

The Roles of Media in Influencing Women Wearing Hijab: An Analysis

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Abstract—The purpose of this study is to examine the roles of publish media in influencing women in wearing Hijab. With the publications as well as media involvement in dissemination on Hijab styles somehow propagate women in wearing Hijab. In analysis of the roles of media in influencing women in wearing Hijab, the purpose and their awareness on fashion in Hijab have been questioned. In order to determine whether media is commercializing in Hijab modernization to influences women in wearing Hijab, a quantitative analysis have been conducted over 80 women to prove such suggestion. Findings were tabulated and the results proved that media is fully utilizing their tools in influence women wearing Hijab regardless of their real intention. Media commercializing Hijab fashion to move forward in fashion line. Muslim women are still hold onto the Islamic regulations in styling up fashion. As in the modern era today, technology helps in disseminating information or updates on modern Hijab fashion towards modern Muslim women. Modification in Hijab fashion can be accepted in this era as one of fashion styles. However, the importance or the real perspectives of Hijab should be strengthen up in order for no mislead of Islam's missionary.

Index Terms—Hijab, role of media, women

I. INTRODUCTION

Hijab means is a headscarf worn by Muslim women; conceals the hair and neck and usually has a face veil that covers the face except for the eyes. According to The Free Dictionary also, Hijab means the veiling or seclusion of women in some Islamic societies, customarily practiced in order to maintain standards of modesty.

It is unfortunate when many modern Muslim women have consciously or not, chasing after the latest fashion trends. K. Zh. Monkebayeva et. al. mentioned, like any other clothing, hijab has its regional and social characteristics [1]. There are large and growing market for Western-inspired clothing with immodest fabrics, colors and cuts being passed off as “Hijab fashion” today. While there are those who like to romanticize and claim that at last the Hijab is becoming hip, what we are actually witnessing instead is the deliberate watering down of God's directive on the Hijab.

Attempts to fuse modesty with fashion shows and name brands effectively remove its significance and

allow it to become open to rapidly deteriorating interpretation. This is not to suggest Muslim women should dress in an unpolished and undignified manner as a means of obtaining self-ascribed asceticism. However, the purpose of Hijab is certainly defeated if it becomes primarily centered on the value of the clothing worn. So, the appearance standard should not impose greater requirements on religious clothing and appearance than on the other individuals in other classes [2].

Fashion is a form of self-expression and growing number of Muslim women leads to the experimentation of blending modesty and attraction into their looks. This recent interest in Muslim fashion also signals the changing dynamics of the ever-increasing interaction among Eastern and Western cultures [3]. The inspiration from catwalk, the high street and fashion magazines influence the girls in Hijab to looking great in their outfit at the same time covered their body.

Related to Hijab and Muslim women is the medium to the changes in behavior as well as the perception. Media somehow give pressure to them to have a perfect look wearing Hijab. It is the same concept on the survey made by Teen People Magazine on how the girls felt that media pressures them to have a perfect body [4].

Since young Muslims are increasingly looking for fashion that does not set them apart from the rest of society, Muslim designers started mix the Hijab with the latest fashion. One of the designers said that her designs are more urban and sporty where she emphasizes it on the Islamic culture and how Muslims instantly identify with. Islamic clothing, while necessarily modest, does not necessarily sacrifice the basic elements of style, fashion, elegance and dignity [3].

A. Problem Statement

Currently, Hijab are presented as one of the new trend in fashion line which it is somehow divert the true meaning in wearing Hijab. Hijab is not a fashion statement and never was meant to be. The headscarf practice as an embodiment of the Islamic culture has increasingly been stigmatized as the consumer culture in the modern secular society has become prevailed [5]. It is an act of obedience that has been clearly defined in the Qur'an and Sunnah. There is no debate on what is allowed and what is prohibited. In her article also, Allah has clearly defined the meaning and as time goes on it should not meet the new trends of society.

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Hijab fashion magazines and websites do teach fashionable Hijab styles to the women in wearing Hijab. It gives Muslim women the Western style format of how to match the veil with the shirt, pants, and purse. One magazine steered clear of the idea of the jilbab and only introduced Western clothing to go out with. Among U.S. Muslim women's self-identification, perceptions of workplace discrimination and fairness, and workplace involvement [6].

Therefore, this research is done because of the problem on the understanding the reasons and claims in wearing Hijab in religion perspective. It is whether they are persuaded by the media that portrays the fashionable style of wearing Hijab or following the importance and the compulsory state in Islam. What is the media's role in term of influencing the women in wearing Hijab nowadays? Is the media trying to commercialize women's body through advertising?

B. Research Objectives

The general objective of the study is to understand the significance and the exact communication barriers the understanding of wearing Hijab and fashion of Hijab that being portrays widely in media. The specific objectives are such as:

- 1) To identify how media utilize tools in influence women in wearing Hijab.
- 2) To recognize the real purpose women wearing Hijab.
- 3) To find out the interrelations concept between fashion and Hijab for women nowadays.

II. LITERATURE REVIEW

A. Concept of Hijab

There is difficult decision when it comes to wearing Hijab by all Muslim sisters. The things is when the sisters are considering wearing Hijab, there something is holding them back. The first thing that the sisters should do is learn about Hijab. There is so much information out there and unfortunately much of it seems to be conflicting. Although most of what you see agrees that the sister must cover everything but her face and hands, some groups say that it is hard to cover everything but the eyes. Meanwhile, certain other groups are dedicated to claiming that covering the hair is not obligatory. In societies where women are not required by law to wear a veil, some Islamic group have mobilized the Hijab to represent a traditional sense of Islamic identity [7].

In order to explain the purpose of the Hijab we must understand what the purpose of the Hijab really is before we can truly define the word or its meaning. Many people over the years have mistakenly used the word Hijab as if it only means wearing a head scarf which is a very big misunderstanding. Generally, Hijab actually means covering your private parts and adornments in order to maintain modesty in all respects of life.

B. Social Media and Trends

Social media is growing at an explosive rate, with millions of people all over the world generating and sharing content on a scale barely imaginable a few years ago. This widespread generation and consumption of content has created an extremely competitive online environment where different types of content vie with each other for the scarce attention of the user community. In spite of the seemingly chaotic fashion with which all these interactions take place, certain topics manage to attract an inordinate amount of attention, thus bubbling to the top in terms of popularity. Through their visibility, these popular topics contribute to the collective awareness of what is trending and at times can also affect the public agenda of the community [8].

We live in a society that depends on information and communication to keep moving in the right direction and do our daily activities like work, entertainment, health care, education, personal relationships, traveling and anything else that we have to do. A common person in the city usually wakes up checks the television news or newspaper, goes to work, makes a few phone calls, eats with their family when possible and makes his decisions based on the information that he has either from their co workers, news, television, friends, family, financial reports, etc.

The media makes billions of dollars with the advertising they sell and that we are exposed to. We buy what we are told to be good, after seeing thousands of advertisings we make our buying decisions based on what we saw on television, newspapers or magazines to be a product we can trust and also based on what everyone else that we know is buying and their decision are also based on the media [9].

C. Perspectives on Media and Portrayals of Islam and Hijab

Muslim women are portrayed by the Western media either as veiled victims in need of liberation in foreign lands because of a lack of free choice, or a threat to the Western societies in which they reside because of their choice to adopt traditional Islamic dress [6]. The Hijab is essentially a scarf-like piece of cloth worn by Muslim women in some Islamic cultures to cover the hair as an expression of piety, based on interpretations of Quran directives for modesty.

In the Australian context, news stories about the Hijab have been triggered by politicians bringing the matter into the public arena, by the actions of schools or community organizations which have sought to regulate the wearing of the Hijab, through the demonization of Muslim women by talkback radio hosts and by the vilification of Muslim women following terrorist attacks such as those in the US, Bali and London [10].

D. Hijab and Fashion

Since global media coverage has tugged at the diverse Muslim image, eco-fashion hasn't always been able to speak out as a mainstream trend of the Muslim lifestyle. But more eco-aware Muslims are creating businesses and blogs to promote ethical clothing as an integral part of the

Islamic faith. This eco-Hijab fuses Muslims' 'green' values with their visual identity of modest clothing. Muslim fashion trend setters began online through blogs, while 'offline' particularly in the Middle East, runways and design houses have expanded the niche for organic but chic fashion. In the fashion world, Muslim women are championing their entrepreneurial skills in self-run clothing businesses, which are proving a hit against top fashion industries. The positive attitude toward the freedom to wear the headscarf decreases as the socio-economic statuses increase [11].

III. METHODOLOGY

A. Population and Subject to Study

Populations for this research are the women aged 13 years old and above which specifically towards female workers and students that wearing Hijab. The questionnaires will be distributed to Shah Alam area. Subject to study for this research is the commercializing of advertising or fashion media that directly or indirectly portrays and influencing the women in wearing Hijab.

B. Research Instrument

This research was using questionnaires. This questionnaire is a drive-structured which is straight to the point-oriented method that is well suited for describing the whole objective of this research. The questionnaires have 21 closed-ended questions including demographic questions. In either instance, the goal of these questionnaires is to conclude the motive of the advertising tools in order to influence them wearing Hijab.

C. Data Collection

The researcher applied survey questionnaires to collect the data. The format of the questionnaires remains structured where the questionnaires is generally designed by the researcher. Each answered form was calculated according to the objectives of the research.

D. Data Analysis

As for this research, questionnaires were distributed to a number of women wearing Hijab in Shah Alam areas which they answered a set of questionnaire protocol that have been prepared by Faculty of Communication and Media Studies, UiTM Shah Alam. Each respondent answered the same structured set of questions and then researcher calculated the answer and compared the differences in answer using SPSS computerized. At the end of classification the chart of opinions, the researcher managed to grab the findings and conclusion of this research.

E. Sampling Procedure

Purposive sampling is a type on non-probability sampling in which researcher uses own judgmental in the selection of sample members. It's sometimes called a judgmental sample.

For this research the judges that involved in making the reliability of answer were women that wearing Hijab and lives in Shah Alam, Malaysia area. The researcher

chooses this type of person as one of the target sampling due to their involvement as the one who wears Hijab and showing their Islamic characteristics.

IV. FINDINGS

A. Media Utilizing Tools in Influence Women in Wearing Hijab

1) Fashion in Hijab is becoming a trend now

According to the pie chart bellow, 50% of respondents answered Strongly Agree on the question. 45% of respondents ticked Agree and other 5% ticked Neutral as their answer. From this chart and table, without any doubt, most of the respondents strongly agree that fashion in Hijab is becoming a trend now.

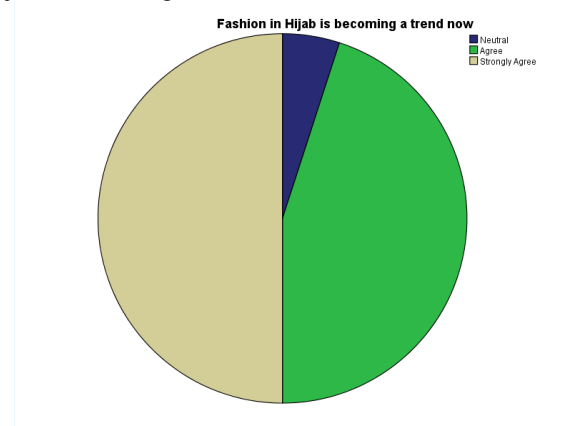


Figure 1. Hijab fashion becoming a trend now.

2) Fashion in Hijab's magazines published is increasing

As seen in the pie chart, same cumulative percentage of respondents answered Agree and Strongly Agree on this question. Both answers have the same percentage of ticked which is 46.3 respectively. But there is one person who disagrees on the question asking is fashion in Hijab's magazines published increasing.

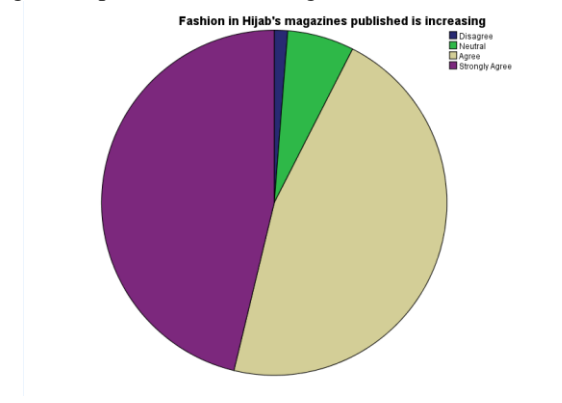


Figure 2. Magazines published Hijab fashion increasing.

B. The Real Purpose Women Wearing Hijab

1) The rise of Hijab fashion magazine published cause the rise up in the number of women wearing hijab

This pie chart shows that 40% of respondents are strongly agrees that the rise of Hijab Fashion Magazine

published cause the rise up in the number of wearing Hijab. This statement basically has all several of answers. There is 1.3% answered strongly disagreeing and another 2.5% ticked on disagree. Second highest percentage is those who are agreeing on this statement which consists of 36.3%. There are also who feel unbiased to this statement decided to tick on neutral and includes of 20% of respondents that do so.

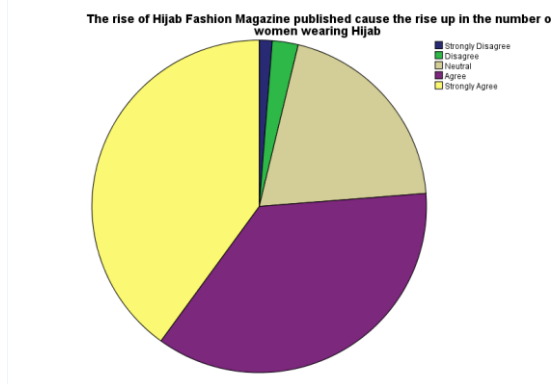


Figure 3. Rise of Hijab fashion magazine.

2) *The fashion industry now more prioritize on the western element instead of the islamic element itself*

There is equitable opinion on whether fashion industry more prioritizing on Western element than the Islamic element itself. Average respondents who are answered Neutral on this statement is consists of 37.5% of overall opinion. Yet, not much difference, 41.3% of respondents agree with the statement of the prioritization of Western element in fashion industry. There are few people disagree with the statement which leads to 11.0% choose disagree.

3) *Fashionable Hijab styled by the celebrities influence the women's decision in wearing Hijab*

Average respondents agree and feeling fair about the celebrity involvement in fashionable Hijab influence the women's decision in wearing Hijab are respectively 51.3% and 23.8%. Yet, only few of the respondents believe that celebrities do not have any correlations with their decision in wearing Hijab. This is proven by 25.1% disagrees on the statement.

4) *I wore Hijab only because it is pretty and trendy*

The finding of 42.5% respondents strongly oppose that they wear Hijab only because it is pretty and trendy. Other 23.8% also resist on that statement. However, there are plenty of respondents are being fair on their reason in wearing Hijab. It means that they are either does or not wore Hijab because it is pretty and trendy. Minority of percentage which respectively 2.5% did agree on the statement by means they wore Hijab by that reason.

C. *Interrelations Concept between Fashion and Hijab for Women Nowadays*

1) *Hijab style from magazines and websites still can be accepted as daily Hijab fashion*

Based on the pie chart, we can see that division of neutral choice is the highest percentage of overall chart. The unbiased choice consists of 47.5%. While 41.3% respectively agree that Hijab style from the media still

can be accepted as daily Hijab fashion. However, only few of the respondents seem a bit out of opinion because 11.3% of the respondents are respectively disagree on the statement.

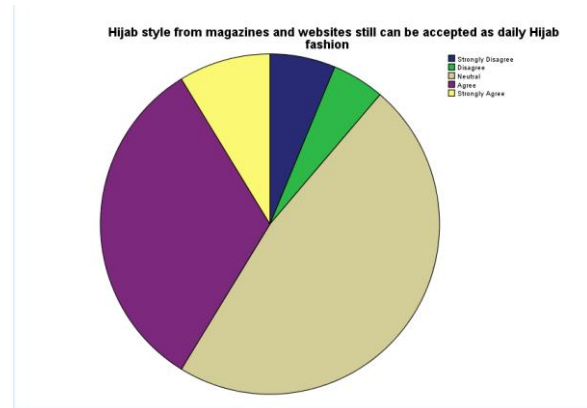


Figure 4. Hijab style accepted as daily fashion.

2) *Hijab fashion concept prevents missionary wearing Hijab from Islam perspectives*

The finding of 31.3% respondents viewed that they might agree or disagree about Hijab fashion concept prevents missionary wearing Hijab from Islam perspectives. The next highest two percentage are agreeing and strongly agreeing on Hijab fashion did prevents missionary of wearing Hijab from Islam perspectives with 38.8% respectively. Only 24 people with 15% each disagree on the statement.

3) *Fashion in Hijab is now more to the symbol of a new creativity from fashion designer than as a pride of muslim women*

When the respondents were asked whether fashion in Hijab is more towards the symbol of a new creativity from fashion designer than as a pride of Muslim women, 68.8% agrees. Yet, the unbiased respondents are still higher than the strongly agree which consists of 27.5%. Other 3.8% respectively are those respondents who are disagree by means they did not see fashion in Hijab now as the symbol of the fashion designer's creativity.

V. CONCLUSION

The concept of Hijab is literally straight forward where from the article that the researcher has found is stated that Hijab is to cover your private part and adornments to maintain modesty in life. Even though other article stated that it is quite a tough decision to make whether to wear Hijab or not, it is back to individual to decide what to do and only Allah knows their true intentions.

Here we can see the changes in styles of women wearing Hijab because lots of social interaction sites attract them and create a phenomenon in wearing Hijab. The trend created come out with the confusion on the understanding of the order wearing Hijab in Islam. No doubt that those fashions are becoming a trends and modest nice outfit. Every girl wants to be nice and pretty like those models who wear Hijab in different style.

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