

Optimizing Sustainability through 7P Marketing Mix at MCA House in the Development of Halal Modest Fashion Industry

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Abstract *The halal modest fashion industry has seen a marked increase in recent years. In this situation, MCA House, a company engaged in modest fashion, has played an important role in the development of this industry. The purpose of this journal is to analyze and evaluate the marketing strategy of 7P mit (Product, Price, Place, Promotion, People, Process, Physical Evidence) applied by MCA House in the development of halal modest fashion industry. The research method used is descriptive qualitative research. Data were collected through in-depth interviews with the marketing manager of MCA House and direct observation of the company's operations. The analysis shows that MCA House has a solid and comprehensive marketing strategy that implements the 7P mix effectively. In the product aspect, MCA House offers a variety of modest clothing with trendy designs and in accordance with halal principles. Pricing is done by considering quality factors, market purchasing power, and product excellence. In terms of distribution, MCA House uses online and offline distribution channels to ensure product accessibility. Promotion is done through social media campaigns, collaboration with influencers, and participation in fashion events. In addmon, MCA House also prioritizes customer experience and provides quality services. An easy and efficient purchasing process, as well as friendly and knowledgrable staff, provades high customer satisfaction. The physical evidence presented through attractive product packaging and aesthetically pleasing store presentation also provades a positive customer experience. In conclusion, the 7P marketing mix strategy implemented by MCA House helps in the development of the halal modest fashion industry.*

INTRODUCTION

The halal industry is currently a global trend, one of which follows the world trend in the

halal industry is Indonesia. Indonesia has enormous opportunities in developing the halal industry. This tremendous potential is mainly due to the large Muslim population in Indonesia. This factor can be seen from the continuous growth of the halal industry in recent years. According to the State of the Global Islamic Report, around 1.8 billion Muslims are consumers in the halal industry. (Fathoni, 2020).

Indonesia's Population Projections and Consumer Potential Indonesian Halal Products in 2010-2045



Source: KNEKS National Strategy for the Development of the Indonesian Halal Industry pp. 14 (KNKS, 2019)

Based on the information presented, we can conclude that the number or total of Halal consumers in Indonesia will reach 262,733 million people between 2025 and 2030 and 267,038 million people between 2040 and 2045. The potential development of halal industry enthusiasts is projected to skyrocket because it is supported by a demographic bonus that will grow until its peak in 2034. In casence, the productive/working age population will dominate, possibly increasing the usage rate which is predicted to reach 60 percent. (KNKS, 2019)

The strategic role of the halal industry in driving economic growth is very important. Therefore, it is important for Indonesia to develop the halal industry, With further optimization, the halal industry can increase the value of exports and the country's foreign exchange supply to expand the halal industry so as to develop the economy to the fullest. However, it is unfortunate that the capacity of Indonesia's halal industry has not been fully realized. The data indicates that the number of halal industries in Indonesia is still very limited. Taking into account the evaluation conducted, it is seen that the halal industry is still in a limited number in the country which is conveyed in the Global state of Islam, Indonesia is ranked fifth in the category of Top 15 Islamic Economic Indicators with a score of 49. If we observe the different sectors of the Halal industry. Indonesia occupies the leading position in the Top 15 in 10 Islamic Finance, ranked 4th in the Top 10 Muslim-friendly travel and occupied the third position in the list of 10 most famous Modest Fashion. In the Halal compliant food industry, the role of media and recreation, while among other countries, Indonesia is not included in the top ten countries in terms of sales of medicines and cosmetics. (Fathoni, 2020).

In terms of the economy, the halal fashion sector in the fashion industry that follows halal rules is one of the drivers of the growth of the creative industry halal fashion industry has become

the largest. Not only that, the export of halal fashion products from Indonesia has also experienced significant growth and continues to grow rapidly, making it into the top 10 most popular export products. In addition, global Islamic fashion consumption also increased by 4.2% compared to 2019, which amounted to \$277 billion. (Hasan & Hamdi, 2022). The halal modest fashion industry is arguably an emerging industry and a center of interest for young people. According to Volkers, (2019)(2019), that the rapid and widespread activity of Indonesia in the global Islamic fashion field is thanks to the determination and tenacity of the Indonesian people to run various Islamic activities and shows on an international scale, such as the Indonesian Muslim Fashion Week, the International Indonesian Islamic Fashion Fair, the Indonesian Islamic Fashion Festival and the Modest Fashion Summit. These events are used as an opportunity to publicize the variety of Islamic products in Indonesia to be maintained as local products that are known for their quality around the world. Facing the high consumption of Islamic modest fashion, Indonesian Vice President Ma'ruf Amin supports the growth and development of the halal modus fashion industry with the hope that Indonesia will become the world's largest halal business player and exporter of halal products. (Hasan & Hamdi, 2022)

Halal is a standard of quality that complies with the principles of Islamic Sharia law and is adopted in various aspects of Muslim life. A believing Muslim chooses Halal products and services as a form of compliance and obedience to Allah's commands. Although Halal is specifically associated with Muslims, it does not mean that Halal products are only intended for Muslim consumers. On the contrary, consumers of Halal products also come from comatrics with smaller Muslims populations, and the demand for Halal products has seen a significant mercase it recent years. (Aang Yusril M, 2020) The govmmement bears a significant responsability is protecting all people, especially constaners regarding halal products that are circulated and starkened Sumilarly manufacturers must carry out product stewardship for products that are med legally, ethiscally, and morally in bsainess when they are defective, dangerova, or do not meet agreed standards (Ali 2016).

Modest fashion or known as modest clothing is now popular, hopefully taking into account the fact that the world recognizes Indonesia's important role in the industry, modest fashion itself is clothing that provides greater protection or does not reveal the silhouette of the body and is not dreamy. Fashion that can be said to be modest, not too tight, not thin, covered shoulders and should not wear clothing of the opposite sex. As a reference for modest fashion, Indonesians are increasingly aware of fashion and the trends that follow it along with the development of modest fashion. (Nisa & Nursari, 2020). According to Maula (2021), modest fashion designers share the same desire to look fashionable without showing too much skin. Modest fashion has evolved from a purely religious movement into a trendy fashion and a fast-growing industry. Modest dressing is an interesting indication of a trend that is not only aimed at those of the Muslim faith but also at a wider group of women.

Nilai Ekspor Provinsi Jawa Timur

Sektor	Jumlah Ekspor tahun (USD)	% Dibandingkan dengan Total Ekspor Non-Migas
Makanan dan Minuman	827,770,241	6.09 %
Makanan dan Minuman Halal	83,328,398	0.61 %
Fesyen	73,707,771	0.59 %
Fesyen Muslim	41,286,158	0.30 %

Source: KNEKS Regional Sharia Economic Development Report 2019-2020 p. 177 (Quraissy et al., 2019)

From the information above, it can be seen that the halal industry sector with the highest

export value in East Java Province is the food and beverage sector with a total annual export amount of 828 million (USD) and 6% compared to total non-oil and gas exports. The lowest sector of export value in East Java province is Muslim fashion with a total annual export amount of 42 million (USD) and 0.3% compared to total non-oil and gas exports.

Consumers have different characteristics and needs in the market, such as differences in purchasing habits, user needs, purchasing motives, etc. The Marketing Mix (7P) is the best measure to consider all functional factors because the Marketing Mix considers products (food and beverages), services, prices and places. In more detailed terms, the Integrated Marketing Components (7P). (Budiman & Christine, 2017).

MCA House is a Muslimah clothing store that sells various kinds of clothing needs for Muslim women such as clothes, hijab, mukena, culottes, skirts, and inner. MCA House's sales promotion system is usually through online such as whatsapp groups, Instagram, shopee, tik tok shop, or can also come directly to its offline store in Gresik, East Java. Unfortunately, it often happens that online customers lose quickly to offline customers because they run out of stock, it happens because the stock is not much or limited. Consumers trust products from MCA House because the prices of goods sold are very affordable, aka under retail or below market prices. The target marketing of MCA House is among Islamic students, Muslim women teenagers, and mothers because the models sold are the latest models and follow the teachings of Islam in covering the aurat. In addition to trendy style models, MCA House business actors often hold give away or promo sales on certain days to commemorate special days. This makes the name of the MCA House store even more recognizable because one of the conditions for participating in the give away is to send screenshot proof that you have promoted your account on social media.

Based on the researcher's opinion about the phenomena at MCA House described above, that these phenomena are in accordance with the components of the marketing mix, the researcher will make it the background for a study entitled "Marketing Strategy of 7P Mix at MCA House in the Development of Halal Modest Fashion Industry".

LITERATURE REVIEW

1. Previous Research

The first research is a journal written by Muhammad Arif, et.al (2022), entitled "Purchasing Decisions Based on Marketing Mix in Moderation of Halal Certification". This research adopts an associative approach using quantitative data as the research method. This study is intended to gain a better understanding and test the effect of Purchasing Decisions influenced by marketing mix factors, taking into account the moderating factor of halal certification. According to the results of the study, it was found that products do not have a favorable and important impact on the decision to buy. A similar principle also applies to price and place, where both have no positive and significant influence on purchasing decisions. However, it is evident that promotion has a favorable and important impact on the decision to purchase. In this context, halal certification does not play a role as a factor that moderates the relationship between goods, costs, location, marketing, and purchasing decisions. (Rahayu, 2022).

The second research in the form of a journal was written by Ika Suryono Djunaid (2018), entitled "Analysis of the Marketing Mix of Sharia-Based Lodging Services at Sofyan Inn Srigunting Hotel Bogor". This study utilizes a quantitative descriptive approach in its research, using a distributed questionnaire. The purpose of this study is to evaluate how successful the service marketing strategy based on sharia principles used at Sofyan Inn Srigunting Hotel Bogor is. The research findings show that the implementation of service marketing strategies based on sharia at Sofyan Inn Srigunting Hotel Bogor has proven to be successful. Overall, the results are

very positive with an average value of 405. However, there are several aspects that need to be improved regarding the variety of room types in order to increase customer satisfaction staying at the Sofyan Inn Srigunting Bogor Hotel accommodation. (Djunaid, 2018).

The third research is a thesis written by Irfan Zevi (2018), entitled "Marketing Strategy Analysis in Increasing Product Sales Volume at PT Proderma Sukses Mandiri". This study uses a qualitative approach by utilizing the case study method to collect data that provides a description.

The purpose of this study is to analyze the marketing strategy used by PT Proderma Sukses Mandiri, especially in terms of marketing combination (Marketing Mix). In addition, this research was conducted with the aim of finding the company's strengths, weaknesses, potentials, and obstacles and formulating the right strategy to increase product sales. The results showed that the analysis conducted on PT Proderma's marketing strategy showed that the company managed to implement the marketing strategy successfully. The results of the SWOT analysis documented in the Cartesius diagram put Proderma in quadrant 1, indicating that the company is in the growth stage. In addition, the company also successfully fulfills the principles and concepts of sharia marketing. In this case, Proderma managed to gain trust, market share, and recognition from consumers. Although PT Proderma's products are still in the process of obtaining a halal certificate from MUI, the company is committed to operating honestly in its marketing activities. The company does not offer excessive or unaccountable claims to consumers. (Irfan Zevi, 2018)

2. Theory Review

a. 7P Mix

The marketing mix, according to Kotler as cited by Murtins et al. (2019), can be defined as a collection of various companies using marketing tools with the intention of continuously achieving their marketing objectives in targeted markets. Kotler in Murtini et al. (2019) also identified seven dimensions of the 7P Marketing Mix, which include:

1. According to Philip Kotler, the definition of a product is "A product is an offer that is provided to fulfill the wants or needs of the market of an entity that is presented to the market with the aim of attracting attention, obtaining purchases, being used, or consumed, with the intention of fulfilling the wants and needs of users
2. According to Kotler, price is the total to get the benefits of owning or using a product or service, consumers provide an assessment
3. Promotion is an effort or activity carried out by a company to influence existing and potential customers so that they are willing to buy the products offered at this time or in the future, according to an explanation from Sistaningrum
4. According to Nitisemito, place can be defined as distribution or channeling institutions that play a role in delivering or delivering products or services from those who make products to individuals who consume them
5. Process, according to Nirvana, is a crucial factor in the service business that has a relationship related to activities or performance.
6. According to Nirvana, service providers are an integral element in their role and participation. To fulfill customer desires, it is expected that service providers can convert these desires into appropriate services or services.
7. Physical support (Physical Evidence) in the context of services is a concrete element that can be seen in the interaction between service providers and customers. It includes everything that physically exists as tangible evidence of the service provided. In services, it is impossible to separate the customer experience from the physical elements that support it from the physical elements that support it (Dewi et al., 2021).

By integrating and effectively managing all these elements, the 7P marketing mix strategy

can assist companies in achieving their marketing objectives, meeting customer needs, and building strong long-term relationships with their target markets.

b. Sustainability

Sustainability is a concept that focuses on a society's ability to survive by using natural resources sustainably. This concept is divided into two different contexts, namely in the biological and economic meanings. In the biological context, sustainability means avoiding extinction, surviving, and reproducing (Kucukemiroglu, 1999) (Kucukemiroglu, 1999). Meanwhile, in the economic context, sustainability means avoiding collapse and protecting value from instability and discontinuity (Costanza Robert, 1995). (Costanza Robert, 1995) MCA House can improve sustainability in the 7P marketing mix by considering sustainability aspects in each element of the marketing mix. Thus, MCA House can improve product quality, increase consumer confidence, and contribute to the development of a sustainable halal modest fashion industry.

c. Halal Industry

The halal industry is a rapidly growing economic sector around the world. The concept of halal itself comes from the teachings of the Islamic religion which establishes rules and guidelines on how the rules regarding food and beverages that can and cannot be consumed by Muslims. The aim is to protect and guarantee the halalness of products consumed and used by the community (Mirsa Astuti, 2020). According to Aan Nasrullah (2016) According to Aan Nasrullah (2016), Islamic countries are promising target markets with large market potential for the non-financial industry sector, especially in the fields of consumer, fashion, and tourism. As explained in market theory, high profits will attract businesses to enter the market until it reaches a balanced profit point.

In addition, the halal industry also emphasizes sustainability and health values. Many halal products are based on environmentally friendly and sustainable production principles. Manufacturers also strive to produce healthier and higher quality products by meeting strict halal standards. This makes the halal industry an attractive option for consumers concerned with health, ethics and sustainability.

With rapid growth and great potential, the halal industry continues to be the focus of global attention. Many countries and companies see the halal industry as a promising business opportunity and are investing in its development. Thus, the halal industry sector not only fulfills the needs of the Muslim market, but also contributes to the global economy at large.

d. Modest Fashion

Modest fashion, or fashion that upholds modesty and solemnity, has become an increasingly popular trend in Indonesia. The concept of modest fashion emphasizes covering the aurat while maintaining style and beauty. In its development, modest fashion is no longer limited to Muslimah clothing, but also involves various styles and trends in the fashion world. According to Fitri et al (2021) The rapid development of the Muslim clothing industry has developed in line with technological advances and increased information. There are many variations of types and color varieties that are presented to fans of syar'i clothing. There are various brands that offer Muslim clothing in various styles. Brands play an important role in these products. In addition, brands are also an attractive tool for consumers to make decisions.

Modest fashion is also able to inspire the Indonesian fashion industry as a whole. Many local brands have started to present modest fashion collections in their product range. This not only fulfills the needs of consumers, but also supports domestic economic growth. Overall, modest fashion has become a growing and widely accepted trend in Indonesia. The concept proves that fashion and modesty can go hand in hand, creating a harmony between a fashionable appearance and respect for traditional value.

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RESEARCH METHODS

In this study, a descriptive qualitative research method was used using interviews as the main tool to collect data and provide a detailed explanation of the phenomenon under study. According to Creswell (2008), qualitative research method is an approach used to explore and understand the main phenomenon. To understand the phenomenon, researchers conduct interviews with research participants or participants, using general and broad questions. (Dr. JR. Raco, ME, 2010) In the context of this study, researchers conducted interviews with research participants to gain insight into the 7P marketing strategy mix applied by MCA House in the development of the Halal Modest Fashion industry.

By using questions that are general in nature and tend to be broad, the researcher can provide opportunities for research participants to provide free and diverse responses. These general and broad questions may aim to gain a holistic understanding of the marketing strategies used by MCA House, so that the researcher can identify the elements in the 7P marketing mix that are most influential in the development of the Halal Modest Fashion industry. In the interview process, the researcher may also ask additional questions or dig deeper when needed to gain a richer and deeper understanding of the marketing strategies implemented by MCA House. This kind of interview can provide valuable insights for researchers in understanding specific marketing practices in the context of the Halal Modest Fashion industry.

In preparing the research entitled "Marketing Strategy of 7P Mix at MCA House in the Development of Halal Modest Fashion Industry," researchers used secondary and primary data analysis. Secondary data analysis involves collecting and using existing data, such as financial reports, sales data, consumer surveys, and previous studies relevant to this research topic. This secondary data is necessary for researchers to gain a deeper understanding of the halal modest fashion industry and the marketing strategies that have been implemented previously. In addition, researchers also use primary data analysis which involves collecting new data directly from relevant sources. Primary data collection methods that may be used include interviews with managers or owners of MCA House, direct observation of marketing activities and strategies used, and surveys to consumers to obtain the views on the products and marketing strategies implemented by MCA House.

RESULT AND DISCUSSION

The development of the halal and modest fashion industry has become a significant trend in recent years. MCA House, as a company operating in this industry, can implement effective marketing strategies to expand its reach and increase its competitive advantage. There are several approaches that can be applied in this case, one of which is to utilize or use the 7P marketing mix method. The following is a discussion of the 7P marketing mix strategy that can be applied by MCA House in developing the halal modest fashion industry.

1. Product

MCA House provides fashion products that comply with halal rules and values and offers modest styles that are elegant and trendy. The products should be of high quality, with good selection of materials, careful manufacturing techniques, and attractive designs. MCA House can also develop innovative products and adapt the latest trends in the modest halal fashion industry.

2. Price

MCA House determines a competitive pricing strategy for its products. This should consider the added value offered, product quality, and production costs. In addition, MCA House can also consider flexible pricing, such as providing discounts or special

promotions to attract new customers or increase the loyalty of existing customers.

3. Place

In MCA House's marketing strategy, it is important to determine efficient and effective distribution places or channels. MCA House can sell its products through physical stores in shopping malls or through online stores. If using an online store, the company must ensure good presence and visibility on popular e-commerce platforms. MCA Home also opened an offline store located in Gresik, East Java In addition, MCA House can also establish partnerships with boutiques or other fashion stores to expand its product distribution reach.

4. Promotion

MCA House develops effective promotional strategies to reach a wider target market. By creating giveaways whose requirements are to follow the account and join the WA Group This can expand the marketing reach targeted to consumers who are interested in modest halal fashion. In addition, MCA House can use popular Muslim influencers or fashion bloggers to increase brand awareness and inspire the target market.

5. Process

MCA House must ensure an easy, fast, and convenient product purchasing process for customers. In an online business, the website or e-commerce application is easy to use with clear navigation and a secure payment process. In addition, MCA House pays attention to customer service aspects, including quick response to customer inquiries or complaints.

6. People

MCA House should have a team that is skilled and knowledgeable about the halal modest fashion industry. They should be able to provide good customer service and have a deep understanding of the values and preferences of target consumers. MCA House can also engage famous Muslim influencers or fashion bloggers as brand ambassadors to establish a closer bond with potential customers.

7. Physical Evidence

The physique of the MCA House physical store should be well designed and reflect the desired brand image. The decoration, lighting, and layout of the store should create a comfortable and attractive environment for customers. In addition, MCA House should ensure that the products offered in both physical and online stores are of good quality and well-packaged.

By implementing this 7P marketing mix strategy, MCA House can expand market share, increase brand awareness, and strengthen its position as an innovating halal modest fashion company. It is important for MCA House to continuously monitor industry trends, listen to customer feedback, and make necessary strategy changes to stay relevant in this competitive market.

CONCLUSION

The development of the halal and modest fashion industry has become a significant trend in recent years. MCA House, as a company operating in this industry, can implement effective marketing strategies to expand its reach and increase its competitive advantage. In this context, MCA House can use the 7P marketing mix to achieve these goals. MCA House, a company operating in the halal modest fashion industry, can implement the 7P marketing mix strategy to grow its business. This approach involves seven interrelated strategic elements product, price, place, promotion, process, people, and physical evidence. From product optimization, what MCA

House does is provide fashion products covering the aurat according to Islamic teachings and modern and trendy models. From price optimization, what MCA House does is determine competitive prices for its products and consider flexible pricing through providing discounts or special promotions in order to attract more customer attention. From place optimization, what MCA House does is provide offline and online stores on e-commerce platforms. From promotion optimization, what MCA House does is develop an effective promotion strategy by providing giveaways and using influencer services for endorsements. From process optimization, what MCA House does is ensure an easy, fast, and convenient product purchasing process for customers. From people optimization, what MCA House does is to have skilled and knowledgeable human resources about the modest fashion industry. From physical evidence optimization, what MCA House does is design well and reflect the desired brand awareness. By implementing this 7P marketing mix strategy, MCA House can expand market share, increase brand awareness, and strengthen its position as an innovating modest halal fashion company.

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