

Hijab Fashion Trends in Yogyakarta on the Miss Hijab Agenda (Local Identity and Cultural Values are Reflected in the Hijab Fashion Trend)

Nabila Aulia Rihadatul Aisy¹, Ita Rahmania Kusumawati²

Universitas Hasyim Asy'ari^{1,2}

E-mail: nabilaaisy171@gmail.com

Abstract

The research explores the influence of the hijab fashion Trend in Yogyakarta, particularly in the context of the Miss Hijab event, focusing on the values of local identity and culture reflected in clothing design, its impact on the overall fashion Trend in Yogyakarta, and how this Trend affects the concepts of beauty and self-confidence among the local community. The research methodology involved online interviews with participants involved in the hijab fashion industry in Yogyakarta. The findings indicate that the hijab fashion Trend in Yogyakarta plays a key role in celebrating cultural and religious identity, influencing the overall fashion Trend, and positively impacting the concepts of beauty and self-confidence among the people of Jogja. This research provides profound insights into how this phenomenon not only reflects changes in fashion but also involves significant social and cultural dimensions in the context of the Muslim community in Yogyakarta.

Keywords: Trend; Fashion; Hijab

Abstrak

Penelitian ini mengeksplorasi pengaruh Trend fashion hijab di Yogyakarta, terutama dalam konteks acara Miss Hijab, dengan memfokuskan pada nilai identitas dan budaya lokal yang tercermin dalam desain pakaian, dampaknya terhadap Trend fashion secara umum di Yogyakarta, serta bagaimana Trend ini mempengaruhi konsep kecantikan dan kepercayaan diri masyarakat setempat. Metode penelitian dilakukan melalui wawancara online dengan partisipan yang terlibat dalam industri fashion hijab di Yogyakarta. Hasil penelitian menunjukkan bahwa Trend fashion hijab di Yogyakarta memainkan peran kunci dalam merayakan identitas budaya dan agama, memengaruhi Trend fashion secara umum, dan memberikan dampak positif pada konsep kecantikan dan kepercayaan diri masyarakat Jogja. Penelitian ini memberikan wawasan mendalam tentang bagaimana fenomena ini tidak hanya mencerminkan perubahan dalam mode, tetapi juga melibatkan dimensi sosial dan budaya yang signifikan dalam konteks komunitas Muslim di Yogyakarta.

Kata Kunci: Trend; Fashion; Hijab

A. INTRODUCTION

Indonesia has enormous potential in the development of the halal industry because the Muslim population in Indonesia is estimated to reach 256 million people by 2050. So the growth of the halal industry, especially the financial, tourism and fashion sectors in Indonesia, is starting to be seen by the world, the geographical condition of Indonesia, technological advances and the passing of the Halal Guarantee Product Law number 33 of 2014 have opened up quite large potential opportunities for Indonesia in developing the halal industry. Now hijab fashion has become a lifestyle that has both positive and negative impacts from the current phenomenon of hijab fashion development.¹ The positive impact of hijab clothing as a lifestyle in the modern era is increasing Muslim women's interest in wearing the hijab because of the impression that today's hijab models are more modern and

¹ Rusjdi Ali Muhammad and Dedy Sumardi, "The Discourse of Dress Code in Islamic Law," *PETITA: Jurnal Kajian Ilmu Hukum Dan Syariah* vol. 4, no. 2 (November 28, 2019), <https://doi.org/10.22373/PETITA.V4I2.18>.

simple. However, there is a negative impact when the development of the hijab still violates the rules of Islamic law regarding clothing style.

Changes in the meaning of wearing the hijab have indeed become a trend among Muslim communities. Can this be considered another form of obedience in carrying out a religious system or just "following along" (considered fashionable) following a lifestyle? This hijab phenomenon eventually became a pseudo-reality, hyper-reality, according to Baudrillard's thinking. The hijab is a sign that the person is Muslim, but on the one hand it gives a different meaning. For example, modern people who adhere to religion. In recent years, a Muslim fashion trend has developed in Indonesia, the emergence of this trend is shown in several different hijab fashion styles. Models that are currently in great demand include blouses, culottes, tutu skirts, Bella square hijabs, and so on. This type of Muslim fashion model is easy to mix and match for any occasion²

According to Li Partic, wearing the hijab is a form of obedience by a Muslim woman to Allah's commands which have been confirmed in Surah Al-Ahzab verse 59 and of course produces rewards. So, wearing a hijab which is of course in accordance with Sharia and also follows the hijab fashion trend provides many benefits for Muslim women. Meanwhile, hijab fashion has now become a global phenomenon that has significantly influenced the fashion industry. As time goes by, hijab fashion trends continue to develop and become more diverse. One of the platforms that promotes innovation and creativity in hijab fashion trends is the "Miss Hijab Yogyakarta" event. This event has become one of the main highlights in the world of hijab fashion, providing an opportunity for designers and fashion activists to present their best innovations. Yogyakarta with its cultural diversity has become a very relevant place for the celebration of hijab fashion trends. Miss Hijab Yogyakarta is a platform that allows hijabi women to celebrate their identity and explore creative potential in the fashion world. This event is not only a beauty competition, but also a place to share ideas and inspiration related to hijab fashion trends.

The purpose of this article is to reveal how Miss Hijab Yogyakarta has become a significant platform in shaping and promoting the hijab fashion trend.³ I will explore the development of the hijab fashion trend in the context of this event and find out how this trend contributes to the development of the fashion industry in Yogyakarta and more broadly, in Indonesia. In this article, I will also discuss how this event influenced the hijab fashion trend, especially the hijab, the social and economic impact of this event. And also about how the participants in Miss Hijab Yogyakarta provide space to influence Muslim women who wear the hijab in society

I hope that this article will provide a deep insight into how the hijab fashion trend has developed through Miss Hijab Yogyakarta and how the event has played an important role in inspiring the younger generation of hijab-wearing women to get involved in the world of fashion. Hopefully this article will also provide insight for designers, researchers and hijab

² Fikri Amalia Rosyada and Hendri Hermawan Adinugraha, "The Influence Of Hijab Fashion Trends On Consumptive Behavior Of Islamic Banking Students At Iain Pekalongan," *Journal of Management and Islamic Finance* 2, no. 1 (June 29, 2022): 43–53, <https://doi.org/10.22515/JMIF.V2I1.5114>.

³ Joseph N. Goh, Sharon A. Bong, and Thaatchayini Kananatu, "Gender and Sexuality Justice in Asia: Finding Resolutions through Conflicts," *Gender and Sexuality Justice in Asia: Finding Resolutions through Conflicts*, January 1, 2020, 1–227, <https://doi.org/10.1007/978-981-15-8916-4/COVER>.

fashion activists to better understand the hijab fashion trend in Indonesia and provide a valuable contribution in developing this trend in the future.

B. LITERATURE REVIEW

1. Definition of Hijab Fashion Trends

Hijab fashion trends refer to the styles and fashion changes that are developing in the clothing of Muslim women who wear the hijab. Hijab is a head and neck covering worn by Muslim women as part of the Islamic dress code. However, over time the hijab fashion trend has experienced developments and variations including various styles, colors, materials and designs. Dressing in fashion by highlighting differences and uniqueness can be used by someone as a means to show their identity. Lindh and Johnstone say that fashion can be seen as an artistic means for consumers to express themselves by following the latest trends or adopting niche styles. According to Agung Tri Haryanto, fashion trends are unwritten norms that bind students as members of society to follow current trends and trends. A fashion trend is a fashion of clothing or jewelry which is something that is popular in a certain period of time. Someone who chooses a lifestyle to be fashionable will continue to follow modern fashion developments and always follow existing trends. The more someone is interested in the world of fashion, the more they will always follow developments in current fashion models by impulse buying. Fashion trend is a term that refers to aspects of the appearance and construction of fashion products which relate to certain seasons. The indicators of fashion trends are: 1) Accepted Style; 2) Majority Group; 3) Cycle Time; and 4) Opinion Leaders.⁴

Fashion is an expression that the wearer wants to show and through appearance it can determine whether someone gets the treatment they want. Islamic fashion has a more specific meaning as a way of dressing or appearing with predetermined norms and boundaries. The change in the value of the hijab, which initially only covered the private parts, has now become a lifestyle symbol (trend). This is marked by the emergence of many creative hijab models used by Indonesian Muslim women. With the variety of hijab models, some women appear more beautiful, elegant and fashionable. The emergence of this fashionable hijab style has given rise to cultural hybridization. One of them is the hybridization of popular global culture with Islamic culture in the form of combining the hijab and fashion. Then the hijab became part of the clothing style of Islamic women today. This is regardless of the function, purpose and original form of the hijab itself. The development of the hijab was also encouraged by the emergence of various hijab bazaars, hijaber communities, and the holding of Muslim fashion shows.⁵

A person's beauty is not only visible when they don't wear the hijab, but by wearing the hijab a person can also look beautiful. By following trends on social media and magazines that contain hijab models and steps for using the hijab, a person can follow the latest fashion and also maintain their private parts when they are outside or

⁴ Yousaf Khan et al., "The Hijab Consumer Attitude toward Hijab Fashion Brand: A Case of the Developing Country," *Journal of Social Sciences Review* 2, no. 4 (December 31, 2022): 125–37, <https://doi.org/10.54183/JSSR.V2I4.63>.

⁵ Maarit Salolainen, Anna-Mari Leppisaari, and Kirsi Niinimäki, "Transforming Fashion Expression through Textile Thinking," *Arts* 2019, Vol. 8, Page 3 8, no. 1 (December 24, 2018): 3, <https://doi.org/10.3390/ARTS8010003>.

indoors. From this, someone can understand their true self-quality, both from a positive and negative aspect. Their personal self-concept can also be formed by wearing the hijab, such as self-confidence, communication when we open social media spaces about current popular hijab trends, and supporting each other when they are learning to wear the hijab.

In the last 10 years, the hijab trend has become a fashion trend. In fact, in the last three years the hijab has become shorter, only covering part of the head and not sticking out, which is what is known as "jilboobs". Meanwhile, Islam identifies the hijab for women as protective clothing from men. However, this is different from the West, which identifies clothing with trends, which actually have to stimulate men, so that they can enjoy the beauty of their bodies through the style of clothing they wear. The jilboob in question is a piece of cloth that only covers part of the head, does not cover the neck and does not extend to the chest. Several factors are thought to be the cause of the rise of the funk hijab, namely: 1) wanting to look fashionable, 2) looking for practicality in wearing the hijab, and 3) following trends.

In recent years, a Muslim fashion trend has also developed in Indonesia. The emergence of this trend is shown in several types of hijab fashion styles. Models that are currently in great demand include blouses, culottes, tutu skirts, Bella square hijabs, and so on. This type of Muslim fashion model is easy to mix and match for any occasion. In today's modern era, the development of the hijab fashion style trend is growing rapidly in the hijab fashion industry. New models and trends continue to be created every season which will influence consumer fashion awareness which will then determine the level of hijab fashion consumption.

Apart from that, the hijab fashion trend does not only include a headscarf or head covering, but also involves the overall fashion style including tops, bottoms and accessories. Leading Muslim fashion designers also contribute to the hijab fashion trend by creating collections that follow global fashion developments while observing Islamic dress codes. However, hijab fashion trends can change over time, influenced by seasonal changes, shifts in consumer tastes, and inspiration from various cultures. Therefore, Muslim women who wear the hijab often follow this trend to appear fashionable and in accordance with Islamic values and dress codes.

2. Hijab Design Innovation

The concept of innovation in hijab design is an effort to create something new, creative and different in the context of the hijab. This innovation can cover various aspects of design including the choice of materials, motifs, colors and styles. The first thing to pay attention to in hijab design is the choice of material. Innovation in material selection refers to the use of unconventional or creative materials to make the hijab. This can include using fabrics with unique textures or sheen, as well as experimenting with materials such as silk, brocade, or organic materials. Innovative material selection can give the hijab a different look and texture, creating a fresh and attractive impression.⁶

Innovation in hijab design is key to keeping the hijab fresh and relevant in the ever-changing fashion world. This provides an opportunity for hijab designers to present a variety of options to Muslim consumers looking for a unique and creative look. Through innovation in the choice of materials, motifs, colors and styles, the hijab can

⁶ Rora P. Sari and Nabila Asad, "Barrier in Design Innovation of Fashion Business: Evidence from Indonesian Moslem Fashion SME," *JDM (Jurnal Dinamika Manajemen)* 9, no. 1 (June 9, 2018): 69–79, <https://doi.org/10.15294/JDM.V9I1.14653>.

become more than just a body covering; it can be an expression of art and individuality that reflects evolving fashion tastes within Muslim communities and around the world. In business competition, producers must be able to create or innovate products with various attributes that can create more value from the products produced at any time, in this way producers will be able to produce products according to existing fashion trends.

By focusing on innovation, the Muslim fashion industry not only meets the diverse needs of consumers, but also creates products that provide added value for consumers. This helps develop the industry and makes it relevant and sustainable in the long term. Innovation is the main motor in carrying out positive change in the Muslim fashion industry and meeting consumer expectations that continue to grow.

The impact of innovation in hijab design found in the context of Miss Hijab can involve several important aspects, including improving the quality of hijab design. Miss Hijab, as a platform that encourages innovation, provides encouragement for designers to continue to improve the quality of their hijab designs. They continue to develop techniques, material selection, and understanding of important aspects of hijab design, such as aesthetics, functionality, and material quality. As a result, innovations in hijab design emerging from competitions such as Miss Hijab have led to significant improvements in the quality of hijab products available on the market. This provides direct benefits to consumers by providing hijabs that are better in terms of appearance, comfort and durability.

Increasing popularity of brands or designers, hijab designers who participate in Miss Hijab and achieve awards or recognition have the opportunity to increase their popularity. They are gaining wider exposure in the Muslim fashion industry and gaining recognition for their creativity. The popularity of brands or designers who succeed in these competitions can lead to increased sales and growth of their business. This can also create collaboration opportunities with other fashion brands or companies that want to work with talented designers.⁷

The final influence on Muslim fashion trends as a whole. The innovative hijab designs that emerge in the context of Miss Hijab could have a wider influence in the Muslim fashion industry. Trends and styles initiated by competition participants can influence the overall hijab fashion trend. Appearances that receive appreciation at Miss Hijab can be a source of inspiration for other Muslim fashion designers and producers. They may adopt elements of successful designs in competitions to create their own collections, creating a wider hijab fashion trend. Now hijab fashion has become a lifestyle that has both positive and negative impacts from the current phenomenon of hijab fashion development. The positive impact of hijab clothing as a lifestyle in the modern era is increasing Muslim women's interest in wearing the hijab because of the impression that today's hijab models are more modern and simple. However, there is a negative impact when the development of the hijab still violates the rules of Islamic law regarding clothing style.

In this way, Miss Hijab is not only a platform for designers to express their creativity, but also a catalyst for positive change in the Muslim fashion industry. The increase in the quality of hijab designs, the increase in popularity of brands or designers,

⁷ Bin Shen et al., "Co-Branding in Fast Fashion: The Impact of Consumers' Need for Uniqueness on Purchase Perception," *Fashion Branding and Consumer Behaviors*, 2014, 101–12, https://doi.org/10.1007/978-1-4939-0277-4_7.

and the influence on overall fashion Trends are proof of the significant contribution that this kind of competition can make to the development and development of the Muslim fashion industry.

3. Empowering Women Through Hijab Fashion

Women's empowerment through hijab fashion refers to efforts to provide opportunities and support to Muslim women who choose to wear the hijab to reach their full potential in the field of fashion and clothing. This includes aspects such as entrepreneurship, economics, education, as well as recognition and acceptance in society. Following are some of the ways in which women's empowerment through hijab fashion can be realized:

Entrepreneurship; Muslim women who are committed to wearing the hijab can be empowered through entrepreneurship in the fashion sector. They can be designers, manufacturers, or business owners who focus on hijab clothing and accessories. This empowerment creates economic opportunities for women to develop business skills and generate income. **Education and training;** Empowering women involves providing education and training in fashion design, business management, marketing, and other skills required in the fashion industry. It helps Muslim women to build the skills and knowledge necessary to actively contribute to the fashion industry.

Encouragement of Creative Expression; Hijab fashion provides a platform for Muslim women to express their creativity and combine religious values with current fashion trends. It creates a space where women can feel proud and comfortable with their religious identity while remaining fashionable and unique. Adler (in Wijaya, 2015) stated that lifestyle is a collection of behaviors that have meaning for individuals and other people at any time in an area, including social relations, consumption of goods, entertainment and clothing. Today's people tend to develop under the influence of popular culture, commodity culture and consumerist lifestyles. Citizens in the era of globalization, the flow of information is very fast and has an influence on popular culture.⁸

Social Empowerment; Women involved in hijab fashion can also play an important role in shaping the social narrative around hijab and Islam. They can be agents of social change promoting intercultural understanding and tolerance. By empowering through hijab fashion, Muslim women around the world have the opportunity to take a more active role in the fashion industry, create a positive impact in society, and prove that fashion and diversity can go hand in hand.

Social changes also appear to influence the wearing of the hijab for those who wear it. The meaning of the hijab as a symbol of religion or identity for Muslim women has a positive role and function psychologically for the wearer. As Kefgen and Touchhie-Speche in Qurais Shihab argue, the hijab has three functions, the three are differentiation, behavior and emotion. The differentiation function intended is that the hijab can differentiate itself from other groups, as well as provide an Islamic identity. Likewise, the function of behavior, wearing the hijab influences the behavior of wearing it as a characteristic of Muslim women. Likewise, if the hijab is worn en masse by one group, then the hijab can encourage the religious emotions of that group

⁸ T. Brad Harris et al., "Getting What's New from Newcomers: Empowering Leadership, Creativity, and Adjustment in the Socialization Context," *Personnel Psychology* 67, no. 3 (September 1, 2014): 567–604, <https://doi.org/10.1111/PEPS.12053>.

Apart from that, the role of the media, hijab fashion magazines, and fashion designers who introduce the Muslim fashion trend are also factors that support the emergence of the hijab trend. The development of this Muslim fashion trend has made the existence of the hijab widely accepted in various environments and social statuses, starting from public school and college students, women members of taklim councils, female workers, public officials, female executives, television reporters, female entrepreneurs, to the world of celebrities and influencers.

4. The role of the hijab competition in spreading the word of the hijab in society

Hijab competitions have an important role in propagating the hijab in society. The following are several aspects that explain the role of hijab competitions in promoting and strengthening the use of the hijab: Providing inspiration and role models; Hijab competitions open up opportunities for women who wear the hijab to become inspirations and role models for others. Participants in hijab competitions often become models who show that the hijab can be combined with style and fashion trends, proving that dressing according to religious rules does not prevent someone from appearing fashionable and confident.

Creating Public Awareness; Through hijab competitions, participants can produce a positive impact by increasing public awareness about the hijab and related religious values. They can share stories about their personal experiences, reasons for choosing the hijab, and how the hijab has influenced their lives. This helps eliminate negative stereotypes and promotes a better understanding of the hijab in society. Encouraging Creativity in Dress; Hijab competitions often emphasize the creative aspect of dressing with the hijab. This not only includes the design of the hijab itself but also how to combine it with other clothes, accessories, and hairstyles. Through this competition, women can feel encouraged to explore their own creativity in clothing, which in turn can strengthen their confidence and comfort in wearing the hijab.⁹

Opening a Discussion Room; Hijab competitions can be a platform to open up discussion about the hijab, both in the context of fashion and spirituality. Such discussions can help spread knowledge about hijab and answer questions that people who do not fully understand hijab may have. This can provide a better understanding of the meaning of the hijab and why most women choose to wear it.

Strengthening Muslim Women's Solidarity; Hijab competitions can be a means of building solidarity between Muslim women. Participants and spectators can feel a sense of unity in supporting religious values and supporting each other in their journey of wearing the hijab.

5. Factors that influence the Hijab Fashion Trend

Hijab fashion trends are influenced by various factors including social, cultural, economic and individual aspects. Several factors that influence hijab fashion trends include: Religious aspects; The main factor influencing the hijab fashion trend is religious values. Muslim women choose to wear the hijab as an expression of their religious beliefs. Changes in religious interpretations, trends in the use of the hijab in Islamic societies, and religious views can influence how hijab fashion develops.

Social and Cultural Change; Changes in society's social and cultural values also play a role in shaping hijab fashion trends. Acceptance of the hijab in society, increased

⁹ Anna Borawska, "The Role of Public Awareness Campaigns in Sustainable Development," *Economic and Environmental Studies* 17, no. 4 (44) (2017): 865–77.

awareness of diversity, and developments in popular culture can influence how Muslim women choose and combine their hijab attire. Media and Technology; Mass media and technology play an important role in shaping hijab fashion trends. Social media platforms, fashion blogs, and photo sharing apps allow Muslim women to share their personal style, keep up with the latest trends, and gain inspiration from online communities. Muslim influencers and celebrities showcasing their hijab styles also have a big impact in shaping Trends.

Globalization; The increasingly connected world through globalization also influences hijab fashion trends. Easy access to information and inspiration from various parts of the world can enrich hijab style options, allowing Muslim women to adopt international trends and combine them with their local styles. Fashion Industry; Muslim fashion designers and the fashion industry as a whole play a key role in shaping the hijab trend. Hijab fashion collections from famous designers, hijab-specific fashion shows, and marketing campaigns influence consumer perceptions and preferences for hijab fashion.¹⁰

Economy; Economic factors, such as individual income and the economic conditions of a country, can influence hijab fashion trends. The availability of affordable materials and designs can increase the adoption of hijab trends among people with various economic levels. Climate Change; Climate and season can also influence hijab fashion trends. Hijab designs and materials that suit the weather and season can be an important factor in determining the hijab fashion trend at a particular time. By understanding these factors, designers, manufacturers and consumers can together shape a more diverse and sustainable hijab fashion trend.

6. Public understanding of sharia and hijab culture

People's understanding of sharia and hijab culture can vary depending on factors such as cultural background, religion, and social context. The following are several aspects related to people's understanding of sharia and hijab culture:

- a. Religious Context: The rules for the hijab in Islam are found in surah al-Ahzab (33) verse 53. According to Imam al-Jashshash, this verse was revealed regarding the behavior of the Prophet's guests at a banquet at his house. The guests came in and out after tasting the food, but some also lingered and chatted freely. This behavior has the potential to look at the wives of Rasulullah SAW, so the hijab verse was revealed so that male guests of Rasulullah SAW and their wives would be protected from slander.
- b. Cultural Context: Local Traditions: Local culture and traditions also influence the understanding of hijab. Some communities may view the hijab as a symbol of their cultural identity, in addition to its religious aspects
Changes Over Time: Understanding of the hijab may change over time and social changes. Some societies may be more flexible in interpreting hijab rules, while others may tend to maintain traditional norms.
- c. General Community Views: Acceptance or Stigma: Society can have varying attitudes towards women who decide to wear the hijab. Some societies may

¹⁰ Rania Kamla, "Syrian Women Accountants' Attitudes and Experiences at Work in the Context of Globalization," *Accounting, Organizations and Society* 37, no. 3 (April 1, 2012): 188–205, <https://doi.org/10.1016/J.AOS.2012.02.002>.

- accept and respect this choice as an expression of religious freedom, while others may see it as a sign of conservatism or sometimes face a certain stigma.
- d. Individual Understanding:Choice or Obligation: Individuals' understanding of the hijab may vary as to whether they see it as a personal choice or as a religious obligation. Some women may decide to wear the hijab as a form of their religious identity, while others may do so because of social pressure or cultural norms.
 - e. Education and Awareness:Religious Education: Religious education can play an important role in shaping society's understanding of the hijab. A deeper understanding of religious teachings can help overcome misconceptions or stereotypes regarding the hijab.Empowerment Awareness: As awareness about women's rights and empowerment increases, some women may see the hijab as a symbol of freedom to express their identity without compromising their rights.

In exploring people's understanding of sharia and hijab culture, it is important to consider the complexity and diversity of views contained within it. Open conversation, education, and mutual understanding can help minimize misunderstandings and increase tolerance between diverse communities.

The hijab is not part of native Indonesian culture. Regarding the use of the hijab for Indonesian Muslim women, Ibrahim stated that: In the 1980s and early 90s, when the hijab penetrated middle and upper class families, children and wives of officials and businessmen flocked to wear the hijab. Since then. Muslim fashion became trendy and the hijab began to achieve a certain prestige, perhaps communicating the desire to be a pious modern person and at the same time a modern Muslim. Hijabization is actually considered a sign of globalization, a symbol of identification of Indonesian Muslims with Muslims in other countries in the modern world.

Indonesian Muslim women previously preferred not to wear the hijab, because it was considered backward fashion style. However, along with globalization and modernization, many hijab styles and models have emerged as trends that are easily accepted by Indonesian people and have become a style symbol that has given rise to a community of hijabers. Hijabers community is a group of women who dress very fashionably and Islamically, they consist of teenagers and mothers. Their clothing appearance is very different from most women who wear Muslim clothing, because the clothing models they wear are very stylish and modern, from headscarves, clothes, shoes, to bags,

C. METHOD

This type of research is qualitative research.¹¹ Qualitative research is research that produces descriptive data in the form of written or verbal reports or observed behavior of a person. This research takes a qualitative approach because it involves steps such as involving in-depth interviews with respondents regarding the hijab fashion trend in Jogja on the miss hijab agenda which previously detailed several questions to gain in-depth insight into preferences and changes in hijab fashion, for the approach using a phenomenological

¹¹ Yoki Yusanto, "Ragam Pendekatan Penelitian Kualitatif," *JOURNAL OF SCIENTIFIC COMMUNICATION (JSC)* 1, no. 1 (April 2, 2020), <https://doi.org/10.31506/JSC.V1I1.7764>.

*Nabila Aulia Rihadatul Aisy, Ita Rahmania Kusumawati
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approach to understand individual experiences and perceptions of the Trend and data analysis was carried out using a thematic approach to identify patterns and meaning in their responses.

D. RESULT AND DISCUSSION

1. Local identity and cultural values are reflected in the hijab fashion trend

Yogyakarta is a place with a strong cultural richness. Miss Hijab has recognized the importance of incorporating local cultural elements in their designs. They often use traditional Javanese motifs and colors in their collections, creating hijabs that honor the city's cultural heritage. Yogyakarta, or Jogja, is a city rich in culture and tradition in Indonesia. It is not surprising that local culture has a significant impact on the hijab fashion trend that is developing in this city. In this context, Miss Hijab plays a key role in integrating local cultural influences into their agenda. Let's explore the striking influence of local culture on hijab fashion trends in Yogyakarta through Miss Hijab.

One of the most obvious ways in which local culture influences hijab fashion trends is through the use of traditional motifs and patterns. For example, batik cloth is one of Java's most iconic cultural heritage. Miss Hijab often uses batik motifs and classic patterns in their designs. This creates hijabs that are not only fashionable but also imbued with strong cultural elements. This use of traditional colors and designs allowing hijab wearers to feel a local touch in their appearance.

Miss Hijab also celebrates history and local values in their designs. They may create collections that depict traditional stories or the values of daily life in Yogyakarta society. It's not just about dressing, but also about respecting and understanding the origins of origins and cultural identity. Miss Hijab also celebrates history and local values in their designs. They may create collections that depict traditional stories or the values of daily life in Yogyakarta society. It's not just about dressing, but also about respecting and understanding the origins of society, origins and cultural identity.¹²

In addition, Miss Hijab often responds to local celebrations, such as Eid al-Fitr, with specials that reflect the spirit of the celebration. This may include the use of special colors or design details that match the traditions of the celebration. This allows hijab wearers to celebrate the celebration with style and cultural pride. So, the influence of local culture is very strong in the hijab fashion trend in Yogyakarta, and Miss Hijab carefully combines these cultural elements into their agenda. This creates an opportunity for hijab wearers to respect and experience the city's cultural heritage while still looking fashionable and dressing stylishly. This also strengthens the connection between fashion and cultural identity, creating a deeper connection between hijab wearers and the city of Yogyakarta.

One of the characteristics of the hijab fashion trend in Yogyakarta is its creativity. Miss Hijab has supported local designers to develop innovative and unique designs. This can include the use of high quality fabrics and clever selection of accents to create hijabs that stand out in the competitive hijab fashion market. Below is a discussion of how creativity influences hijab fashion trends through the Miss Hijab agenda in Yogyakarta.

Miss Hijab is a platform or competition that aims to encourage designers to express their creativity in creating unique and attractive hijab designs. Behind this there

¹² Carla Jones, "Materializing Piety: Gendered Anxieties about Faithful Consumption in Contemporary Urban Indonesia," *American Ethnologist* 37, no. 4 (November 1, 2010): 617–37, <https://doi.org/10.1111/J.1548-1425.2010.01275.X>.

are several roles of Miss Hijab as a forum for designers: Encouraging Creativity; Miss Hijab is an event that gives hijab designers the opportunity to express their creative ideas. This encourages participants to think outside the box, create designs that are different from those commonly found in traditional hijab fashion, and make the hijab a canvas for artistic expression. Design Challenge; This kind of competition often presents design challenges that must be overcome by participants. These challenges can range from a specific theme, the selection of unique materials, to certain creative limitations. This encourages participants to formulate creative solutions and innovate in their hijab designs.

Giving Awards and Recognition; Miss Hijab usually gives awards or recognition to designers who succeed in creating the best hijab designs. This provides incentives for participants to bring out the best in their creativity, enhancing their image as talented designers. Promotion and Exhibition of Work; The Miss Hijab competition also provides an opportunity for designers to showcase their work to a wider audience. This can help participants gain exposure in the Muslim fashion industry and build networks within the fashion community.

Inspiration for the Muslim Fashion Industry; The innovative designs produced in the Miss Hijab competition can be a source of inspiration for the Muslim fashion industry as a whole. They can spark new trends in hijab design that are then adopted by other designers, creating positive developments in the Muslim fashion industry. Encouraging Renewal; Through this kind of competition, hijab designers are given encouragement to continue developing and updating their designs. This allows them to continue pursuing innovation in hijab and enriches the range of choices for consumers.¹³

So overall, Miss Hijab is a platform that plays a role in inspiring and encouraging designers to make hijab a medium to express their creativity. This creates diversity in hijab designs, gives consumers more choices, and helps develop the Muslim fashion industry as a whole.

One of the characteristics of hijab designs inspired by Miss Hijab is the exploration of various materials and techniques. They often use unique materials such as silk, cotton and chiffon with different motifs and textures. Special techniques such as weaving, embroidery, and batik are used to create hijabs that are different from others. Creativity in combining materials and techniques creates stunning and unique hijabs. Miss Hijab also encourages designers to innovate in hijab shapes and styles. They create designs that are not only functional, but also aesthetic. These designs often include the use of accents such as pleats, drapery, shaping and asymmetry. These innovations in hijab shapes and styles create products that not only meet the functional needs of hijab wearers, but also allow them to look fashionable and experimental.

Creativity in hijab design also involves an understanding of global trends and the latest fashion developments. Miss Hijab encourages designers to always follow developments in the fashion world, while still maintaining unique elements of Yogyakarta culture. Creativity in creating hijabs that suit global trends while maintaining local identity creates products that are relevant and interesting. So, it can be said that creativity plays a central role in the development of trendy hijab fashion on the agenda of

¹³ Siti Hasnah Hassan and Harmimi Harun, "Factors Influencing Fashion Consciousness in Hijab Fashion Consumption among Hijabistas," *Journal of Islamic Marketing* 7, no. 4 (2016): 476–94, <https://doi.org/10.1108/JIMA-10-2014-0064/1/XML>.

Miss Hijab in Yogyakarta. This creates unique, innovative and aesthetic hijabs, as well as providing a deeper and richer fashion experience for hijab wearers. With a focus on material exploration, form innovation, thematic collections, artist collaborations, and understanding global trends, Miss Hijab inspires hijab designers to continue developing interesting and diverse designs.

Hijab fashion trends in Yogyakarta, like elsewhere, reflect changes and developments between the past and modern times. Miss Hijab, as the leading hijab fashion brand in this city, understands the importance of combining traditional elements and modern values in their designs. The influence of the past and modern times in hijab fashion trends through the Miss Hijab agenda in Yogyakarta. Such as, the use of traditional motifs; One of the most obvious ways in which the past influences hijab fashion trends is through the use of traditional motifs and patterns. Miss Hijab often takes inspiration from traditional Javanese motifs, such as batik and traditional fabrics, providing a touch of local culture and heritage in their designs.

Ethnic Accents; The influence of the past is also reflected in the use of ethnic accents in hijab designs. This can include the use of fabrics with ethnic accents, such as songket or weaving, which creates a hijab appearance that respects local traditions and history. Respect for Tradition; Miss Hijab encourages hijab designers to maintain and imbibe traditional values in their designs. This includes the use of colors and designs that are in keeping with rich Javanese ethics and culture. Innovation in Design; The influence of the modern era is reflected in hijab design innovations. Miss Hijab encourages designers to dare to experiment with more modern hijab shapes and styles. It creates hijabs with creative drapery, asymmetrical cuts, and interesting modern details.

Compatibility with Modern Lifestyle; The modern era marks changes in lifestyle, including greater mobility and a greater variety of activities. Miss Hijab understands this and creates hijabs that suit the needs of today's women, including hijabs that are comfortable, practical and durable. Conformity with Global Trends; The influence of the modern era also includes conformity with global fashion trends. Miss Hijab always follows the latest fashion developments, so that their designs remain relevant and attractive for modern women who want a fashionable hijab. Commitment to Sustainability; Awareness of environmental issues and sustainability is an important characteristic of the modern era. Miss Hijab has included elements of sustainability in their agenda, such as the use of environmentally friendly materials and sustainable production practices.¹⁴

The hijab is the identity of Muslim women, Islam has regulated it. The hijab is intended to cover the intimate parts of women's bodies, therefore the hijab must be a personal reflection for those who wear it, not just attached to a woman's body or just a head covering. In addition, wearing the hijab will lead to changes in social behavior through the meaning of the hijab as a religious symbol, namely as differentiation (differentiating from other groups), behavior (characteristics of Muslim women) and emotions (increasing passion for Islam).

¹⁴ Daniel Belanche, Marta Flavián, and Alfredo Pérez-Rueda, "Mobile Apps Use and WOM in the Food Delivery Sector: The Role of Planned Behavior, Perceived Security and Customer Lifestyle Compatibility," *Sustainability* 2020, Vol. 12, Page 4275 12, no. 10 (May 22, 2020): 4275, <https://doi.org/10.3390/SU12104275>.

Local identity and cultural values are often reflected in hijab fashion trends through the use of motifs, colors, materials and designs inspired by cultural heritage and traditional values. Here are some ways in which these values are reflected in hijab fashion trends: Traditional Motifs and Patterns; Hijab designs often incorporate traditional motifs and patterns that reflect local arts and crafts. For example, batik, woven or embroidery motifs originating from local culture can be integrated into hijab designs. Meaningful Colors; The choice of colors in hijab trends is often reflected by cultural values. Colors that have special meaning in local culture can often found in hijab designs, reflecting traditional identity and values.

Local Ingredients; Designers often use local materials in making hijabs. Materials such as cotton, silk, or wool that have a connection to local culture can give a local touch to the hijab trend. Modern Design with a Traditional Touch; Hijab fashion trends often try to combine modern design with traditional touch. This can include looser or longer clothing designs, but with design elements inspired by local culture. Inspiration From Local Stories; Some hijab designers look for inspiration from local stories, myths or traditional history. This reflected in designs depicting story elements or legendary figures.

Ethnic Diversity; Hijab fashion trends often reflect the ethnic diversity within a society. Designers can take inspiration from various ethnic groups, creating hijab clothing that includes elements from various cultures. Emphasis on Family and Social Values; Some hijab designers depict family values, solidarity, and social values through their designs. This may be reflected in clothing designs that emphasize comfort, practicality, and simplicity, which are values held in many cultures. Respect for Religious Values; Hijab fashion trends also reflect respect for religious values. Designers often create designs that comply with the principles of Islamic fashion, such as proper closure, loose fitting, and not being transparent.

Thus, the value of local identity and culture is reflected in Trendd hijab fashion through various design elements taken from cultural heritage, traditions and local values respected by the hijab community. This creates a unique and authentic impression in hijab fashion that can celebrate and enrich cultural diversity.

2. The Hijab Trend Has an Impact on Fashion Trends in Yogyakarta

The hijab trend can have a significant impact¹⁵ on general fashion trends in Yogyakarta, especially considering the cultural diversity and traditional richness of the city. Here are some ways in which the hijab trend can influence fashion trends in Yogyakarta

1. Influence of Local Design: Hijab designs that reflect Yogyakarta's local cultural values can provide inspiration for local designers to create clothing that fits the city's identity.
2. Inclusivity and Diversity: Hijab trends that adopt the principles of inclusivity and diversity in their designs can influence overall fashion trends. Designs that embrace various hijab styles can create an inclusive atmosphere in the fashion world in Yogyakarta.
3. Increase in Local Creative Industries: With the growing popularity of Trendd hijab, local creative industries in Yogyakarta, such as design, clothing and

¹⁵ Fadila Grine and Munazza Saeed, "Is Hijab a Fashion Statement? A Study of Malaysian Muslim Women," *Journal of Islamic Marketing* 8, no. 3 (2017): 430–43, <https://doi.org/10.1108/JIMA-04-2015-0029/FULL/XML>.

accessories manufacturing, can develop rapidly. This can create new business opportunities and increase Yogyakarta's attractiveness as a local fashion center.

4. Changes in Color and Motif Preferences: Hijab trends that emphasize the use of certain colors and motifs can influence overall color and motif preferences in fashion in Yogyakarta. This can create a color identity or distinctive motif inspired by the hijab trend.
5. Consumer Behavior Patterns: With the increasing number of women wearing the hijab and participating in fashion trends, consumer behavior patterns in Yogyakarta may change. This could create greater demand for clothing that complies with Islamic dress codes and create new opportunities for designers and retailers.
6. Encouraging Innovation in Design: The rapidly growing hijab trend can encourage innovation in clothing design as a whole.

Designers in Yogyakarta may try various techniques, cuts and materials to create clothes that suit local hijab trends and styles. The Importance of Cultural Representation: Trendd hijab can reinforce the importance of cultural representation in the fashion world in Yogyakarta. This can create opportunities to further highlight the richness of local tradition and culture in clothing design.

Thus, the hijab trend not only forms a special fashion trend for hijab users, but can also contribute to the evolution of fashion trends in general in Yogyakarta by creating a strong and inclusive local identity.

3. The Hijab Fashion Trend in Yogyakarta influences the concept of beauty and self-confidence of the people of Jogja

The hijab fashion trend in Yogyakarta has a significant impact on the local community's concept of beauty and self-confidence. Here are some ways in which the hijab fashion trend influences these aspects:

Characteristic Beauty Enhancement; The hijab fashion trend in Yogyakarta can introduce a more characteristic concept of beauty. Muslim women who wear the hijab often emphasize inner beauty, showing that external appearance and a good personality can create a strong attraction. **Self-Acceptance;** The hijab fashion trend can promote self-acceptance and self-confidence. Muslim women who wear the hijab may feel more comfortable with their identity and appearance, strengthening their self-confidence in the social and cultural environment of Yogyakarta.¹⁶

The Importance of Modest Fashion; Modest fashion, including the hijab trend, can change beauty standards which may previously have been dominated by more open clothing trends. This provides an alternative way to describe beauty without the need to sacrifice religious or cultural values. **Expression of Cultural Identity and Pride;** Muslim women in Yogyakarta who follow the hijab trend often wear clothing as an expression of identity and cultural pride. This can increase their self-confidence by celebrating their religious and cultural identity through fashion.

¹⁶ Anthonieta Looman Mafra, Felipe Nalon Castro, and Fívia de Araújo Lopes, "Investment in Beauty, Exercise, and Self-Esteem: Are They Related to Self-Perception as a Romantic Partner?," *Evolutionary Psychological Science* 2, no. 1 (March 1, 2016): 24–31, <https://doi.org/10.1007/S40806-015-0032-6/TABLES/2>.

Inspirational Role of Muslim Women; Women who lead the hijab trend in Yogyakarta can be inspirational figures for the local community. They can help change perceptions about beauty which are often associated with physical appearance alone, to be more focused on personality, wisdom and achievement. Women's Empowerment; The hijab fashion trend can also be a symbol of empowerment for Muslim women in Yogyakarta. By wearing the hijab, women can feel in control of their own appearance, building self-confidence and courage to stand in society with their heads held high. Business and Education Opportunities; The growing hijab trend can open up business and educational opportunities in the fashion industry. This development can increase the self-confidence of women involved in the industry, strengthening the concept that women can contribute significantly in various fields.

Thus, the hijab fashion trend in Yogyakarta does not only influence visual or clothing aspects, but also shapes a broader concept of beauty and enriches the self-confidence of local people through fashion choices that reflect their cultural and religious values.

E. CONCLUSION

On Miss Hijab's agenda in Yogyakarta, hijab fashion trends clearly reflect local identity and cultural values. The use of traditional motifs and designs, colors that reflect cultural richness, and inspiration from nature and the local environment indicate an effort to maintain and strengthen local identity in hijab fashion. The hijab trend also has a significant impact on the overall fashion trend in Yogyakarta. Innovation in design, improvement of local creative industries, and adaptation to culture and tradition have made positive contributions to the development of fashion in this city. Muslim women's involvement in the hijab trend creates new demand for clothing that complies with Islamic dress codes, opening up new opportunities for designers and fashion industry players. Thus, the hijab fashion trend in Yogyakarta has a significant impact on the local community's concept of beauty and self-confidence. Even though it presents an interesting variety of styles, it needs to be emphasized that following global trends too much can obscure local identity and cultural values. It is important for the Jogja hijab fashion community to maintain traditional elements in their designs, so that the regional values are still reflected in each garment.

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