

## ABSTRACT

Hijabers community has become an important part of Indonesian society in the last several years. Nowadays, there are a lot of Muslim fashion shops in Indonesia that sell their products online. And, they use English as their language to promote their products. The writer is interested in comparing the company description of Indonesian Muslim Fashion shops with UK's. The theoretical foundation is taken from the work of Gunnar Bergh and Eros Zanchetta (2008) on Web linguistics and the book of Corpus Linguistics by Tony McEnery and Andrew Hardie (2012). The corpus is built from 20 of UK and 20 of Indonesia Muslim fashion shop websites with a total number of 9,643 words. The analysis using AntConc 3.2.4w shows that Muslim fashion shops in UK often use the words "Islamic", "clothing", "Muslim", "quality", "products", "designs", "service", "online", "shopping", "wear" in describing their shops. On the other hand, Indonesia Muslim fashion shops use "fashion", "brand", "hijab", "muslimah", "design", "style", "clothing", "women", "Indonesia", "love". From these data, we can see that both of them use the words "clothing" and "design". However, UK fashion shops focus more on their Islamic feature. They also emphasizes in quality and service of their products. Whereas, Indonesia fashion shops use the word "fashion" as the highest one, because Indonesia has some designers with their creativity in making clothes more colorful and attractive.

**Keywords :** *Corpus, Corpus linguistics, Collocate, Collocation, Corpus-driven, Content word, Muslim, fashion, shop.*

# CHAPTER 1

## INTRODUCTION