

ABSTRAK

Skrispi dengan judul” Tren Fashion Hijab dan Citra Perempuan Muslim di Fakultas Ekonomi dan Bisnis Islam Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung” ini ditulis oleh Asma’ul Husna, NIM 1860309221006, dengan pembimbingan Lilik Rofiqoh,S.Hum.,M.A.

Kata Kunci: Tren fashion hijab, Citra Perempuan Muslim, Pashmina Kaos atau *Meleyot*, Mahasiswa FEBI.

Perkembangan tren fashion hijab di kalangan mahasiswa semakin cepat, terutama dengan adanya pengaruh media sosial dan lingkungan pertemanan. Hijab tidak hanya digunakan sebagai penutup aurat, tetapi juga menjadi bagian dari gaya berpakaian dan cara mahasiswa menampilkan dirinya di lingkungan kampus. Di Fakultas Ekonomi dan Bisnis Islam (FEBI) UIN Sayyid Ali Rahmatullah Tulungagung, penggunaan hijab pashmina kaos atau *meleyot* menjadi salah satu model yang banyak didominasi oleh mahasiswa.

Penelitian ini bertujuan untuk mengetahui bagaimana tren fashion hijab pashmina kaos atau *meleyot* membentuk citra perempuan muslim di Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian studi kasus. Data diperoleh melalui wawancara mendalam, observasi, nonpartisipasi, dan dokumentasi. Analisis data dilakukan melalui tahap reduksi data, penyajian data, dan penarikan kesimpulan, serta keabsahan data diperoleh melalui triangulasi metode.

Hasil penelitian menunjukkan bahwa tren hijab pashmina kaos atau *meleyot* dipengaruhi oleh media sosial, teman sebaya, dan influencer hijab. Mahasiswa memiliki hijab tersebut karena dianggap lebih praktis, nyaman digunakan, mudah dipadukan dengan pakaian, dan sesuai untuk aktivitas kuliah maupun organisasi. Penggunaan hijab ini juga membentuk citra diri, mahasiswa sebagai perempuan muslim yang sederhana rapi, elegan, dan lebih percaya diri dalam interaksi di lingkungan kampus.

Kesimpulan penelitian ini tren fashion hijab pashmina kaos atau *meleyot* tidak hanya menjadi bagian dari perkembangan model, tetapi juga berperan dalam membentuk citra perempuan muslim di FEBI UIN Sayyid Ali Rahmatullah Tulungagung melalui interaksi sosial dan pengalaman sehari-hari mahasiswa.

ABSTRACT

The thesis entitled “Hijab Fashion Trends and The Image of Muslim Women at the Faculty of Islamic Economics and Business, Sayyid Ali Rahmatullah Tulungagung State Islamic University Tulungagung” was written by Asma’ul Husna, Student ID 1860309221006, under the supervision of Lilik Rofiqoh, S.Hum.,M.A.

Keywords: hijab fashion trends, image of Muslim women, jersey pashmina (*meleyot*), female students of FEBI.

The development of hijab fashion trends among female university students has accelerated, particularly due to the influence of social media and peer groups. Hijab is no longer viewed solely as a religious obligation to cover the aurat but has also become part of fashion and a means for female students to express themselves within the campus environment. At the Faculty of Islamic Economics and Business (FEBI), Sayyid Ali Rahmatullah Tulungagung, the jersey pashmina hijab, commonly known as *meleyot*, has become one of the most popular hijab styles among female students.

This study aims to examine how the jersey pashmina (*meleyot*) hijab trend shapes the image of Muslim women at the Faculty of Islamic Economics and Business, Sayyid Ali Rahmatullah State Islamic University Tulungagung. This research employed a qualitative approach using a case study design. Data were collected through in-depth interviews, non-participant observation, and documentation. The data were analyzed through the stages of data reduction, data display, and conclusion drawing, while the validity of the data was ensured through method triangulation.

The findings reveal that the jersey pashmina (*meleyot*) hijab trend is influenced by social media, peers, and hijab influencers. Female students choose this type of hijab because it is considered practical, comfortable, easy to match with different outfits, and suitable for both academic and organizational activities. The use of this hijab also contributes to shaping the students’ self-image as Muslim women who are modest, neat, elegant, and more confident in their social interactions on campus.

The study concludes that the jersey pashmina (*meleyot*) hijab trend is not merely part of the development of fashion but also plays a role in shaping the image of Muslim women at the Faculty of Islamic Economics and Business, Sayyid Ali Rahmatullah State Islamic University Tulungagung through social interaction and the everyday experiences of female students.