

Media Influence On Fashion Trend Phenomenon Towards Students Of Islamic Boarding Schools In Solo City

Case Study of Ta'mirul Islam Boarding School, and Assalam Boarding School in Surakarta

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Abstract This study aims to determine the influence of media on the fashion trend phenomenon towards Islamic boarding school students in Solo city. The population of this study was students of Ta'mirul Islam Boarding School and Assalam modern Islamic Boarding School in Solo. The age range of the students was 15 to 19 years, with a total of 467 students. About 65 percent of the total students from the two Islamic boarding schools were examined. The sample location was determined using cluster sampling. The data from respondents were collected using questionnaires. Of the 15 items in the questionnaire tested, 11 items were declared valid. The hypothesis testing was conducted by changing ordinals into intervals in the context of Likert gradation scale in the distribution of respondents' answers and the linearity of the measured variables to find out the influence between media content such as, magazines, television and the internet with the selection of clothing styles used by the students of Ta'mirul Islam and Assalam modern boarding schools. The results of the study conclude that the clothing styles in the magazines, television and internet simultaneously influence the choice of clothing of the students in Ta'mirul Islam and Assalam modern Islamic boarding schools by 55%, which means moderately influential.

Keywords : Youth, Islamic Boarding School, Islamic School, Media, Marketing, Commercial, Islamic School Students, Islam.

INTRODUCTION

The community consciously or unconsciously has used the media to obtain various kinds of information or references. Promotion is an activity to convey certain information or messages through the media either print media, electronic media or digital media to the public. Human civilization has progressed so rapidly that it has led to a stream of commercialization. Commercialization has a huge influence on fashion, food, and fun aspects. Global commercialization has become a major concern for business people, especially with the emergence of global markets and technologies emerging with it (Martono, et al, 2012).

The information that continues to be echoed by the media greatly influences the style and mindset of the community, so that each individual tries to display their individual personas to show their identity and as much as possible to be different from the others. With the development of extraordinary media, there has been an increase in lifestyles that are dominated by the millennial generations who in fact are teenagers or students. One of the things that can be observed directly is the fashion trend occurring everywhere. In psychology, adolescents have relatively similar characteristics between themselves if viewed from the aspect of industrial product marketing. The youth segment is considered as a market target that is easy to influence, "obedient" and very loyal, the influence of product references that are seen to have an impact on the

beliefs, behaviors, and processes of one's shopping interests (Karimi, 2013).

Indonesia, with a majority Muslim population, is not spared from the influence of fashion trends. Fashion trends in Indonesia can be said to develop tremendously rapidly, even to the point of surprise. This can be seen with so many sellers who advertise various kinds of the latest fashion products and the easily found shops, factory outlets, or better known as distros that display fashion styles that are so attractive and persuasively able to attract teenagers' interest who want to look stylish and trendy.

For a Muslim, clothing has a function as a tool to cover *aurat* (parts of the body that should not be seen by others except for family members) in accordance with religious orders. But in its development, clothing shifted into a self-image or even a "marker" of social status. This is where continuous fashion renewal was born. Therefore, not a few students from the Islamic Boarding School commonly referred to as *santri* follow the fashion trend to look cooler and more attractive. On the contrary if they do not follow the trend, they will be judged as not fashionable or geeky (Kompri, 2018). Fashion is considered as a form of nonverbal communication used by someone to express themselves to others (Fiske, 2010). The students also tried not to miss the latest fashion trends because clothing is one of the impact communication machines that will penetrate all segments and classes of the society.

Pondok Pesantren (Islamic Boarding School) is a community based education or commonly called

as *Madrasah*. *Ponpes* is a very independent institution and does not depend on government assistance. According to the director of the Ministry of Religious Education and Islamic Boarding School (in Kompri, 2018), there are around 15 thousand boarding schools with active students reaching approximately 8 million of *santri* throughout Indonesia. The main purpose of establishing a boarding school is to play the key role through its students in Islamization among the Indonesian Muslims. Even the presence of Islamic boarding schools is expected to become the government development agents through Da'wah movement.

But the traditional environment of the *pesantren* that is known to be very conservative turns out to be quite in a hassle in facing the swift flow of information, especially in term of fashion mode. So that there are many *santri* found with trendy and fashionable styles that are apart from the values of the traditional *santri* image such as the phenomenon of the blonde hair style like band players, or *Santriwati* (female students) that wear headscarves but like to wear tight clothes. Although choosing a style of fashion like that is the individual right of the *santri*, from the *pesantren*'s point of view, appearance is a reflection of one's identity and that the values and norms of the community need to be maintained including in clothing while adapting to the surrounding situation and conditions. Appearance is a form of *tarbiyah*/education process to develop the character and identity of the *santri* to be in accordance with the values of the *pesantren*'s identity that has been in line with the religious norms. For example the value of devotion, the value of simplicity, social concern for others, mutual cooperation, and so forth.

This is where there is a dilemma for the *santri*; on the one hand they are expected to become agents of development, on the other hand they are easy targets for the potential markets. If we observe, there are a lot of fashion developments that actually contradict the values of Indonesian society's life, for example about simplicity, and clothing that should cover *aurat*, especially for *santri* who come from an environment that is supposed to remain sterile from contemporary cultures that may decrease the idealism of the establishment of a *Pondok Pesantren* through propaganda.

This study will discuss the influence of fashion trends among *santri* caused by the media by influencing (persuading), changing way of thinking, attitude and personality of the students of Islamic Boarding Schools. The presence of various forms of media has a very dominant role as a commercial institution supporting capitalism, with the principle of profit projection coming from all segments of the society, age, gender, and educational background (Rudnyckyj, 2010). Some of the business actors help making Muslims in Indonesia to be a potential market that affects the students to be included as a

very promising target market. Advertising in various types of media is creatively present with an abundant budget, persuasively made to be able to brainwash the community, including *pesantren* students so that their orientation on clothing changes as expected.

I. Research Method

The research location is geographically located in Surakarta City in Central Java, Indonesia, consisting of two Islamic Boarding Schools namely:

- (1) Pondok Pesantren Modern Assalaam
- (2) Pondok Pesantren Ta'mirul Islam

The limitation of the study applied the most complete model form of criticism approach, namely the holistic criticism model which has been developed as a synthesis of the historical, formalistic and emotional criticism models. This approach model divides the types of information into 2 types of factors, namely formal conditions (objective factors) and observer responses (affective factors).

- (1) Objektive Factor : Fashion advertisement in various media such as TV, newspaper, mobile phone, Internet
- (2) Affective Factor : Moslem Students (*santri* of *pondok pesantren*)

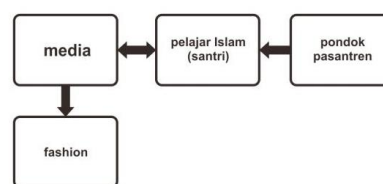


Figure I. Scheme. area and Limitation of Research (Author, formulated from various sources)

This research assessed the influence of commercial media on the fashion trends of Islamic students at Pondok Pesantren Modern Assalaam, and Pondok Pesantren Ta'mirul Islam Surakarta with the approach of primary data generated from the scale processed from surveys and field observations. This study used an approach that is related to culture because Islamic boarding schools have a unique tradition that is not owned by the general education institutions. Based on these conclusions, qualitative method was used to observe social science studies that are fundamentally dependent on observations on people both in the relationships and in the definitions. With the final conclusions based on the problems observed qualitatively, the quantitative method was used as a tool to draw conclusions. Thus the instrument used to collect data quantitatively is the Likert scale model (Punch, 2013). Likert scale is an instrument to measure attitudes, opinions, and perceptions of a person or group of people about a social phenomenon. (Punch, 2013, DeVellis, 2016). The questionnaire used a Likert scale which was given an alternative answers as follows: Strongly Agree

(SS), Agree (S), Less Agree (KS), and Disagree (TS). In this case the respondents were measured by giving weight to alternative answers that ranged from points 4, 3, 2, and 1. Then secondary data were collected through checklist techniques (making notes) from a number of data, and then converted through qualitative descriptive. The researcher tried to look at everything from the perspective of the people involved in the situation who were the target of the study (participant's point of view). The combined methodology instruments used were questionnaires, interviews, participant observation, and document / archive studies.

Research Location and Segmentation

(1) Geography

- Pondok Modern Islam Assalaam Surakarta.
Address : Kartosuro, Sukoharjo Kod Pos 286 Surakarta 57102
- Pondok Pesantren Ta'mirul Islam Surakarta.
Address : Jl. KH. Samanhudi 36 Mangkuyudan, Purwosari, Laweyan, Surakarta 57142

(2) Demography Santri (Moslem Students)

Age : 15 s/d 19 tahun
Gender : male and female
Status : Active students
Class : 3 (third grade)
Pendidikan : Senior High School (*Madrasah Aliyah*)

(3) Psychology

Moslem students (*santri*)

- Easily affected by the surrounding environment, including advertising media.
- Like to do things nowadays.
- Like technology like internet, cellular telephone, multimedia.
- High curiosity (curious).
- Looking for identity.

Qualitative methods were used to collect data. Triangulation is in principle testing the validity of data based on different data collection techniques and data sources. Thus, it is impossible for the difference to produce the same outcome and therefore testing is conducted (Flick, 2014). And the Likert Scale is chosen as the instrument to be converted into quantitative calculations

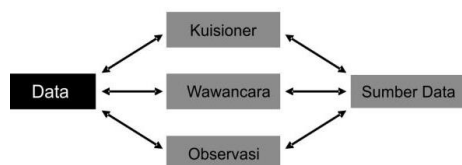


Figure II. Triangulation Scheme

DISCUSSION

Fashion in English as a verb means of to shape. In the context of sociology, Fashion can be

interpreted as forming a character, or even can form social status in the midst of the community. Although the nature of fashion is a form of style that applies within a certain period of time, in general fashion trends has an effect in daily interactions and will continue to develop from time to time. The media is a major pillar in the globalization of fashion throughout the world with the presence of fashion magazines, fashion shows, fashion advertisements and through the popular media nowadays.

Pondok Pesantren Modern Assalaam Modern is a modern *Muhammadiyah*-based boarding school with a combined approach between government education curricula and religion as the character building elements for the students. Pondok Pesantren Ta'mirul Islam is a boarding school based on *Nahdathul ulama (NU)* with a a little touch of modernity and mostly applies conservative education model of interaction between *kyai* (teacher/religious leader) and *santri*.

The management of the respondent's level of activity, the influence of the media on the clothing style of the students in Pondok Pesantren Modern Assalaam and Pondok Pesantren Ta'mirul Islam will be presented through several charts.

A. Research Respondents

Based on the determination of the population and the sample of the study, the respondents for the source of data were 467 *santri* which were a combination of the number of students from Pondok Pesantren Modern Assalaam Surakarta and Pondok Pesantren Ta'mirul Islam.

Table 3.1 Respondents' Age

NO	Response Alternative	Number	Percentage
1	Pondok Modern Islam Assalaam Surakarta.		53,96
	: 15 s/d 19 tahun	252	
2	Pondok Pesantren Ta'mirul Islam Surakarta.		46,03
	: 15 s/d 19 tahun		
	Jumlah: 467 Santri	215	100%

Table 3.2 Respondents' Sex

NO	Response Alternative	Male Students	Female Students
1	Pondok Modern Islam Assalaam Surakarta.	97	155
2	Pondok Pesantren Ta'mirul Islam Surakarta.	111	104
	Total	208	259
		44,53	55,46
	Percentage	100%	

The favorite media of the Pondok Pesantren Modern Assalaam Surakarta and Pondok Pesantren Ta'mirul Islam Surakarta are digital media like the

internet, along with the many choices of other available media. One of the media content that is almost certainly watched is advertising. To find out the level of watching / seeing the advertisement in Pondok Pesantren Modern Assalaam Surakarta and Pondok Pesantren Ta'mirul Islam Surakarta, the analysis is illustrated on following table.

Table 3.3 Media Interaction Pattern

N O	Ques tions	weight of attitude Score				Σ
		1	2	3	4	
1	Media (television, magazine, internet) give me information about the benefits of certain clothing	87	1	1	5	4
			63	63	4	67
		19	3	3	1	1
			5	5	2	00%
2	I am motivated to buy clothes from watching TV, internet, newspaper, smartphone ad	116	1	1	3	4
			27	91	3	67
		25	2	4	7	1
			7	1		00%
3	I see celebrities wearing certain clothes and I want to wear it too	191	1	9	4	4
			35	8	3	67
		41	2	2	9	1
			9	1		00%
4	There are some clothes that I bought because I saw the advertisement in the media	140	1	1	4	4
			40	35	6	67
		30	3	2	1	1
			0	9	0	00%
5	I want to buy headscarf for my self or to be given to other people as a gift	107	1	1	4	4
			73	40	6	67
		23	3	3	1	1
			7	0	0	00%
6	My hair style always follows the current	219	1	6	3	4
			49	5	7	67
		47	3	1	8	1
			2	4		00%

	trend on TV					
7	I am willing to spend money to maintain my hairstyle to be always trendy	266	1	4	4	4
			16	3	6	67
		57	2	9	1	1
			5		0	00%
8	I know brands of shampoo and pomade from advertisements	43	9	2	6	4
			3	76	1	67
		9	2	5	1	1
			0	9	3	00%
9	I choose certain shampoo based on the information from TV or internet.	37	1	2	4	4
			31	52	6	67
		8	2	5	1	1
			8	4	0	00%
10	I often want to buy a new perfume when I see the advertisement	117	1	1	5	4
			54	49	1	67
		25	3	3	1	1
			3	2	1	00%
11	I want to buy latest items	131	1	1	4	4
			49	40	6	67
		28	3	3	1	1
			2	0	0	00%
Total score		1454	1530	1652	509	5145
Total X weight		1454	3060	4956	2036	
Total		11506				

To find out the average number of questionnaires about the influence of fashion trends, the score calculation is done using a Likert scale, with the following stages:

- Determining the highest score with the formula of respondent total number times (X) questionnaire times (X) the highest weight.
- Summing up the score obtained from the respondent's answer.
- Determining the percentage between the score obtained with the highest score by dividing the score obtained with the highest score.
- Categorizing the levels obtained with the following criteria:
 0% - 20% = Very weak
 21% - 40% = Weak
 41% - 60% = Moderate

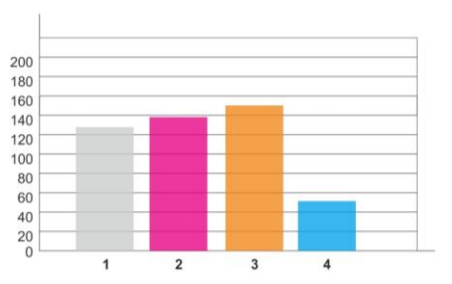
61% - 80% = Strong
81% - 100% = Very strong

Table 3.4 Respondents' Tendency in Choosing Clothing

Choice weight	Number of Choice	Questionnaire	Number of voter
1	1454	11	132
2	1530	11	139
3	1652	11	150
4	509	11	46
	5145	11	467

To clarify the above data, we can look at the following diagram describing the weight level of determinant influence of *santri* of Pondok Pesantren Modern Assalaam and Pondok pondok Pesantren Ta'mirul Islam in Solo:

Diagram 1 Respondents' tendency on Fashion Trend



According to the above description, the following results were obtained:

- The highest score of the influence of fashion on respondents is: $467 \times 11 \times 4 = 20548$.
- The score obtained from the respondent's answer based on the above count is 11506.
- The percentage obtained is: $11506 : 20548 = 0.55 = 55\%$.
- Based on the above criteria means the influence of the average fashion trend on respondents is at the moderate category level (between 41% - 60%).

To see the tendency of respondents to the given questionnaire, it can be seen by dividing the number of choices by the number of questionnaires.

The weaknesses of the dependent variable in this research is that this research only took one element, the fashion trend. While the content of the media in the form of clothing, shoes, accessories or other fashion product selections among the students is very complex. And purchasing decisions for a product can also be caused by various factors.

CONCLUSION AND SUGGESTIONS

A. Conclusion

Based on the research results, it can be concluded as that:

- The number of scales ranges from 41% - 60% = moderate, which is in the average range of 55%

in the sense that it is quite influential although not significant.

- The Islamic Boarding House culture in the city of solo which still prioritizes egalitarianism values is still strong in shaping the social personality of the majority of *santri* (students).
- It turns out that the influence of the media on the fashion trends of *santri* in Islamic boarding schools in Indonesia relatively similar with the general teenagers.
- The Islamic boarding schools have always suggested the *santri* to always maintain and manage their appearance appropriately and not to limit the movement space of their appearance. Therefore, through the appropriate order in appearance, it is expected to be able to "build" their personality to become better people. Therefore, many students are encouraged to look simple but still "beautiful" to be seen, so that they can maintain a simple life in the real world.

B. Suggestion

Theoretically the existence of *pesantren* (islamic boarding school) has indeed become an interesting object to be studied continuously, considering that boarding schools have been known to be quite selective in accepting changes, so that many people make *pesantren* as a means of education for their children, because the rapid and uncontrolled development of information flows can have an adverse effect on development of the identity of their children. Therefore, the Islamic boarding school is expected to be able to become an institution that provides the right information filter for teenagers, especially *santri* (students) who study at *pesantren* institutions throughout the world.

In practical terms, the results of this study suggest to all parties involved, including caregivers of Islamic boarding schools, parents and guardians of students, Ministry of Religion, Islamic Universities, scholars, and Muslim community leaders to take responsibility for overseeing the current trend of adolescent lifestyle so that local wisdom based on Islamic values will continue to live.

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