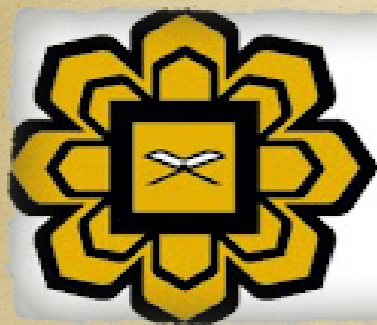


Hijab Wearing among Malay Women in Malaysia: Media or Social Influence?

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بُونِيَابَرَسِيْتِي اِسْلَامِي اِنْتَارَا نَجْمًا مَلِيْسِيَا



MENTION 2013

- ❖ Introduction
- ❖ Objective of the study
- ❖ Literature review
- ❖ Theoretical Framework
- ❖ Methodology
- ❖ Findings
- ❖ Conclusion



Introduction

- ❖ Wearing *hijab* is a common phenomenon.
- ❖ People surround them become the main source of influence.
- ❖ Media also play a role in changing women's attitudes and perceptions about wearing hijab.



Research Objectives

- ❖ patterns of *hijab* wearing,
- ❖ sources of media influence on *hijab* wearing
- ❖ sources of social/interpersonal influence on *hijab* wearing
- ❖ comparison between media and social/interpersonal influences on *hijab* wearing
- ❖ the extent of media and social/interpersonal influence on impact change from *hijab* wearing.



Literature Review

❖ The concept of *Hijab*

“ Say to the believing men that they cast down their look and guard their private parts, that is purer for them. Surely God is Aware of what they do. And say to the believing women that they cast down their look...”
(Surah An-Nur, Verse 30)

❖ *Hijab* is a symbol of modesty

❖ *Hijab* is “covering your private parts and adornments in order to maintain modesty in all respects of life” (Zulkifli & Fatin, 2013).



Literature Review

Reasons for wearing hijab

- ❖ Religious obligation
- ❖ To avoid from getting male's attention
- ❖ Pretty, trendy and modest nice outfit
- ❖ Inspiration from magazines and TV
- ❖ pressures from family and peers



Theoretical framework

Limited effect theory (Katz & Lazarsfeld, 1955)

- Media do not have a direct effect on the audience
- Its effect is being mediated and enhanced by other variables; in this case, the social/ interpersonal sources of information.
- The power lies on the social/interpersonal communication as the prime mover of opinion change that would lead to attitude and behavioural changes.

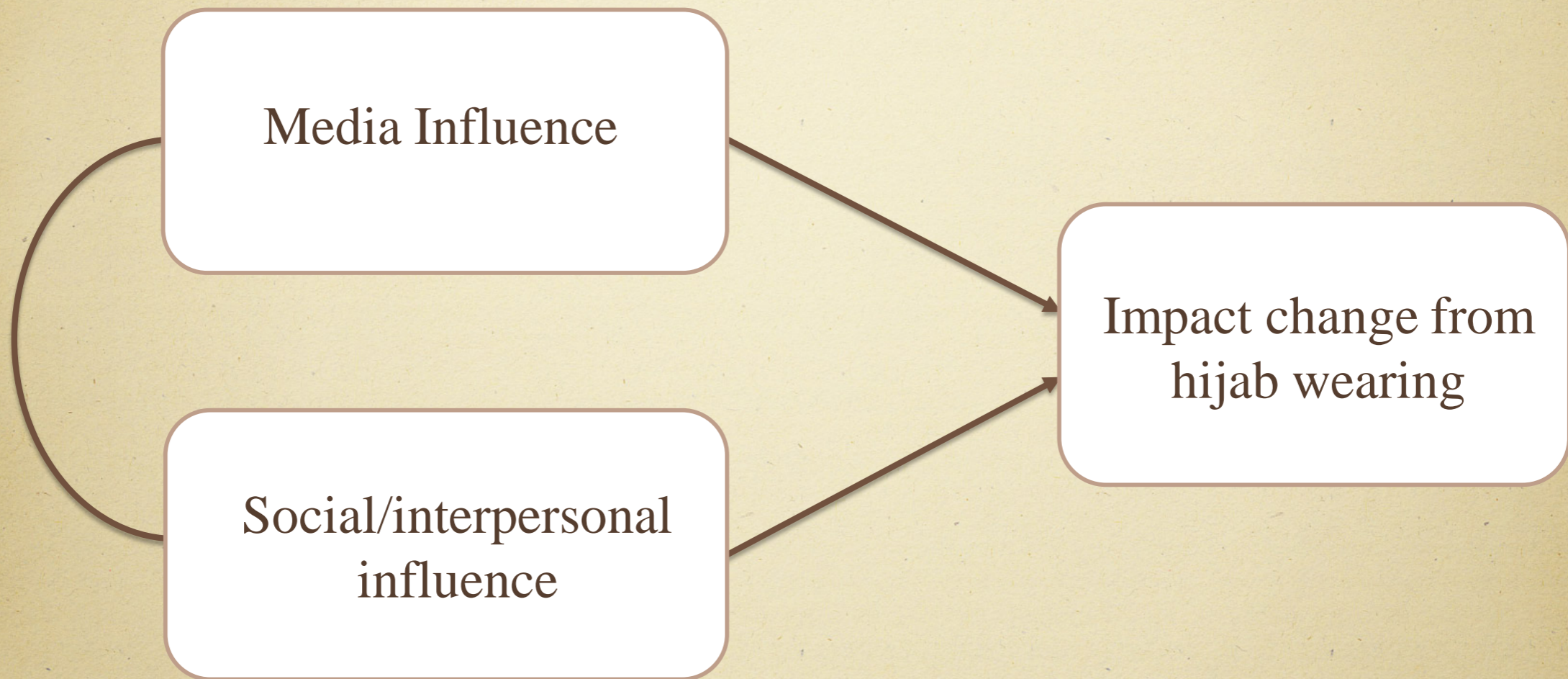


Figure 1: Theoretical framework for model 1

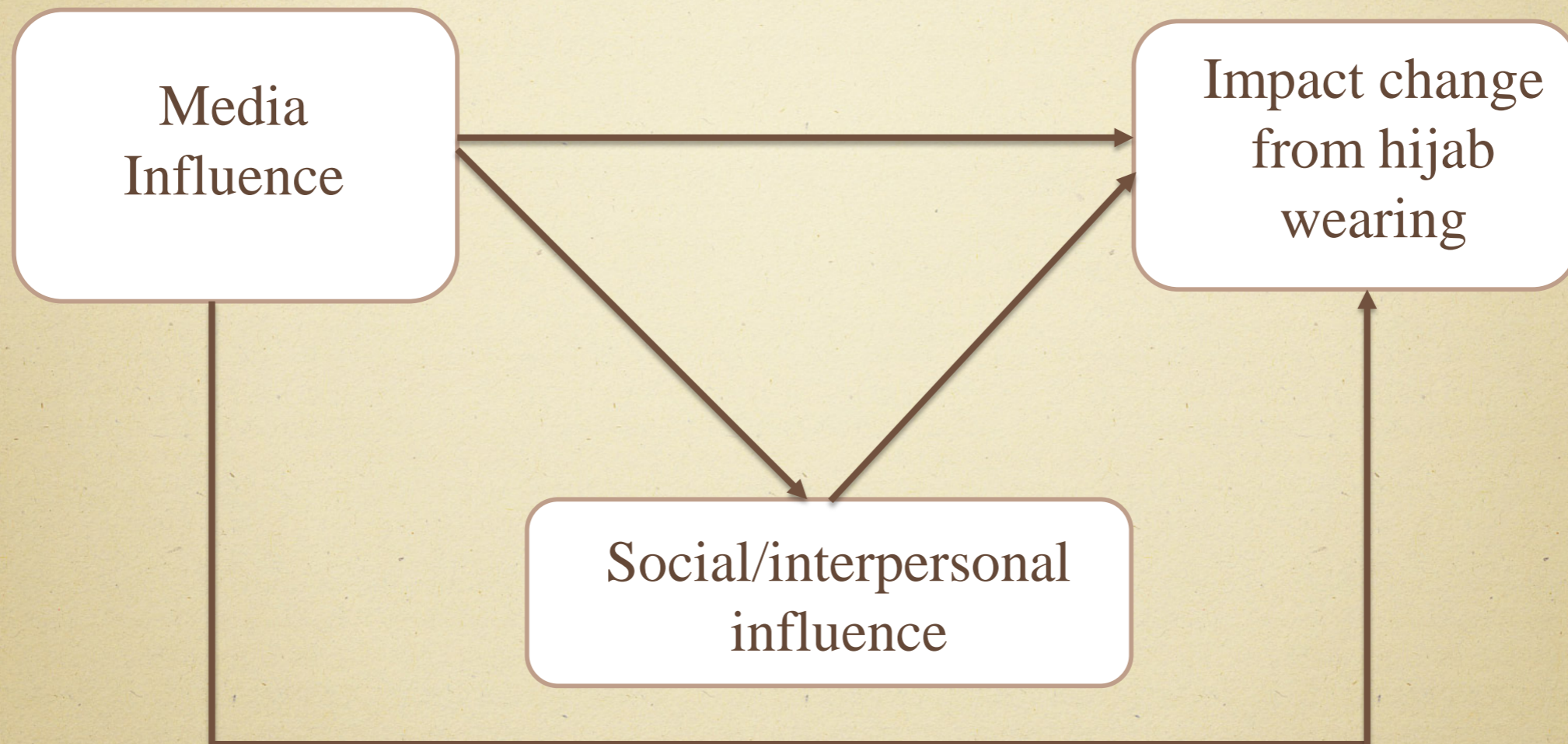


Figure 2: Theoretical framework for model 2

Research Hypotheses

- H1** Media influence has a positive impact change from hijab wearing.
- H2** Social/interpersonal influence has a positive impact change from hijab wearing.
- H3** Social/interpersonal influence gives a higher impact change than media influence on hijab wearing.
- H4** Media influence has an effect on social/interpersonal influence which in turn affects impact change on hijab wearing.

Methodology

- ❖ Quantitative cross-sectional survey
- ❖ Data collection: November-December 2012.
- ❖ Population: Female students who wear hijab from in an Islamic institution of higher learning in Malaysia.
- ❖ Sampling: Stratified random sample from various faculties at the university.
- ❖ Descriptive and inferential statistics (t-test, correlation and regression)



Findings of the Study (1 / 5)

Demographic Characteristics

- ❖ From **362 respondents**, most of them were:
 - ✓ aged 21 years old (34.8%)
 - ✓ doing their bachelor degree (71.3%)
 - ✓ went to day co-education secondary schools (29.8%)
 - ✓ have more than 8 family members (32.7%)
 - ✓ household income is less than RM 3000 (47.3%)
 - ✓ live in urban areas (43.7%)
 - ✓ born in Selangor (21.3%).

Findings of the Study (2/5)

Hijab Wearing Patterns

- ❖ The majority **started wearing hijab from 6-10 years old** (45.2%), but there are also those who started wearing it as early as 5 years old (13.2%).
- ❖ Most of the hijab were **bought** (96.4%) and **given by family** members (52.8%).
- ❖ The two most important elements in wearing hijab are **comfort** (92.6%) and **length** (90.0%), and the two less taken into consideration are **brand** (59.6%) and **stone/glittering** (57.2%).



Findings of the Study (3 / 5)

Sources of Media Influence

- ❖ The highest sources of influence came from **facebook** (70%), followed by **blog** (64.0%), and **magazine** (64.2%), and the least media influence is **billboard** with 50.6%.

Sources of Social/interpersonal Influence

- ❖ Besides **parents** (92.6%), other sources of social/interpersonal are **friends/colleagues** (84.2%), **siblings** (84.0%) and **religious leaders** (81.4%).
- ❖ **Celebrity** (55.4%) has the least influence on hijab-wearing.



Findings of the Study (4/5)

Comparison between Media Influence and Social/Interpersonal Influence

- ❖ Social/interpersonal influence (M=3.68) has a greater effect than the media influence (M=3.13) on hijab wearing, which is reflected by $t=-6.623$ ($p=.000$).
- ❖ The relationship between media influence and social/interpersonal influence is **strong** ($r=.604$, $p=.000$).
- ❖ Social/interpersonal influence (M=3.67) has a higher effect than the media influence on **impact change** from wearing hijab (M=4.60).

Findings of the Study (5/5)

Analysis of Factors Influencing Impact from Hijab Wearing

- ❖ When social/interpersonal influence is included as the control variable, the relationship between media influence and impact change has reduced from $r=.323$ ($p=.000$) to $r=.134$ ($p=.150$).
- ❖ Media influence and social/interpersonal influence are both contribute to explaining impact change from wearing hijab; with **social/interpersonal influence contributes slightly more than the media influence.**

Summary of the hypothesis outcomes

No.	Hypothesis	Outcome
H1	Media influence has a positive impact change from hijab wearing.	Supported
H2	Social/interpersonal influence has a positive impact change from hijab wearing.	Supported
H3	Social/interpersonal influence gives a higher impact than media influence on hijab wearing	Supported
H4	Media influence has an effect on social/interpersonal influence which in turn affects impact change on hijab wearing.	Supported

Conclusion

- ❖ Both social and media show positive influence on hijab wearing.
- ❖ Social influence has a greater effect than the media influence with both have a positive relationship
- ❖ Despite the important role of media, women's social surroundings such as family and friends have more influence on hijab-wearing (support the limited effect theory).





Thank You

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