

Model Hijab dan Niqab dalam Fesyen Muslim di Masa Pandemi Covid-19 = Hijab and Niqab Models in Muslim Fashion During the Covid-19 Pandemic

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Abstrak

Penelitian ini membahas mengenai makna budaya dalam perkembangan fesyen muslim di Indonesia pada masa pandemi Covid-19. Fesyen atau busana merupakan sesuatu yang dipakai dari ujung rambut hingga ujung kaki. Fesyen muslim adalah busana yang memiliki nilai-nilai spiritual bagi penggunanya. Pada masa pandemi Covid-19 ini, fesyen muslim tidak berhenti mengalami perkembangan. Penelitian ini menggunakan metode kualitatif. Peneliti melihat adanya kekhasan dalam perkembangan fesyen muslim di Indonesia pada masa pandemi Covid-19. Kekhasan tersebut terlihat melalui tahapan fenomenologi hingga akhirnya terlihat makna budaya yang terdapat dalam fenomena perkembangan fesyen muslim di Indonesia dalam masa pandemi Covid-19. Tujuan penelitian ini adalah menjelaskan makna budaya dalam perkembangan fesyen muslim di masa pandemi Covid-19 di Indonesia. Hasil dari penelitian ini adalah terdapat dua macam makna budaya pada perkembangan fesyen muslim di Indonesia pada masa pandemi Covid-19, yaitu makna spiritual dan makna estetika yang memengaruhi perkembangan fesyen muslim pada masa itu.

.....This study discusses the value of culture in the development of muslim fashion in Indonesia during the pandemic of Covid-19. Fashion or clothing is everything that is worn from head to toe. Muslim fashion is clothing that has spiritual values for its users. During the Covid-19 pandemic, Muslim fashion did not stop experiencing developments. This research uses qualitative method. The researcher saw a peculiarity in the development of Muslim fashion in Indonesia during the Covid-19 pandemic. This uniqueness can be seen through the phenomenological stages until finally the cultural meaning contained in the phenomenon of the development of Muslim fashion in Indonesia during the Covid-19 pandemic. The purpose of this research is to explain the meaning of culture in the development of Muslim fashion during the Covid-19 pandemic in Indonesia. The results of this study are that there are two kinds of cultural meaning in the development of Muslim fashion in Indonesia during the Covid-19 pandemic, namely spiritual meaning and aesthetic meaning that influenced the development of Muslim fashion at that time.