

IMPROVING FAMILY ECONOMY BY SELLING HIJAB

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Abstract

Covering the awrah by wearing a hijab has become an obligation of a Muslim woman, and most of the people in Indonesia are mostly Muslim, so it is not uncommon to see a woman wearing a hijab everywhere. With varied materials and models, of course, especially for teenagers, they will want to follow the trend that is being used by teenagers and mothers, as if they don't want to be left behind by the existing trends, so that not a few of them are willing to buy hijab online, not only offline like in the nearest stores, because usually not all hijab stores will sell the latest models compared to online sellers. From plain to motified, rectangular, pashmina or instant (bergo) and others. Especially like in my neighborhood, it is a bit difficult to find a hijab shop that sells hijab with the latest trends and models, and sometimes to buy online the obstacle takes longer than buying offline. Not to mention not being able to see and hold directly what the details of the original material or color of the hijab wanted, fear of not being in accordance with what you want or afraid of defects caused by expeditions or so on. And not a few of them have difficulty finding a livelihood to help their economy. Because of the limitations in several things that make people not good at seeing the business opportunities that exist around them. Also because they are influenced by the limitations of the media that they can access or have, whether it's a gadget that is actually capable but they don't understand how to operate it or they don't understand how to know the latest news apart from updates and other people. So there is still a minority of people who do not only rely on hereditary descent based on the profession or business that their parents have or from above they are engaged in.

Keywords: Trend, Hijab, Economy

INTRODUCTION

Sindanghayu Village is one of the areas located in Takokak district, South Cianjur. The entrepreneurship data obtained are: economic conditions, number of unemployed, and number of MSMEs.

The need for hijab in this day and age seems to have become something essential, as well as a primary need. Because appearance has also become something important, including hijab, in addition to the color that must match what clothes we wear as well as what kind of model is suitable

and comfortable for the outfit used in everyday life. Especially with the times, among school teenagers and students, usually those who are very enthusiastic about the latest trends about hijab. As if they don't want to be left behind in the trend and monotony in looking in hijab, of course, therefore hijab has now become part of people's culture.

The veil or hijab in Indonesia, according to Suzanne April Brenner, is a 100% modern event and even too modern, where women wearing hijab are a sign of globalization, a symbol of the identification of Muslims in Indonesia with Muslims in other countries in the world.

The sale of elzahra.collection hijab is carried out based on the need and opportunity for hijab sales around the area of Sindanghayu village, Takokak, South Cianjur which aims to facilitate and help the economy of the surrounding community, both teenagers and mothers. Because the distance that limits them is far to be able to go to dense areas of sellers and it takes a long time to go to dense places of sellers such as markets, shops and others, therefore people find it difficult to get the nearest hijab shop in this area, and even if to shop online not all areas can be reached by expeditions, Meanwhile, the needs of the community continue to want to adjust to the development of existing trends and there is still quite a lot of unemployment, so the author took the opportunity to sell hijab products.

With the sale of this hijab, it is hoped that it can help facilitate and meet the economy as well as the needs of the community in the needs of the hijab they want and also help the family economy. And of course it will release hijab products that are not monotonous, aka following the existing trend also with quality materials but still at affordable prices because they also adjust to the existing economy. At the same time, it opens up jobs for the surrounding community who are still unprepared or confused to get a job. Because based on the existing conditions, the majority of people become vegetable farmers and they are confused to be vegetable farmers in addition to being vegetable farmers, even though there are many opportunities to open MSMEs such as selling this hijab product.

LITERATURE REVIEW

Theoretical Studies

a. Definition of micro, small and medium enterprises

Micro, small and medium enterprises are productive businesses owned by individuals or individual business entities that meet the criteria for micro businesses as regulated in this law. Asset criteria: max. 50 million, turnover criteria: max.300 million rupiah.

Small business is an independent productive economic enterprise, carried out by an individual or business entity that is not a subsidiary or non-branch of a company that is owned, controlled, or is part of either directly or indirectly a medium or large business that meets the criteria for small business as referred to in this law. Asset criteria: 50 million- 500 million. Turnover criteria: 300 million-2.5 billion rupiah.

Medium business is a stand-alone productive economic enterprise, carried out by an individual or business entity that is not a wholly owned subsidiary, controlled or part either directly or indirectly with a small business or large business with an amount of net worth or annual sales proceeds as regulated in this law. Asset criteria: 500 million-10 billion, turnover criteria: >2.5 billion – 50 billion rupiah.

b. Definition of economy

According to M. Manollang, economics is the science that studies how to fulfill the desires of humans or society in order to achieve prosperity. Prosperity is a condition where humans can meet their needs, either in the form of goods or services.

c. Definition of Trend

Trend according to the great dictionary of the Indonesian language is a nominal form which means a variety of new ways or forms at a certain time (clothes, hairstyles, decorative patterns, and the use of hijab and so on). Trends are everything that is currently being talked about, noticed, worn or utilized by many people at any given time. Because usually trends have a certain period or validity period in society.

So broadly speaking, trends are objects that are the center of attention in society at certain times. If associated with fashion or fashion, a trend is fashion that is being favored by most people at a certain period of time.

d. Definition of Fashion

Fashion has become an important part of people's styles, trends and daily appearance. According to Soekanto, fashion has the meaning of something that does not run forever, which may concern the style of language, behavior, hobbies of certain clothing models.

According to the contemporary English Indonesian dictionary of English language by the Houghton Mifflin company in America in 2004, fashion is defined as a style or habit, for example in behaving or dressing style. Something like clothes that are a style in today's times. Something personal is often related to a person's character, namely about type, shape, form and others.

Fashion is also something important that defines the experience of social life. Therefore, fashion has several functions. One of them is that as a means of communication, fashion can convey an artificial message that is non-verbal.

Fashion can reflect, affirm, and express a person's mood. Fashion has a modesty function and attractiveness. As a cultural phenomenon, fashion can actually say a lot about the identity of the wearer. Fashion can also be used to show social value and status, as people can draw conclusions about who you are, which social group you are, through the medium of fashion. The large number of people who like to wear Muslim clothing in every daily activity makes Muslim clothing a fashion and lifestyle.

Fashion is an important thing that characterizes one's social life experience. Therefore, fashion has several functions. These functions include the following:

- As a means of communication, fashion can convey an artifactual message that is non-verbal
- Fashion can reflect or express the state of one's heart by using it
- Fashion has a modesty function and its own attraction for those who see it.
- Fashion as a cultural phenomenon

e. Definition of Fashion Trends

Fashion Trend is a new way of dressing, up to date and keeping up with the times. Fashion trend is also a person's life that is applied in the way a person wears clothes, accessories, or even in the form of hairstyles to makeup.

f. Promotions

Promotion is a type of communication that provides explanations that convince potential consumers about goods and services. The purpose of promotion is to gain attention, educate, remind, and convince consumer brokers. Basically advertising is part of a promotion. Promotions that have run are maximized well and effectively without changing the marketing design of their products. With the addition of marketing products using social media, it will make it easier for consumers and producers and consumers with other consumers to interact which can be a good link. All of these things are based not on the orientation to promote which is persuasive, but to "talk to consumers, and make the brand as an idea for conversation between one consumer and another.

RESEARCH METHODS

To carry out research on entrepreneurial activities in the southern Cianjur area, the method applied is a qualitative method as for data collection through interviews and observations. Starting from the appearance of the style of dressing, especially the hijab style used by the people in the Sindanghayu village area, South Cianjur. And based on interviews or direct interviews, the majority still don't know and are ordinary and the minority who have begun to adjust to the development of existing trends, some already know the latest trends but are limited in cost, some already know the latest hijab trend models but it is difficult to get them and there are also those who do not know at all about the latest trends, let alone buy them.

RESULTS AND DISCUSSION

From the data collected, it can be seen that the average person in the village area of Sindanghayu, Takokak, South Cianjur is still blind to the trend about hijab and the difficulty of getting hijab easily in their area. Most of them don't know how to get the latest model hijab, easily. So only some of the people whose jobs allow them to go to the city such as drivers and who own grocery stores while they shop for their stock took them to the city. And there are still many people who are confused about getting a profession apart from being vegetable farmers, drivers, and teachers. And based on observations, the number of MSMEs in the Sindanghayu village area is dominated by food sellers ranging from snacks and types of food, street food snacks.

CONCLUSIONS

From the research conducted on the people of Sindanghayu village, Takokak district, South Cianjur, it can be concluded that:

- 1) The public's curiosity about the latest trend about hijab is very dominating compared to the existing limitations.
- 2) Only 20% of the public knows and can get the latest model of hijab.
- 3) The existence of a hijab shop in the Takokak sub-district, south Cianjur has a positive impact on teenagers and mothers.
- 4) The number of unemployed there still dominates because of the confusion of the public to see existing business opportunities.

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