



Article

Fashion Characteristics Among Students of Islamic Business Economics and Educational Sciences: A Qualitative Study

¹Diyah Saputri and ²Moh Rifqi Khairul Umam.

^{1,2} Universitas Islam Negeri Raden Mas Said Surakarta, Indonesia

*Corresponding author: diyahsaputri.104@gmail.com

ABSTRACT

Fashion is now not just about clothes but also plays a role in identity. In fact, we can really recognize a character just by looking at fashion or what is now famous as an outfit. Fashion also plays a role in terms of dress code at events and other important moments. The purpose of this study is to provide differences in the fashion characteristics of students of the Faculty of Islamic Business Economics (FEBI) and students of the Faculty of Education Sciences (FIT) of Universitas Islam Negeri (UIN) Raden Mas Said Surakarta. This research uses a qualitative descriptive method. In this research, purposive sampling technique is used. The subjects in this research are none other than FEBI students and FIT faculty students. Observations revealed several characteristics in the fashion of FEBI and FIT students. FEBI students themselves are more inclined to use fashion that is relatively fashionable but looks neat, illustrating the nature of businessmen or elegant employees. However, FIT students use more fashion that is closed and meets the criteria according to Islamic law. Not only that, the observation states that FIT students' fashion is more shar'i, illustrating the professional figure of a teacher. The impression of ethics and politeness symbolizes the nature of an educator. The existence of fashionable and shar'i, fashion can also build the growth of the halal industry based on Muslim fashion in Indonesia. There are some striking differences in general, starting from the hijab and clothing models. If FEBI students use pants, FIT students predominantly use skirts or gamis. However, this research only reveals the majority outline because the fact does not rule out the possibility that some FEBI students use gamis.

Keywords: Fashion; Hijab; Model; Profession.

JEL Classification: D9

How to cite: Saputri, D., Umam, M. R. K. (2024). Fashion Characteristics Among Students of Islamic Business Economics and Educational Sciences: A Qualitative Study. *Proceedings International Conference on Islamic Economics and Business (ICIEB)*, 3(1), pp. 288-295. DOI: <https://doi.org/10.14421/icieb.2024.3.1.1510>

INTRODUCTION

The fashion of students in various faculties will always have its own characteristics. In an

increasingly widespread and rapidly developing digital world, it also encourages changes in aspects

of human life. Now, students who depend on digital tools to complete various tasks are always exposed to social media where fashion plays a significant part in the revolution. In fact, it is not only urban students who contribute to fashion; even high school students in rural areas are now starting to embrace contemporary fashion.

Students are a group within the community who are most vulnerable to environmental influences such as lifestyle, trends, and fashion (Subagio, 2019). Such differences are evident in the fashion of students from the Faculty of Islamic Business Economics (FEBI) and the Faculty of Education Sciences (FIT) at Universitas Islam Negeri (UIN) Raden Mas Said Surakarta. Here, it is not just about fashion but also the character that develops in each student across various faculties. In FEBI, students who have a distinctive appearance are easily recognized from other students. Observations suggest that the faculties of Education Science, Adab Language, and Sharia still share almost the same culture. As for FEBI students, the culture is very different, but when compared with the Faculty of Science and Technology, these two faculties have similar characteristics in fashion.

The majority of students tend to follow fashion trends within their circles. Thus, it is not surprising that they are more likely to adopt a hedonistic lifestyle. However, this tendency also applies to FIT students. The FEBI faculty itself projects an impression of stylishness. They also tend to have a consumerist nature and prefer to visit shopping centers, which can lead to wastefulness if done continuously. Moreover, if FEBI students are given freedom in fashion, it is not uncommon for them to misuse it, especially female students in terms of hijab models, which sometimes do not conform to Islamic law. This includes hijabs tied around the neck or pashmina hijabs worn without a safety pin, thus outlining the

shape of the body. However, hijab innovation now also significantly influences the economic business in the Muslim fashion sector.

This research draws on Mahmudah's study titled "The Effect of Shopping Lifestyles, Fashion Involvement and Discount on Impulse Buying on Students Visiting Rita Pasarraya Wonosobo," which refers to current student fashion trends. Various student fashion styles can also lead to consumerist behavior. More broadly, in the economic sector, the fashion industry plays a role in the development of the Islamic economy. In Indonesia, the halal industry has experienced rapid growth in recent years (Kadir, Awaludin, et al., 2022). Sharia-compliant and fashionable hijab trends are like consumption products for the general public and influence business innovation. The significance of the hijab can be seen from the perspective of religion and as distinctive and trendy fashion (Ayyah et al., 2021). The majority of Indonesia's population is Muslim, so the driving factor for the increasing demand for halal products is the need to fulfill Islamic law and strengthen the authority of the Muslim community in Indonesia. One of the fundamental pillars in efforts to develop the halal business in Indonesia is the innovation of halal products (Kadir et al., 2022).

The purposes of this study are to: (1) analyze the differences in fashion between FEBI and FIT students, (2) analyze the phenomenon of FEBI and FIT student fashion on and off campus, (3) determine that these fashion trends represent the majority, not all students, and (4) examine the role of the halal industry in the development of Muslim fashion.

According to the theory of The Contemporary English Indonesian Dictionary of English Language by Houghton Mifflin Company in America in 2004, fashion is defined as a habit or style, such as in behavior or dress. Personal attributes are often used as the basis for someone's

characteristics or character, including nature, behavior, and type. Meanwhile, according to the theory of M. Quraish Shihab, there are six criteria for Muslim clothing according to Islam: (a) covering the entire body except for the palms and face, (b) not thin or transparent to avoid showing skin color, (c) not tight-fitting to avoid showing body curves, (d) not resembling men's clothing, (e) not having decorations that attract attention, and (f) not using flashy colors. Cleanliness, neatness, and naturalness reflect a person's true self. According to Dian Pelangi in Hijab Stories on TV ONE, "Fashion is not just about clothes." Fashion is not just about clothes that cover the body but also a means of communication for conveying personal identity.

METHODOLOGY

The community used in this study consists of students from FEBI and FIT during the period 2023-2026 at the UIN Raden Mas Said Surakarta. The research focused on the fashion dress of FEBI students and FIT students of UIN Raden Mas Said Surakarta and examined the role of the halal industry, which has begun to develop in the fashion sector, partly due to the increasing number of students. The method used is descriptive, employing a qualitative approach. The sample used in this research is probability sampling with a purposive sampling technique. Data collection techniques include direct observation and in-depth interviews with the sample.

Research was conducted through direct observation. In this case, the researcher went directly to the environment of the UIN Raden Mas Said Surakarta area where FEBI and FIT students are active. Data collection included in-depth interviews, where researchers repeatedly sought data from these subjects to gain comprehensive observations in line with the research objectives. Additionally, researchers collected secondary data

from indirect sources or processed scientific works such as books, journals, and theses. Triangulation was employed as a method to obtain supporting data by cross-checking the data obtained through several theories and sources.

RESULT AND DISCUSSION

This research focuses on the research objectives, specifically the significant differences in fashion between these two faculties. The results of this study emphasize the fashion tendencies of women rather than men, as women are more predominant in fashion than men.

1. Fashion Characteristics of FEBI Students

a. The Style of FEBI Students' Hijabs

FEBI students tend to wear thin, small types of jilbabs, and they prefer pastel and dark colors. The characteristics of their jilbabs include styles such as being tied around the neck or draped over the shoulder. Additionally, many let the jilbab dangle without using a safety pin. Generally, the headscarf they use has an average square length of 130 cm, with sizes of 135 cm to 150 cm being less common. Several brands they use include Bella Square, Paris, Umama, and Azzahra, each offering different levels of thickness. Besides the rectangular headscarf, the pashmina is also popular among university students. The pashmina is a rectangular hijab worn by wrapping it around the neck to the top of the head. It comes in various fabric types, including cotton, jersey, crinkle, plisket, and the currently popular t-shirt material. The t-shirt material is easy to shape, allowing today's teenagers to innovate without using safety pins or needles properly. Even hair that comes out from around their face is considered natural. For them, the jilbab is a fashion statement rather than a function as Islam teaches to cover the aurat. The variety of fabrics used in making hijabs and the breadth of innovation is part of Daffi Hijab Style's marketing strategy from the garment industry, which includes four components:

segmentation, targeting, positioning, and differentiation. They also provide training for marketers to deliver products online to consumers effectively (Ma'ruf, 2022).

The reason students use fashion is also influenced by the profession they will pursue later, such as bankers who dress neatly and fashionably in professional suits and hijab styles that are simple to make work easier and look professional. Accountants, who work in offices similar to bank tellers, also wear nearly identical clothes.

Historically, the use of the Indonesian headscarf is different from several other countries. Since Islam was introduced to the archipelago by Arab, Indian, and Gujarati merchants, Muslim women and men did not dress differently from other indigenous people (Prasetya, 2010). At that time, there was no term for jilbab or hijab, but many Muslims already wore white robes, while women wore loose veils that still showed part of the hair and neck, evolving slowly with the influence of Muslims who performed the hajj to Mecca.

According to Riyanto (2009), work clothes are defined as clothing worn while performing one's respective jobs, both formal and informal. The characteristics of work clothes include: (1) women's work clothes models (blouses, skirts, pants) are practical and formal; (2) simple work clothes models without many folds, pleats, wrinkles, piercings, and pockets; (3) such as blazers and suits; (4) polite work suits that are not mini skirts, tank tops, or tight pants. In urban society, following a modern lifestyle requires fashion that is efficient and trendy, which also applies to Muslim women workers who wear hijab for daily activities. The increasing trend of women wearing hijab raises the need for Muslim work clothes that are more flexible and fashionable while still looking professional (Adrianti, 2017).

b. Fashion Models of FEBI Students

Plain blouses combined with culottes in matching colors and fashionable hijab models are often worn by students. Not to forget the blouses tucked into skirts or pants and hijabs tied back; some also wear accessories such as necklaces. Shirts with wide collars and a touch of pleats are also popular among students, often paired with jeans. Jeans are frequently worn. One of the students said, "Islamic universities, even FEBI, allow us to wear jeans without reprimand from the lecturers, so there is no difference between conventional and sharia universities, except for the sharia study programs," said Ika, a sharia economics student.

2. Fashion Characteristics of FIT Students

a. FIT Students' Headscarf Models

The Faculty of Education at UIN Raden Mas Said is a faculty that leans more towards Islamic religious education. When viewed from the students themselves, the majority use simple and modest hijab styles. The headscarves they wear are also relatively large and cover the chest, meeting Muslimah standards. They use headscarves with sizes ranging from 130 cm to 150 cm square, often made from premium wolfis and other thicker fabrics. FIT students also use thin headscarf materials and common headscarf styles, but the majority prefer large headscarves. This preference could be influenced by their Islamic study programs.

FIT is also not immune to veiled fashion because many FIT students are known to have graduated from Islamic boarding schools. The number of veiled students is minimal, with only a few across the faculty at UIN Raden Mas Said. They also frequently use large-sized pashmina headscarves, which are more common than the typical jilbab trends.

b. FIT Students' Fashion Models

If seen from the clothes they wear, they typically start with tunics and skirts as well as gamis. The regulatory system that imposes a ban on female students wearing pants also affects the character of FIT student fashion. The variety of gamis ranges from plain to patterned, as well as robes and abayas. Additionally, those who want to maintain a fashionable appearance will use skirts with blouse suits. The suit adds more value to the trendiness of fashion compared to gamis and robes.

As for those who wear batik tunics, some classes have agreed on a batik uniform schedule, but this is only an agreement within each class. The teaching profession tends to wear batik to give the impression of appreciating the nation's art. It is not only the FIT faculty that implements a batik schedule in each class, but various other faculties also apply this. Examining the clothing of FIT students, their attire meets the criteria for covering the aurat in Islam. It is recommended that women dress in accordance with Islamic law, which explains the numerous aurat of women, including their voices. Women should wear clothes that are not tight, even if the clothes cover their entire body. Tight clothes that show their curves are considered as if they are "dressed but naked".

3. The Fashion Phenomenon Among UIN Raden Mas Said Surakarta Students

When we think of a campus with an Islamic theme or one associated with an Islamic State University, we often expect students to wear the hijab in accordance with Islamic teachings. According to observations, this is true for all students, especially at UIN Raden Mas Said Surakarta, where they wear various types of hijabs upon entering the campus. For them, wearing the hijab is a rule.

However, this does not mean they always wear the hijab outside of campus. Observational facts

indicate that some students remove their hijabs when they are off-campus. Laila, a student from the FEBI Business Management study program, explained, "For me personally, the environmental factor is because I follow the environment of my friends. For example, at UIN, most of my friends are "ukhti-ukhti". So, when I am at UIN, my friends mostly wear the hijab, so I follow them. When I am outside, I follow my friends' outfits outside." This behavior is mainly influenced by the environment, with other supporting factors being individual personalities. Surprisingly, this phenomenon is not limited to the FEBI faculty, which focuses on economics, but is also observed in faculties such as FIT. "For me, it is a personal right. The important thing is not to violate the rules while on campus," explained another UIN Raden Mas Said Surakarta student.

At FIT, the environmental factors that support wearing the hijab on campus do not necessarily apply off-campus. The perception is that the hijab is a campus regulation rather than an obligation for Muslim women, making it a personal choice to wear or not wear it. Some argue that many boarding school graduates in FEBI do not reflect their students using fashion like ordinary people, so the hijab becomes a right. However, in Islam, covering the aurat is an obligation, including the hijab. It is particularly concerning that this is an Islamic state university, where there should be a deeper understanding among students about the importance of the hijab. This would ensure that the identities of sharia and conventional campuses have distinct characteristics.

4. Fashion Minorities in FEBI Faculty and FIT

This research discusses the fashion trends followed by the majority of students. Not all students in various faculties conform to these trends; some have fashion styles that do not reflect the identity of their faculty. For instance, within the

FEBI faculty, some students wear Muslim clothing, such as gamis and large headscarves, although they are considered a minority. FEBI students who wear gamis are often mistaken for FIT students due to the general perception that FEBI students prioritize fashionable and elegant attire.

The minority of FIT students who wear the niqab are considered typical within FIT. They are a minority because their numbers are very small compared to those who do not wear the niqab. In contrast, the minority community in FEBI cannot be considered typical within their faculty.

However, this does not mean that these students are not accepted or alienated in terms of friendship. The differences in clothing reflect differences in faculty identity. This identity arises from their habits and the evolving fashion trends that continually bring new innovations. The identity of a fashion character also depends on the faculty's name, reflecting the profession they will later pursue. The fashion differences are distinct from junior high and high school students, who are still required to wear uniforms, as university students have more freedom in fashion, symbolizing their advanced educational level.

5. The Role of the Halal Industry in the Development of Muslim Fashion

Quoted from the Ministry of Industry's website on Wednesday, November 23, 2022, Indonesia has a great opportunity to become a globally competitive Muslim fashion producer. This opportunity arises from the potential spending of the world's Muslims, which reaches USD 295 billion, and is further strengthened by the performance of the national textile and textile products (TPT) industry, which grew by 13.44% in the third quarter of 2022. "To optimize this potential, serious efforts are needed from all parties to jointly build the Indonesian Muslim fashion ecosystem," said Secretary General of the

Ministry of Industry Dody Widodo in Jakarta, Wednesday (23/11).

In the case study of student fashion at UIN Raden Mas Said Surakarta, hijab fashion, whether shari or fashionable, all fall under the category of Muslim fashion. Therefore, the role of the Muslim fashion industry is very important for the growth of the Indonesian economy. As seen in the city of Malang, the hijabers community has made the hijab industry more vibrant. One of the factors is the increase in students every year, which drives the demand for Muslim clothing (Rahmawati, Y. 2015). This creates business opportunities for entrepreneurs to open Muslim fashion boutiques to meet the needs for hijabs and accessories. The growth of new businesses not only boosts the economy in Malang but also creates jobs through production activities. The industrial process involves various parties, from fabric materials to the production of finished goods. Producers manage inputs into outputs, while distributors, agents, and resellers market the products to the public. This aligns with the Islamic economic system, which is rooted in Islamic principles derived from the Al-Quran and As-Sunnah.

According to the Islamic view, welfare is seen as a process of ownership, consumption, and acquisition in accordance with Islamic law. Consumption includes not only food and drink but also clothing items such as fashion. The growth of goods and services will continue to expand with the large Muslim population worldwide (Ihsan, 2022). The government has supported the development of Islamic economics as a strength for the country's economic development and as a foundation for Indonesia to become a leading global Islamic financial center. The Islamic finance industry has significantly contributed to the national economy. The government has focused on increasing Islamic financial assets. The Financial Services Authority reported total Islamic assets of 1,118 trillion

rupiahs, or 25% of all assets, in 2018. Islamic banks have been a major factor in the increase of Indonesia's Islamic assets. The annual increase in Islamic banking assets by 20.65% to Rp.429.36 trillion shows the success of Islamic banks, according to the Chairman of the Board of OJK. The liquidity situation continues to improve, with deposits increasing by 16.1% to 339.05 trillion rupiahs (Husain, 2021).

CONCLUSION AND RECOMMENDATION

Fashion has become an identity for students in each faculty. Not only that, but the character of fashion also defines the characteristics of students. Student fashion also affects future job prospects in accordance with what students are studying. For example, banking students will always look fashionable and professional, reflecting the work they will do later, while education students will appear in fashion items such as batik and shirt sets that symbolize the work of a teacher.

However, if we examine the case study of the Islamic State University, this phenomenon should be a point of reflection for all of us. The fashion of Muslim students cannot be separated from the obligation to cover the aurat. Covering the aurat also has specific criteria, which UIN Raden Mas Said Surakarta students should ideally follow in their fashion choices.

In addition to the variety of hijab models and fashion styles that students use, Indonesia is starting to develop in the field of Muslim fashion within the halal industry sector. The hijab products we use reflect the consumptive actions of Muslims, which in turn encourage Islamic businesses and strengthen the financial development of the sharia economy. This process starts with the increased demand for halal products, followed by the establishment of home industries and job creation, leading to cooperation with Islamic banking. Fashion thus plays a significant role in establishing Indonesia as a global and leading Islamic financial center.

REFERENCES

- Adrianti, P. (2017). Analisis gaya busana kerja muslimah, studi kasus: pekerjaan sektor formal di kota Jakarta. *Jurnal Rupa*, 2(1), 41.
- Ayyah, H. R. A. N., & Murniningsih, R. (2021, October). Pengaruh gaya hidup halal dan self-identity terhadap halal fashion di Indonesia. In *UMMagelang Conference Series* (pp. 537-546).
- Ihsan, A., Nur, A., & Kadir, S. (2022). Islamic wealth management and corporate governance. *El-Qish: Journal of Islamic Economics*, 2(2), 85-96.
- Kadir, S. (2023). Peluang industri fashion halal di Indonesia: Model pengembangan dan strategi. *Al-Iqtishad: Jurnal Ekonomi*, 15(1), 142-160.
- Kadir, S., Awaluddin, M., & Amiruddin, K. (2022). Variant development of the halal food industry in Indonesia: The role of sharia banking. *Li Falah: Journal of Islamic Economics and Business Studies*, 4(2), 43-58.
- Kadir, S., Lutfi, M., Sapa, N. B., & Hafid, A. (2022). Implementasi akad musyarakah mutanaqishah di lembaga keuangan Islam. *Islamic Economic and Business Journal*, 4(2), 1-19.
- Lailiya Sudarto, M. (2020). Implikasi trend fashion terhadap perilaku sosial calon pendidik (studi kasus pada mahasiswa program studi Pendidikan Agama Islam IAIN Kediri) (Doctoral dissertation, IAIN Kediri).
- Mahmudah, A. R. (2020). Pengaruh shopping lifestyle, fashion involvement dan discount terhadap impulse buying pada mahasiswa pengunjung Rita Pasaraya Wonosobo (studi kasus pada mahasiswa Fakultas Ekonomi UNSIQ). *Jurnal Ekonomi, Bisnis dan Teknik (JEBE)*, 1(2), 290-299.
- Ma'ruf, A. (2022). Strategi pemasaran produk garmen dalam meningkatkan penjualan (studi kasus pada UD Daffi Hijab Style Lamongan). *JEKMA*, 3(2).
- Prasetya, H. (2010). Identitas perempuan Indonesia: Status, pergeseran relasi gender, dan perjuangan ekonomi publik. Jakarta: Desantara.
- Rahmawati, Y. (2015). Peran fashion Muslim terhadap permintaan tenaga kerja di kota Malang (studi pada bisnis fashion melalui butik fashion Muslim di kota Malang) (Doctoral dissertation, Universitas Brawijaya).
- Subagio, S. (2019). Pengaruh lingkungan sosial terhadap perilaku konsumtif mahasiswa Fakultas Pendidikan Olahraga dan Kesehatan (FPOK) IKIP Mataram. *JISIP (Jurnal Ilmu Sosial dan Pendidikan)*, 3(3).
- Terapan, J. S. H. (2022). Gaya hidup konsumtif mahasiswi dalam trend fashion (studi kasus mahasiswi jurusan manajemen Universitas Islam Lamongan). *Jurnal Sosial Humaniora Terapan*, 4(2).