



Digital Media & Hijab: A Quantitative Analysis of Pakistani Women

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Abstract-This study aims to study the roles of digital media in affecting women with hijab. Women who wear hijab somehow spread through publications and media participation in the dissemination of Hijab types. The aim and their understanding of Hijab's mode have been challenged in studying the roles of media in influencing women. A comprehensive study of 60 women was carried out to assess if media in modernization Hijab affects women in the use of Hijab. Results have been presented, and it has been shown that the media is using its resources entirely to manipulate women who wear Hijab regardless of their true intent. Hijab apparel sales media to continue in the fashion line. The Islamic laws continue to be styled by Muslim women. Technology helps spread news or updates of the current Hijab mode to everyday Muslim people in today's modern world. Changes to the Hijab mode may be accepted as one of the fashion trends during this period. However, to not deceive Islam's missionary, the relevance or the real prospects should be strengthened by Hijab.

Keywords: Digital Media; Hijab; Islamic Law; Modern World.

I. INTRODUCTION

A hijab means it is a "headscarf" used by Muslim women; it hides the hair and neck and generally covers the face except for the eyes. Hijab means In certain Islamic cultures, Hijab also means the veiling or seclusion of women, which is customary practice to uphold humility principles. According to the Free Dictionary.

It is tragic if many contemporary Muslim women knowingly or not follow the current fashion trends as with any other clothes, K. Zh. Monkebayeva et al. listed hijab as its regional and social features (Slininger, 2014). There is a comprehensive and rising demand for western-inspired clothing that today passes through as "Hijab mode" in immodest fabrics, color, and cut. Though people are romanticizing and claiming that the Hijab will finally become hip, we see a deliberate dilution of God's Hijab Directive instead.

Attempts to combine modesty with fashion shows and brands effectively strip its meaning and make it vulnerable to rapidly degrading interpretation. It is not to say that Muslim women should be dressed unpolitically and unworthily to achieve self-ascribed asceticism. However, the object of the Hijab is indeed defeated when it focuses mainly on the importance of the clothing worn. Thus, religious dress and the standard presentation should not be subject to higher standards than other people in other classes (Argyle & Beit-Hallahmi, 2013).

Mode is a means of self-expression, and an increasing number of Muslim women lead to modesty and attraction experiments. This recent interest in Muslim fashion shows that contact between Eastern and Western cultures is changing (Wilhelm et al. 2020). The inspiration from catwalks, street magazines, and modeling magazines influences the girls in Hijab to look great at the same time.

The medium for changes in behavior and understanding is related to Hijab and Muslim women. The media somehow pressure them to wear Hijab in a flawless look. It is the same idea in Teen People Magazine's study of how girls feel that the media urges them to have a perfect body (Noura, 2020).

As young Muslims constantly search for a model that doesn't distinguish them from society, Muslim designers have mixed the Hijab with the new trend. One of the designers has said that her designs are more modern and sporty, emphasizing Islamic culture and how Muslims associate immediately with it. Though necessarily modest, Islamic clothing does not compromise the fundamental elements of style, fashion, beauty, and dignity.

Hijab is one of the latest fashion trends that somehow distract from the true sense of Hijab wear. Hijab is not a declaration of fashion, and it was never intended to be. The headscarf practice as an incarnation of Islamic culture has gradually been stigmatized as mass culture prevails in western, secular society. It is an act of obedience specified in the Coran and the Sunnah. There is no discussion of what is permitted or forbidden. In her post, too, Allah has clearly described the definition and should not meet new social trends as time goes by.

Hijab fashion magazines and blogs teach women with Hijab trendy designs. It gives Muslim women the Western style of matching the veil with the shirt, trousers, and bag. One magazine kept the concept of the jilbab clear and only added west clothes. Among US Muslim women's self-identification, perceptions of prejudice and justice at work, and workplace involvement. Therefore, this study is carried out because of understanding why the Hijab is used in religious terms. The study's objective is to understand the significance and exact communication barriers to wearing the Hijab and the fashion of Hijab that is portrayed widely in media. The study tried to identify how digital media utilize tools to influence women in wearing Hijab.

II. METHOD

A. Sample

Sample for this research include women aged 17 and over, particularly women and students wearing hijab. The questionnaires are distributed to the region of Lahore, Punjab, Pakistan. A study is conducted on the digital marketing of ads or fashion media representing and influencing women with Hijab directly or indirectly.

B. Instrument

The study used questionnaires. It is a drive-structured questionnaire that is straight to a point-oriented approach that can describe this study's entire purpose. The questionnaires contain 21 closed questions, including demographic issues. In each case, the purpose of these questionnaires is to infer the motives of the advertising instruments to influence the use of Hijab.

C. Collection of Data

The investigator used survey questionnaires to collect the data. When a researcher usually develops the questionnaires, the format of the questionnaires remains standardized. Each type was determined based on the research objectives.

D. Analysis

As for this investigation, questionnaires were distributed in different shopping areas of Lahore to several women wearing a hijab who responded to a series of questionnaire protocols established by the researcher. Each respondent replied to the same standardized set of questions and then measured the reply and compared SPSS's computerized differences in response. The researchers succeeded in taking the results and the conclusion of this study at the end of the opinion diagram classification.

E. Sampling Procedure

Purpose sampling is a non-probability sampling method in which the researchers select sample participants using their evaluation. It's called a judgmental sample sometimes. Judges who contributed to the responses' reliability were women who wear Hijab and live in Lahore, Pakistan. The researcher chooses this individual because of his involvement with the wearer of the hijab and his Islamic characteristics.

III. RESULTS

A. Media Tools

Hijab Trending Fashion

As per the survey, 60% of respondents have answered the question firmly. 30% of respondents ticked Agreement, and 10% ticked Neutral as their reply. From this chart and table, most respondents certainly agree strongly that Hijab's fashion is now becoming a trend. Strongly agree that fashion in Hijab is becoming a trend now.

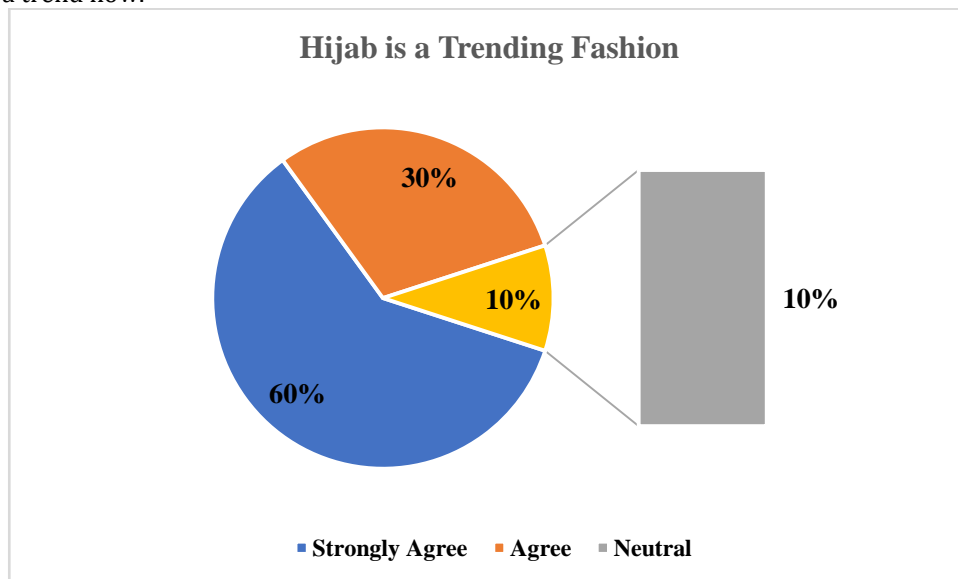


Figure 1. Hijab is a Trending Fashion

2) Hijab Fashion in Digital Media is increasing

As shown in the pie chart, the same total respondents responded to this question with a strong agreement. Both responses have the same ticked percentage as 47. But there is one person who disagrees that hijab fashion in digital media is increasing.

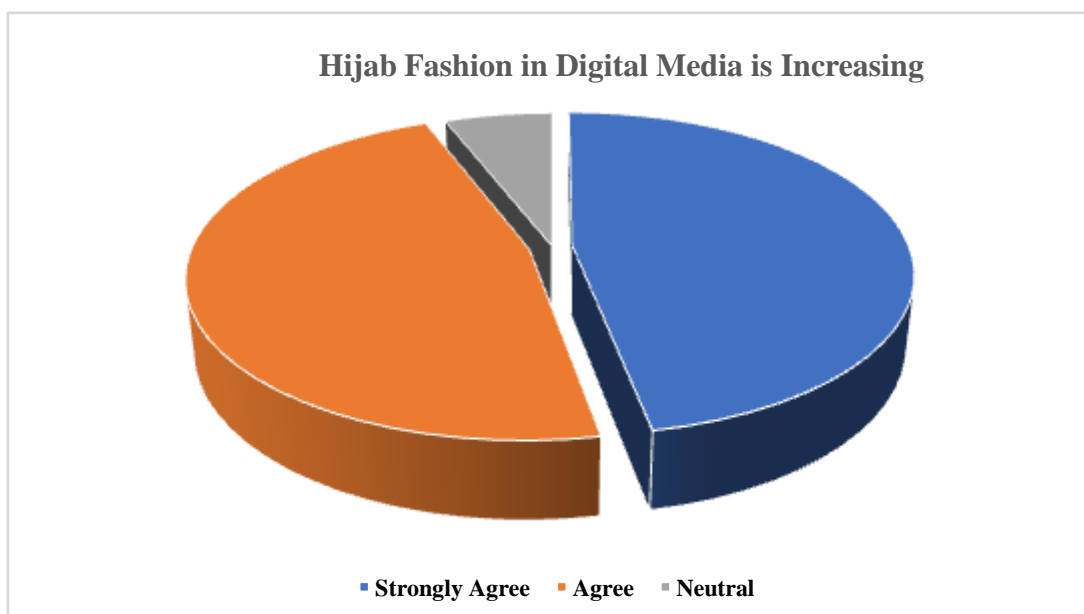


Figure 2. Hijab Fashion in Digital Media is increasing

B. The Purpose Wearing Hijab

1) Increase in Hijab Fashion in Digital Media lead to Increase in Wearing Hijab

This diagram shows that 50% of respondents strongly agree that the hijab fashion in digital media increases wearing hijab. The second highest percentage is those who agree on the 40 percent statement. Some feel impartial with this argument who decided to tick neutral, and 10 percent of the respondents are involved.

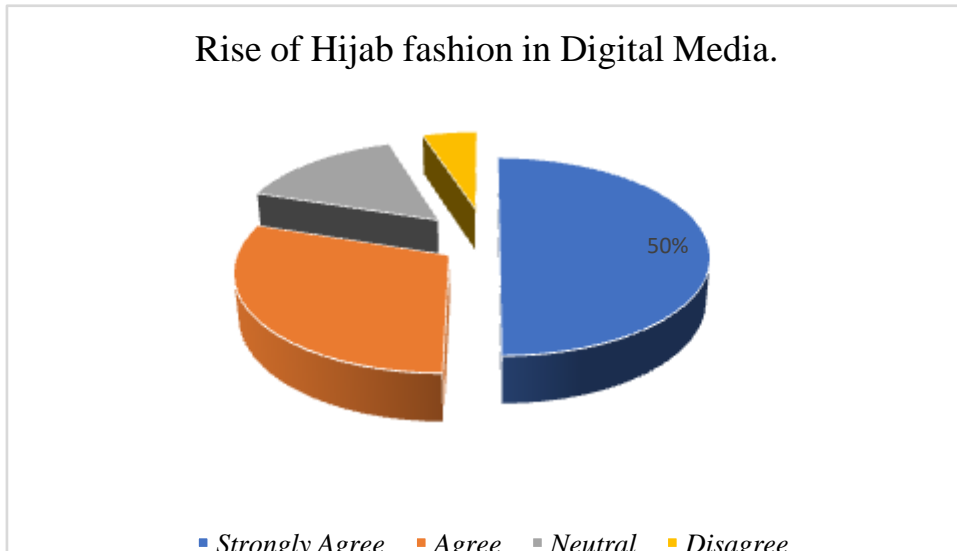


Figure 3. Rise of Hijab fashion in Digital Media.

The Fashion Industry Prioritizes the Western Rather than the Islamic One.

The fashion industry indeed gives more priority to the Western element than to the Islamic part itself. The average response Neutral to this argument is 40% of the overall opinion. However, 50% of respondents agree that Western priority is given to the fashion industry. Few people disagree with the assertion that leads to a 10% disagreement.

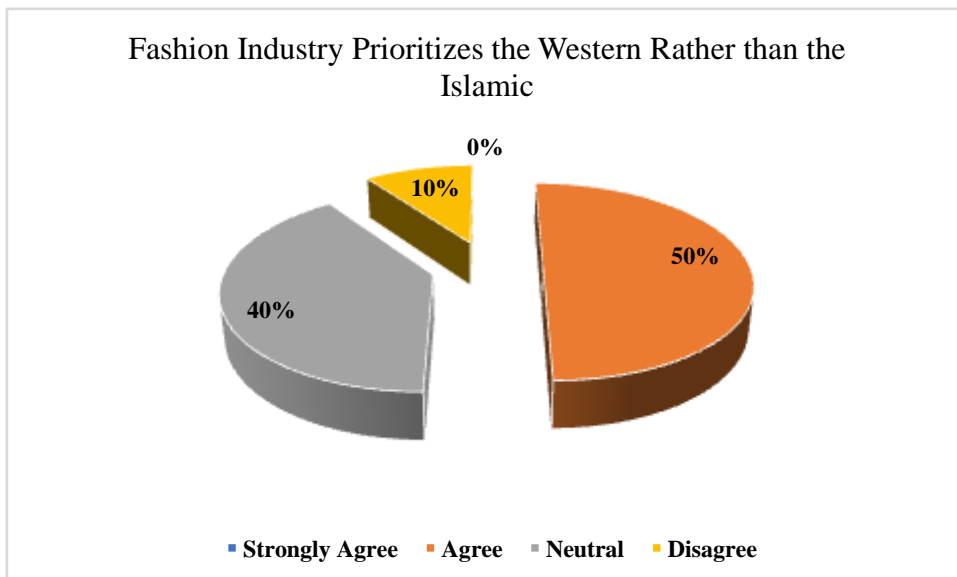


Figure 4: Fashion Industry Prioritizes the Western Rather than the Islamic

3) Celebrities Hijab-Wearing Style influence the Hijab-Wearing of Women

Average respondents believe and feel equal about the trendy Hijab influences women's decision to wear Hijab at 41% and 34%, respectively. However, only a few of the respondents agree that celebrities have no relationship with their decision to wear Hijab. It is shown by 25 percent disagreement with the assertion.

Wearing of Hijab due to Pretyness and Trend

The result of 62% of respondents strongly opposes Hijab just because it is beautiful and fashionable. Another 35% still oppose this declaration. However, many respondents are fair about the reason why they wear Hijab. It means they're either wearing Hijab or not because it's cool and fashionable. A minority of the percentage which was agreed on the statement using which Hijab was worn.

C. Relationships Between Fashion and Hijab

1) Hijab Style in Digital Media accepted Daily Hijab Fashion

On the basis of the diagram, we see that the neutral option is the most significant percentage of the overall diagram. The impartial option consists of 55%. While 35 percent agree that the media Hijab style can still be recognized as Hijab regular. However, only a few respondents are somewhat out of opinion because 10% of respondents disagree with the assertion.

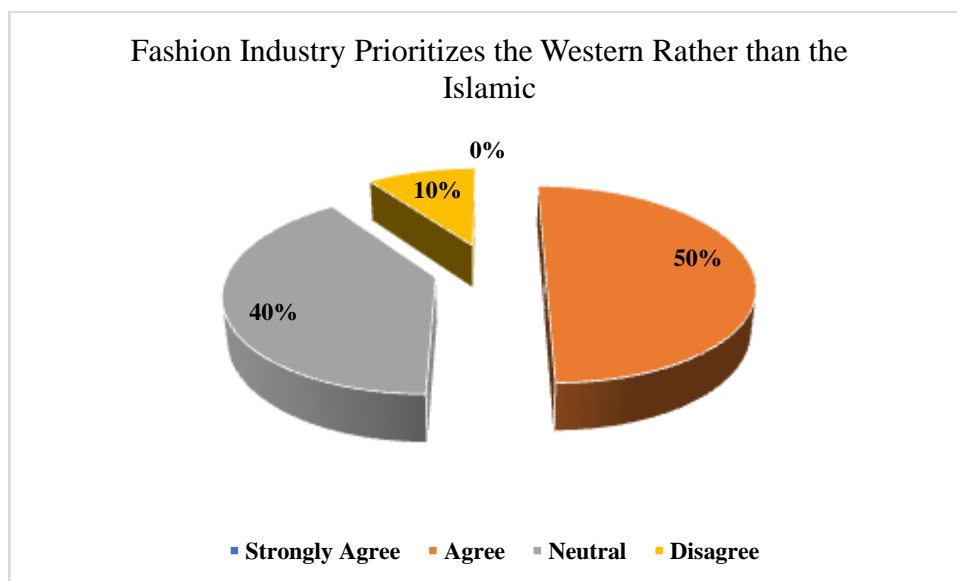


Figure 5. Hijab Style in Digital Media

2) The Hijab Fashion Idea Prevents Missionaries From Wearing Islamic Hijab

The results of 41 percent believed that they could agree or disagree with the idea of the Hijab mode prohibiting missionaries from using hijab from Islam's point of view. The following two percentages agreed and strongly agreed on Hijab fashion that prevented a missionary with 40 percent respectively from wearing Hijab from Islamic perspectives. Just 25 individuals and 19 percent disagree.

The Mode in Hijab is The Symbol of Creative than Muslim Women's Pride

When the participants were asked if the mode in Hijab is more a representation of fashion designers' latest innovation than Muslim women's pride, 64 percent agreed. However, the impartial respondents are still more than the strongly agreed 30 percent. Another 6% are the respondents who disagree by not looking now at fashion in Hijab as a symbol of the fashion designer's imagination.

IV. CONCLUSION

In the article, the researchers find, the Hijab definition is straightforward and says that Hijab will cover your privacy and decorations to preserve modesty in existence. Even if other articles say it is tough to decide whether or not to wear hijab, it is up to the person to decide what to do, and only Allah knows their true intentions.

Here we can see the shifts in women's styles wearing Hijab, as many social interactions draw them and create a phenomenon when wearing Hijab. The pattern is formed with the misunderstanding of the order in Islam of Hijab. There is no denying that these trends are turning into a modest good dress. Every girl wants to be sweet and beautiful like those Hijab models in different styles.

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