

Abstract

This study concerns with the consumer's value on Zoya hijab in Surabaya as metropolitan city. This research reveals the consumer's perspective of halal hijab which firstly declared from Zoya in 2016. The writer considers this issue as an essential thing from the fact that there is an increase sale of Zoya after the declaration of halal label. Furthermore, this research reveals some suspicions on commodification of religion which leads to consumerism among young women. This study also aims to gain the interpretation of halal hijab on Zoya Hijab for its customer. This study is in line with the theory of Consumption and Identity from Mike Featherstone to reveal the significance of changing fashion as social and cultural identity. In the process of data collection, the writer used in-depth interview with purposive sampling to the biggest Zoya store in Surabaya which is located on Jalan Diponegoro. The data consist of the perspective of each customer on halal label and the characteristics of consumerism among young women. After that, the writer conducted the value of halal hijab from every customer. After analyzing the data, it is seen that they perceive halal label as a compulsory yet not an essential thing. Halal is something permissible from Islam that should be obeyed for everything we consume, but in this case, hijab is not included. Moreover, it is found that by consuming Zoya hijab, it impacts to their social status among working women. This study offers a contribution to readers and practitioners related with consumer culture in which is built by Indonesian fashion brand, Zoya.

Keywords: halal, hijab, Consumer, culture, Zoya