

Tipe Koleksi: eArticle - Agama islam

## Islamic Perspective

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### Abstrak

Faegheh Shirazi : This study examines the issue of the commodification of Islam, specifically in the context of toys and more precisely, in the context of what is marketed and sold as “Islamic” or “Muslim” dolls. In this particular study, I refer to this emerging phenomenon as “hijabi” dolls. One of my objectives is to question the validity of associating a religion with a toy; in this case, a doll. Can the costuming of a child’s plaything equate imbuing this object with a reverent quality? New entrepreneurs and their strategic marketing techniques are challenging the monopoly of Barbie, the American cultural icon. By intentionally appealing to concerned Islamic consumers—comparing and contrasting Barbie’s morality, look, and accoutrements with the more conservative “Hijabi” dolls—these entrepreneurs are transforming an innocent, fanciful plaything into a powerful symbol for religious correctness and piety. In doing so, they are turning profits and engaging in opportunistic exploitation. The dolls, after all, are simply symbols fueling a necessary debate about the significance and implications of religious commodification.