

KONSEP DIRI REMAJA BERHIJAB TERHADAP MODE PAKAIAN CELANA JEANS REBEL DI UTM

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Abstract

This research entitled “Self-Concept of Hijab Teenagers toward the Development of Fashion Style for Rebel Jeans at University of Trunojoyo Madura” is include descriptive qualitative research. This phenomena appear in the area of University of Trunojoyo Madura. Moreover, it commonly found in a student of communication science department. The purpose of this research is to understand how self-concept of hijab teenagers related to the wearing of rebel jeans which commonly worn by student in communication science department.

The data which used in this research is only primary data. There are some technique which used by the researcher during collecting the data. They are observation, interview the informant, presentation of the data and conclusion.

The result of this research can be conclude that there are some things which have correlation, that is, the people who wear rebel jeans have some factor which support this phenomena even they are wearing hijab. They have desire to look fashionable and cool according to the fashion style which become trend at the time. Their self-concept formed by how they are interest in, buy, and then wear the rebel jeans in a hijab. Another forming of self-concept is from how they face the scathing criticism from another people around them.

Keywords: *self-concept, fashion style, rebel jeans, student of communication science department.*

Abstrak

Penelitian yang berjudul “Konsep Diri Remaja Berhijab Terhadap Mode Pakaian Celana Jeans Rebel Di UTM” ini merupakan penelitian diskriptif kualitatif, yang bertujuan untuk mengetahui bagaimana konsep diri remaja berhijab yang menggunakan celana jeans rebel di jurusan Ilmu Komunikasi.

Data pada penelitian ini memiliki satu kategori yaitu data primer. Analisis data menggunakan teknik wawancara kepada informan, penyajian dan penarikan kesimpulan.

Hasil penelitian ini, dapat disimpulkan beberapa hal yang berkaitan yaitu pengguna celana jeans rebel dengan konsep diri, mereka yang menggunakan celana jeans rebel memiliki berbagai faktor yang mendasari mengapa mereka menggunakan celana jeans rebel padahal mereka merupakan seorang remaja berhijab. Mereka memiliki keinginan untuk tampil modis dan keren yang sesuai dengan mode pakaian yang sedang booming. Konsep diri mereka terbentuk dengan bagaimana mereka bisa tertarik, membeli, menggunakan celana jeans rebel tersebut dalam keadaan berhijab dan juga bagaimana mereka menghadapi kritikan-kritikan pedas dari lingkungan sekitar.

Kata kunci: *Mode pakaian, Celana jeans rebel, mahasiswa Ilmu Komunikasi dan Konsep Diri.*