

ABSTRACT

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Title : *Gen Z's Visual Perception of Hijab Representation on Social Media: A Case Study of @Sashfir*

(xi + 148 pages; 2 pictures; 3 tables; 4 attachments)

The phenomenon of hijab fashion on social media has evolved into a space of negotiation between religious values and self-expression, particularly among Gen Z. This study aims to explore how Gen Z followers interpret hijab fashion style presented on the Instagram account @sashfir. Using a qualitative approach and Stuart Hall's (1980) encoding/decoding theory alongside Homi Bhabha's concept of liminality, data were collected through in-depth interviews with ten active informants. The findings show that modern hijab representation is not received uniformly; most informants negotiate its meaning based on religious values, personal comfort, and social norms. The decoding process reflects three positions: dominant-hegemonic, negotiated, and oppositional. Instagram functions as a liminal space where young Muslim women's identities are constructed dynamically, contextually, and reflectively. The hijab style featured in @sashfir's content is perceived not merely as a visual trend but as a symbol of contemporary spirituality. This study emphasizes how Gen Z redefines religiosity in a more fluid and relevant format, positioning audiences as active agents in the cultural meaning-making process.

Keywords: *fashion hijab, encoding/decoding, Instagram, Gen Z, representasi*

Reference : *66 (1979 – 2025)*

ABSTRAK

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Judul : Persepsi Visual Gen Z atas Representasi Hijab dalam Media Sosial: Studi Kasus @Sashfir

(xi + 148 halaman: 2 gambar; 3 tabel; 4 lampiran)

Fenomena hijab *fashion* di media sosial berkembang sebagai ruang negosiasi antara nilai religius dan ekspresi diri, terutama di kalangan Gen Z. Penelitian ini bertujuan untuk mengetahui bagaimana *followers* Gen Z memaknai gaya berhijab dalam konten Instagram @sashfir. Menggunakan pendekatan kualitatif dan teori *encoding/decoding* dari Stuart Hall (1980) serta konsep liminalitas dari Homi Bhabha, data diperoleh melalui wawancara mendalam terhadap sepuluh informan aktif. Hasil penelitian menunjukkan bahwa representasi hijab modern tidak diterima secara seragam. Mayoritas informan menegosiasikan makna antara nilai religius, kenyamanan pribadi, dan norma sosial. Posisi pemaknaan mencerminkan tiga kategori: *dominant-hegemonic*, *negotiated*, dan *oppositional*. Instagram berperan sebagai ruang liminal tempat identitas Muslimah muda dinegosiasikan secara dinamis, kontekstual, dan reflektif. Gaya hijab dalam konten @sashfir tidak hanya dilihat sebagai tren visual, tetapi juga sebagai simbol spiritualitas kontemporer. Penelitian ini menegaskan bahwa Gen Z mendefinisikan ulang makna religiusitas dalam format yang lebih fleksibel dan relevan, serta menempatkan audiens sebagai subjek aktif dalam pembentukan makna budaya.

Kata Kunci: *fashion* hijab, *encoding/decoding*, Instagram, Gen Z, representasi

Referensi : 66 (1979 – 2025)