

THE RELATIONSHIP BETWEEN TV PROGRAM TWO HIJAB IN TRANS 7 AGAINST THE INFORMATION NEEDS OF TEENAGE MUSLIM WOMEN IN INDONESIA FASHION

MIRA HERLINA

mira.herlina@budiluhur.ac.id

Faculty Of Communication Sciences

Universitas Budiluhur Jakarta Indonesia

ABSTRACT

The phenomenon of hijab fashion trends not only in Indonesia but also in neighboring countries such as Thailand and Malaysia to the South. Even according to the statistics, more than 70% of Muslim women in Malaysia wearing a veil or headscarf by consistent. Hijab fashion phenomenon has been observed by industry business and encourages them to make Indonesia as the Centre of global Islamic industry utilizing the broadcasting of TV programs with the hijab and the Muslim woman, another reason is that Indonesia is one of the world's largest Muslim population. Because this research aims to know the relationship between Program TV Dua Hijab In Trans 7 towards the satisfaction of information about teen fashion Muslims in Indonesia. This research uses the theory of use and gratification, study population is members of management talent Muslim in Jakarta with an engineering sample that uses a quota as much as 108 respondents, the result of this research shows that there is a relationship significant among variables is 0.869 so discussion of this research is the media and the business of hijab fashion is able to display information for Muslim clothing with norms of Muslim clothing which is in accordance with the Islamic Shari'a.

Keywords: Fashion, Hijab, Muslimah,

INTRODUCTION

Muslim women are required to use a hijab, in Islam, use hijab is required for women to keep the fitrah. Before the term hijab, Indonesia has the first community know the term hijab which simply commonly understood as Moslem clothes for women functional cover hair and head (Khairun Nisa, 2017:111). Hijab is now the more attractive now, the hijab is not only serving to cover the nakedness, hijab is already attached to the lifestyle and hijab into its own fashion trends. Talks among Muslim women, we often hear the words, "while hooded and close the Awrah, women also have to remain stylish and fashionable." So that in the year 2010 be the beginning where M-Gen (Moslem Generation) term for a new segment in Indonesia have pretty good engagement against the largest religion in Indonesia where this year is its massive banking, travel, pop culture all experiencing euphoria towards modern lifestyles. According to Wilson and Ewen, fashion is an important constituent of the identity of the person who helps determine how he is in the know and on the receive (Beam, 2010:561). Currently popular as the days now, started the trend with the Islamic lifestyle The Hijabers many popping up, teenage the robe (gamis) are many, the Islamic veil everywhere. But the lifestyle hijab did just because of the demands of the times rather than on the basis of Shariah (makassar.terkini.id).

Tankard and Severin (2009:205-215) Hijab (Arabic: hijāb, حجاب) is the Arabic meaning barrier. In some Arabic-speaking countries and Western countries, said more often refers to hijab veil used by Muslim women in Islamic scholarship, hijab more correctly refers to the way of dressing is appropriate in accordance with the guidance religion. So, women who do not wear them, they had disobeyed the law of Islamic jurisprudence. This is an opportunity for industry and media businessman hijab to broadcast information and developments about the hijab fashion through TV programs including the program Two Hijab. The existence of the Program Two Hijab it helps the Hijabers to better be able to get information about users to hijab and can love Muslim fashion and hijab are comfortable and as well as in accordance with Islamic jurisprudence. Therefore, researchers are interested in researching the Two programs with the purpose of Hijab to know how big the relationship between two Program TV hijab in trans 7 against Muslim teen fashion information needs in Indonesia.

Researchers take the subjects of research in Talent Management because the Muslim community is a community of users to hijab and the whole program audience members Two Hijab in TRANS7, and as the population of this research, according to Burhan Bungin population the following is the entire (universal) from the object of the research could be humans, animals, plants, air, symptoms, values, attitude, life events and so on, so that these objects could be a source of research data (Bungin, 2013:109). Beside that, on pre-Muslim Talent Management research is a community whose members are composed of adolescents to adulthood (18-25) in this community, there's always Meet Up and payroll each month, not only was this community held class modeling, makeup classes, tutorial hijab, as well as invite photographer for a photo session. Meet up in the hold in the cafe or garden – the garden is around Jakarta. These studies are either positive paradigm where according to Sugiyono Paradigm refers to the mindset that shows the relationship between the variables is examined which reflect the amount of formula problem that needs to be answered through research, the theory used to formulate hypotheses, the type and number of hypotheses, and the dwarf in a statistical analysis that will be used (Sugiyono, 2016:42). This research approach is quantitative research as delivered by Arikunto that the determination of the approach of the research showed subjects of research or sources where we will obtain the data in this study the author uses a quantitative approach (Arikunto, 2013:64). Researchers used a type of Research Study

method of Explanative i.e. research which is meant to test the hypothesis that States the relationship between two or more variables.

TV PROGRAM TWO HIJAB

Two of the Hijab is a television program that exists in TRANS7. Two Hijab at first launch on November 22, 2015 broadcast every Sunday at 09.15 BST. Two Hijab showing two hosts that are very expert in the field of fashion clothing namely Zaskia Sungkar and Jenahara Program "Two Hijab" is an event that raised a wide range of information about the world of fashion hijab through host two glasses at a time is a well-known fashion designer in Indonesia, in each episode Two Hijab there are professional models act out the shirts fit the themes discussed. Content of the program Two Hijab is a program that will provide information about Muslim dress and mix and match the colors of the clothing and the appropriate model, the Program has six Content in each episode as, Fashion Review, Fashion Battle, Meet The designers Creative Corner, Hijab Outfit Of The Day and Ask The designers r. Program Two Hijab giving information not just display but two Muslim Hijab fashion gives information about the history, the facts, and the development of the mode Fashion Hijab from each theme in the display. To measure the variable X i.e. Two programs by using the concept of Hijab (Morisan, 2011:32) i.e. indicator contained in program magazine, among others, (1) the duration of the Program: the Long watch, Bumper in, Don't want to change the channel, (2) Consistency: Opening the Host, always give fashion review every week, Closinghost. (3) Timing: the precise broadcast time of the Weekend, Target the right audience, airing at 9.15 PM, (4) conflict: Less meticulous in wearing Hijab fashion, too short, Budget fashion review is too expensive, (5) energy: loved the fashion battle, Like can ask on designer, get inspiration every week, (6) Favorites: pretty Theme in salmon, like the segment, meet the designer, (7) Fashion trends: a great fit with the model, the location can be a world reference, a theme that was made is just right (Morissan, 2013:324).

MUSLIMAH FASHION INFORMATION NEEDS

Every human being needs. An academic, scientists, researchers and the public, in general, need information. information required to help problems that it faces. Students and lecturers need information for academic tasks, scientists and researchers need information to enrich the discussion to the problem or will be examined. Similarly, society at large requires the information for his own purposes to another in accordance with the situation facing it. To meet the needs of the information someone usually come to the information centers such as libraries, documentation centers, Agency archive, and others (Rivai, 2002:13). Herbert Blumer and Katz say that the use of the media play an active role to select and use the media, in other words, the use of media is an active part in the communication process. Use of the media trying to find the best media sources to meet their needs An attribute theory Uses and Gratification the assumption media use have alternative choices to satisfy his needs. The framework of thinking in its approach Uses and Gratifications, according to Katz and Blumer (1974) are: (1) there is always a social psychological condition in a person. (2) these conditions give rise to specific information needs. (3) this Requirement creates expectations of the content of media or other sources of information. (4) the expectations it raises media usage patterns. (5) fulfillment requires media usage patterns and bring other consequences which are not expected before. This framework is described as a model approach to the Uses and Gratifications above (the goddess, 2008:95). Fulfillment information Uses and Gratifications (Katz & Blumer) psychological conditions, information needs, expectations, patterns, needs fulfillment, the consequences (Vera, 2010:109). According to Kriyantono (2012:175), the formula Pearson's (product moment) is used to find out the correlation coefficient or the degree of power relationships and prove the hypothesis the relationship between variables/data/other intervals interval scale. The variable Y is bound to Variable variables that are affected or which become due, because of the free variables. Variables are not free here is the fulfillment of the needs of information about Fashion Hijab Muslim members of the Talent Management in Jakarta. The indicators that make up the variable Y is taken from the model Theory Uses and Gratification approach: (1) psychological conditions: Help using clothing, Making Muslim women are interested in coding, making the spectators cheerful. (2) the particular Information Needs: Fashion hijab displayed easy to follow. (3) the expectations of the content Media: Become a reference for other private Television. (4) the pattern of use of Media: very unique, precise in displaying fashion hijab, highly creative, (5) the needs of Fulfillment: Fulfilled his needs to know the history of fashion hijab, can see the clothing that is being able to know the trends, fashion hijab. (6) Other Consequences: helping users hijab is not ancient, inspire (Vera, 2010:109).

Analysis Of The Relationship Of The Variables X And Y Variables

the results of this research can be seen in the following table

		Variable X	Variable Y
Variabel X	Pearson Correlation	1	,869**
	Sig. (2-tailed)		,000
	N	108	108
Variabel Y	Pearson Correlation	,869**	1
	Sig. (2-tailed)	,000	
	N	108	108

** Correlation is significant at the 0.01 level (2-tailed).
Sumber : Data Hasil SPSS ver. 19

Based on table 1 correlation analysis of output data SPSS 19 can be seen its as follows: (a) the Pearson Correlation, showed the value of $r = 0.869$ count, (b) the Sig (2-tailed) or the probability of 0.000 means significant, (c) N, indicates the number of respondents i.e. 108 respondents. Seeing the strength of the correlation between the two variables can be seen on the chart. 1 at Pearson Correlation's totaled 0.869 showed a very strong correlation relationship. Similar research was also conducted by Chendi Liana, 2017 on Da'wah and Journal Communications STAIN Curup-Bengkulu where this research aims to know the influence of

exposure to impressions of religion on television against the attitude and behaviour of taqwa viewers of these research results indicate that the relationship between variables X and Y is a variable relationship between high exposure to religious impressions against the attitude and behavior of University students Attahiriyah Taqwa. This is evidenced through the calculation using the formula the correlation Pearson's correlation (product moment) correlation coefficients obtained amounted to 0.79. In addition the research ever conducted by the same Hampra Sona Adha Scott in the North Sumatra University Journal titled the show on television and fulfillment information (study of influence of correlation TV program-wide shot in Metro TV against fulfillment information needs in communication and political science student of USU) results of this research show that most of the respondents argued that the event Wide Shot in Metro TV can satisfy information needs for students especially student 2011 force communication. The discussion was a program that aired on TV aspect is related to the information needs of teenagers in behave, behave to imitate the styles and models are on display on the TV although new media began to participate compete in influence on society especially teens in teen clothing especially using hijab Muslim In addition to it research related to the style of dress for Muslim women also researched by Rizka Tsana Dwie Saputri in e-journal communications Science. fisip-2017 with the title Ilook Impressions Relationships On The Net TV With Dressing Up In Costume Teen Behavior in SMK Negeri 1 Samarinda results research is obtained by using the techniques of data analysis of the correlation coefficient of Rank Spearman and hypothesis testing using the test the calculation Of_t. obtained that correlation obtained is the correlation coefficient (rs) for 0.780. to find out whether there are significant relationships between variables x and y variables, then do testing with correlation coefficient. A significant level of $\alpha = 5\%$. With a confidence level of 95% and an error rate of 5%, the test of one side From the results of the calculations above, the value t calculate = 10.37 while t = 1.671 table for the number of respondents to 70 students drawn from a population of 230 students, at a confidence level of 95% and 5% alpha test with one hand, then H₀ is rejected and accepted, this means the H₁ accepted which means there is a connection between the variable X (Watching I look) and the variable Y (Imitation Behavior) means a program researched to provide information and new knowledge that is concerned with fashion or style of dress for the life a day – a day, as well as increase confidence, respond solution specifically conceived teenagers. To see if the Indicator variable in the study conducted in a very huge contribution in research or give a decent used in research can be seen in tables next

Table 3
Testing The Correlation

Interval Koefisien	The Level Of The Relationship
0,00 – 0,199	Very Low
0,20 – 0,399	Low
0,40 – 0,599	Being Strong
0,60 – 0,799	Strong
0,80 – 1,000	Very Strong

(Sugiyono, 2016:184)

Based on table 3 indicates that the correlation coefficient numbers $> 0.80 - 1.000$ has a relationship between variables. Then that occurs between the original hypothesis above i.e. H₀ is rejected, and so alternative hypothesis H_a Received, meaning that there is a significant relationship between Two Hijab with Fulfillment information needs of respondents. In addition to the research note that the age of respondents 55 years was 18-25 respondents (50.9%) being presented, to the age of 26-30 years is 53 respondents (49.1%) being presented. While the last education HIGH SCHOOL respondents there are 19 respondents (17.6%) being presented, the last Education Diploma/equivalent there are 12 respondents presented be (11.1%), and the last one on top of the education Strata there are 77 presented be (71.3%). Meanwhile, the indicator analysis on the variable X can be seen in the following table:

Table. 4
Analysis of Indicators of The Variable X

Indicator	Mean	Interpretation
Duration,	3,9	Good
Timing	4,2	Very good
The conflict,	4,39	Very good
Favorites	4,4	Very good
Consistency,	4,14	Very good
Energy	4,2	Very good
Trends	4,15	Very good
Total Mean	4,197	Very good

On table 4 evident that an analysis of the indicator variable X is pretty fulfilled need research to know the variables the program Two Hijab where indicator looks very good as a condition to be used in this research,

Table 5
TOTAL SCORE VARIABLE X PROGRAM TWO HIJAB

No	Indicator Variable X Program Two Hijab	Score	Conclusion
1	Duration,	421	The lowest
2	Timing	441	
3	The conflict,	474	
4	Favorites	475	The highest
5	Consistency,	447	
6	Energy	446	
7	Trends	448	
	Total	450	

Source : The results of the SPSS ver.19

Table 4 describes the condition of the total score of the answers of the respondents against the indicator variables Influence Program Two Hijab look that the highest score is at the Consistency indicators worth 475. On the consistency of the indicator there are three statements that the first statement means that every opening the host always mouthing greetings, then the second statement program two hijab very consistent in every segment that appears on every single week, and the third statement when closing the host always remind to the theme of the Outfit Of The Day for the next week at viewers. While the lowest score on this variable exists on the duration of the first indicator that the Bumper In the program of the event Two Hijab less pretty, then a second statement that the duration of the advertisements on the program Two Hijab less pretty and for a statement to the three that over 45 Watch two minute Hijab less provide enough knowledge regarding Fashion Hijab.

Tabel 6
THE VALUE OF THE VARIABLE MEAN FULFILMENT INFORMATION

No	Indicator	Mean	Conclusion
1	Need information about your Fashion Expectations about Fashion	3,97	Good
2	Media Usage Patterns Of Fashion	3,99	Good
3	Consequences Of Fashion	4,0	Very good
4	One's Psychological Condition	4,1	Very good
5	Needs Fulfillment About Fashion	4,13	Very good
6	Need information about your Fashion Expectations about Fashion	4,0	Very good
TOTAL MEAN		4,031	

Source : The results of the SPSS ver.19

In table 6 appear that analysis indicator variables Y fulfill will need enough research to know the variables need information about hijab where indicator looks very good as a condition to be used in this research,

Tabel 7
THE TOTAL ANSWER TO FULFILMENT INFORMATION

No	Indicator Variable Y Fulfillment Information Needs Fashion Hijab	Skor	Conclusion
1	Need information about your Fashion Expectations about Fashion	429	The lowest
2	Media Usage Patterns Of Fashion	431	
3	Consequences Of Fashion	435	
4	One's Psychological Condition	447	The highest
5	Needs Fulfillment About Fashion	446	
6	Need information about your Fashion Expectations about Fashion	434	
	Total	437	

Source : The results of the SPSS ver.19

From table 7 above that describes the condition of the total score of the answers of the respondents against the indicator variable compliance information needs to see that score highest on indicators of consequences worth 447. In consequence, there are two indicators of the statement, the first statement that respondents that after watching two of the Hijab is no longer feel ancient or not the Stylist, and the second statement that respondents feel informed Fashion hijab and knowing more in surrounding Fashion hijab by watching Two Hijab. While the lowest score on the indicators Need Information about Fashion worth 429 means that respondents did not feel easy and easy to follow how to mix and match the two programs in Hijab.

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