

ABSTRACT

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Ideal Muslimat identity in Hijabella Magazine

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The ability of the media in constructing reality in many fields such as politic, economy, social, and even fashion, make the media prone to be misused and tend to lose neutrality. 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 concept of ideal muslimah presented by the media is very diverse and different from each other. Magazine, as one of the media product also often addressing this topic, like *Hijabella* magazine as one of the most influential magazine with muslimah teenager as its largest reader segmentation.

The objectives of this research is to see how the concept of the ideal muslimah constructed in *Hijabella* magazine. 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 text in *Hijabella* magazine and other literature sources.

This research shows that *Hijabella* magazine constructs the concept of the ideal muslimah with its three main elements namely young marriage, stylish and fashionable, and multitasking and work in fashion world. All of the three elements refer to Dian Wahyu Utami (Dian Pelangi) as the owner of *Hijabella*. Dian Pelangi, in *Hijabella* magazine, seeks to personify herself as ideal muslimah. It is intended to make the readers agree with the reality that she constructs and then is able to boost the sales of its products on the market.

Keyword: Hijabella Magazine, Muslimah Identity Construction, Dian Pelangi.