

ABSTRAK

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Program Studi : Ekonomi Syariah
Judul : Analisis perilaku konsumen muslim terhadap trend fashion dalam perspektif ekonomi islam (studi kasus santri dayah babussalam al azizyah jeunieb)

Penelitian ini bertujuan untuk mengetahui perilaku konsumsi fashion santri terhadap tren fashion serta menganalisis kesesuaiannya dengan perspektif ekonomi Islam pada Dayah Babussalam Al-Aziziyah Jeunieb. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian lapangan (field research). Informan dalam penelitian ini terdiri atas satu orang pengurus dayah, dua orang guru, dan empat orang santri yang dipilih menggunakan teknik purposive sampling. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi, sedangkan analisis data menggunakan model Miles dan Huberman yang meliputi reduksi data, penyajian data, serta penarikan kesimpulan. Hasil penelitian menunjukkan bahwa perilaku konsumsi fashion santri dipengaruhi oleh perkembangan tren fashion, media sosial, teman sebaya, serta faktor pribadi. Meskipun santri mengikuti perkembangan fashion muslim modern, sebagian besar tetap mengutamakan kebutuhan dibandingkan keinginan serta mempertimbangkan nilai-nilai kesederhanaan dalam membeli pakaian. Dalam perspektif ekonomi Islam, perilaku konsumsi fashion santri pada umumnya telah mencerminkan prinsip halal, thayyib, qana'ah, maslahah, menutup aurat, dan kesederhanaan dalam berpakaian. Namun, masih ditemukan sebagian santri yang sesekali membeli pakaian karena pengaruh tren dan media sosial sehingga berpotensi mengarah pada perilaku israf apabila tidak dikendalikan. Oleh karena itu, diperlukan pembinaan yang berkelanjutan dari pihak dayah agar perilaku konsumsi santri tetap selaras dengan prinsip-prinsip ekonomi Islam di tengah perkembangan tren fashion yang semakin pesat.

Kata Kunci: Perilaku Konsumsi, Fashion, Santri, Tren Fashion, Ekonomi Islam.

ABSTRACT

Nama : Wan Mastura Firnanda
Program Studi : *Islamic Economics*
Judul : *Analysis of Muslim Consumer Behavior Toward Fashion Trends from the Perspective of Islamic Economics (A Case Study of Santri at Dayah Babussalam Al-Aziziyah Jeunieb)*

This study aims to examine the fashion consumption behavior of Islamic boarding school students (santri) toward fashion trends and to analyze its conformity with the perspective of Islamic economics at Dayah Babussalam Al-Aziziyah Jeunieb. This research employed a qualitative approach using field research methods. The informants consisted of one boarding school administrator, two teachers, and four students selected through purposive sampling. Data were collected through observation, interviews, and documentation, while data analysis followed the Miles and Huberman model, including data reduction, data display, and conclusion drawing. The findings indicate that the fashion consumption behavior of the students is influenced by fashion trends, social media, peer groups, and personal factors. Although the students follow the development of modern Muslim fashion, most of them prioritize needs over wants and consider the values of simplicity when purchasing clothing. From the perspective of Islamic economics, the students' fashion consumption behavior generally reflects the principles of halal, thayyib, qana'ah (contentment), maslahah (public benefit), modest dressing, and simplicity. However, some students occasionally purchase clothing due to the influence of fashion trends and social media, which may potentially lead to israf (excessive consumption) if not properly controlled. Therefore, continuous guidance from the Islamic boarding school is necessary to ensure that students' consumption behavior remains consistent with the principles of Islamic economics amidst the rapid development of fashion trends.

Keywords: *Consumption Behavior, Fashion, Islamic Boarding School Students, Fashion Trends, Islamic Economics.*