

ABSTRACT

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**ISLAMIC COMMODIFICATION IN THE WOMEN'S HIJAB CONTEST
IN TELEVISION (Critical Discourse Analysis on Islamic Commodification in
Sunsilk Hijab Hunt Contest in Trans7 in 2015-2016)**

Thesis in year : 2015 + 179 pages

References : 36 books + 2 journal + 4 thesis + 9 internet sources

As a Muslim-majority country, media in Indonesia often constructs the reality of the Islamic world with all of its development, including the concept of ideal Muslimah. The Islam commodified in media is very diverse and different from each other. Trans7 as one of the media also often addressing this topic, trans7 is one of the private television that influence in societies who work together with *Sunsilk* shampoo and held a beauty contest of *Sunsilk Hijab Hunt*.

The objectives of this research is to see Islam commodification in *Sunsilk Hijab Hunt*. The research method used in this research is a qualitative study with the critical paradigm and using Norman Fairclough's critical discourse analysis approach with its text analysis, discourse practice, and socio-cultural practice. The data comes from the video from *Youtube* and text in official *Website* from *Sunsilk Hijab Hunt Contest* and other literature sources.

This research showed that sunsilk hijab hunt built the Islam commodified with the element concept of muslim ideal that's beautiful, talented, stylish, fashionable, religious perspective, could read holy Qur'an, and memorizing the prayer short that all of it was referring to the middle class Muslim. *Sunsilk Hijab Hunt* tried to position themselves as a religious program as suitable with market needs of Muslim Indonesia. It means that Muslim society have same perspective in fact or reality that sunsilk hijab hunt is religious program that ideal, in order to boost of sales to their products in the market.

Key Word: Sun silk Hijab Hunt, Trans7, Islamic commodification, construction of muslimah identity.