

ABSTRACT

Hijab is now being popular and massively industrialized as the result of hijab fashion concept. The existence of Hijabers Surabaya community is believed as the apparatus to spread the new hijab concept towards Surabaya's Muslim women. In contrast, the hijab fashion concept proposed by its community is different with the obligation value in Islam. It is assumed that hijab has shifted from religious obligation into the fashion industry. Thus the aim of this research is to see the negotiation attitude of the non-members in consuming the hijab fashion proposed by its community. The writer also wants to see the influence of the community in spreading their concept of hijab towards the non-members in the matter of the non-members' identity in wearing hijab by imitating the hijab fashion concept. Qualitative method along with purposive sampling are used in this research in order to gain the data from the interview process of 21 informants who are the non member of the community yet ever attended the community's event. This research implies that the tactic and strategy of the informants reflect their negotiation attitude towards the hijab fashion which also emphasizes the new meaning of hijab as fashionable and modern.

Keywords: *consumption, hijab, hijab style by Hijabers Surabaya, identity, negotiation, non-members*