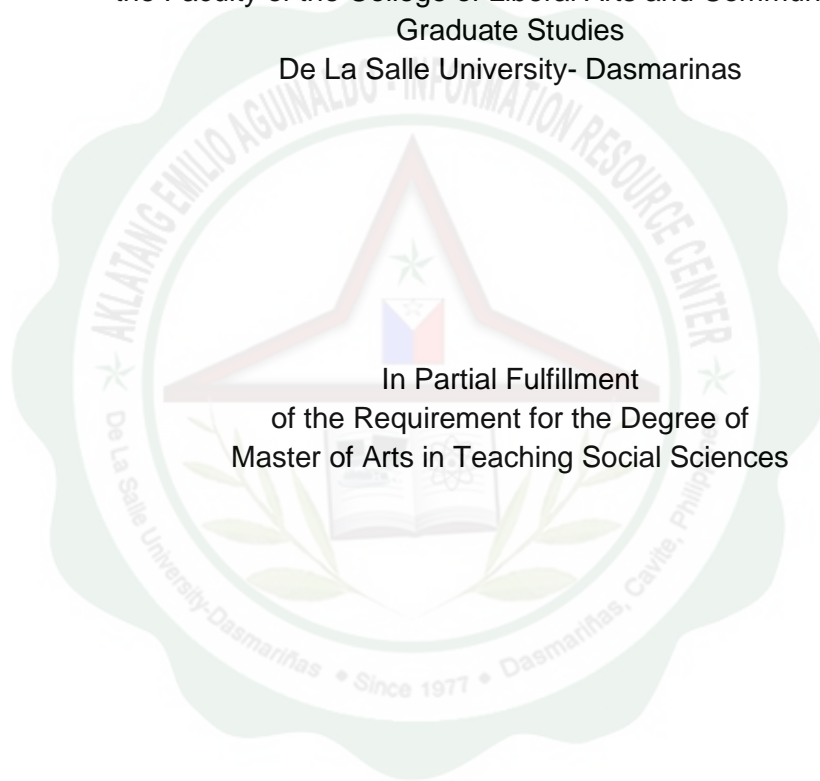




De La Salle University – Dasmariñas
GRADUATE PROGRAM

CONSTRUCTING A NEW UNDERSTANDING OF HIJAB

A Master's Thesis Presented to
the Faculty of the College of Liberal Arts and Communication
Graduate Studies
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ABSTRACT

Hijab is a Muslim clothing which follows the Islamic principles. Traditionally, hijab is always linked in the religious practices. Interestingly, the practice of wearing hijab is changing from simple and plain traditional into a variety of shape, size, color, texture, and style (Puspitasari & Dohlar, 2017). This study focused to the evolution of understanding of hijab. In addition, it aimed to know how hijab and fashion come together to maintain the original meaning of hijab despite its new context. The study collected data from the 30 participants who are Filipino Maranao Muslim women. Fifteen Muslim women were wearing traditional hijab, specifically black and the other fifteen in non-traditional way. This study utilized semi-structured interview to obtain data. This study had found hijab still signify as a Muslim identity and religious practice. Also, the fact that most of the Muslim women in this study continue to wear hijab despite being discriminated proved that the reasons of wearing hijab is still the religion. Furthermore, the study discovered that hijab and fashion coexist as long as it adhered to the Islamic principles. In brief, the sanctity of hijab remains. Recommendations were made to explore the interplay of the fusion of fashion and hijab today in different settings as more Muslim women are embracing this fashion phenomenon.