

## ABSTRAK

Jilbab merupakan sebuah kewajiban bagi para muslimah, meski kini jilbab sudah banyak dipakai oleh para muslimah, namun perkembangan ini justru menimbulkan problematika lainnya karena dianggap jilbab yang dikenakan oleh kebanyakan muslimah belum memenuhi fungsi utamanya menutup aurat dan belum memenuhi kriteria busana syar'i, dengan demikian perlu adanya aktivitas dakwah yang dapat meluruskan kembali para muslimah kepada koridor yang benar, sehingga Komunitas Solidaritas Peduli Jilbab hadir untuk membumikan jilbab syari dan memberikan edukasi serta pemahaman kepada para muslimah mengenai busana syar'i. Penelitian ini bertujuan untuk meneliti bagaimana peran komunitas Solidaritas Peduli Jilbab dalam pengembangan budaya berhijab di Yogyakarta.

Penelitian ini dilakukan dengan pendekatan kualitatif dengan menggunakan metode wawancara mendalam, observasi, dan dokumentasi. Wawancara mendalam dilakukan kepada ketua regional dan beberapa anggota dari Komunitas Solidaritas Peduli Jilbab Yogyakarta, kemudian observasi dilakukan ketika komunitas tersebut melaksanakan programnya, serta dokumentasi kegiatan-kegiatan yang dilaksanakan oleh Komunitas Solidaritas Peduli Jilbab Yogyakarta.

Hasil penelitian ini menunjukkan bahwa peran di dalam komunitas solidaritas peduli jilbab terhadap pengembangan budaya jilbab di Yogyakarta memiliki lima fungsi yaitu peran edukasi, peran informasi, peran fasilitas, peran perwakilan dan peran sosial. Strategi pemilihan media oleh Komunitas Solidaritas Peduli Jilbab menggunakan media sosial berupa Instagram, strategi lain yaitu berupa pengenalan program-program kegiatan oleh komunitas kepada masyarakat khususnya muslimah. Adapun kendala dari komunitas ini sendiri adalah kurangnya komitmen pengurus sehingga menjadi penghambat komunitas dalam melaksanakan perannya.

Kata Kunci : Muslimah, Komunitas Peduli Jilbab, Jilbab syar'i.

## **ABSTRACT**

Jilbab (muslim veil, scarf) is an obligation for Muslim women. Although now the veil has been widely used by Muslim women, but this development actually raises other problems because it is considered the veil worn by most Muslim women has not fulfilled its main function of covering the aurat (the-must-covered parts of muslim body) and not fulfilling the criteria of syar'i clothing. Thus, dakwah activities need to be able to straighten Muslim women back to the correct corridor. Therefore, the Jilbab Solidarity Caring Community is established to spread the shari'a hijab and provide education and understanding to the Muslim women about syar'i fashion. This study aims to examine how the role of the Jilbab Care Solidarity community in the development of hijab culture in Yogyakarta. This research was conducted with a qualitative approach using in-depth interviews, observation, and documentation. In-depth interviews were conducted with the regional chairperson and several members of the Yogyakarta Jilbab Care Solidarity Community, then observations were made as the community carried out its program, as well as the documentation of activities carried out by the Yogyakarta Jilbab Care Solidarity Community. The results of this study indicate that the role in the community on the development of hijab culture in Yogyakarta has five functions, namely the role of education, the role of information, the role of facilities, the role of representatives, and the role of social. The media selection strategy by the Jilbab Solidarity Caring Community is using the internet social media that is Instagram, while another strategy is the introduction of activities programs to the public , especially Muslim women. The obstacle of this community itself is the lack of commitment from the management so that it becomes an obstacle for the community in carrying out its role.

Keywords: Muslimah, Jilbab Caring Community, syar'i hijab.