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MALAYSIAN JOURNAL OF CONSUMER AND FAMILY ECONOMICS (2018) VOL 21 (SPECIAL ISSUE 2) 44 The Prospect of Outwear as Modern Office Wear For Muslim Women Pingki Indrianti, M.Ds1, Oki Kurniawan, M.Ds2 Abstract Number of female workers in formal sector increasing all around Indonesia especially in Jakarta, that include Muslim women (Muslimah) workers wearing Hijab (veil) for daily work activities. Outerwear garment e.g. blazer, suite, and coat, is one of their choice for office wear which gives professional, practical, and stylish look; in additions the loose silhouette assumed to help covering the aurat.

Base on that potential this paper aims to explore the prospect and criteria of Outerwear as office wear that made or designed specifically for Muslim workers. Research conducted by distributing questionnaires to 100 respondents to collect preliminary data about Muslim women preferences of wearing Outerwear for daily work activities; then followed by semi structural interview about Outerwear garments regarding to the appropriate Sharia and aesthetic aspect (Fashion Components). Result of this research indicates criteria of Outerwear as Muslim office wear. The criteria include, (1) Silhouette: Loose-fitting, not bulky and practical cuts.

(2) Detail: Variant and unique details of sleeves or collar. (3) Texture: Variant ornaments (geometric and flora or Sultur), non-transparent, easy care and comfortable (breathable) fabrics. (4) Colour: Soft and dark colour to create formal image. (5) Market and Consumer: Early majority group. Keywords – Fashion Components, Hijab, Muslim Fashion, Office Wear, Outerwear INTRODUCTION Urban female workers are now increasing in many formal sector area, according to ILO research, the labour force participation of young women in Indonesia during 2014-2019 is expected to increase due to the advantages of greater access into education and training (ILO-Asian Decent

Work Decade: Indonesia, 2006-2015).

An article released by CNN-Indonesia, female workers occupy a strategic position in their company; 36 per cent of senior position occupied by female workers all around Indonesia, for example as General Manager, Chief of Executive Officer (CEO), Chief of Financial Officer (CFO), etc. This number are increasing around 16 per cent from the previous years, it ranks Indonesia in the top 10 for the number of women in senior management positions in the world (CNN Indonesia, Maret 2016). This explained the importance of female workers position in Indonesia. The increasing number and higher rank positions of female workers in formal sector areas are certainly changes the style of office wear (business attire) today.

The modern lifestyle of urban female workers especially in Jakarta, Indonesia, has led the office wear to be more efficient in style, flexible, practical, and trendy (Indrianti P. , 2013) (Indrianti P. , 2017). Female workers want to present themselves in more fashionable look, yet simple and professional. Fashion could be a medium to 1 Corresponding author : Pingki Idrianti, Email : pingki.indrianti@gmail.com 1Dept. of Design (Fashion Design Program), Politeknik Negeri Media Kreatif Jakarta, Indonesia 2 Dept.

of Product Design, Faculty of Creative Industry and Telematika, Universitas Trilogi, Indonesia MALAYSIAN JOURNAL OF CONSUMER AND FAMILY ECONOMICS (2018) VOL 21 (SPECIAL ISSUE 2) 45 communicate various symbols (Barnard, 2002). Clothes can have profound and systematic psychological and behavioural consequences for the wearers. In this case, a professional look of female office wear could present professionalism; promoting the corporate identity, or even improved their working performances (Adam, H., Galinsky, A., 2012).

The need of modern office wear also demand by some female Muslim (Muslimah) workers who consider wearing head cover-called Hijab or Jilbab, for daily work activities. In the last two decades, many Muslim workers especially in Jakarta are covering their head, after the 'Revolution of Jilbab' in Indonesia during 1980-1990s; Muslims could present any religious symbol in public area-including Jilbab. Besides, the trend of Hjabers Community (started in 2010 by Dian Pelangi and friends) are inspiring many Muslim women, both Indonesia and other countries; including them who works either in public or private institution, formal or non-formal working areas.

According to author's previous research (Indrianti, 2017) Muslim workers required clothing which are comfortable, professional, trendy, yet covering women aurat (parts of Muslim women body. The type of garment that suitable to this requirement is Outerwear. Hence, this study intends to explore the prospect and analyse criteria of

outerwear as Muslim office wear; by the style and the Fashion Components (Silhouette, Detail, Texture, Colour, and Market and Consumer), which provides requirements of professional and fashionable office wear yet covering aurat complying to the Islamic Sharia. This study focuses on Muslim women in Jakarta-Indonesia, working at formal sector area, either at public or private company.

The appropriate outerwear will help Muslim workers to be more comfortable during their working activities; in addition, the research result could be sources of information to use in product Research and Development (R&D) and consumer behaviour research for Muslim fashion industry. LITERATURE REVIEW o The Components of Fashion Today it is important for people to understand the words: Fashion, Clothing, Apparel and Costume, the terms are not identical in meaning. In the context of the everyday, "fashion" is much more than what is called the fashion industry, which deals with apparel, although that is a substantial part of the global economy (Pan, Y., Roedl, D., Thomas, J. C., & Blevis, E, (2015).

It can also include categories such as luxury items, cosmetics, bottled water, as well as aspects of furniture, housing, and automobiles. Fashion could categorize into 'High Fashion' and 'Mass Fashion' (Stone, 2016) both are affected by market absorption. High fashion refers to a small group of people who first adopted an innovation of fashion (they are called the innovator or trendsetter), while the Mass Fashion refers to the style that has been accepted by a wider cross-section of consumers. Stone (2016) and Seivewright (2012) described the components of fashion as silhouette, details, textures and fabrics, print and embellishments, market and consumer.

MALAYSIAN JOURNAL OF CONSUMER AND FAMILY ECONOMICS (2018) VOL 21 (SPECIAL ISSUE 2) 46 (1) Silhouette, refers to the area, contour, or shape with definite outline or a visible structure. There are some types of general silhouette: Bell-shaped back fullness, straight or tubular, slim, tent, rectangular, Wedge, A, I, O, and H-line, etc. (Dineva, P., Ilieva, J,, 2016) defined silhouette can be determined as non- volumetric and volumetric ones.

Non-volumetric silhouettes defined by their fitting at the waist, they are "Close fitted at the bust and waist", "Fitted at the waist", "Semi fitted at the waist", and "Non-fitted at the waist" silhouette. The volumetric silhouettes are bigger than the relevant form of the human body. They usually determined by geometrical shapes, letters and objects. These silhouettes are Y, Y turned, X, Flower, and Vase, A, O, and V forms. (2) Details are the individual elements to give a silhouette its shape or contour (trimming, skirt, and pant length or width, shoulder, sleeve, and waist treatment).

(3) Textures and Fabrics refers to surface quality of the objects (material) to our sense of touch, this include print and surface embellishments, such as ornaments (motifs) or another textile techniques (embroidery, applique, printing, laser cutting, beading, smocking, etc.). (4) Colour refers to the hue, value, and intensity of the fashion (either fabrics or materials). (5) Market and Consumer are the market level of a fashion industry, there are three main approaches to garment design and production: Haute couture, Ready to wear, and Luxury superbrands.

While Meadow (2012) devides fashion market based on the diffusion of innovation (fashion trend); the Innovator group or the trend setter, Early Adopters group, Early Majority group, Late Majority (sceptics group), and Laggards (ignorance group). o Muslim Fashion in Indonesia Muslim fashion or Islamic fashion, including Hijab (Jilbab) has become global trend. Hijab is not only popular among countries with Muslim majority population but also non-Muslim countries. Hijab covers women's aurat; the head, hair, and whole body except the face and palms.

Muslimah believes that covering aurat is an obligation from Allah SWT through Qur'an surah An-Nur: 31, Al-Ahzab: 59, besides they believe hijab could protect them from interference or sexual harassment. Islam in Indonesia carried through the trading activities then spread slowly and adaptive to the local culture hence the development of Islam in Indonesia became different from its origin in the Middle East. Since Islam existed in Indonesia, either men or women Muslim did not wear any particular clothing (Zulaikha, 2003).

Along with Hajj activities (Pilgrimage) to the holy city of Mecca, many Muslims began to imitate Arabian style; white cloak for the men with additional loose veil (Kerudung) for women which leaving the neck and covering half part of the hair (Prasetya, (2010). It was only in the early 1980's women began to wear veil, which completely covered hair and neck; this veil are popularly called Jilbab. However, at that time such type of veil was considered as something suspicious and radical by most people and Indonesian government.

Popularity of Hijab or Jilbab emerged in 1990s when President Soeharto began to ask for support to the Islamic political elite. Government allowed Muslim women to wear Jilbab in many institutions, schools, and offices (Prasetya, (2010). Modest fashion become trend, designers and boutiques popping up, some artists, singers, MALAYSIAN JOURNAL OF CONSUMER AND FAMILY ECONOMICS (2018) VOL 21 (SPECIAL ISSUE 2) 47 and models began to wear Hijab, the style are more varied, expressive, and fashionable. Hijab trend turn into a big phenomenon and booming especially for the young market when Hijabers Community (initiated by Dian Pelangi and friends)

emerged in 2010.

Hijabers Community is a modern and popular culture, not only focused on the religiosity but also as entertainment. Hijabers Community creates space for Muslim women to wear Hijab and express their great desire in fashion. Regarding to Islamic Sharia, Hijab should covers Muslim aurat: the head, hair, neck, bosom, and whole body **but the face and hands**. Besides, the dress must be loose enough (should not be tight) with non-transparent material so as not to describe the shape of a woman's body e.g. the bust-line, the waist, the buttocks, the back and the thighs (Surtiretna, Nina., Rufaidah, Anne, (1995)).

o Formal Office Wear Wardoyo (1995) distinguishes between **formal and informal employment** based on the status, business scale, to the regulation and organization. Informal sector is the type of work or business that is not registered, no formal regulation and protection of the country, structure, not taxed, neither fixes salary. While formal sector employment includes a business or firm that registered, consisting of a group of people with the state with formal regulation, structure, fix salary, professional workers, and large-scale employment.

Office clothes can be defined based on the type of working areas; in formal sector the workers usually wear uniform or formal style while in non-formal sector the styles are more flexible (Indrianti, 2017). Office uniform and formal style are usually classic and conservative, Riyanto and Zulbahri, (2009) describe the characteristics of formal office clothes as follow, (1) Simple detail (stitches, pockets, buttons, pleats, etc.) and motifs (2) Comfort materials to support working activities (3) Tailored cut model (jacket, blazer, coat, formal suite) Today some office regulations become more flexible to allow their employees to use any semi-formal style.

Formal uniforms are rarely used except in some government institutions or banking enterprise. The urban lifestyle requires efficient and trendy fashion. Many employees presenting themselves in more fashionable and professional look, this includes Muslim women especially in Capital City of Jakarta. Peluchette, Joy, etc (2006) indicated that appropriated office clothing could have a positive impact on various work place outcomes and affects the quality of someone's work performance and mood, as well to appear knowledgeable, professional, honest, hardworking, and trustworthy.

MALAYSIAN JOURNAL OF CONSUMER AND FAMILY ECONOMICS (2018) VOL 21
(SPECIAL ISSUE 2) 48 Figure 1 : office clothes style (source: riyanto and zubahri, 2009)
Figure 2 : Modern office clothes of female workers (source: personal documentation)
RESEARCH METHOD This qualitative research adopted two stages approach:

Distributing questionnaires to get preliminary data about Muslim preferences of wearing outerwear, followed by semi-structured interview (based on the result of the questionnaires and general literature) to indicate **criteria of outerwear as Muslim office wear**.

For the questionnaires, there are three sections of question list; one section is the screening question, the second section asking about general shopping habits and personal value, including respondents interest of using outerwear the most favourite type of outerwear, affordability (how much they willing to pay), purchasing frequency, etc., this section used Consumer Behaviour theory by Kotler and Keller (2011). The third section asking about Innovation and trendy product design, it used Enhanced Design of Fast Fashion System by Cachon and Swinney (2011). The questionnaires distributed to female Muslim workers in Jakarta, age between 22 to 40 years old.

More than 120 questioners distributed, 100 of them passed the screening question, and they are: (a) Female Muslim workers wearing Hijab for daily activities, (b) Affiliations categorized as formal sector employment in Jakarta (c) Respondents have enough knowledge about clothes and fashion. Formal sector areas in this questionnaire refer to Education institution (Academicians), Design & MALAYSIAN JOURNAL OF CONSUMER AND FAMILY ECONOMICS (2018) VOL 21 (SPECIAL ISSUE 2) 49 Media, Marketing and Public relations, Medical and Public Health, Accounting and Finance, Oil Industry.

Figure 1 : Age limit criteria of the respondents (source: personal documentation) Result and Discussion Based on the questioners most of the respondents like to use outerwear for daily work activities (almost 70%); Blazer is the most favourite type (64.18%) followed by Coat and Longcoat; only few respondents using Cape (below 20%). Figure 2 : Respondents preference of wearing outerwear as the office wear (source: personal documentation) Figure 3 : Type of outerwear by respondents' preference (source: personal documentation) MALAYSIAN JOURNAL OF CONSUMER AND FAMILY ECONOMICS (2018) VOL 21 (SPECIAL ISSUE 2) 50 In terms of affordable outerwear and respondents' purchasing frequency; result shows respondents are willing to pay a piece of outerwear for IDR 200,000-300,000 (USD 15-22) and prefer to purchase 1 to 3 item per year.

Figure 4 : Affordability (source: personal documentation) Figure 5 : Purchasing frequency (source: personal documentation) The questionnaires also asked about the way respondents using the outerwear for dailywork activities in term of function and the frequency of use. Around 60% respondents use outerwear **in order to create** formal or semi-formal image, besides to show trendy and practical look. Most of them agree that outerwear could cover the aurat based on its loose-bulky silhouettes and

non-transparent materials.

Regarding to the frequency, around 50% respondents use outerwear as office wear 1-3 times a month while others (around 30%) are 1-3 times a week; only few respondents use outerwear as daily office wear (extremely often). Figure 6 : Respondents using outerwear in term of function (source: personal documentation) MALAYSIAN JOURNAL OF CONSUMER AND FAMILY ECONOMICS (2018) VOL 21 (SPECIAL ISSUE 2) 51 Figure 7 : Frequency of respondents using outerwear in a month (source: personal documentation) Respondents were asked about possible innovations towards design in terms of fashion components (silhouette, detail, and material) of the outerwear; around 60% respondents suggested more fashionable and practical outerwear styles (models), they also suggested adding more varied sleeves and collar (24%), besides applying motifs or texture (17%) and easy care with breathable fabrics (25%), only 5% of respondents suggested adding more pocket on the outerwear design.

Figure 8 Innovation aspect, respondents' suggestion towards design (source: personal documentation) The Criteria of Outerwear Garments Semi structured interviews (based on the results of the questionnaires with general literature) were conducted in order to formulate applicable criteria for outerwear garment as Muslim office wear. Regarding to the appropriate respondents who passed the screening questions, 10 people were selected and interviewed about the outerwear related to Islamic Sharia and fashion components: Silhouette, Detail, Texture, Color, and Market and Consumer.

MALAYSIAN JOURNAL OF CONSUMER AND FAMILY ECONOMICS (2018) VOL 21 (SPECIAL ISSUE 2) 52 o Silhouette In the term of silhouette, some respondents suggested more variation for outerwear garment; nevertheless the unique silhouettes still require loose-fitting shape in order to covering aurat including the bosom and hips. The type of outerwear that support loose-fitting silhouette is blazer and coat; cape and long coat could cover the aurat as well but it is not flexible and less practical shape. Cardigan is another type of loose-fitting outerwear suggested by respondents, it is very flexible and supports more casual style in some working activities e.g. art and design area, lecturers, marketing, public relations, etc.

however this outerwear sometimes made from inappropriate material like spandex jersey which extremely showing the hips and body shape. Respondents also suggested more variation in silhouette including models and cuts to give trendy and fashionable look. Most respondents do not like bulky silhouettes for its non- practical use besides to avoid fat appearance and feel sultry. They prefer adding some details (pocket, variant collars, or sleeves) to create trendy silhouette instead of wearing more layering and bulky garments, which are not practical and uncomfortable especially in Jakarta with its

hot and humid weather.

o Texture and Fabrics Texture refers to the material of outerwear in term of surface and ornaments (motifs); by the result of the questionnaires of innovation and design section, respondents suggest to use ornaments and comfortable fabrics. Some ornaments e.g. geometric and flora (Sulur motifs) assumed to support formal image, besides almost female workers in Jakarta, Indonesia, are familiar with Sulur in relation to "Batik motifs" which is required by some institutions as a formal clothes on either Thursday or Friday, or any other formal occasions. However, some respondents prefer outerwear without any ornaments to support their simple style and give a slim appearance.

Nevertheless, there are respondents, who are flexible, prefer both simple and ornamental look of outerwear, based on any required situation, conditions, or occasions. From the aspect of comfort, almost all respondents suggested easy care and comfortable materials due to their mobility and working activities, which required materials with high absorbent performance, good thermal conductivity, breathable, non-allergenic, and does not cause unpleasant smell (odourless). Some fabrics suitable for this purpose (March, Jayne, etc., 2009) e.g. Cotton, Linen, and Rayon/Viscose or using mixed fibers e.g. Rayon-Nylon, Cotton-Polyester, Cotton- Nylon, etc.

If the respondents want to use layered garments (two-piece garments), they could wear inner blouse with sleeveless type to keep them feel comfortable. o Detail and Colour Detail refers to the elements, which give a silhouette its shape or contour; unique detail will create a unique silhouette. Based on the questioners some respondent suggest adding some pockets and more variation in collars or sleeves, in order to create more trendy and unusual silhouette.

These details sometimes could create MALAYSIAN JOURNAL OF CONSUMER AND FAMILY ECONOMICS (2018) VOL 21 (SPECIAL ISSUE 2) 53 image of volume for some people. For example, a long-wide sleeve or long- numerous pleats on the back, this kind of detail will create volume and unique look, at the same time covering the chest or hips. However, respondents should consider minimalist and simple details to support practical use for daily work activities. From the aspect of colours, respondents tend to prefer colour with dark and soft intensity e.g.

pastel colour, beige, maroon, navy blue, purple, brown, black, etc. o Market and Consumer Consumer behaviour of respondents tend to be non-consumptive, income of IDR 3 to 10 million per month make them more selective in choosing clothes for daily work. Most respondents buy 4 to 10 pieces of the clothes annually with maximum price of Rp. 200,000.00 - Rp. 300,000.00 per piece. In terms of fashion trend, the respondents

will learn at first, try to filter, and adopt the newest trend before they follow other people.

Rogers in Meadow (2012) classified consumer behaviour in adopting to innovation or trend (diffusion of innovation) as Innovator or the trend setter, Early Adopters, Early Majority, Late Majority (sceptics group), and Laggards (ignorance group). Fig.6 described the diffusion of innovation of Muslim worker respondents; most of them are the Early Majority group who prefer not to follow the trend at first, then adopt it when the trend comes up and followed by many people. The respondents informed that they still customize the trend with their own style.

Figure 6 : Diffusion of innovation by respondents (source: personal documentation) In regards to affordable materials, according to the questionnaires result, most respondents spent two until three outerwear per year each price around IDR 200,000 (USD 14); nevertheless, this indicate discrepancy between respondents' preference of comfortable and affordable materials. Respondents prefer to use comfortable fabrics; on the other hand, they will not spent extra money for this value. Usually fashion industries in Indonesia are using synthetic fabrics in order to minimize production cost and get a cheaper selling price.

If one industry exploits qualified natural or hi-tech synthetic fabrics, which are breathable and high absorbent or easy care, the product will be extremely pricy up to IDR 400,000 or higher. Most respondents of this questionnaire prefer not to spend that much money. MALAYSIAN JOURNAL OF CONSUMER AND FAMILY ECONOMICS (2018) VOL 21 (SPECIAL ISSUE 2) 54 The best solution of this case is using standard synthetic fabrics mixed with natural fibers in small amount level for appropriate price e.g.

combination of 40% cotton and 60%Polyester; 80% Rayon and 20% Nylon, etc. Besides, respondents could choose pure synthetic fabrics for outerwear, in the case of wearing sleeveless inner blouse made from 100% cotton or other comfortable material.

CONCLUSION Female muslim workers especially in Jakarta, Indonesia, required more fashionable and professional look of office wear yet complying with Islamic Sharia. By the questionnaires result of the consumer behaviour and design Innovation aspect, it assumed that most female Muslim workers in Jakarta prefer outerwear for daily-work activities in order to give formal or semi-formal image, fashionable, and practical look. Female Muslim workers agree that outerwear could cover women aurat (bosom, waist, bust line, hips) based on its loose-bulky silhouettes and non- transparent materials. Nevertheless, many of them use and shop it slightly rare.

They also quite selected, many of them prefer the price around IDR 200,000 (USD 14)

which is match to the average age of the respondents: 25-35 years old. The analysis of the results of semi-structured interview, related to fashion components and Islamic Sharia, indicated some criteria for **outerwear as Muslim office** wear, (1) Silhouette; the outerwear must be loose-fitting to cover aurat, more fashionable style (models) and cuts, not bulky in order to support practicality, comfort, and avoid fat appearance. (2) Texture; Some respondents suggested variant ornaments e.g.

Geometric or Sulur as they feel familiar with "Batik" image, however the other suggest more simple texture to support their simple style and to give slim appearance. The material of outerwear should be comfortable and easy care in order to support respondents activities. Mixed synthetic and natural fabrics are recommended to match their affordability. (3) Detail and Color; Variation in collars, sleeves, or other details could create more trendy and unusual silhouette. However, respondents should consider minimalist and simple details to support practical use of outerwear for daily activities.

Respondents prefer office wear with soft and dark colour. (4) The segmentation of respondents are Early majority group who try to filter and adopt the newest trend before they follow other people. This research could be used as information for Muslim Fashion industry, including designers. **Results are expected to be** sources of information to support designers in creating designs as well as doing product research and development or consumer behaviour research.

This Research also require further research, such as **Visual Analogue Scale (VAS)** analysis in order to obtain more accurate and detailed information about the visualization of Muslim office wear. Further research could also be conducted to find solution to the discrepancy between respondents' choice of fabric quality (good quality) and affordable outer wear (cheaper price). MALAYSIAN JOURNAL OF CONSUMER AND FAMILY ECONOMICS (2018) VOL 21 (SPECIAL ISSUE 2) 55 REFERENCES Adam, H., Galinsky, A. (2012). Enclothed cognition. Journal of Experimental Social Psychology, 48(4), 918–925. Barnard, M. (2002).

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