

MODERN HIJAB INNOVATION BASED ON CONSUMER NEEDS

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ABSTRACT

The trend of hijab always develops every year to motivate hijab industry in creating innovative hijab designs. This research purposes at developing modern hijab based on consumer needs. This research uses descriptive analysis of percentages obtained from questionnaires addressed to 100 female respondents aged 18-40 years old with accidental sampling approach. Results showed that 87% respondents confirmed that the developed hijab has fulfilled the elements and principle of design. 93.% respondents stated that the product's proportionality between the motifs and the hijab size was good. Moreover, 83% of them expressed that the hijab's color was good, 76% of them stated that the hijab was in a good quality, 90% of them showed a satisfactory feeling regarding the textile used, 97% of them agreed that the hijab was in the current trend, and 98% of them were comfortable wearing it. Another interesting result was that 60% of the respondents stated the developed hijab's price was ought to be more than IDR 100,000.

Keywords: *hijab innovation, modern hijab, consumer-needs orientation, hijab-design development*

1. INTRODUCTION

The trend of hijab always changes and develops year-to-year as to motivate women to wear hijab for the sake of beautiful outlooks. The most appearing rationale of wearing hijab is to make one's outlook more fashionable, trendy, and beautiful since women cannot resist the development of fashion model. To cope with the practicality, there are so many Moslem fashion stores that display the latest hijab model. Consequently, hijab model is varied based on the design that has different shapes such as *pasmina* (rectangular shape) and ready-to-wear square model. The textiles used are also various from cotton, weaving to knit materials. Moreover, the use of hijab based on the occasion-to-wear might cover daily wearing for works, parties, or other important events.

Naira (2014) stated that the phenomena of hijab model created by a certain community can make such phenomena interesting. The community might give information regarding hijab design, model and its influence on the hijab development. In addition, hijab can be influenced by intellectual, spiritual, and aesthetic developments. Hijab can also be a popular culture and often be familiar as a trendy hijab when a trend affects its development. This research aims at contributing at the innovation of modern hijab based on consumer needs covering several aspects such as the design, creation, and wearing way.

1.1 The Definition of Innovation

Roger (1995) stated that an innovation is an idea, practice, or object that is perceived as new by an individual or other units of adoption. It can be also meant as a renewal or an invention of a latest idea, method, tool, and product

(Suharyat, 2011). In a research and development field, an invention aims to develop practical application and science context, or devising a new way of implementing science and technology within a production process (Salam, 2012). Therefore, an innovation is a new discovery or finding or a process of developing knowledge, skills, and technology which are newer to produce a particular product.

1.2 The Development of Modern Hijab

Hijab design and shape are more various regarding the development of Moslem fashion. The wearing ways of hijab are diverse regarding one's creativity and understanding. For instance a woman might have different creativity and understanding in wearing pashmina, square shape and ready-to-wear hijab in which all the ways are also in accordance to one's taste. At the beginning, there were only few women wearing hijab, however, today's phenomenon is much more different that so many women wear it. Such condition indicates the changes in the society as a result of fashion developments broadcasted by several mass media including but not limited to television, internet, and magazine. In this case, mass media also acts essentially in influencing the trend of wearing hijab because it gives fastest information regarding the current trend of hijab. Besides, it serves women with numerous information of impressive hijab models. In addition, cyber mass media supported by internet connection such as Facebook, twitter, and YouTube also provides women with so many information related to how to wear hijab creatively (Nurpadilah, 2013).

1.3 The Principle of Consumer

Nasution (2001) defines consumer as everyone who gets a product or service for a certain purpose. Moreover, consumer can be meant as anybody who get a product or service to make other products or services for the sake of commerce. This type of consumer is familiar as a producer. Consumer can be also as everyone who never uses a product or service for commerce, known as the end-level consumer.

When a consumer gives a feedback toward what products or services they experience, it is called a consumer's response. Consumer's response is a general reaction given as an impression retracted from investigating and connecting one subject or phenomenon to another or by concluding and interpreting relevant information or messages (Rakhmat, 1999). Subandi (1982) argues that a response is a feedback that has an important influence in determining either good or bad communication.

2 METHODS

This developmental research aims at producing certain product, examining the effectiveness of the product, and improving or finalizing the product look and quality. Using accidental sampling approach, there were 100 women who wear *hijab* aged 18 to 40 years old as this research participants. Data were collected by using structured questionnaire to develop modern hijab based on consumer needs that covered: (1) the application of the principles and elements of designing, (2) the proportionality between hijab size and the motifs, and (3) the matching color. To reveal the three needs, there were several aspects that could be used as a measurement including hijab's quality, selling price appropriateness, textile used,

relevance with the present trend, and consumer's wearing comfort-ability. In analyzing the data, descriptive percentage was used to portray survey results fulfilled by the respondents about hijab using the following formula with % as a descriptive percentage of respondents' answers, n as value got by multiplying scores of each point in questionnaires with the total scores, and N as total score got by multiplying total sample with total items.

$$\% = \frac{n}{N} \times 100\%$$

3 RESULTS AND DISCUSSION

The following figures showed the prototype of the developed hijab.



Figure 1: Purple Shell Hijab



Figure 2: Blue-Purple Shell Hijab



Figure 3: Brown-Blue Shell Hijab



Figure 4: Lavender Shell Hijab



Figure 5: Brown-Grey Shell Hijab



Figure 6: Navy-Cream Shell Hijab



Figure 7: Brown-Purple Shell Hijab

3.1 The Application of the Principle and Elements of Design

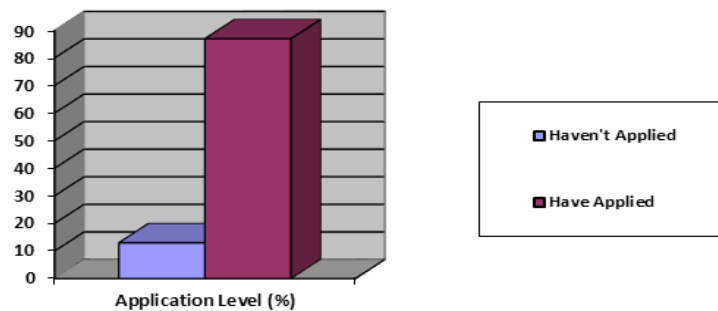


Figure 8: Consumer's Application of the Design Principle and Elements

Figure 8 showed that there were 87% of all respondents who argued that the developed hijab has required the principle and elements of design. The application of both principle and elements is vital when creating a product and selling it with higher value.

3.2 The Proportionality between Hijab Size and Motifs

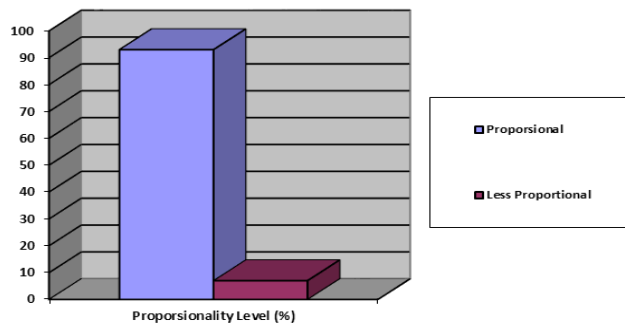


Figure 9: Consumer Responses toward the Proportionality between Hijab Size and Its Motifs

93% respondents stated that the product was considered proportional (see Figure 9). Motif is an important element that can make hijab interesting and trend-center of hijab users.

3.3 The Used Color-matching

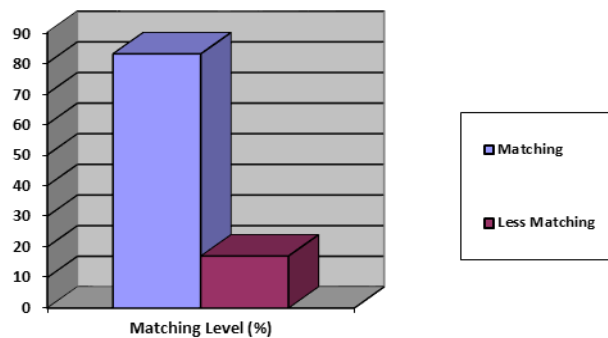


Figure 10: Consumer Responses toward the Used Color-matching

83% respondents stated that the developed hijab's colors are matching (see Figure 10). Moreover, the combination is unexpected but still good, for example, yellow with blue color and blue with brown color. The prototypes of the developed hijab use more than one color as a special attraction. The color-matching of the product is unfamiliar but that becomes a strength of the hijab.

3.4 The Hijab's Quality

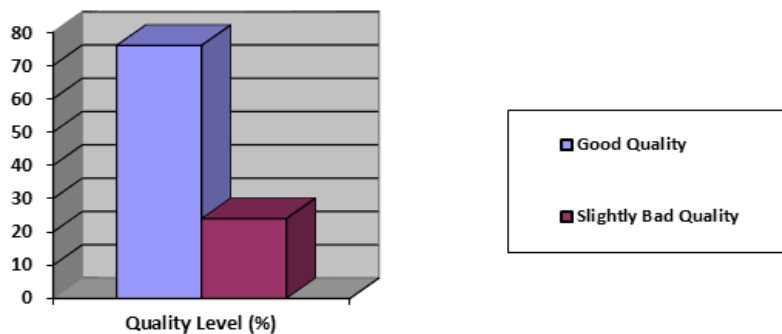


Figure 11: Consumer Responses toward the Hijab's Quality

76% of all respondents expressed that the hijab's quality was good based on the textile used, design, stitch, and neatness. Such a good quality hijab can enhance the selling value in its market segments.

3.5 The Hijab's Appropriate Price

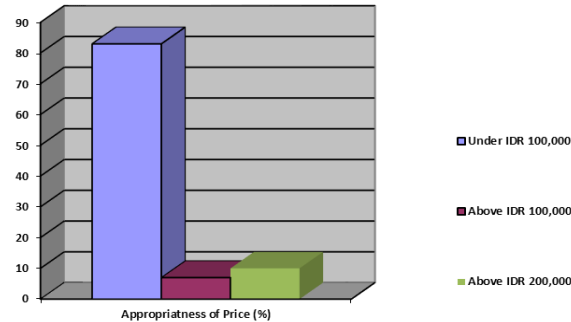


Figure 12: Consumer Responses toward the Hijab's Appropriate Price

60% of respondents conveyed that the developed hijab should be priced more than IDR 100,000, of which it is about IDR 100,000 to IDR 200,000. Such considered price is due to the fact that the product is limited and the motifs have been authorized. Moreover, the motifs were made from a sublim printing technique which made the price a bit higher. Kiyai (2013) stated that there are two independent variables that positively affect consumer's decision in buying a product namely price and product's design.

3.6 The Appropriateness of the Hijab's Materials

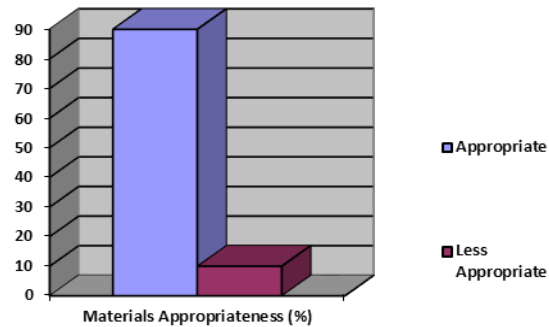


Figure 13: Materials Appropriateness

90% of all respondents argued that the materials used in making the developed hijab were appropriate and could be accepted by the consumers. The materials of the product include cotton, chiffon, satin, and silk.

3.7 The Relevance between the Developed Hijab with the Current Trend

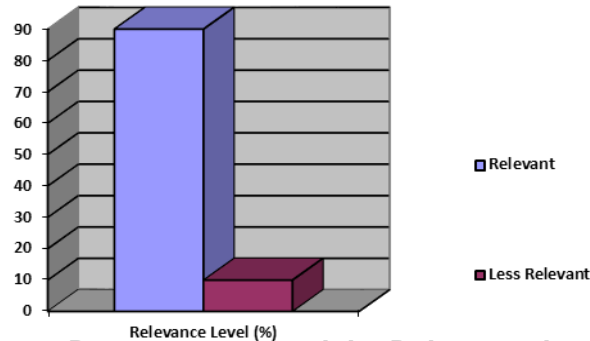


Figure 14: Consumer Responses toward the Relevance between the Hijab and the Current Trend

97% of respondents stated that the developed hijab was relevant with the current trend of which that was in a form of instant hijab. The benefit of such a hijab type lays on the easy wear and care. Moreover, it is also easier to keep because the hijab uses button press so that it is also cozy when wearing it.

3.8 The Comfort-ability when Wearing the Developed Hijab

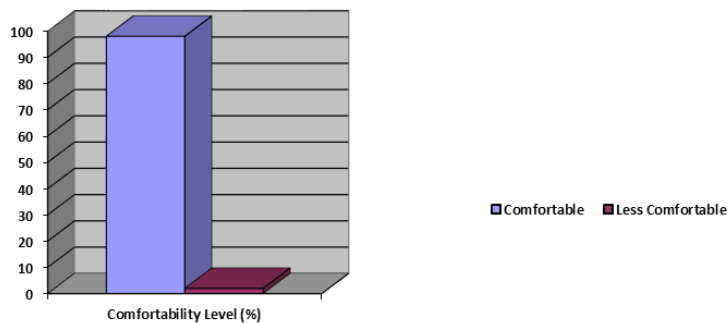


Figure 15: Consumer Responses toward the Comfort-ability when Wearing the Hijab

98% of respondents said that they were comfortable when wearing the hijab. When they completed the questionnaire, they also tried the prototype hijab. Comfort-ability becomes the prominent factor because women wear hijab almost all day long outside of home activities.

In accordance to above data, consumers sated that they mostly liked the developed hijab because it is up-to-date and relevant to the current trend. Considering a current trend is really important to attract consumers of certain products. Moreover, this idea is relevant with Naira's (2014) idea that one's hijab development is influenced by different cultures. Hijab becomes a popular culture and is often fashionable.

4 CONCLUSION

This research can contribute to the society who have business in a Moslem fashion especially hijab. The development of design and product should be based on consumer needs to make the made products commercial. For the implication, this study also recommends the use of this hijab models in encountering competitive markets to still sustain within.

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