

ABSTRACT

Wanti, Sri Widya, 2017. *Hijab Commodification As A Form of Popular Culture Influences in Hijab Movie (2015)*. Essay. Visual Communication Design Study Program. Faculty of Creative Industries School. Telkom University.

This research based on the recent phenomenon in Indonesia where Muslim women are increasingly concerned with fashion runways, following the latest trend, mode, and soon, for hijab. This 'hijabers-style' is not only encouraging wearing hijab confidently but also promotes to the Muslim women who are not wearing hijab yet to guard their private parts by hijab as mandatory. It seems that religious symbol is mixed by trend fashion. Nowadays, the commodification of hijab and trend fashion is growing rapidly as consequences of today's culture. For instance, today hijab-wearing woman, anywhere in Indonesia, are confidently performing with an elegant and stylish hijab. This study aims to describe the visual of Hijab-commodification trend by a Film 'Hijab' (2015) and to conceive the sense of hijab-trend influenced by the latest fashion. The data was collected by documentation, we observed per shot of its scenes, which was identified as examples of commodification. This study employs qualitative analysis in natural by semiotics Roland Barthes, that examines the meaning through the markers and alert or denoted and connotations. Also, it applies cultural studies critically.

Keywords: Commodification, Hijab Movies, Popular culture