ABSTRACT

Indonesian Muslimah’s movement has been really active for the past six years. The birth of various hijabers communities, halal makeup brands (Wardah, Zoya, Mazaya), until a shampoo that is produced especially for hijabi indicates that Indonesian Muslimahs these days do not only produce a phenomena about fashion but also facial attractiveness specifically cosmetics or makeup usage. Hence, this study is trying to find out how do eyebrows become the representation of Indonesian Islam beauty through Vizzily’s Instagram. Vizzily is an Indonesian Muslimah Makeup artist who posts her works on her Instagram account and states that she does not rim or pluck her clients’ eyebrows. Regarding to the general tafsir that implies Muslimahs are not allowed to wear excessive makeup, this study finds out in Indonesia that terms does not really affect the makeup routine that was depicted on Vizzily’s Instagram. The theory used in this study is Progressive Muslim by Safi Omid whereas discusses the Muslims who do not interpret Islamic teachings literally but based on the cultural, political, and social context. It is found that eyebrows become the representation of Indonesian Islam beauty through Vizzily’s Instagram because of the fact that her followers or readers all accept Vizzily’s eyebrows routine and supported by the Progressive Muslim movement in Indonesia.

Keywords: A Discursive Analysis, Indonesian hijaber, Makeup-artist, Eyebrows.