

ABSTRACT

Beauty is something that cannot be separated from women. Beauty standards are always changing from time to time. For example, beautiful is constructed as a woman who has a tall, slender body, white skin, sharp nose, and straight hair. But in fact this phenomenon also occurs in women who use the niqab even though it has covered her face. This research is a research on the meaning of beauty in the Niqab Squad Community. This research aims to know the meaning of beauty from niqab perspective. By using Alfred Schutz phenomenology method as a qualitative research method, data collection techniques were carried out using interviews, observation and documentation. Researchers get the results that the meaning of beauty in the Niqab Squad Community is divided into two, namely outer beauty, namely neat, white skin, proportional body, niqab fashion and not wearing a hijab. While beauty from within (inner beauty) that can be seen from the soul and heart and personality. Meanwhile, beautiful references according to community members are those who have faith, Indadari, Wardah Maulina, Nikita Willy, Nadhira Arini, Dunia Shuhaib, Oki Setiana Dewi, Mother, and the wife of the Prophet Muhammad. The factors that influence the perception of the meaning of beauty are further divided into two, namely external factors such as economy, education, media, self-confidence, attractive appearance, and marital status. While internal factors such as mindset, personality. The social implications are divided into two, namely positive, such as mindset, sharing with friends, getting a beautiful call, being confident, having many friends, being privileged, random tags from people. Negative social implications such as discrimination and negative comments.

Keywords: *Beauty, (face veiled) niqab.*