

ABSTRACT

The number of Muslims in the world has increased sharply both in Muslim-majority countries, Indonesia and Malaysia, and Muslim-minority countries, U.K. and U.S. Each country has special and different fashion styles that can be seen from the high frequency words and fashion images displayed on the main pages of promotion websites. This study aims at determining the relation between high frequency words (including Nouns, Verbs and Adjectives) and images displayed on the websites that influence Muslim representation in those four countries. This study uses the mixed methods design. This means that the Quantitative method is used to find the top ten most frequent Nouns, Verbs and Adjectives in each country using Corpus Linguistics approach. The corpus is built from eight Muslim fashion shops from Indonesia, Malaysia, U.K., and U.S.A. websites with a total number of 2,991 word types and 7,826 word tokens. Based on the Indonesia and Malaysia corpus, the most frequent word type is Noun with the word “fashion” as the most frequent Noun. Meanwhile, the mostly-used word type in the U.K. and U.S. Muslim Fashion shops’ websites is Adjective with the word “Islamic” as the most frequently-used word. The Qualitative method is used to interpret the data obtained from corpus analyses, and describes the Multimodality analyses as well. The discussion of Multimodality points out that Indonesia and Malaysia have unique and traditional styles representing respective countries. On the other hand, the U.K. and U.S. are seen as more diverse countries as they are places of many emigrants from different parts of the world. Some similarities among the data from the four countries are available, e.g. the use of Arabic words as the brands of some products and the Western Princess style as their main products. In Indonesia and Malaysia, the Western style might be influenced by the colonialism, while in the UK and USA, it is considered to be their original and universal style

Keywords: Corpus Linguistics, Multimodality, Muslim Fashion, Indonesia, Malaysia, UK, USA.