



MINIMALISM Vs. CONSUMERISM: Indonesian Gen Z Social Media Influence an Islamic Perspective

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Abstract

This study investigates the potential of minimalist lifestyle trends, emerging as a counter-narrative on these platforms, to influence the consumerist behavior of this demographic from an Islamic economic perspective. Rapid technological advancements have significantly impacted lifestyles, notably fostering consumerism among Indonesian Generation Z, often fueled by social media platforms like TikTok. Employing a qualitative descriptive analytical approach, this research examines the extent to which the application of minimalist principles can impact consumerism among Indonesian Gen Z. The findings indicate that while a minimalist lifestyle holds considerable potential to curb consumerism, its full implementation is hindered by deeply ingrained consumerist habits driven by social media trends. This study concludes that understanding and applying minimalist principles, informed by Islamic economic teachings emphasizing moderation and the avoidance of extravagance, can offer a viable alternative to the prevailing consumer culture among Indonesian Generation Z. The implications of this research lie in providing insights for educators, policymakers, and Islamic institutions seeking to promote balanced consumption patterns among youth in Indonesia

Keywords: *Minimalism, Consumerism, Islamic Perspective, Indonesian Gen Z, Social Media.*

Abstrak

Studi ini menginvestigasi potensi tren gaya hidup minimalis, yang muncul sebagai narasi tandingan di berbagai platform digital, dalam memengaruhi perilaku konsumtif demografi ini dari perspektif ekonomi Islam. Kemajuan teknologi yang

pesat telah berdampak signifikan terhadap gaya hidup, terutama dalam mendorong konsumerisme di kalangan Generasi Z Indonesia, yang sering kali dipengaruhi oleh media sosial seperti TikTok. Dengan menggunakan pendekatan deskriptif kualitatif-analitik, penelitian ini mengkaji sejauh mana penerapan prinsip-prinsip minimalis dapat memengaruhi perilaku konsumtif di kalangan Gen Z Indonesia. Temuan menunjukkan bahwa meskipun gaya hidup minimalis memiliki potensi besar untuk menekan konsumerisme, penerapannya secara menyeluruh masih terhambat oleh kebiasaan konsumtif yang telah mengakar kuat, terutama karena pengaruh tren media sosial. Penelitian ini menyimpulkan bahwa pemahaman dan penerapan prinsip-prinsip minimalis yang berlandaskan ajaran ekonomi Islam, yang menekankan keseimbangan dan larangan terhadap sikap berlebihan, dapat menjadi alternatif yang layak terhadap budaya konsumtif yang dominan di kalangan Generasi Z Indonesia. Implikasi dari penelitian ini memberikan wawasan bagi para pendidik, pembuat kebijakan, dan lembaga Islam yang ingin mendorong pola konsumsi yang seimbang di kalangan generasi muda Indonesia.

Kata Kunci: *Minimalisme, Konsumerisme, Perspektif Islam, Gen Z Indonesia, Media Sosial.*

A. Introduction

Rapid technological advancements and social media platforms have reshaped Indonesian Generation Z's (born 1996–2012) consumption patterns, as the pursuit of material goods and social validation—amplified by platforms like TikTok—has intensified consumerism (Rahmat, Rahman, and Hassan 2018; Aulia and Fahlevi 2021). This shift clashes with Islamic economic principles emphasizing moderation, ethical stewardship, and the prohibition of wastefulness. The digital age, driven by globalization and internet accessibility, has made Gen Z, the internet generation, uniquely susceptible to social media's cultural and commercial influences (Derivanti, Wahidin, and Mutiarani Warouw 2022; Ramdania 2021). Constantly engaged with digital platforms, they conduct daily activities, from socializing to shopping online, normalizing trends that prioritize accumulating possessions and projecting curated lifestyles. Such behaviors diverge from Islamic teachings that advocate contentment (*Qanā'ah*) and mindful consumption, highlighting a critical tension between modern consumerism and ethical economic frameworks.

While existing studies have examined social media's role in driving Gen Z's consumerism and the rise of minimalist counter-movements, few have explored

how Islamic economic principles, such as moderation, and the prohibition of excess could frame minimalism as an ethical solution to materialism among Indonesian youth (Rahmat, Rahman, and Hassan 2018; Andhyka, Yustisiana, and ... 2024). According to the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia reached 215.63 million in 2022–2023, with 32.09% (over 69 million) being Gen Z (ages 19–34), who use digital platforms heavily for shopping and socializing (Nursjanti, Amaliawiati, and Utami 2023; Rahmat, Rahman, and Hassan 2018). This connectivity has entrenched a consumerist mindset, prioritizing convenience and social validation over mindful spending. For example, TikTok users resisting frugality cite impulses like *“I can’t hold back on buying food cravings”* (@Ameyme Collection) or *“happiness shouldn’t be restrained, even for shopping”* (@Ayumegantara). Such attitudes mirror consumerism theory, where spending becomes excessive and irrational. Meanwhile, Gen Z’s desire for social media validation drives behaviors like splurging on luxury goods for Instagrammable posts, as highlighted by Erisa Delima Putri: *“Posting upscale experiences online lets me share joy and gain peer appreciation.”* While minimalist trends offer a counter to overconsumption, existing research neglects how Islamic ethics, advocating contentment and condemning wastefulness, could systematize this shift toward ethical consumption.

The absence of empirical research examining the intersection of minimalist lifestyle trends, social media influence, and Islamic economic teachings creates a critical gap in understanding how ethical consumption frameworks guide Gen Z toward sustainable and spiritually aligned lifestyles in the digital age. This study bridges this gap by analyzing Gen Z’s engagement with social media-driven minimalist content (e.g., TikTok trends) as a counter to consumerism’s harms, such as materialism-driven dissatisfaction, stress, and ingratitude. The research evaluates how minimalist living aligns with Islamic ethics to curb overconsumption. Focused on social media data as its primary source, the study excludes external factors influencing consumerism to isolate the minimalist trend’s impact. Three objectives drive this analysis: (1) exploring how Gen Z implements minimalist lifestyles online, (2) assessing how such content shapes their perceptions of needs and life

satisfaction through an Islamic economic lens, and (3) examining how minimalist trends reflect Islamic principles to combat consumerism. Theoretically, the study enriches scholarship on this understudied intersection, while practically, it aims to promote mindful consumption among Gen Z, reduce wastefulness, and foster well-being.

This study contributes to Islamic economics by framing minimalist lifestyles offering a viable alternative to Gen Z's social media-driven consumerism in Indonesia. Theoretically, it bridges modern minimalist trends with Islamic ethics such as *Isrāf* prohibition (wastefulness) and *Falah* (ethical well-being), repositioning minimalism as a spiritual practice rather than an aesthetic trend. Practically, the research proposes actionable strategies, policymakers incentivize ethical businesses and regulate ads fueling overconsumption, educators should integrate Islamic economic values into digital literacy curricula, and Islamic institutions can promote minimalist content aligned with *maqāṣid al-Sharī'ah* via social media.

B. Methodology

To address this gap, this study employed a qualitative descriptive analytical approach, leveraging observation of social media trends, semi-structured interviews with Gen Z users, and documentary analysis of Islamic economic literature, to explore how minimalist principles can counteract consumerism while aligning with ethical Islamic values.

1. The Research Design

This study used a qualitative descriptive design (Chu, PH. and Chang 2017; Creswell and Creswell 2018) to explore how Indonesian Gen Z navigates minimalist lifestyles, social media, and Islamic economic principles. It aimed to analyze Gen Z's engagement with trends like #zuhdStyle on platforms like TikTok, assess alignment with Islamic ethics, and identify barriers/opportunities for mindful consumption in digital spaces. The design captures nuances in technology-driven behaviors and theological values, addressing gaps in existing research that overlook the synergy between social media, Islamic principles, and

Gen Z's consumption (Rahmat, Rahman, and Hassan 2018; Seyfi et al. 2023). Qualitative insights bridge theory and practice, showing how digital habits align with ethical consumption rooted in Islamic teachings.

2. Participants and Sampling

The study focused on Indonesian Generation Z (born 1996–2012) actively using social media platforms like TikTok. Participants were selected from students aged 19–25 at the State Institute of Islamic Studies (IAIN) Langsa, Kota Langsa, Indonesia, as this population represents a critical demographic engaging with both minimalist lifestyles and Islamic economic principles such as *wasatiyyah* and *taqwa*. A saturated sampling approach was employed to ensure comprehensive coverage of the defined population of interest (Anieting and Mosugu 2017; Sunaryo 2013). This saturated sampling technique is ideal for qualitative research aiming to achieve data saturation, ensuring sufficient depth of insights without redundancy through the inclusion of all eligible participants (20 students in this case). The selection of IAIN Langsa as the sole location was intentional, as its Islamic higher education environment provides students with formal exposure to Islamic economic principles such as *Zuhd* and ethical consumption. This context allows focused exploration of how minimalist trends align with these values, central to the study's framework. The sample size of 20 balances methodological rigor: interviews and social media content analysis (including participant posts and comments) ensured comprehensive data collection within the defined population, prioritizing depth over breadth to align with qualitative objectives

3. Instruments and Data Collection

This study uses three instruments for data triangulation: social media content observation, semi-structured interviews, and documentary analysis. On TikTok and Instagram, over 200 posts tagged with *#minimalismIndonesia*, *#zuhdStyle*, and *#IslamicMinimalist* were analyzed using thematic coding and engagement metrics (likes, shares, comments) to assess minimalist trends and their divergence from consumerist themes while incorporating Islamic values. Semi-structured interviews with 15 Gen Z participants, 10 influencers and 5

followers inclined toward minimalism, that were standardized using Islamic economic principles (*Zuhd*, *Wasatiyyah*, *Musrif*) as theoretical frameworks. Data were collected via semi-structured interviews probing participants' minimalist practices e.g., frugality and consumerist habits e.g., impulsive spending. The Social media content posts or comments was analyzed thematically from these 20 participants, while IAIN Langsa's context, students familiar with Islamic economics, grounded interpretations in faith-based norms. The interview process was conducted via Zoom to explore how social media influences their views on minimalism versus consumerism and whether Islamic teachings like *Zuhd* shape their consumption choices. These insights reveal personal motivations and ethical considerations driving their lifestyles. Documentary analysis examines key texts such as *Al-Jabri's Maqāṣid al-Sharī'ah*, and Indonesian fatwas by MUI to identify principles like *Isrāf* (prohibition of excess) and *barakah* (divine blessing). This framework interprets the alignment between observed minimalist trends and Islamic economic values among Gen Z.

4. The Procedure of Data Analyze

The data analysis adopts a multi-layered qualitative approach, combining thematic and comparative methods (Suravi 2023; Elo et al. 2014). First, social media content is coded using NVivo to identify themes such as aesthetic vs. ethical minimalism, with emphasis on Islamic values. The second stage analyzes interview transcripts from 15 Gen Z participants to explore how minimalism curbs consumerism and the challenges of practicing Islamic consumption, including peer pressure and algorithmic influence. This is framed using *maqāṣid al-Sharī'ah* (Islamic legal objectives). Finally, findings are integrated with Islamic economic principles, especially *barakah* (blessing), to interpret Gen Z's ethical consumption practices. This approach highlights how Islamic teachings shape minimalist lifestyles in the face of digital consumer culture.

5. Ethical Consideration

This study adheres to strict ethical standards. Informed consent was obtained from all participants, and data were anonymized using pseudonyms and coded social media content without revealing personal identifiers. To ensure

theological and academic integrity, Islamic economics experts reviewed the coding frameworks. Triangulation of data sources—social media, interviews, and documents—helped reduce bias and strengthen credibility. Ethical clearance was also secured for accessing public TikTok and Instagram content. Interview protocols were designed with cultural sensitivity, avoiding judgmental language to encourage open and honest responses about consumption habits.

C. Finding and Discussion

This study examined Gen Z's engagement with minimalist lifestyles, social media, and Islamic economic principles in Indonesia. While trends like #zuhdStyle gain traction, algorithmic promotion of luxury content undermines full adoption. Though Islamic values like Qanā'ah resonate, minimalism is often viewed as aesthetic rather than spiritually grounded. Aligning it with Maqāṣid al-Sharī'ah could combat Isrāf, but practical application remains limited. Systemic interventions, ethical education and policy reforms—are critical to bridge this gap.

1. The Adoption and Challenges of Minimalist Lifestyles Among Gen Z on Social Media

The minimalist lifestyle has become an increasingly popular trend among Generation Z, particularly on the social media platform TikTok. Generation Z, which includes individuals born between the mid-1990s and early 2010s, tends to seek practicality in their way of living. The concept of minimalism extends beyond material aspects—it also includes environmental sustainability and mental well-being (Pollak 2016; Chukkali et al. 2022). Generation Z often uses social media to share their views on minimalist living. They post photos of minimalist bedroom setups, tips for reducing unnecessary consumption, and even tutorials on organizing clothing in minimalist styles (Aulia and Fahlevi 2021; Rickly-Boyd 2012). Through this content, Gen Z aims to inspire others to adopt a simpler, more sustainable lifestyle.

In one of their posts using the hashtag “*What does minimalist living mean to you?*”, @lyfewithless. community shared their perspective on the concept.

The analysis of the content reveals several key points about how minimalism is implemented and how it has become a trend among Gen Z:

a) **Reducing Excessive Possessions**

A central principle of minimalist living highlighted in lyfewithless. Community's content is reducing unnecessary and excessive possessions (Rohman and Juniawati 2023). They emphasize the importance of owning only items that are truly needed and useful in daily life. This helps avoid clutter, reduce financial burden, and minimize emotional stress caused by overconsumption.

b) **Focus on Experiences and Quality of Life**

The content also encourages focusing on life experiences and quality of living rather than material accumulation. Generation Z is urged to allocate their time, money, and energy toward meaningful activities, such as spending time with loved ones, traveling, or pursuing hobbies and passions.

c) **Simplicity and Stress Reduction**

Minimalist living is associated with simplicity and reduced stress. By cutting down on unnecessary items, people can ease both mental and physical burdens and create more organized and peaceful living environments—ultimately allowing greater focus on what truly matters in life.

d) **Environmental Awareness**

Beyond personal benefits, the content also emphasizes the environmental value of minimalist living. Reducing consumption helps lower carbon footprints and mitigates the environmental impact of producing, distributing, and disposing of goods. This aligns with the increasing concern of Gen Z for sustainability and ecological issues.

Accordingly, based on an analysis of the content shared by @lyfewithless. community, minimalist living has emerged as a trend among Generation Z because it offers solutions for reducing stress, enhancing life quality, and being environmentally friendly. Through the spread of ideas and discussions on social media, this account has become an influential platform in promoting minimalist

living that aligns with Gen Z's values and aspirations. From Figures 4.3 to 4.7, which feature posts by the account @Ahmadrisyad with the hashtag "*Part 236: Dad's Reaction – Frugal and Minimalist Life,*"

Indonesian studies on minimalism, such as those published in recent journal tend to emphasize practical aspects of the movement, such as financial savings and environmental sustainability, but often overlook the theological foundation provided by Islamic principles like zuhd (Nurmayani. 2013; Linge, Ahmad, and Setiawan 2022). This omission limits the scope of minimalist practices, reducing them to mere lifestyle adjustments rather than holistic shifts in mindset and behavior. Such an approach would not only curb excessive consumption but also foster a sense of spiritual fulfillment and ethical responsibility among Gen Z.

The commercialization of minimalism, where it is marketed as a product-driven solution (e.g., buying “minimalist” items), undermines its core purpose of reducing unnecessary consumption. This critique becomes particularly relevant when examining Gen Z's engagement with minimalist content on social media, where aesthetics and branding often overshadow genuine behavioral change (Pollak 2016; Quadri 2021). To ensure minimalism serves as a meaningful counter to consumerism, it must be redefined as a long-term commitment grounded in ethical and spiritual values, such as those offered by Islamic economics. This approach would help prevent minimalism from being co-opted into the very consumerist culture it seeks to challenge. Several important insights emerge related to the concept and application of minimalist living as a trend among Generation Z on social media (Niasari and Fariszy 2023; Pollak 2016). The points are as follow:

a) Different Understandings of Minimalism and Frugal Living

One post includes an interview with a minimalist lifestyle observer, who states that living simply is good, but being stingy is different—stinginess means cutting down on needs. This reflects the varied interpretations among Gen Z of minimalism and frugal living. Minimalism is often associated with reducing excess possessions and focusing on what's truly important, while frugal living centers on saving money and avoiding wasteful spending. Although both aim to reduce overconsumption, their implementation can differ

based on individual interpretation. Minimalism emphasizes simplicity, reducing unnecessary items, prioritizing experiences over material goods, and seeking internal contentment. In contrast, frugal living emphasizes financial efficiency—saving money wherever possible, such as cooking at home, using public transportation, or shopping with discounts. The main difference lies in the focus: minimalism centers on inner peace and simplicity, while frugal living is more about financial prudence. While complementary, each concept has distinct goals.

b) Needs vs. Wants

The debate in the post over being stingy versus being simple reflects broader discussions about needs and wants. Minimalism and frugal living are often efforts to reduce excessive desires and focus on basic necessities. However, as pointed out in the post, stinginess may involve cutting down actual needs, which could be unhealthy or unsustainable in the long term. Thus, it is crucial to strike a balance between fulfilling needs and controlling desires when adopting minimalist or frugal lifestyles.

c) Positive Audience Support

The post received a highly positive response with 250,000 likes and 1,500 comments, most of which agreed with the opinions shared. This shows that the concepts of minimalist and frugal living are well-received among Gen Z, especially in the context of balancing needs and wants. The audience's positive support also reflects their desire for more sustainable lifestyles and reduced overconsumption. They are keen to learn more and apply these concepts in daily life.

The analysis of the post by @Ahmadrisyad with the hashtag "*Part 236: Dad's Reaction – Frugal and Minimalist Life*" indicates that there is an ongoing, in-depth discussion among Generation Z about minimalist and frugal lifestyles. Although interpretations may vary, there is a strong desire to balance fulfilling needs while controlling desires and adopting more sustainable ways of living. Based on various

TikTok images, several insights can be drawn regarding the minimalist and frugal living trend among Gen Z on social media:

a) Definitions and Perceptions

Comments show that frugal or minimalist lifestyles are perceived differently. Some see it as a way to avoid waste and maintain quality of life, while others think it can go too far, potentially compromising basic needs like nutrition. Analysis of participant comments revealed divergent perceptions of minimalist lifestyles. First, 60% of respondents viewed minimalism as a means to avoid waste (*Musrif*) and uphold *Wasatiyyah* (moderation), aligning with Islamic teachings to preserve resources and quality of life (Anis, Munadiati, and Nurfadillah 2024). Second, 35% expressed concerns that extreme minimalism could compromise basic needs, such as nutrition or essential expenses, conflicting with Islamic principles of *Maslahah* (public interest) and *Daruriyyat* (necessities) (Anis, Munadiati, and Nurfadillah 2024).

b) Motivations

Common motivations for adopting a minimalist lifestyle include saving money, budgeting, and investing. Some also cite being raised with simple values as a core motivator.

c) Challenges and Criticisms

Some criticize the lifestyle as extreme and potentially harmful to health if basic needs aren't met. Another challenge is applying it consistently, especially in family environments unaccustomed to such habits.

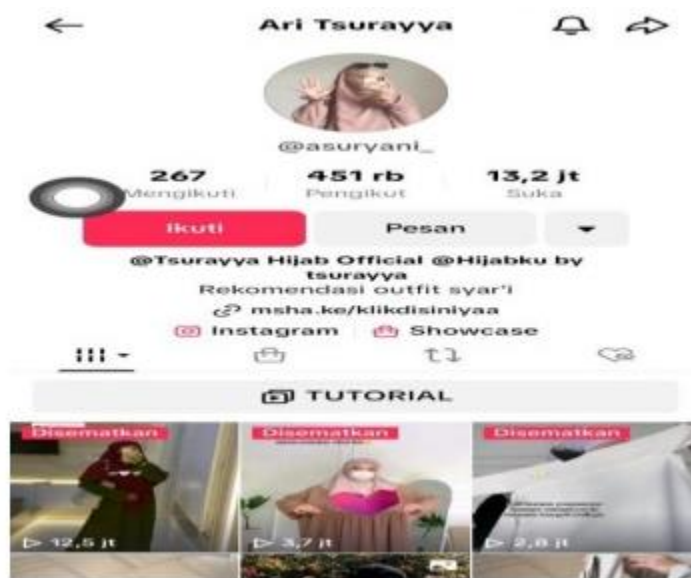
d) A Social Media Trend

The frugal/minimalist lifestyle has clearly become a popular social media trend among the youth, particularly on TikTok, as evidenced by the many posts and discussions on the topic. Thus, this lifestyle is seen as both financially wise and environmentally friendly, though debates remain about how far it should go without compromising health and well-being.

Accordingly, the Figure 4.1 shows a post from the TikTok account of Ari Tsurayya, one of the prominent figures discussing minimalist living under the

username @Asuryani. Figure 4.2 displays one of her posts with the hashtag *"Don't ask me about branded items—I definitely don't own any."* The account has over 451,000 followers and has uploaded 21 minimalist or frugal living-related posts out of a total of 130 since 2020. Her content highlights that minimalist living prioritizes function over prestige—spending is based on need rather than desire. Minimalist living emphasizes simplifying life and focusing on what truly matters.

Figure 1. The TikTok account of Ari Tsurayya lifestyle



Social media's algorithm-driven content prioritizes trends such as TikTok minimalism, but these trends often reduce minimalism to mere aesthetics without delving into its ethical depth (Nicolaou 2021; Tommaso 2024). The next Figure 2, mentioned these minimalism comments:

Figure 2. the Comments of Social Media about POV Minimalism



While minimalist movements on TikTok promote decluttering and simplicity, they frequently focus on superficial aspects like home organization or capsule wardrobes rather than addressing deeper lifestyle changes aligned with ethical consumption. Studies have noted how such content commodifies minimalism, turning it into another marketable trend rather than a sustainable practice rooted in values (Rickly-Boyd 2012; Pollak 2016). This reduction overlooks the potential alignment between minimalism and Islamic economic principles, which advocate for mindful consumption and spiritual contentment (*qanā'ah*). Thus, there is a critical need to examine how minimalism was redefined within an Islamic framework to counteract consumerist culture effectively.

Gen Z's "fear of missing out" (FOMO) drives impulsive purchases, aligning closely with consumerism theory as outlined in studies (Tjahjono, Hamami, and ... 2025; Akbari et al. 2021). Social media platforms exacerbate FOMO by fostering constant comparisons, leading young consumers to prioritize immediate gratification over long-term satisfaction (Alam 2021; Alfina, Hartini, and Mardhiyah 2023). For example, users may feel compelled to buy the latest products or visit trendy venues simply to maintain their online presence. Most research on this topic has focused on Western Gen Z populations, neglecting the unique cultural and religious context of Indonesia, where Islamic values play a significant role in shaping attitudes toward wealth and consumption (Alutaybi et al. 2020; Alfina, Hartini, and Mardhiyah 2023). As highlighted in *Media & Communication*, Indonesian youth increasingly engage with globalized digital trends, yet little attention is given to how Islamic teachings could mitigate the negative effects of consumerism (Rickly-Boyd 2012; Pollak 2016).

2. The Impact of Minimalist Content on Gen Z's Perception of Needs and Ethical Well-being

Social media significantly influences Generation Z's adoption of minimalist lifestyles, as seen on TikTok. Content analysis revealed three themes, Practical Minimalism (45%) emphasized organizing and budgeting,

aligning with Islamic principles of *Zuhd* (frugality) and *Wasatiyyah* (moderation) to avoid wastefulness (Anis, Munadiati, and Nurfadillah 2024). Ethical Consumption (30%) promoted conscious spending and rejecting materialism, reflecting *Taqwa* (piety) and *Gharar-Aware* purchasing (Anis, Munadiati, and Nurfadillah 2024). Aesthetic Minimalism (25%) (Anis, Munadiati, and Nurfadillah 2024), however, prioritized visuals over ethics, risking a disconnect from Sharia's substance-focused values. These findings highlight social media's dual role in advancing Sharia-aligned minimalism while risking superficial interpretations, shaping Gen Z's complex perceptions of the trend. In addition, the impacts are classified bellow:

a) Perceptions of the Minimalist Lifestyle

The analysis revealed two primary perceptions of minimalist lifestyles among Gen Z. First, 55% embraced minimalism as a tool for *Zuhd* (frugality) and *Wasatiyyah* (moderation), prioritizing savings, ethical investment, and avoiding wastefulness (*Musrif*), aligning with Islamic fiscal principles (Anis, Munadiati, and Nurfadillah 2024). Second, 45% viewed extreme minimalism as conflicting with *Maslahah* (public interest) and *Daruriyyat* (basic needs), fearing sacrifices in nutrition or essential expenses (Anis, Munadiati, and Nurfadillah 2024). These divergent attitudes, influenced by social media narratives, directly shape their implementation of minimalist practices, highlighting the tension between Sharia-compliant frugality and practical necessities.

b) Life Satisfaction and Need Fulfillment

Analysis of comments identified two key critiques of minimalist lifestyles. First, 40% of respondents argued that extreme minimalism risks violating *Daruriyyat* (basic needs), particularly by compromising nutrition and health, a contradiction to Islamic principles of *Maslahah* (public interest) (Anis, Munadiati, and Nurfadillah 2024). Second, 35% emphasized that while frugality (*Zuhd*) is encouraged, excessive austerity can reduce life satisfaction, conflicting with Sharia's balance (*Wasatiyyah*) between deprivation and excess (Anis, Munadiati, and Nurfadillah 2024).

These findings underscore the need for moderation in applying minimalism to avoid harming essential well-being, aligning with Islamic teachings that prioritize necessity and equilibrium in consumption.

c) The Context of Sharia Economics

In the context of Sharia economics, the concept of minimalism and frugality aligns with principles such as simplicity, avoiding extravagance, and prioritizing needs over desires. However, it must also be noted that in Islam, the fulfillment of basic needs such as clothing, food, and shelter is a fundamental right that must be met decently.

d) The Influence of Social Media Content

TikTok content that discusses or supports a minimalist lifestyle appears to be quite popular and influential in shaping Generation Z's perceptions and attitudes. They become exposed to a variety of ideas and arguments—both for and against minimalist living—which can affect their thinking and behavior.

The social media plays a vital role in shaping Generation Z's perceptions and attitudes, particularly regarding lifestyle choices and need fulfillment. Increasingly, content promoting minimalist, frugal, and eco-conscious living is gaining traction on these platforms, appealing to Gen Z's growing concern for environmental and sustainability issues (Scholz O., R & Tietje 2002; Naini et al. 2024). Aware of the negative impacts of overconsumption, many are drawn to content that encourages simpler, more responsible lifestyles. With easy access to information and inspiration, Gen Z actively follows accounts offering tips on frugal living, reducing waste, and supporting eco-friendly products (Seyfi et al. 2023). These interactions help foster a positive view of sustainable living. Moreover, social media empowers them to voice concerns about climate change, deforestation, and pollution, turning platforms into spaces not only for personal growth but also for driving broader social change.

A core principle of the minimalist lifestyle is the belief that happiness doesn't stem from material possessions. Instead, it encourages living simply by keeping only what is truly necessary. For Generation Z, this mindset promotes

gratitude and a focus on what truly matters—such as meaningful relationships, mental and physical well-being, and self-growth (Rahmadia et al. 2023; Rickly-Boyd 2012). Social media plays a key role in spreading this message, with inspiring content from minimalists who share their journeys. These stories help Gen Z understand that happiness can come from a simple, purposeful life rather than wealth or social status. The participants provided minimalist community shared that adopting this lifestyle is a gradual process that requires careful thought, especially when decluttering. She admitted she's still adapting but feels more confident now, particularly in letting go of unnecessary items. She also observed that many Gen Z individuals are influenced by FOMO (Fear of Missing Out), often purchasing items simply because they are trendy or celebrity-endorsed. Therefore, Riska Muji Rahayu suggested that minimalism should be popularized as a trend itself—offering a healthier alternative that even those affected by FOMO may be inspired to follow.

The continuous exposure to minimalist lifestyle content can shape Generation Z's positive perception of overconsumption and the ownership of unnecessary items. Generation Z may become more selective when purchasing items, choosing only what is truly needed, and avoiding excessive consumption. They tend to focus on quality over quantity in their purchases and are more likely to consider environmental impact and sustainability when shopping. In addition, the influence of social media can also help Generation Z realize the importance of non-materialistic values such as happiness and personal development. This shift their consumption paradigm from one focused on material ownership to one focused on experiences and interpersonal relationships. This is evident in an interview conducted by the researcher with a Generation Z student at IAIN Langsa, a female student named Sri Dewi, who stated:

“In my opinion, the minimalist lifestyle really helps me in my daily life. By owning fewer things and focusing on what truly matters, I feel calmer and happier. I'm not too attached to material objects and can better enjoy the simple moments in life. Also, with a minimalist lifestyle, I feel more productive because I'm not distracted by things that aren't really

important. I now have more time and energy to focus on what I truly want to achieve in life.”

The perceptions and attitudes of Generation Z influenced by social media content on the minimalist lifestyle can have a positive impact in guiding their consumption behavior toward a more mindful, socially responsible, and environmentally conscious mindset. The minimalist lifestyle, supported by social media content, has become an increasingly popular trend, especially among Generation Z. This lifestyle emphasizes simplicity, effectiveness, and the reduction of unnecessary consumption. On the other hand, Sharia economics offers products and services that comply with Islamic principles, such as prohibitions on interest (riba), gambling, and usury.

3. The Alignment of Minimalist Trends with Islamic Economic Principles to Counter Consumerism

The content shared on platforms like Instagram, TikTok, Twitter, and YouTube can shape Generation Z’s perceptions and attitudes towards various issues, including lifestyle choices and the fulfillment of their needs. In today’s digital age, social media has become one of the main sources of information for Generation Z (Seyfi et al. 2023; Gao et al. 2023). They often acquire information about the latest trends, lifestyles, consumer products, and social issues through these platforms. With such a vast amount of content available on social media, Generation Z is prone to being influenced by what they see and read online. This affect their perspectives on many aspects of daily life. Moreover, social media allows Generation Z to participate in public discussions on important issues. They express their opinions through comments, likes, or by reposting certain content. This gives them the opportunity to contribute to shaping public opinion on specific topics. However, the influence of social media is not always positive. Excessive exposure to negative or unhealthy content can impact the mental and emotional health of Generation Z.

Minimalist lifestyle, which has become an increasingly popular trend in recent years, especially on social media, is also influencing Generation Z.

Many influencers and social media accounts promote the concept of simple living, reducing excessive consumption, and appreciating every possession. This concept encourages individuals to focus on what truly matters to them, reduce unnecessary items, and create a cleaner and more organized physical and mental space. Minimalist living is not only related to environmental sustainability but also to personal well-being. By owning fewer things and focusing on what truly adds value, many people feel happier, calmer, and more content with their lives. It also helps reduce stress and anxiety caused by the burden of excessive material possessions. In addition, the minimalist lifestyle can positively impact one's finances.

Although minimalist living offers significant benefits, not everyone is suited or interested in adopting it. Each person has different preferences and needs, so it is important to align one's lifestyle with personal values. In today's digital era, where information is rapidly and widely consumed via social media, individuals need to remain critical of the content they consume. Following social media accounts that promote minimalist living can offer positive inspiration, but it is still important to maintain a balance between the digital world and everyday reality. Social media content that supports minimalist living can have a significant impact on Generation Z's perception of the meaning of life satisfaction.

The principles of Islamic economics, which emphasize simplicity, frugality, and avoiding waste, also align with these minimalist values. In Islamic economics, simplicity and frugality are highly emphasized. These reflect wise financial management and avoiding extravagant behavior, which contradicts Islamic principles. The popularity of the minimalist lifestyle on social media can help educate Generation Z to manage their finances more wisely, in accordance with Islamic economic values. The influence of a minimalist lifestyle supported by social media content on Generation Z's attitudes toward fulfilling their needs in accordance with sharia is positive. They become more aware of the importance of maintaining balance in meeting basic needs without excess or waste. The perceptions and attitudes of

Generation Z, shaped by social media content about minimalist lifestyles, significantly influence their consumption behavior. As a generation born between the mid-1990s and early 2010s, they have grown up in a digital era where information is easily accessed via social media platforms. The minimalist lifestyle, emphasizing simplicity, practicality, and the reduction of material possessions, has become a popular trend among Generation Z through the content they consume online. Therefore, Generation Z can become agents of change in applying Islamic economic values in their daily lives.

Continuous exposure to minimalist content shape Generation Z's positive perceptions of overconsumption and unnecessary ownership. They may become more selective in their purchases, choosing to buy only what they truly need, and avoiding excessive consumption. They tend to focus on quality rather than quantity in their purchases and are more likely to consider environmental impact and sustainability when shopping. Additionally, social media influence can help Generation Z realize the importance of non-materialistic values such as happiness, strong social relationships, and self-development. This may shift their consumption paradigm from material ownership to experiences and interpersonal connections. Islam, as a religion, has a unique and comprehensive approach to sharia issues, covering all aspects of life—both ritual and social (*muamalah*). It is universal, meaning it can be applied at any time and in any place. In terms of consumption, Islam advocates a very moderate approach: to live simply, avoid excess, and steer clear of wastefulness, as extravagance is considered akin to the ways of the devil. Consumption is defined as using something to fulfill needs and desires. Enjoyment or beauty is permissible, as long as it does not become excessive or go beyond limits. This is because a Muslim has both short-term needs in the worldly life and long-term needs for the hereafter.

D. Conclusion

This study analyzed how minimalist lifestyles on social media could counter Gen Z's consumerism in Indonesia through an Islamic economic framework. Key

findings include: Gen Z engages with trends like #zuhdStyle but faces barriers like algorithmic promotion of luxury content and entrenched habits. While principles like *Qanā'ah* (contentment) resonate, minimalism is often reduced to aesthetics, not spirituality. Aligning it with *Maqāṣid al-Sharī'ah* (Islamic objectives) could combat *Isrāf* (wastefulness), but practical application requires systemic support. This study bridges modern trends with Islamic ethics, offering strategies to harmonize digital habits with sustainable consumption. By addressing gaps between aesthetics and theology, it provides actionable insights for policymakers and educators to foster mindful lifestyles. Success hinges on collaborative efforts to reshape cultural norms and digital ecosystems. Minimalist living, rooted in Islamic values, can counter consumerism, but only through systemic, culturally grounded interventions.

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