

CHAPTER IV

DISCUSSION

In this chapter, the explanation of the content words used in Indonesia and UK Muslim fashion shops are divided into three parts. The first contains the most frequent content words used in UK Muslim fashion shops and other related aspects. The second one consists of the most frequent words found in Indonesia Muslim fashion shop and other aspects relates. In the third part, the writer compares the words used in the Muslim fashion shop in UK and in Indonesia. The writer also makes some interpretation related to the comparison of the vocabulary used in those two countries.

4.1. High Frequent Words in the UK Corpus

The UK corpus consists of 6,577 words. Based on the AntConc 3.2.4w calculation, the most frequency content words used in these shops are presented in Table 4.1.

Table 4.1. High Frequent Words in the UK corpus.

No	Word	Frequency
1	Islamic	77
2	Clothing	54
3	Quality	31
4	Products	30

5	Muslim	27
6	Designs	25
7	Service	22
8	Online	21
9	Best	19
10	Shopping	19

The highest one is “Islamic”. This word is emphasizing in something related to Islam feature. The word “clothing” comes second. This shows that the Islamic feature is more prominent than clothing. It also can be seen in Figure 4.1 below that the word “Islamic” is followed by business, e-commerce, shopping, online shopping, values, financial, clothing, department store and fashion. Then, we can assume that they would like to be known more as Islamic shops than clothing shops.

KWIC

We have long been in the Islamic business and craved to bring a personal touch to the Islamic e-commerce business. Bound personalized touch to online Islamic shopping We import a vast luded that a revolution in Islamic online shopping was needed d to launch our own online Islamic shopping site and MuslimBas also aspires to be a model Islamic business, by applying sacre siness, by applying sacred Islamic values to a contemporary, m ghest standards, and apply Islamic financial and investment pr high quality, contemporary Islamic clothing; this naturally co nto producing high quality Islamic clothing. Ethical clothing is an ethical, fair-trade Islamic company. SHUKR is completel e world. SHUKR is the only Islamic clothing company to use suc antity of fabric used Our Islamic designs require a great dea o allow a more modest fit. Islamic designs probably require ab markets. Niche market The Islamic clothing market is only a s

Figure 4.1. “Islamic” word’s Concordance in the UK corpus

The fifth most frequent word is “Muslim” which can be assumed that they focus on supplying and producing stuffs which have relation with Islam as in general. The concordance lines show that the collocations of “muslim” are **Muslim customer**, **Muslim community**, **Muslim clothing** and **Muslim shopping**. This signifies again the importance of the religion in describing the shop.

The next frequent words are the words related to the products, such as: “quality”, “product”, “designs”, and “best”. The word “quality” simply shows us that in UK Muslim fashion shop they focus on keeping quality control of their production to consumer. This can be seen in Figure 4.2 that quality modifies the nouns “materials” and “production”. The “products” comes after the word “quality”. Then, we can assume that they would like to emphasize their quality before they give information about kind and variety of products they sold. Moreover, it is proven by the expression “high quality products” shown in the KWIC.

In further analysis of the word “products”, we can see the adjectives high quality, unique, limited edition, exclusive and best. The adjective “best” which appears in ninth of the highest word used, is also one of the most frequent words used in advertising in general, as Sells and Gonzales (2003) state that the word “best” comes secondly on the highest top twenty most frequent adjectives used in language of advertising. The concordance of this word is “service”, as appears in the seventh rank of the frequent word used. In taking a look on those two words, we can assume that UK Muslim fashion shops set a high value on a best service to their customers.

KWIC

directly and have a strict quality control check as our goods
 igner and producer of high quality, contemporary Islamic cloth
 t goes into producing high quality Islamic clothing. Ethical c
 Parsons School of Design. Quality and variety of materials W
 s We only use the highest quality materials, mostly natural i
 such a wide range of high quality materials, including fabric
 tream clothing store High quality production SHUKRs garments
 e identified by our strict quality control process and sold se
 es are in keeping with the quality, so don't worry if you thin
 intention to buy more high-quality products from your store. P
 ovide a wide range of high quality and reasonably priced Islam
 t be disappointed with the quality of our products. Catering f
 in Turkey to the strictest quality control, our range is growi
 online Value, Service and Quality - look no further for the b
 ing products that are high quality, modern, fashionable, comfo
 at you are buying the best quality at the best possible price.
 has established a brand of quality in dedicated service which
 vide you with a choice of quality Islamic products from around
 rvice, product variety and quality are at the absolute forefro

Figure 4.2. "Quality" word's Concordance in the UK corpus

After that, we found the word "design". This word is related to how they would like to show us in paying attention by making Islamic designs in attracting consumer. "Islamic designs" comes twice in the Key Words in Context. It signifies again the emphasizing of religion features that UK Muslim fashion shops use in making and selling clothes. Figure 4.3. shows about the "designs" concordance in details. By the words "innovative", "original" and "elegant", we also can assume that in UK Muslim fashion shops, they really pay attention in making exclusive designs in every product they sell to their customers.

KWIC

row spiritually. Innovative designs SHUKRs talented team designs SHUKRs talented team designs original designs specific nted team designs original designs specifically made with the of fabric used Our Islamic designs require a great deal of fa onger and wider than normal designs to allow a more modest fit a more modest fit. Islamic designs probably require about dou ue of goods with refreshing designs and up to date fashion con im family providing bespoke designs to suit every member of th created various styles and designs to achieve this modesty, b rials with the most elegant designs with ladies all over the w als with the most beautiful designs to create a collection whi ffordable prices. Our scarf designs are elegant, trendy but cl e strive ourselves to offer designs covering timelessness; ran plied to the latest fashion designs. None of our designs are p ashion designs. None of our designs are printed. Our scarves a ue look and feel. Since the designs are woven and not printed, thnic and Contemporary. Our designs reflect distinct fusions o omfort. We present you with designs of uncluttered simplicity,

Figure 4.3. "Designs" word's Concordance in the UK corpus

The other three most frequent words are related to the fact that they are the online shops "service", "online" and "shopping". The word "service" is following the word "customer" and "tailoring". This can be assumed that they trying to give the best service to costumer with several facilities to make easier their costumer in making transaction with them. In other word, UK Muslim fashion shops also served not only clothes selling but also best tailoring to the customers who want to an exclusive design and size.

The word “online” used by UK Muslim fashion shops to give information to their customer that they are shopping online, not only sell in offline store but also online service in worldwide range. Thus, the collocations of “online” are “shopping” and “secure”. It emphasize that they are secure online shops which the consumers do not have to worry in shopping with them.

4.2. Highest Frequent Words in the Indonesia Corpus

Indonesia corpus consists of 3,066 words which is taken from 20 Muslim fashion shops; it is almost a half of UK corpus. Based on the AntConc 3.2.4w calculation, the most frequency content words used in these shops are presented in Table 4.2.

Table 4.2. High Frequent Words in the Indonesia corpus.

No	Word	Freq
1	Fashion	26
2	Brand	19
3	Hijab	19
4	Muslimah	16
5	Design	15
6	Style	14
7	Clothing	13
8	Women	12

9	Indonesia	11
10	Love	11

The word “fashion” occupies the highest one, and “brand” comes second. Fashion seems to be really main point of their product, means their products are up to date and everyone who wears it could become fashionable one. It emphasizes that they would like to be known as Fashion market as they are also selling fashion products. The word “fashion” is following the words: “Muslim” and “hijab”. Both of the two words are provide an explanation about kind of goods they sell, including Muslim stuffs and especially in Hijab. Hijab is a head covering, worn in public by some Muslim women (Oxford University Press, 2010), derived from the Arabic word *hajaba* means 'to veil' (<http://oxforddictionaries.com/definition/english/hijab?q=hijab>).

Table 4.3. “Fashion” word’s Concordance in the Indonesia corpus

1	es to bring various Muslim fashion products with a piece of
2	EVE blog. We want to be a fashion company that can make
3	m is a pioneering Muslimah fashion store with an online mall
4	Mall concept. We sell fashion apparel for Muslim woman in
5	And progressive Muslim fashion brand, which offers

	Simple.
6	Noni Zakiah present Muslim Fashion Style, with the concepts
7	Opinion and taste of Hijab fashion , which is Syar'I yet Styli
8	Of international hijab fashion , and showcase designers and
9	aving similar interest in fashion creativity, we decided to s
10	re our excitement in hijab fashion creativity with you, so pl

The word “brand”, which is the second highest one, shows that the fashion shops would like to introduce their fashion brand, kinds of brand and their clothing line label to costumers. The word “brand” is followed by information of their shops including the stuffs and their characteristic as costumers easy to find certain clothes by searching the label. Some of them also added the information of the owner as well as the abbreviation of the brand, such as “Aluyya” which comes from the founders’ name “Dian Ayu, Lulu Elhasbu, Trayaa”. The difference between the name of the store in Indonesia and the UK is how they create the label. In UK Muslim shops, the brands are taken from the Arabic words, such as “Zamzam International”, “SHUKR”, “Nitaq”, “Sunnah Clothing” and “IMAAN COLLECTIONS”. It is different with Indonesia Muslim fashion shops which tend to put their name to their product. As we can see in Figure 4.4 below.

KWIC

UNA is brand owned by Uti Nareswari, esta
 ere... Jenahara is a modern brand, which offers wearable desig
 and have officially stated brand as riamiranda. I see that ev
 Riamiranda reflects a real brand name of Indonesian product a
 ted in the world. EVE is a brand of Muslimah clothing Founde
 ssed is our wish. SimplyMii Brand SimplyMii is a young, dynami
 progressive Muslim fashion brand, which offers Simple. Sweet.
 ari'i clothing lines as the brand DNA underlining the subtle d
 mth of trees and we aim our brand for everyone who desire to l
 2010, but we published the brand using Casa Elana on March 20
 al hijab blog and it also a brand of Muslimah clothing line Fa
 . KIVIIZ has turned to be a brand of Muslimah clothing line. W
 to be stylish ? Such! is a brand which provide fashionable hi
 Da'S by Ghaida. GDa'S is a brand of Muslimah clothing line th
 e i will tell you about our brand : 1. The brand name it self
 u about our brand : 1. The brand name it self is GDa'S, and t
 . Why I choose GDa'S as the brand name? GDa'S is abbreviation
 fine second-hand clothes to brand new local-made clothes. Abo
 pattern! Company Overview A Brand which combining contemporary

Figure 4.4. "Brand" word's Concordance in the Indonesia corpus

The third word "hijab" relates to the word "clothes" as a kind of the products they sell, but it can also related to the word "muslimah" and "woman". This shows that most of Indonesian Muslim fashion shops are selling kinds of hijab, clothes and accessories related to hijab for muslimah. As the writer mentioned before that the word "hijab" comes from Arabic word, "*hajaba*" means to veil (<http://oxforddictionaries.com/definition/english/hijab?q=hijab>). Hijab is a head covering worn in public by some Muslim women (Oxford University Press, 2010), derived from the Arabic word *hajaba* means 'to veil' Muslimah means a Muslim woman

(<http://oxforddictionaries.com/definition/english/Muslimah>), derived from Arabic words that already become common words in Indonesia.

KWIC

es Collection, The Zhira For Hijab Accessories Its all with Goo
 im women to express their hijab style when wearing EVE produ
 ular ranging from clothing, hijab/headscarf, accessories, and
 since Mimi started to wear hijab in 2007 she adds another ele
 . Mimi's journey of wearing hijab start after her gorgeous bab
 and as a muslimah of course hijab is a mandatory. So with 'Bis
 illah' Mimi started to wear hijab. Mimi believe that wearing h
 . Mimi believe that wearing hijab can also look fabulous and k
 01 - FX Sudirman, Moshaiet, Hijab Store, Happy Go Lucky House,
 2010, KIVITZ is my personal hijab blog and it also a brand of
 hat Allah has set about the hijab or headscarf itself, such as
 adscarf itself, such as the hijab or headscarf to elongate the
 slim women to express their hijab style, to remain Syar'i and
 rsonal opinion and taste of Hijab fashion, which is Syar'i yet
 the world of international hijab fashion, and showcase design
 d which provide fashionable hijab apparels for you who want to
 poured their passion about hijab clothing which is suitable f
 bring the most affordable - hijab friendly - yet stylish Watch
 to share our excitement in hijab fashion creativity with you,

Figure 4.5. KWIC of "Hijab" in Indonesia corpus.

The fifth and sixth of the highest word in Indonesian Muslim fashion shops version are "design" and style", this two words are related to the model of their brand kinds of variety look. "Design" is following the word "wearable", "long lasting" and "original". We can assume that the Indonesian Muslim fashion shops tried to making their product with character designs which is wearable in any situation/condition, for every age, forever and for any occasions with exclusive look. And "style" is following the word "hijab". It shows clearly that their product is specialized in

Hijabers' style. Hijabers is a woman community which related to hijab and muslimah (Community, 2010).

HR	KWIC
1	en to express their hijab style when wearing EVE product So
2	confident with her lovely style and always the first in an p
3	themselves to bring classy style together with comfortable ma
4	s since her tender age. Her style is simple and sweet, however
5	adds another element to her style: syari'i. Mimi's journey of
6	s and keep her simple-sweet style, therefore she try to mix n
7	i Alysa original design and style with good quality of fabric
8	kiah present Muslim Fashion Style, with the concept that she w
9	omen to express their hijab style, to remain Syar'i and stylis
10	indispensable resource for style-conscious Muslim women in In
11	matched in every different style We use KIVITZ blog and other
12	the world to express their style but still in Islamic rules (
13	t our redefined quality and style standards should be balanced
14	ombination as its signature style. Every piece comes from the

Figure 4.6. "Style" word's Concordance in the Indonesia corpus

The last two words in top ten highest frequently word used are "Indonesia" and "love". The word "Indonesia" is simply showing us that they are Muslim fashion shops which located in Indonesia and established in Indonesia by Indonesian people as well. The word "Indonesia" is also as a symbol of their dedication in Muslim clothing line to Indonesia. And the word "love" is derived from closing remarks they used. We can assume that they would like to be known more as warm producer in greeting us by using the word "love" instead of using "regards" or "cheers". "love" word also refers to the idea of caring. According to Oxford Advanced Learner's Dictionary, 8th edition, Love is a strong feeling of deep affection for somebody or something, especially a member of your family or a friend. In Informal

British English, "love" is also used as a friendly way of addressing (Oxford University Press, 2010).

KWIC	
important thing is made with love to each products Riamiranda	
and joy wearing riamiranda! Love, Riamiranda Our great love t	
! Love, Riamiranda Our great love to FASHION that finally enco	
d built on a foundation of love for simple, chic and differe	
e it with a lot of hope, and love. EVE online store provide a	
shion. Aluyya were made from love, for love and to be loved. A	
yya were made from love, for love and to be loved. About Us Hi	
sories, and more Trusted We love to provide you with the best	
is Mimi Alysa's passion and love for fashion. Mimi loves to d	
that's all i can say, much love, Ghaida as the owner and des	
art, definitely created with love & passion and more over, exc	

Figure 4.7. "Love" word's Concordance in the Indonesia corpus

4.3. Comparison of the Highest words in the UK and Indonesia

From the corpus evidence, as we can see in Table 4.1 and 4.2 we can see the similarities and differences of content words appear in each country. Table 4.4 provides the details of the comparison between the words used in UK and Indonesia Muslim fashion shops.

Table 4.4. The comparison of content words usage between UK and Indonesia Muslim fashion shops.

No	UK Corpus	Indonesia Corpus
1	Islamic	Fashion
2	Clothing	Brand
3	quality	Hijab

4	Products	Muslimah
5	Muslim	Design
6	Designs	Style
7	Service	Clothing
8	Online	Women
9	Best	Indonesia
10	Shopping	Love

As we can see in Table 4.4, there are only two words which are frequently used in both countries. They are “clothes” and “design”. This shows that both are focusing on selling clothes and paying attention to design. However, if we see further on the designs, we can actually notice a bit differences.

In the UK, commonly they are experienced designer and they focused on modesty clothes without too many colors and patterns (http://www.nitaq.co.uk/about_us). In Indonesia, according to Tuti Adib, a talented designer from Solo, says that Indonesia has a number of Muslim fashion designers who creative in making Muslim fashion patterns: “*Kami yakin, Indonesia mampu mendapat sebutan sebagai barometer perkembangan dunia fesyen tersebut, karena selain penduduknya mayoritas muslim, juga jumlah desainer busana muslim semakin banyak dan kreatif*” (<http://rri.co.id/mobile/index.php/detailberita/detail/34696>). Designer and founder Hijabers Community, Jenahara Nasution also says that

Indonesia has become a reference of woman abroad in Muslim dress. They like the Muslim fashion of modern Indonesia, the concept of unified frontier, bold colors, and creative : *“Sebenarnya Indonesia sudah menjadi referensi perempuan di luar negeri dalam berbusana muslim. Mereka menyukai busana muslim dari Indonesia yang modern, konsep padu padan, berani dengan warna, dan kreatif”* (Fazriyati, 2012).

To see the difference more clearly, see Figure 4.8.



Figure 4.8. UK VS Indonesia Design

Besides the two words, “clothing” and “design” which are frequent in both countries, the other eight words are different. The highest word in UK corpus shows

us about “Islamic” word, which is become number one of the highest word often usage in UK Muslim fashion shops. We can assume that in UK, even a Muslim community is not become the largest community, by this word, they would like to show their existence in producing certain kinds of clothes which is appropriate with their religion. It is different with Indonesia Muslim fashion shops, as we know that Indonesia has the largest Muslim country in the world, by this data they would like to be known as some western culture also adopted in their Muslim clothes, so they have more variety and patterns in their products.

Other differences are UK tends to use the adjective form of “muslim” and Indonesia use “muslimah” as a noun form. We can interpret that UK Muslim fashion shops produce the variety of Muslim products in general, for Muslim man and woman. In UK, they would like to emphasize the religion feature, in this case, it is represented by the word “muslim”. The fact shows that in 2001, UK’s Census noted that there were approximately 1.6 million Muslim living in Britain from 52 million of total population (<http://ukinindia.fco.gov.uk/en/visiting-uk/about-uk/peoplepolitics/MulticulturalBritain/Communities>). Thus, by the word “muslim”, we can assume that Muslim in UK as a minority wants to show up their identity by these clothing products. Otherwise, in the word of “muslimah” by Indonesia Muslim fashion shops, we can conclude that Indonesia is more focusing on woman products, it is emphasize by the word “love” which often used by woman. In a social site of girls and boys, stated that girls would say “love” to their female friends, even though

they are heterosexual and have no romantic interest in their female friends. It shows about how close they are to their female friends. Guys on the other hand never talk like that about their guy friends ever (<http://www.girlsaskguys.com/Flirting-Questions/594459-why-do-girls-over-use-word-love.html>).

In UK, the Muslim fashion shops really pay attention in quality of their product. It emphasizes with the word “quality” which comes thirdly. It has different focus with Indonesia Muslim fashion shops which emphasizing “style” as a main point in their products. As stated by Nef-Saluz (2007), that the color and style of Muslim fashion in Indonesia become vary after the fall of President Soeharto in 1998. Starting from this year, many Muslim boutiques started to open with various styles, patterns and designs, then become popular among Muslim woman in Indonesia.

English as an International language influenced UK Muslim fashion shops to become the international market of Muslim shops. It is proved by the word “service” which is related to “worldwide”, by those two words we can assumed that Muslim fashion shops in UK also try to make their shops can serve as many as they can in the worldwide range service. In this case, the language of a country could be making a big influence into other aspects in that country. It is quietly different with Indonesia which English is not their native or second language. So, they do not make any longer description of their shops to preventing of missed communication that might be happen and they do not really focusing on the supplying their products in worldwide range service. In Indonesia Muslim fashion shops, the owners might be more focus

on regional customers' loyalty and regional business, so they do not really add the word "service" as their frequent word used.

Another difference comes from the word "online" which make reference to selling products with online shopping based to the customers. UK mark "online" as the frequent word used, because UK shops are more international than Indonesia, so they have to make clear their shopping system in online service which selling their products worldwide, and they might be assumed that not all people who read their descriptions know about their online shopping system. So, the word "online" is necessary. It is different than Indonesia Muslim fashion shops which do not have to put the word "online", because the selling practice in Indonesia is already in online way.

In supporting the corpus data, the writer conducted interviews with some of the owners of Indonesian Muslim fashion shops, commonly they say that their customers prefer to buy online to offline in their shops. For example, the owner A said : "we only use online service to our buyer, we do not even serve in offline shopping. Our customers or resellers could simply order our product by our website" (*untuk buyer kami hanya via online saja dear, karena kami memang tidak membuka jalur pembelian offline. Para customer maupun reseller yang ingin mendapatkan Product kami hanya bisa order melalui web kami*).

Two other sellers also gave similar answers, the B owners said : "our online buyer is more than offline one, but we also serve offline shops for customers" (*lbh*

banyak online tp agen2 kami jg punya toko offline). And C owners of Indonesia Muslim shops also stated that :”actually, online buyer is more dominated than offline buyer in our shop, it is because of: 1. We are simply more focusing in online service, so offline buyers is came to our shops after appointment only. 2. Online is more flexible than offline (directly come to the shop). Because, before decide to buy certain items, buyers could window-shopping first every time they want to. 3. And the last one is, the buyer is more accurately in choosing products freely without time rush” (Sebenarnya kalau di moya, lebih banyak online buyer karena: 1. Kami memang lebih fokus pada online, jd offline buyer hanya bisa datang k butik pada waktu2 tertentu yg telah disepakati.2. Online lebih fleksibel. Pembeli bisa berbelanja dan melihat2 produk kapanpun dia mau.3. Pembeli bisa membeli lebih cermat, 1 per 1 foto bisa dilihat2 dg leluasa. Beda dengan ketemu secara langsung, kadang suka terburu2 waktu.). Not only Indonesia selling region, but it is also occur in outside of Indonesia, as stated by Diajeng Lestari, owner of HijUp, “Indonesia Muslim fashion is favorite one and accepted model by International buyers. There are many buyers who re-buy in online shopping way”(Busana muslim Indonesia favorit di luar negeri, diterima pasar internasional dan banyak yang memesan ulang melalui belanja online.) (Fazriyati, 2012). They do not put the “online” word because they have sure that their customers have known that their shops are officially online, because based on the shop description and interviews conducted, almost all of Indonesian seller do not have a certain place for their customers to shop offline. Inversely, in UK Muslim

fashion shops, beside they provide online service, they also give the address of the shop so that the customer could directly come to their shop (offline). In this case, UK would like to tell their customer that they are not only selling in offline shop, but also they could serve online shopping to the worldwide customers.

In Indonesia Muslim fashion shops, “hijab” and “clothing” are also included in top ten of the frequent word used. We may assume that in Indonesia they specialized in selling the variety of Muslim clothes, hijabs and its accessories. This is not happened in UK most frequent words. It might be that UK Muslim fashion shops are selling the variety of Muslim stuffs, not only clothes and hijabs, but also some of them are selling other Islam features, such as, niqab, prayer mat, prayer clothes, Jilbabs , Mens Jubas, Childrens Islamic Clothing, and Islamic CDs/DVDs – such as Nasheeds, Lectures, and videos.

In comparing UK and Indonesia Muslim fashion shops in terms of the style, we can see again the corpus data which shows that the frequent content word used in UK is “Islamic” and in Indonesia is “fashion”. It is happened because of the history of Islam religion in each country are obviously different. In UK, Muslim fashion shop started in 1980, whereas, in Indonesia has been developed a Muslim boutique since 1970 (as cited in Nef-Saluz, 2007). It means that Indonesia has a longer history of Muslim Fashion shops than UK’s. This data proves that beside Indonesia has a large population of Muslim than UK’s, the Indonesia’s long history of Muslim fashion shops also contributed to the reason that the design of the Muslim clothes in

Indonesia is more vary than UK's. That is why, "fashion", "design", and "style" become the frequent content words used by Indonesia Muslim fashion shops.

In fact, The UK which has fewer number of Muslim populations than Indonesia, put the content word of "Islamic" in the highest word used in corpus data. There is a relation between the word "Islamic" and the Muslim population in UK, because as they are become the minority populations in UK, they would like to emphasize and show about their existence in UK by the high usage of the word "Islamic" in their shop description.

In another aspect, the writer also found the differences in promoting the fashion pictures between UK and Indonesia Muslim fashion shops. In UK, from the twenty data of UK corpus, mostly they are using kind of picture without head of the model, and sometimes the face of the model is disguised. So, the reader or buyer will focus on seeing the clothes and hijab only, not even the face or the body of the model. In Indonesia Muslim fashion shops, they capture the beauty of the clothes and hijab as well as the model with high heels and glam look. It can be assumed that the beauty of the model and the glamorous point are also influenced the level of selling their products. To see the different more clearly in terms of the style and the model of the picture, see Figure 4.9. and Figure 4.10.

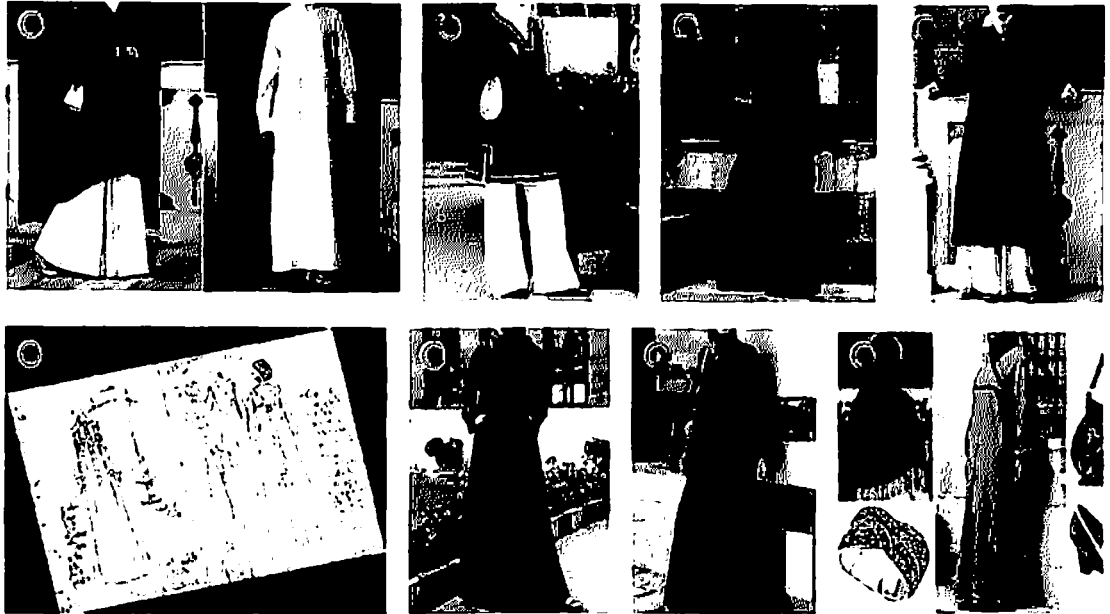


Figure 4.9. UK Muslim fashion shops



Figure 4.10. Indonesia Muslim fashion shops

Finally, the “brand” is also part of commercial barometer in selling the products. If we take a look into UK Muslim fashion shops’ brand, we may see such names: “Sunnah”, “Al Hijaab”, “Mariya”, “Shukr”, and “Imaan”. Those brand’s words are derived from Arabic language and Al Qur’an as the Holy book of Muslim. Whereas, Indonesia Muslim fashion shops, which are also selling similar products, tend to naming the products with label such as : “UNA”, “Jenahara”, “Ria Miranda”, “Aluyya” and “Gda’s” which derived from the abbreviation of the owners’ name. It is quite interesting that UK Muslim fashion shops tend to use Arabic words in naming their products and Indonesia Muslim fashion shops are more confident in labeling their products with their own name.

CHAPTER 5

CONCLUSION AND SUGGESTION