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### ABSTRACT

In daily life nowadays, social medias were seen as secondary need by most of people. With social medias, users can almost do anything that they want. Foods, places, musics, including fashion. In fashion term, social medias can be used for sharing about trends, how to mix and match, how to dress in particular occassion, and many more. From so many type of social medias with their different features, Instagram was one of the most popular social medias in Indonesian. Indonesian often use Instagram as their referenece to dress for today, including hijaber.

In the past, hijab was seen as something ancient and didn't have a fashion value. But with Instagram, people started to share their different style in wearing hijab, so now hijab was seen as fashion that always change and followed by everyone. With various style, *hijabers* started to imitate those style as a way to be fashionable.

This research was intended to describe the rationalization of *hijabers* to imitate hijab style From Instagram. This research was tried to search for *hijabers* motives that making them imitating hijab style from Instagram even though they already had syar'i to be followed. This research was using qualitative descriptive with phenomenology as a method. Qualitative for searching the meaning behind one behaviour and phenomenology that needs experience and conscious.

From the interviews and observations, the rationalization that *hijabers* had were divided into two parts, self proclaim and outside proclaim. Because the rationalization wasn't only found from *hijabers* themself but also from other people. The rationalization that was part of self proclaim were guidance, curiosity, and fashion trends. And the rationalization that was part of outside proclaim was society.

Key Words : Instagram, Imitation, hijab style, rationalization, and phenomenology.