

ABSTRACT

This study uses the Norman Fairclough Critical Discourse Analysis approach, to describe discourse and ideology and religious practices that come into contact with popular culture. The object of this study focuses on the brand Keepers of the Deen products that delivers religious messages through adopting popular culture styles and designs. Basically, the activity of capitalism in popular culture is an inevitable matter; the two elements are joined together, supporting, overlapping, in everyday life. In addition, it is not surprising that this form of capitalism is increasingly developing in welcoming technological and communication advances, one of which is commodification, which then continues to respond and be responded to by various lifestyles of contemporary society. Consequently, it becomes a dilemma when spiritual activities and religious practices taking advantage of more popular approach through fashion. Keepers of the Deen becomes a proof that religious preaching is flexible and fluid accordingly as the time changes. This phenomenon needs to be critically analyzed, despite conveying religious values and messages, they are trapped in the commodification of signs and symbols that are sacred. In the end, the commodification of religion is a recent portrait of capitalism and is often found in contemporary life.

Keywords: *Commodification, Religion, Critical Discourse Analysis, Fashion, Keepers of The Deen.*