

**ABSTRACT**

Islam as the majority of religion in Indonesia was spread by adapting it to Indonesian culture. Consequently, some Islamic aspects are perceived differently from the rightful source Al-Quran and the Hadith. At present, Islam has become a commodity market in Indonesia. Mass media, syar'i clothing, syariah banking, bring Islam as a commodity product to attract market interest which is also livened up by entertainment business in Indonesia which produce devout Muslim celebrities. The devout Muslim celebrities use their identity to promote Islam as a commodity by performing their devoutness in their works. One of the celebrities who has a huge role in promoting Islam as a new form of industry is Oki Setiana Dewi. One of Oki Setiana Dewi's ways to promote her Islam devoutness is through endorsement pictures on her Instagram account. As it is believed that celebrity endorsement is the most effective way to promote products, celebrity endorsement also delivers the process of cultural meanings that keep shifting in the society. Thus, this study focuses on how Oki Setiana Dewi delivers her meanings about Islamic values that keep shifting through the process of celebrity endorsement. Using critical approach and Grant McCracken's celebrity endorsement theory, the perceived meanings of changed Islamic values in the society are revealed. The writer also uses Anti-essential identity as the supporting theory to reveal how Oki Setiana Dewi presents her identity as a devout Muslim that keeps changing. The results show that Islam in Indonesian society has been redefined, and the society gradually neglect fundamental Islamic values by selling their devoutness to appear as a devout Muslim. Thus, it can be concluded that the identity of devout Muslim has been commodified and commercialized

**Keywords:** *Commodification, Devout Muslim, Endorsement, Identity*