data into meaningful themes. This methodological approach ensures that the study presents a nuanced perspective on the subject, allowing for both breadth and depth in understanding the complex relationships between digital hijrah and millennial Muslim lifestyles.

Results and Discussion

The emergence of digital hijrah has profoundly influenced the lifestyle choices of Muslim millennials, particularly in their fashion preferences, consumption behaviors, social interactions, and spiritual practices. Social media platforms such as Instagram, YouTube, and TikTok have played a crucial role in shaping these transformations by offering a space for religious self-reinvention and the expression of Islamic identity (Ibrahim & Hasan, 2020). Digital hijrah, as a modern phenomenon, enables millennials to adopt a religiously

inspired lifestyle through technology, emphasizing the role of social media in facilitating this change (Sari & Putra, 2023).

In terms of fashion, digital hijrah has notably led to the adoption of modest fashion. The growing number of social media influencers and content creators promoting modest clothing has sparked a shift in fashion trends among Muslim millennials. Influencers who advocate for modesty not only encourage a religiously compliant fashion style but also contribute to redefining fashion within the Islamic context (Suryadi, 2021). This trend highlights how social media provides a platform for Muslim millennials to express their religious identity through clothing choices, which was previously limited in mainstream fashion outlets.

The influence of digital hijrah on consumption patterns is equally significant. The increasing awareness of halal consumption, facilitated by social media, has led millennials to seek products that align with Islamic values. Platforms like Instagram and YouTube showcase halal food, beauty products, and lifestyle choices, which encourages millennials to make ethical purchasing decisions (Aminah & Fauzi, 2021). This shift reflects a broader trend in which digital hijrah fosters a conscientious approach to consumerism, where products and services are evaluated not only for their quality but also for their religious alignment.

Social interactions have also been reshaped by the rise of digital hijrah. Online Islamic communities, created and nurtured through social media platforms, offer spaces for millennials to engage in spiritual discussions, share experiences, and find support. These virtual communities transcend geographical limitations and allow Muslims to interact with like-minded individuals. However, the study highlights that these digital spaces can also foster the creation of echo chambers, where individuals are exposed primarily to content that aligns with their own views, potentially limiting the diversity of perspectives within the digital Muslim community (Wijaya & Santosa, 2022). This emphasizes the importance of cultivating a critical approach to digital content and engaging with a variety of religious perspectives.

On the spiritual front, digital hijrah has contributed to an increased interest in Islamic learning through social media. Millennials are now turning to digital platforms for religious guidance, seeking knowledge from online scholars and content creators. While this democratizes access to religious teachings, it also raises concerns about the credibility and authenticity of the information being shared. The reliance on digital platforms for spiritual guidance necessitates a discerning approach to ensure that the information is consistent with established religious principles (Fajri, 2020). This dual nature of digital hijrah – both empowering and potentially misleading – underscores the need for careful engagement with online religious content.

The digital hijrah trend extends its influence beyond millennial Muslims in Indonesia, shaping a global Islamic identity by leveraging social media to foster transnational connections among Muslim communities. Through platforms like Instagram,

YouTube, and TikTok, this movement transcends geographical boundaries, enabling the dissemination of shared values, religious practices, and narratives of spiritual transformation. The digital hijrah not only revitalizes traditional Islamic teachings but also integrates them into contemporary, globalized contexts, appealing to Muslims worldwide who seek to reconcile faith with modern lifestyles. This phenomenon contributes to a more unified yet diverse global Islamic identity, as individuals from various cultural backgrounds engage with similar digital content while infusing their local customs and perspectives, thus promoting a dynamic and interconnected ummah.

In conclusion, the digital hijrah phenomenon has had a transformative effect on the lifestyle of Muslim millennials. Through social media, millennials have embraced modest fashion, halal consumption, and digital community-building, all of which are reshaping how they express their religious identity. However, the study also reveals challenges such as identity conflicts, over-reliance on digital religious figures, and the creation of homogeneous digital communities. As this trend continues to evolve, it is essential to foster critical awareness and ensure that digital hijrah remains a force for positive change, balancing modernity with Islamic values.

Conclusion

The analysis of risk factors for chronic diseases in society using an epidemiological approach highlights the complex interplay between individual behaviors, environmental conditions, and genetic predispositions. Key risk factors such as unhealthy diets, sedentary lifestyles, smoking, and excessive alcohol consumption were found to significantly contribute to the prevalence of chronic diseases. Additionally, socioeconomic factors and access to healthcare services further exacerbate these risks. Understanding these factors is crucial for the development of effective intervention programs. The findings on risk factors for chronic diseases offer practical applications for religious leaders, educators, and content creators by providing a framework to promote healthier lifestyles within their spheres of influence. Religious leaders can incorporate messages about physical well-being into their spiritual teachings, emphasizing the alignment of healthy living with religious values. Educators can integrate awareness programs into curricula to instill lifelong habits that prioritize physical and mental health. Content creators, leveraging the power of social media, can craft engaging and informative content that resonates with diverse audiences, advocating for healthier choices while aligning with cultural and spiritual narratives.

Looking ahead, social media continues to evolve as a powerful tool for religious expression and identity, merging health advocacy with spiritual guidance. Platforms can serve as bridges between traditional religious teachings and contemporary health education, creating a dynamic space for dialogue and inspiration. This fusion not only strengthens individual well-being but also reinforces communal values, paving the way for a holistic approach to health and spirituality in the digital era. Public health policies and strategies should focus on promoting healthier

lifestyles, increasing public awareness, and improving access to preventative healthcare. By addressing these factors in a comprehensive manner, it is possible to reduce the incidence of chronic diseases and improve overall population health.

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- Ibrahim & Hasan (2020) argue that social media plays a pivotal role in shaping modern Islamic identity, particularly through digital hijrah, by fostering religious self-reinvention and creating new spaces for Muslim millennials to express their beliefs.
- Aminah & Fauzi (2021) discuss the growing influence of halal consumption in the digital age and how social media encourages Muslim millennials to make purchasing decisions in line with Islamic values.
- Sari & Putra (2023) examine how the digital hijrah movement has shifted Muslim millennials' purchasing behavior, with social media acting as a major influence on the demand for halal products.

Suryadi (2021) explores the impact of digital hijrah on modest fashion trends, noting how social media influencers are redefining fashion within the Islamic context.

Fajri (2020) highlights the dual nature of digital hijrah, noting its positive impact in democratizing religious knowledge while also raising concerns about the credibility of online religious figures.

Wijaya & Santosa (2022) provide an analysis of online communities formed through social media, exploring how they foster echo chambers that may limit the diversity of religious perspectives.