



Fakultas Komunikasi
Universitas Mercu Buana
Jurusan Broadcasting

Nama : Ines Pratiwi
NIM : 44111010067
Judul : Hijab Style Sebagai Aplikasi Fashion dan Komunikasi Identitas Diri (Studi Fenomenologi pada Hijabers Community Jakarta)
Bibliografi : 5 bab + 246 halaman + 6 lampiran + biografi + 3 sumber

ABSTRACT

Since the first Muslim society upholds Islamic values through symbols clothing. For them, the most important thing to determine different between Muslim and non-Muslim is by clothing. Although in reality, we find that many Muslim communities are still many who do not use the hijab or headscarf. No we know, changing times rapidly growing in exploiting the Muslim fashion and guarantees close the genitals. This method is implemented, so that all of Muslims started wearing hijab, in order to avoid the dangers of lust and so forth. As for the verses of Quran is also inscribed that Muslims are required to cover the nakedness and all you see is the face and palm.

The word hijab style comes from the English, which means style of hijab. The phenomenon of hijab style began to enliven the media. Another meaning of the term hijab style is contemporary. Hijab style accommodate veiled Muslim women who want to keep it beautiful and in accordance with world trends.

Based on this background, the author tries to do research in the exposure hijab style as fashion and communication application identity. This is a descriptive study with a qualitative approach. The method of this study is using a phenomenological study of the stages of in-depth interviews and observations that participate in the selection of speakers and retrieve data as evidence validity of the data. The focus of this study covers about motives, hijab style, fashion, identity, and the reality of their lives (informan), the hijab, experiences and their awareness of the influence of the hijab styles.

Related discussion of Hijab Style For Fashion and Communication Application Identity, among other HC Main Goal is to remind each other and share the inspiration, the existence of a Muslim, Controversy In Muslim Dress, Lifting Citra Clothing, Routine Activity HC Jakarta, Jakarta Community Hijabers phenomenon, Shifting Meaning of Hijab According to Shari'ah, Identity In Hijabers Community Jakarta, Jakarta Lifestyle Community Hijabers. The conclusions of Hijab style is an integral part of fashion and identity. Hijabers trying to establish their identity through a series of lifestyle, fashion, culture, artifacts, and Islamic values.