Phenomenology Study of Hijabers Perception in President University about Wearing Hijab

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Abstract
The research aims to understand the perception of hijabs in President University and the reason why they wear it. This research uses the method the qualitative study with the approach study phenomenology. The process of data processing started such data in the form of observation the field and interview. After this research done, it can be explained that hijab having reflection very well in mind of users. The research indicated that in the formation of reflection good are needed alignment sensation, intention and interpretation of subject to object truth. Hijab should be used without compulsion, but in the doing truth is a pembiasaan before user experience the truth. After feeling the impact of the positive from the use of the truth they use hijab with faith and unconditional.

Key words: Hijab, Hijabers, Perception

1. Introduction

The use of the hijab has become a style all its own. The use of the hijab has mushroomed, especially with the support of the mass media and electronics. Hijab has now become the center of attention recently. The community has many use hijab rather than as a guide but rather a fashion. In the development of the time such as the effect on jeans. The use of the hijab is great and use veil, then it can be defined as an ancient hijab trend if viewed from a glass eye fashion admirer. The own hijab trend has followed the times. Hijab used to be the same shape and length now known conservative hijab has changed and become more modern. This change can be seen with the use of digital tools as the main medium of communication between users of the modern
jilbab. This change can be seen with the use of digital tools as the main medium of communication between users of the modern jilbab. YouTube account like @Nadya_Navlarova, @Sakinah_Mawada, and @Cutlan_Wolton became the Prima Donna YouTube. Hijab Trend @DianPelangi Account on Twitter as well as trendy hijab brands such as LIAMIRANDA (Lia Miranda), of first KAFFA (Siti JAkun YouTube like @Nadya_Navlarova, @Sakinah_Mawada, and @Cutlan_Wolton became the Prima Donna YouTube. This shows that the Trend of Hijab is increasingly rampant and follow the development of the times.

The large number of inputs about the trend of modern hijab immediately evokes the passion article writers cyberspace or the real world to make writings about this hijab. The publication of many magazines about fashion design and modest as Hijabella Magazine, Scraf Laiqa magazine Magazine and became a pioneer of Muslim fashion media in Indonesia. This shows that the business potential in selling clothing of Muslims has their own market. With the help of technology may increase any potential business in the world of Muslim clothing. Moreover, the number of Muslims in the country of Indonesia is majority so that the existing market share should be utilized. The emergence of muslim clothing boutique zoya, rabbani, elzatta is a muslimah clothing boutiques in Indonesia. It shows that the potential of fashion hijab in Indonesia.

In addition to the boutique business opportunity they have also penetrated into the boutique online include Elzattashop.com, Elzattaonline, Zalora.com, Zoyaindonesia.com. In addition to the huge store, there is also an online shop of home such as Indohijab.com, Hijabbandung.com, Nairaoshop.com, and Tokohijabku.com. A proliferation of business online as well as offline business sales demonstrates the potential of Muslim clothing. See evidence of development of the Hijab as a fashion industry in developing questions that are pretty heavy. The fact about the above-mentioned Hijab from a tool to cover the nakedness became a fashion trend certainly changed quite a lot. Do people still berhijab to run the commands of the creator or are now used just to follow hijab fashion trend of the age, which means that the function of the hijab has shifted into Vogue fashion. See the history of it, encourage of the ideas the author to examine “Phenomenology Study of Hijabers Perception in President University about Wearing Hijab.”

2. Literature Review

Perception Theory

Mulyana (2010) States that perception is an internal process that allows us to select, organize, and interpret stimuli from our environment can affect our behavior. Sugihartono (2007) suggests the perception as the ability of the brain to translate stimulus or process to translate the incoming message through the senses. Jalaluddin Rakhmat (2007) also States the perception as observations about objects, events, or the relationship is obtained by summing up the information and interpreting the message. So it can be inferred that perception is a psychological aspect that occurs to respond to the presence of various aspects and the symptoms were.

Each person's perception of an object or in assessing the physical environment can cause confusion. Because human senses sometimes cheated in doing the perception of a thing. These errors usually occur because the condition as it was, background experiences, cultural backgrounds and these psychological men himself. While the social perception is the process of
digesting the meaning of some social objects and events experienced by a person in a lingkunganya. The perception of social is assessed the complex because humans are dynamic may change from time to time and we have to understand the cause of an incident.

Miftah Toha (2003.145) suggests the following perception characteristics:

- Stimulation of the accepted morality must comply with each of the senses that is the base of each sensory senses.
- Perception of the World has the dimension of space and the dimension of time.
- Objects or phenomena observed has a structure that blends in with the context.
- The world's perception of the world is full of the sense of observed by understanding the meaning of existence.

Perception or interpretation is a dynamic process of communication with regard to defining the content of messages being issued and received. According to Mulyana (2010) there are three components to note in the perception that is:

A. Sensation
   Sensing is a sensation captured the tools our senses like eyes to see, ears to hear, nose to nose, skin to feel and taste buds to enjoy.

B. Attention
   In the process of perception, Attention is inseparable. Attention is the first step before the process of perception occurs. If there is no concern, then the process of perception might will not occur properly. The given stimuli will be ignored if not intertwined.

C. Interpretation
   Interpretation is a message that someone obtained through one or more through their senses and attention are entwined. However, not all messages received by the senses will be interpreted due to the limitation of the ability of the five senses, the human interest and time terjadinya events.

In addition Busch and Houston (1985.37) also features the perception as three things namely:

- Selective
  Human beings have limitations in terms of their capacity to obtain information. Because information on the environment very much. Human beings prefer the affairs that have a connection with their personal affairs.

- Organized and regular
  Stimulus experienced by communication and extremely variable communicators. So if we notice something communicators and communication will organize the attention in accordance with the attached background.

- Subjective
  Perception is very attentive to the personal experiences and background of communicators and komunikan so that the perception is overwhelmingly subjective.
Tubbs and Moss (2003) describe in his book Human Communication that consists of the perception of the component Selection, Organizing, and Interpretation. Perception is an active process in which everyone is paying attention to, organizing and interpreting all experience selectively. So it can be sorted out that the given Stimuli will be received by the senses, then compiled by nerves as a picture-drawing event will then be selected to be included in the perception based on the psychological experience of communicators and communication.

As outlined above, much influenced by the perception of educational background, personality or psychological. Mulyana (2010) explains that each person has a different picture in looking at an event. As for some of the things that concerns perception according to mulyana (2010) are as follows:

- **Perception based on experience**
  Patterns of human behavior based on their perception on social reality. According to Kunst and Kim in Mulyana (2010) that human perception towards events that occur based on past experience. If they don't have the same experience of course their interpretation based solely on the hypothesis or conjecture while.

- **Perception based on selection**
  None of the events there are many stimuli which enter into the human body so that every human should interpret any sensory stimuli. The limitations of the human body in receiving the stimulus that causes any information should be selected based on experience and psychological conditions to achieve a perception.

- **Perception based on alleged**
  These are experienced by all humans are not unheard of, so the process of perception is this alleged allows one to interpret an object with more complete meaning.

- **Evaluative Perception**
  There has never been a perception that one hundred percent objective, everyone needs to do an interpretation of the message one should evaluate a message based on previous experience. Thus the perception is personal and subjective.

- **Contextual Perception**
  Any stimulus from the outside must be arranged prior to receipt by the recipient. All influences that exist in human perception have context contained therein.

**Personal Identity Concept**

Concept identity or Self Concept is a branch of Science Communication about the psychology of communication. In a communication process understand the concept of the self is very important because as a Communicator or an integration process komunikani out and enter everything is part of the concept of perception. The concept of perception in influence of the identity of the Communicate or communication in response to an existing one. Cangara (2016, p. 99) States that in case of miscommunication then that guilt is communication. So he States the process of self-recognition is very important in a communication.

Many experts who have defined the concept of self. Shavelson, Hubner, & Stanton (1976) in Craven and Marsh (2008) States that the concept of the self is the perception of a person against himself, where perception is formed through experience and interpretation of a person against himself. Next the Craven and Marsh (2008) States that the concept of self greatly affects human beings. Humans have a positive self concept would be more effective than men
with low self concept. By understanding ourselves, then we will also understand the advantages and disadvantages of ourselves.

Has many experts who are trying to provide a way to understand the concept of the self. Joseph Luft and Harrington Ingham were one of them. Joseph Luft and Harrington Ingham Johari Window model was created in order to provide an understanding of the concept of the self (Cangara, 2016 p. 100). In the Johari Window or Joseph and Harrington Window there are four sides of the window that is used to understand the concept of man, namely the Open Area (open Area), Blind (Blind Areas) Area, Hidden Area (areas hidden) and Unknown Area (Area unknown).

Open areas indicate that things in ourselves that we know and everyone else knows. It can be either an excess or deficiency. To increase effectiveness in communicating then open areas must be dilebarkan in order to meet our desires and others. Blind area indicate there are things within us that are in the know of others but not known by us. The more the width of the region, it will be increasingly difficult as we achieve effective communication. According to the Johari blind area should be reduced one way is to reflect on the values, norms and laws that followed others. Hidden areas indicate that there's something in us that is not known by others. However, there are two concepts in this Area, namely the Over and Under Disclose Disclose. Over Disclose too much attitude is expressing something while Under Disclose the attitude of too many hidden. Good communication can be met if we can balance these two things. And the last is an unknown Area. This area is the most critical area and will come to the surface if there are triggers that occurred.

**Hijab**

_Hijab_ is derived from the basic h-j-b, form of the verb hajaba which translates with "envelops, separates, menabiri, hide, and cover". Hijab is translated with "cover, Veil, veils, curtains, dividers". Refer to Ibn saw Manzur in Al-Quran, hijab means u. so. -Satr (bulkhead, folding screens, cover). Hijab according to him is the name of something is used to cover or separating between the two things. (Purnama, 2015).

All human activity has been described in the Quran and Al-Hadith. One of the rules that became a trend at the moment is the Muslim clothing. The context of the Islamic dress code by women is set up in the Qur'an, Surah A-Nur verse 31 tells us that: "And say to the believing women," so they keep his view, and kept his cock, and do not manifest the regalia (her body), except that (always) look. And let their wraps the fabric hood into his bosom, and shall not dazzle the regalia (her body), except to their husbands, or their fathers, or their husbands, fathers or sons, or their sons or their husbands, brothers and their brothers, sons or brothers, or their sons, or their sisters the women (fellow Islamic), or the freeing of slaves they owned, or the minions of the man who has no desire (against women), or children who don't yet understand about the nakedness of women. And they shall not menghentakkan his feet so that their jewelry is known to hide. And repent all ye unto God, to people who believe so that you may get lucky”.

Hasan (1984, 38) Describes obligations using a hijab for women does not mean dropping his humanity and humbled his dignity. However, purely to honor and glorify him, so that the values and social norms and religions they don't collapse. In addition, to safeguard their kingdoms and civilizations so as not to collapse. Tracing the history of the book in the phenomenology of hijab Hijab work Nasirudin Umar declared that headscarves worn children of women who had started treading adulthood as a sign that they are asking to be married soon. In
addition to those, the hijab is the characteristic that differentiates between women's independence and the freeing of a slave or servant. In their poems, rhymes, many found the specific terms of which contain relatively the same as the meaning of hijab.

In Indonesia the word hijab refers to the pattern of certain Islamic clothing, but often its meaning is not consistent. There are who understand the hijab head covering itself, some are understood as complete outfits. Apart from understanding the inconsistent, hijab/hijab-oriented, meaning as Muslim women's clothes, and associated with the religion of Islam.

According to Quraish Shihab (2004.42) Selection criteria for a good hijab, Muslim women there are three i.e.:

A. Tight Choose
   Muslim clothing worn is clothes that cover the whole body with leaves outerwear not outstanding.
B. Fully Covered
   Clothing, namely dresses that cover the whole body except the eyes and hands.
C. Unfull
   Muslim clothing which can be revealed more than just hands and eyes, but in dignity will not cause distractions and stimuli.

Further, Quraish Shihab (2004.42) stated that the use of the headscarf has to pay attention to some things namely:
1. Do not Tabarruj, means don’t use make up excessively.
2. Do not invite the attention of the Men in accordance with the command of Sura A-Nur verse 24.
3. Do not invite the attention of the Men in accordance with the command of Sura A-Nur verse 24.
4. Do not resemble men's clothes.

3. Research Methode

The type of research used in this research is descriptive. I.e. research which aims to explain the phenomenon with profuse through the profuse data collection. This method not only describe the situation the object of research, but also provides a description of the mechanism or layout work as well as giving. This method not only describe the situation the object of research, but also provides a description of the mechanism or layout work as well as providing a description of the mechanism or layout work as well as give reasons against objects that become research material.

This research uses descriptive qualitative research methods are considered suitable because of the qualitative research in depth look at the issues facing. According to Moleong (2005:6) qualitative research is research that intends to understand the phenomenon of what is experienced by the subject, for example behaviors, perceptions, motivations, actions, etc. in holistic, and by means of the description in the form of words and language, in a specific context by utilizing natural other scientific researches.
In order to answer the problems of research, then the analysis of the data in this study was done qualitatively a analisisdinyatakan in the form of statements from some of those key informant ditabulasikan and dipresentasekan in accordance with the findings (of observation). The results of the data collection are processed manually, reduced further presented in the form of analysis which further inferred, so can answer formulation problems. (Miles and Huberman, 2002). This research uses qualitative analysis techniques. Qualitative research aims to explain the phenomenon with profuse through data collection. This research does not give priority to the magnitude of the population or sample population or even his very limited samples. If the data collected already deep and could explain the phenomenon is examined, the sample then looks no more. In this case the more stressed is a question of depth (quality) data instead of the number (quantity).

According to Edmund Hussr in Kuswarno (2009,43-52) States that research phenomenology study forms the experiences of individuals who experience it directly. Phenomenology is not just a conscious act of mengklasifikasikank but also the predictions of future actions. Everything is sourced from bagaianan individuals interpret events that affect them. Further they discuss the stages following phenomenology research (a). Epoche or disconnection with the experience of the researchers had before. All the types of data that are processed later is a first person perspective in experiencing a phenomenon going on. So speaking their language is "I" (b). Reduction or unneeded data reduction. After separating the author in order to experience the phenomenon of pure research my next interview results should describe how the object of research it looks or happens. Not only see the term object or event it externally but also internally.

Once reduced, then the Data will be displayed (Display) in the form of an already composed in accordance with the pattern of the relationship of the research focus. The specified pattern is any interviews and observations would be associated again with the question of research with the expectation that the data received have been able to answer clearly the question of research. After the reduction of data and present the data, the next step is the withdrawal of the conclusion or verification. In this step we can already see bright spots or answers of questions research.

4. Result and Discussion

In this study there were three key informants who were interviewed in order to answer this research. A third informant this is Mahasiwi in the Department of communication sciences of the President University. This is an informant's third sorority that has been quite a long time using hijab. For more background about deepening their use hijab then that researchers found that the reason they berhijab is a ditatanan of their school rules. Quoted from interviews with them can be found that

"I have been berhijab from junior high school, but that time is still often pair off" (Nanda). Similar with it (Yofin) also suggests "I berhijab already from junior high, because in my area in the Muslim students all must use Hijab. But, my consistency to wear it is still not in faith before second grade in High School. " (Interview on Tuesday the 17th of the month of may 2016).
The results of the interviews obtained shows that perception occurred due to a past experience that is owned by the informant. All informants interviewed have the same experience that is berhijab from the JUNIOR HIGH SCHOOL though it they still often wear off. It also wants to see the occurred evaluation based on their experience towards Hijab they use. Because of the nature of the selective Perception process is certainly important to look at the selection of their experience against the Hijab as a basic overview of their experience using hijab so far.

Next the researchers trying to see factor – factors that cause their berhijab in terms of internal or external factors. It was found that two of the three informants stated that the factor that caused them wearing hijab is an external factor i.e. encouragement of environmental.

(Meta and Nanda) stated that family and school factors become the driving factor in external that makes them berhijab. The rules of the school as well as encouragement from parents who became the trigger for their berhijab. (Interview on Tuesday the 17th of the month of May 2016)

Not similar with it (Yofin) States that "the intention of the kind to make her berhijab". For collaborating more about the researcher's statement and asked "why do you wear hijab?". They replied that "hijab is obligatory for Muslims and is the call of the heart. However the influence of the environment still take the role. As articulated by Nanda that she wear hijab after seeing her idol wear hijab. After realizing that the hijab was a religious guidance so she then wore the hijab. (Interview on Tuesday the 17th of the month of May, 2016)

Next the researchers dig deeper about the individuals that give influence on the informant. Meta and Nanda stated that friends and family they are the individuals who play a role in influencing them to wear hijab. Not similar with it, Yofin suggests that nothing affects him to wear hijab. There are inconsistencies of the Yofin answer. Because on the first question he mentioned that in the area of her since JUNIOR HIGH SCHOOL have required berhijab. Next I adjust to answer the researchers conclude that the factor that drives their wearing hijab is the influence of family and environment.

Similar with it in terms of three components noted in the perception by Mulyana (2010), namely the burning Sensation, Attention and Interpretation. The thrill is in the experience can be directly by the senses is the Attention receiver, caution or our desire to pay attention to a subject which come into contact with our senses, whereas interpretation is the value that occurs after our senses make contact and focus we have been fixed to it.

From contradiction results interview happened then researchers found that perceptual processes also need experience as the basis for the formation of perception. Boost caused by external factors such as asked before will become a trigger in deciding the perception of informants about hijab. But the hold of the use of the Hijab lies in factor internal informants. If associated with a component theory of perception that perception there are three components namely sensation, Attention and interpretation. The sensation felt by the informant upon by external experiences juxtaposed with attention informants based on internal experience will shape the interpretation of Hijab.

As has been stated by Meta "using Hijab need a boost from outside or from within. Wearing hijab conditioning there will make it easier for ourselves in it. Encouragement and support one's family is a very important driving force. Because without the encouragement and support from friends and family so I'm not sure I would wear hijab with the firm. " (Interview on Tuesday the 17th of the month of May 2016)
So it could be explained that to form a good interpretation need sensations or feel what we see directly. A prime example is the sensation of seeing friends, having seen veiled friend berhijab appeared keingin the annual taste us so we want to try to use the veil this is the process of attentsi, then after using hijab values may appear positive or negative towards hijab and menggunakanya this is called interpretation.

In this study researchers found the link very closely between sensation and attentsi experienced by informants in the construction of perceptions about the hijab. In this case the internal boost experienced by informants as well as the strong influence of the environment such as family and close friends became a factor in triggering the informant. These factors make the informant would like to dabble using hijab. After use or experience the thrill of the use of the hijab is making the initial perception directly about hijab in the informant.

Nanda stated "with the understanding that the Hijab is an obligation I am aware that hijab should be worn without any coercion, but gave my heart to still read Islamic books that give me motivation in wearing hijab." (Interview on Tuesday the 17th of the month of May. 2016)

Next the researchers tried to see the influence of the Attention in the formation of the perception of informants about the use of the hijab. On this most fundamental question is to see the driving factor of the environment influence the informant. This is done by asking about the comments of people around the perimeter of the informant and the external factors that influence the formation of the perception of informants about hijab. It was found that positive impetus from the environment as well as read about the positive reading about hijab gives a positive influence in the formation of attention a good informant in an attempt to use a hijab. The link between the formation of sensation and attention very visible. Boost internal positive feedback from accompanied the environment gives a very good impact in the formation of the perception of informants in using hijab. Accompanied by readings that exert influence on the use of hijab.

Similar with the perception which has alleged because the informant's experience different from each other so that the need to look at contributing factors that formed the basis of their evaluating themselves so they wear hijab. The evaluation in question here can be external or internal impulses. All stimuli experienced by the informant has a context that is perceived differently by the informant. The context can create a positive boost towards their perception about hijab.

Yofin States "the experience of wearing hijab I felt during HIGH SCHOOL to be a good experience for me. Because after that I started to wear hijab today. " (Interview on Tuesday May 17Bulan date of 2016)

And Lastly, the researchers sought to see the link between the formation of sensation, Attention and become Interpretations in the formation of perception. On this aspect of the researchers dig deeper about the informant about the environment comments their comments before and after infroman use hijab. In interviews with informants found that comment – friends and family comment stating that the response of the family very well, amazed, and asked that the informant more istiqomah to berhijab. (Nanda) Stated that his family is thankful he has berhijab and ask him for more istiqomah.

Positive impetus as it is a very good energy in the formation of a good Interpretation of hijab. After using her own hijab (Sensation). See comments from family and friends (Attensi) so that it is making a good perception of the hijab (Interpretation) showed that in the formation of perception needed. The desire of the individual itself internally and a positive boost from the
environment around externally will shape the perception of a good thing. The sensation they use hijab, attensi they see around them that hijab will impart a good interpretation to wear hijab. So even though they're not in an environment that is berhijab they can maintain their hijab.

The perceived positive encouragement through the process of Attention and interpretations, Sensations experienced by informants as well as the main properties of perception based on experience, selective, alleged, evaluative and contextual is a unity which note each elemental and understood as a Union. The success of the positive stimuli received by the informants in the process a positive impulse, creating a sensation in enriched with positive readings in the attensi process creates a positive interpretation of the use of headscarves by classifying them according to the nature of the theory of the nature of perception. So, the authors see that the theory of perception can classify an individual's perception of the process against the phenomenon or event is experienced.

5. Conclusion
From the research that I did with the question research on "perceptions of Hijabers in using the hijab a study On Student majoring in communication sciences of the President University". I can conclude that:

- That it is in the process of use of hijab Coed majoring in communication Science University Presidents need a Sensation or prior knowledge and experience about the benefits of the use of the Hijab.
- That after getting the sensation then a Attensi will be formed within the Sorority to use hijab. Seen from a Meta comment stating that her male friend asked her to wear hijab. Nanda stated that while the family was grateful that she had wearing hijab and asked her to istiqomah.
- Sensation ensued after That and attensi within the prospective users hijab then will form a powerful interpretation to use hijab. Seen from the experience of the third informer who did not wear the hijab. Then start using hijab with varying reasons, later supported by the environment and the family so that it will form a good interpretation of the question of hijab until now they used the hijab without opening the hijab again.
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