



USTADZAH FASHION STYLE AS NONVERBAL COMMUNICATION AT THE AL-IMAN PUTRI PONDOK PESANTREN PONOROGO

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Abstrak: *Fashion Style* merupakan bentuk komunikasi nonverbal. Pakaian yang dikenakan seseorang dapat menginterpretasikan diri serta menunjukkan karakteristik kepribadian. Tujuan dari penelitian ini adalah menjelaskan tujuan penggunaan *Fashion Style* ustadzah di Pondok Pesantren Al-Iman Putri Ponorogo, dan menganalisis pemaknaan *Fashion Style* yang dipakai ustadzah sebagai sarana Komunikasi Nonverbal di Pondok Pesantren Al-Iman Putri Ponorogo. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan metode deskriptif. Data penelitian dikumpulkan dengan melakukan wawancara kepada informan yaitu ustadzah Pondok Pesantren Al-Iman Putri yang memiliki kualifikasi sebagai ustadzah yang berpenampilan menarik dan mengikuti trend fashion. Hasil penelitian menunjukkan bahwa penggunaan fashion untuk berkomunikasi secara nonverbal mengenai identitas dirinya. Setiap orang berusaha menampilkan sisi terbaiknya dan sisi unik dirinya melalui fashion yang dikenakan. Ustadzah Pondok Pesantren Al-Iman Putri menggunakan *fashion style* dengan tujuan: lebih mudah dikenali, menyampaikan bentuk ekspresi diri, dan tujuan keindahan. Komunikasi Nonverbal melalui *fashion style* ustadzah Pondok Pesantren Al-Iman Putri Ponorogo dianggap efektif karena menghasilkan hasil komunikasi. Dan dari *fashion style* yang ditampilkan, mereka berusaha menyampaikan identitas dirinya, karakter, kelas dan kelompoknya.

Kata kunci: *Fashion Style, Komunikasi Nonverbal, Pondok Pesantren*

Abstract: *Fashion Style* is a form of nonverbal communication. The clothes a person wears can interpret themselves as well as show personality characteristics. The purpose of this study is to explain the purpose of using *ustadzah Fashion Style at Al-Iman Putri Ponorogo Islamic Boarding School*, and analyze the meaning of Fashion Style used by ustadzah as a means of Nonverbal Communication at Al-Iman Putri Ponorogo Islamic Boarding School. The research method used is a qualitative approach with a descriptive method. Research data was collected by conducting interviews with informants, namely ustadzah Pondok Pesantren Al-Iman Putri who had qualifications as ustadzah who looked attractive and followed fashion trends. The results showed that the use of fashion to communicate nonverbally about his identity. Everyone tries to show their best side and unique side of themselves through the fashion they wear. Ustadzah Pondok Pesantren Al-Iman Putri uses *fashion style* with the goal: easier to identify, convey a form of self-expression, and the purpose of beauty. Nonverbal Communication through *fashion style* ustadzah Pondok Pesantren Al-Iman Putri Ponorogo is considered effective because it produces communication results. And from the *fashion style* displayed, they try to convey their identity, character, class and group.

Kata kunci: *Fashion Style, Nonverbal Communication, Islamic Boarding School*

INTRODUCTION

First impressions are never failed, this metaphor is true. Because the first impression that is seen from someone, will shape their self-perception in the eyes of others. If you see someone



wearing a long-sleeved shirt with palazzo pants combined with a long coat, and loafer heels that adorn their feet, people will judge that he is an established person. This assessment will be different when seeing someone else wearing a t-shirt, pants and jeans jacket, as well as mountain sandals, people will judge him as a relaxed and easy going person.

Likewise, when someone chooses to wear certain clothing brands such as Rabbani, Zoya or Elzatta, people will judge that he is a perfectionist with his appearance. Conversely, when someone wears clothes without seeing what he is wearing, then other people may judge him as apathetic towards himself. The clothes we wear make a statement about us. Even if we are not the type of person who cares too much about our clothes, the people we interact with will still interpret our appearance as if we are deliberately creating a message. This statement brings us to the communication and non-communication functions of the clothes we wear in everyday life, both in formal and informal settings.¹

The influence of fashion can be seen from a community, the Society of Atmosphere-setters and Elegant People, or commonly called La Sape, who comes from the Congo, Africa. This community that is viral on several social media because of their extreme life choices, they are willing to live a hard life as long as they can look stylish. Judging from their fashionable appearance, marked by colorful clothes, luxurious shoes, accessories such as bowler hats, canes, and sunglasses, they are trying to show their social expression as upper class society despite the food shortage that has hit Congo.

The same thing also happened in Indonesia. The emergence of global brands makes people feel recognized when using these brands. The exorbitant price of clothing does not prevent them from collecting trending brand clothing, even clothes labeled as limited edition are the target of those who like fashion. It's no wonder that many people are willing to go into debt, cheat, and even make fake social gatherings to fulfill their lifestyle. They believe that with such a lifestyle their social class will increase. Humans become fashion slaves who keep abreast of endless fashion developments. In order to win recognition from other people, humans are willing to do anything, especially buying branded goods that are not needed.

In 2021, fashion brands such as Gucci, Chanel, Hermes, Dior and Louis Vuitton were included in the top five most popular luxury brands. Undeniably, the brand attracted the attention of several people to buy it. There are so many fashion brands that have high quality at affordable prices, but some people choose to spend a lot of money to own things that are popular among the upper class. For example, Yoga Windy, a celebrity from Gresik, had to be

¹Barnard, Malcolm, 2011, *Fashion sebagai Komunikasi*, terj. Idy Subandi Ibrahim (Yogyakarta: Jalasutra) 63



thrown into a detention cell by the Manyar Sector Police because he was determined to steal a number of jewelery and money totaling 10 million rupiah. It was stated that the reason the perpetrators committed the theft was because they were wrapped up in online loans. After examining the stolen money and online loan money, it turned out that it was used to buy a number of branded clothes and shoes at high prices.

It was obvious that one could do anything to perfect one's appearance. The clothes he wore seemed to be a pride pinned on him. He communicates to others that by wearing expensive and glamorous clothes on his body indicates that he is rich, deserves respect and has an upper social class status.

Various kinds of clothing models show that appearance is a value that can give a self-image. Clothing is a basic human need that is not only related to health, ethics and aesthetics, but also related to socio-cultural conditions, even as an expression of ideology. For humans clothing is not only a dimension of beauty, but also respect and even belief.

Clothing cannot be separated from fashion because clothing and fashion cannot be separated from one another. Especially in today's modern era, so many fashions of clothing have been created by people, from narrow to very loose, from very simple materials to very expensive materials, for both Adam and Eve.

From the description above it is very clear that Fashion Style is now a shortcut for those who want to appreciate themselves without clearly explaining who they are. One no longer needed to explain how he was in a mood, just looking at the clothes he was wearing was enough to clearly describe what he was feeling. Because the way we dress will communicate a lot of information about us. The fabrics, colors, textures, and styles that adorn our bodies send messages about what we think, who we are, our relationships with others, our values, attitudes, preferences, goals, and aspirations. Just like a teacher who wears a suit complete with loafers can communicate that he is ready to teach and meet his students. This is a clear example of how someone deliberately puts a certain meaning into their clothes.

The life of Islamic boarding schools is imbued with the atmosphere of the five souls of Islamic boarding schools, namely the spirit of sincerity, the spirit of simplicity, the spirit of independence (standing on one's own feet), the spirit of Ukhuwah Islamiyah and the free spirit. Ustadzah have freedom in choosing their Fashion Style as their respective characteristics. The rapid development of fashion has had a huge influence on the modern-based style of ustadzah clothing at Al-Iman Islamic Boarding School. However, of all the developments in clothing styles that have sprung up, not all of them have been followed or imitated by the ustadzah, returning to the ustadzah's Code of Ethics for Dress that an



ustadzah is an example for female students, where the ustadzah must be the best example, especially regarding clothing. Apart from the ustadzah's clothing regulations, the ustadzah's fashion style must also adhere to the function of clothing as a cover for the genitals, namely by wearing clothes that are syar'i, simple and not exaggerated.

Following the trend of fashion that is currently rife among teenagers does not escape the attention of the ustadzah, through the clothes worn one can identify the aesthetic image, personality and morals of the wearer. Aesthetic image can be seen from cleanliness, harmony, and elegance. Then moral quality can be judged by the modesty of the clothes being worn. From the clothes worn by someone, it will show the personality of the wearer and it is from the clothes that the ustadzah communicates himself.

In each person there is a communication process that aims to recognize one another, therefore in communication requires an understanding and interpersonal trust. In addition there are several components that must be maintained to maintain communication relations so that misunderstandings do not occur. A Nonverbal Behavior uses a variety of communications as a medium of communication without using words. However, the meaning of Nonverbal Communication becomes different when other people give the wrong meaning of the message to be conveyed by a communicator. So here it is necessary to interact with many people to avoid the occurrence of miscommunication which causes misunderstandings in interpreting nonverbal messages.

Fashion Style is an interesting discussion about Nonverbal Communication. Someone will pay more attention to their appearance when they know that the clothes they wear can interpret themselves and show their characteristics and personality. Without knowledge about the meaning of fashion, someone will be wrong in recognizing other people, mistakes in assessing a person's characteristics and personality will have a negative impact on their interacting relationships. Some of the descriptions above explain that a person's perception and impression comes from the first appearance he sees. In interpersonal relationships, appearance is very important because it can communicate a lot of self-information.

METHOD

In this study, researchers used a qualitative descriptive approach. Descriptive research seeks to describe and interpret what exists (it can be about conditions or relationships that exist, opinions that are growing, processes that are ongoing, effects or effects that are occurring or



trends that are developing).² This research was chosen in order to obtain an accurate description and description of the ustadzah's nonverbal communication expressed through fashion style in interactions that occur at the Al-Iman Putri Ponorogo Islamic Boarding School.

Descriptive method is a method in researching the position of a group of people, an object, a condition, a form of view, or an event that is happening at this time.³ This research used a descriptive method because it does not use assumptions and variables, but only describes and analyzes events that occur without a special action on the object under study. Descriptive research only explains circumstances and events, does not look for or describe relationships, does not test hypotheses or make predictions. The researcher acts as an observer, only categorizes the actors, examines the symptoms, and records them in the observation book.⁴

LITERATURE REVIEW

Fashion

Fashion is a difficult word to describe, but it generally refers to clothing and clothing trends. When people think of fashion, they usually think of high fashion or unique clothing. High fashion clothing can often be seen on the red carpet worn by celebrities. But high fashion is not the only aspect of fashion. Fashion includes all aspects and styles of clothing, although it is usually used to refer to items that are trending or popular with a large group of people.⁵

In general terms, fashion is all things that are known to the body, returned with the intention of protecting the body as well as beautifying the appearance of the body. Busal anal paldal is generally a personal expression which is not always normal for each oral. Changes in fashion that relate to business as a whole occur more quickly than changes in overall culture. In the world of fashion, there are the terms fashionable and unfashionable to explain why a person follows the latest fashion developments or not. As has happened, the development of technology has made it easy for humans to obtain various forms of informality through advertising, including the main element of fashion, namely clothing.

² Sugiono, 2013, *Metode Penelitian Kuantitatif, Kualitatif dan E&D* (Bandung: Alfabetha), 213

³ Mulyana, Dedy. 2006, *Metodologi Penelitian Kualitatif, Paradigma Baru Ilmu Komunikasi dan Ilmu Sosial Lainnya*. (Bandung: Remaja Rosdakarya), 74

⁴ Budi, S., Staf, L., Jurusan, P., Komunikasi, I., & Undip, F. (2014). Fashion sebagai Komunikasi Identitas Sosial di Kalangan Mahasiswa. *Ragam Jurnal Pengembangan Humaniora*, 14(3), 225–238.

⁵ Elya Lam, 2013, *Art and Lifestyle: Fashion and style "reference book"*, (Canada: Agriculture Council of Saskatchewan Inc.), 1



Fashion is a combination of combinations of style and style with designs that tend to be chosen, accepted, favored and used by conventional malsyalrals which are alkaline in nature, give suppleness and create a richer return to a certain style of salt. In other words, fashion can also be interpreted as a culture of dress. Fashion or style of dress has been around for a long time and continues to evolve with the times. Fashion can change according to creativity, and therefore, fashion trends in the past have a high probability of becoming fashion trends today. Fashion style can show a person's character, even individuals can have their own fashion style.

A person's fashion style is a combination of clothing and preferred colors, as well as styling hair or applying makeup. A person's personal style often changes from day to day. Other people adopt the style as a type of "uniform", and wear the same style every day for weeks, months, or even years. In any form and type of clothing that people introduce, in a subtle or subtle way, will convey social signals about the wearer. According to Dalsmon Morris (1997), there are at least three basic functions of clothing that are introduced to humans, namely providing comfort, courtesy, and showing off.⁶

In accordance with the times, this time Muslim clothing looks more modern, unlike before. Muslim clothing is currently not only used during recitation or religious events. Muslim clothing can be used for any purpose. There are many models of Muslim clothing that are specifically made for the workplace and some are specifically made for events such as weddings or parties. Not only playing with colors and motifs, but also with casual everyday styles to syari ones. The number of attractive models has an influence on women's desire to be able to look beautiful but by fulfilling Islamic law.

Nonverbal Communication

Nonverbal communication is a communication process in which messages are conveyed without using words. Nonverbal messages are very influential on communication. Nonverbal messages or symbols are much more difficult to interpret than verbal symbols. Nonverbal communication includes all aspects of communication other than the words themselves such as how we pronounce the words (volume), features, the environment that influences interaction (temperature, lighting), and objects that influence personal image and interaction patterns (clothing, jewelry, furniture).

Nonverbal communication is the opposite of verbal communication, namely the process of communicating messages not through words or writing or often called sign

⁶ Prabasmoro, Aquarini Priyatna, 2006, *Kajian Budaya Feminis*, (Yogyakarta: Jalasutra), 73



language. The form of nonverbal communication is in the form of movements such as body language, facial expressions, eye contact and so on. In addition to movement, voice intonation and tone of voice are also included in nonverbal communication. However, nonverbal communication has a greater influence than verbal communication.⁷

Some experts such as Hall (1976 and 1983), Altman and Guavain (1981), Natsumoto (1989 and 1992), Natsumodo and Nudoh (1993) identify the functions of nonverbal communication based on the research they have done, namely to:⁸ Reflection on Self-Identity. Nonverbal messages can mark a person's identity, for example, how to dress, accent, gestures and other nonverbal messages to show that you want to be appreciated or identified. As an example, some make-up such as jewelry, cosmetics, accessories and clothing used in different cultures have different characteristics and characteristics, which become an identity reality that is not easy to understand. Uniforms used by several professions such as doctors, nurses, police, soldiers, and so on, are non-verbal symbols that can distinguish and classify formal identities. Thus nonverbal cues serve as a sign of one's identity and also a sign to categorize other people.

Expression of Emotions and Positions/Attitudes. In general, a person can predict or infer the feelings of strangers who interact with him, through nonverbal messages that are displayed through nonverbal systems. In addition, one can also determine what kind of attitude one wants to display when responding to other people.

Manage Conversation/ Interaction. Humans generally use hand gestures and gestures and gazes from the face or eyes when arranging a conversation or interaction with other humans. When someone manages the impression they want to display nonverbally, so there is an interest that we can be trusted or relied on. Interest that creates an impression on a person's personality can affect the communication process that occurs.

Larry A. Samovar and Richard E. Porter broadly divide nonverbal messages into two broad categories, namely: Based on behavior, which consists of appearance and clothing, movement and posture, facial expressions, eye contact, touch, smells. Based on the environment, which consists of space, time, and silence.

Nonverbal communication has several types, namely:⁹ Touch (haptic). Touch or tactile message, is a non-visual and non-vocal nonverbal message. The receptor for touch is

⁷ Desak Putu Yuli Kurniati, 2016, *Modul Komunikasi Verbal & Nonverbal*, (Prodi Kesehatan Masyarakat, FK, Universitas Udayana), 13-14.

⁸ Desideria, dkk. 2011, *Komunikasi Antarbudaya*. Jakarta: Universitas Terbuka, 37.

⁹ Desak Putu Yuli Kurniati, 2016, *Modul Komunikasi Verbal & Nonverbal*, (Prodi Kesehatan Masyarakat, FK, Universitas Udayana), 13.



the skin, which is capable of receiving and distinguishing the various emotions that people convey through touch. Almal I Smith, a researcher from the Cutaneous Communication Laboratory suggested that various feelings that can be conveyed through touch, one of which is affection (mothering) and touch has health benefits.

Communication of Objects of Use. The most frequent object communication is the use of clothing. People are often judged by the type of clothes they wear, even though this includes a form of judging someone based on perception. An example can be seen in the use of uniforms by employees of a company, which states the identity of the company.

Chronemics is how nonverbal communication is done when using time, which is related to the role of culture in certain contexts. For example, students value time. There are times when we are able to assess how students use and apply their time appropriately and effectively. Body Movement (Kinesthetic) Body movements are usually used to replace a word or phrase. Proxemic is the language of space, which is the distance used when communicating with others, including the place or location of the position. Spacing determines how close a person's level of familiarity is to others. Environments can also be used to convey certain messages. Among them are the use of space, distance, temperature, lighting, and color. Artifactual. Appearance, such as the choice of color, clothing, and hair style, is also considered as a means of nonverbal communication. Appearance can determine a person's perspective and reaction to other people, because appearance is one of the first things that can be seen. The information obtained may vary according to social and cultural conditions in the community. Vocals or paralanguage are nonverbal elements in speech, namely how to speak. For example, tone of voice, tone of voice, loudness or weakness of voice, speed of speech, voice quality, intonation, and others.

Fashion and Communication

Douglas stated in *The World of Goods*. first, that fashion and clothing can be used to understand the world and the objects and people in it, so that fashion and clothing are communicative phenomena. Second, he stated that a structured system of meaning, that is a culture, allows individuals to construct an identity through communication means. Fashion and clothing are ways that individuals use to differentiate themselves as individuals and express some form of uniqueness.¹⁰

¹⁰ Eicher, J.B., Roach, M.E. 1997, "*Bahasa Perhiasan Pribadi*". Dalam J.M. Cordwell dan R.A Schwarz (ed.), *The Fabric of Culture*, The Hague: Mouton, 9.



It is undeniable that clothing and fashion may be used to reflect, hide, and set moods. Bright and contrasting colors can reflect a happy heart, at least in certain parts. "So, at least for people wearing clothes with stripes and colors can express a happy mood in others and also reinforce the same mood in the wearer."

RESULT AND DISCUSSION

Based on the research results obtained, the answers from the five informants indicated that everyone has the notion that fashion is not only a means of covering the body, not only a means of protecting the body, but also part of self-identity and a way of self-expression. Everyone has their own qualities that they want to show and emphasize about themselves through their fashion style and which can differentiate them from others. This is in accordance with the understanding conveyed in the introduction that fashion says a lot about who we really are.

Fashion that is introduced by everyone shows a message, an identity for himself without speaking in front of a crowd. For example, a santri can recognize an ustadzah just by looking at the colored headscarves worn by the ustadzah. Unlike the santri who can only wear black and white headscarves.

After conducting an interview identifying the purpose of displaying a fashion style, the answer was that 3 out of 5 informants said they deliberately presented a fashion style as attractive as possible to create an impression on anyone who saw it. Not only that, other people's judgments are also important in shaping one's clothing style. While 2 of them have a more open mind, they don't only think about what other people see, but more about their own comfort when wearing it. By bringing out pleasure in oneself makes a person more confident when facing other people.

Islamic boarding schools which are synonymous with their syar'i robes and headscarves have become a trend of their own which is being discussed by the public. Fashion is a self-expression that allows everyone to try various roles in life. Fashion can speak like humans convey their meaning. Just by showing a fashion style that matches what we are doing and feeling, it really helps us speak without words.

The use of fashion is very helpful in identifying one's origins, tastes, and occupation. When teaching, traveling, even sleeping has its own fashion style. Wearing nightgowns during a job interview is a big mistake for job applicants. Similarly, wearing sports shirts when mourning can be seen as disrespectful to the mourning atmosphere. This assessment makes us have to think again and again when choosing the clothes we want to wear.



Fashion allows each individual to show what is being felt through the choice of colors, patterns or models used. This statement is proven by the results of observations made by researchers at the Al-Iman Putri Islamic Boarding School.

In the process of learning and teaching activities, ustadzahs at the Al-Iman Putri Islamic Boarding School are prohibited from wearing batik patterned clothing. Of course this is different from teachers who teach in general, because in public schools batik is one of the teacher's uniforms. Batik which has various patterns is assessed in breaking the concentration of students when the Learning and Teaching Activities take place. So that the ustadzah at the Al-Iman Putri Islamic Boarding School is only allowed to wear a jacket or teaching suit that is plain and does not have a striking color.

Living in a pesantren environment requires ustadzah to pay attention to behavior and decency, especially in terms of dress. Dressing modestly is about ethics, while dressing neatly is about beauty. These two things (dressing politely and neatly) if carried out sincerely are the main capital in exemplary as an educated Muslim. So that when it is in the community it will become a role model for the surrounding community.

Researchers found that there were 3 purposes for using fashion style by ustadzah Al-Iman Putri Islamic Boarding School, including: The first thing that is seen in other people is *palkialn*, even before the mouth of the mouth uttered a lot of salt. *Palkialn* will also differentiate women from other non-Muslims. In this case the intention is clear, namely to emphasize the existence of Muslim women in society. The ustadzah wears different attributes or clothing from the santri to present himself so that he is easily recognized and easily distinguished between the ustadzah and the santri.

To convey a form of self-expression. The way we express ourselves without saying anything is to wear clothes according to the mood. Fashion has many meanings from color, style, to clothing models. Dressing in bright colors will have a different meaning from wearing dark colors. Wearing plain clothes will have a different meaning from wearing clothes that have many motifs. Bright colors symbolize joy, joy, courage and energy. While the dark color symbolizes strength, formality, and independence. This proves that the color on clothing can convey the expression that a person wants to convey through the clothes he is wearing. Untuk menampilkan keindahan

Sangat jelas bahwa seseorang bisa menampilkan keindahan dirinya melalui pakaian yang dipakainya serta disempurnakan dengan *akhlakul karimah* yang memancarkan keindahan dari dalam. Dengan memakai pakaian sesuai dengan syari'at islam seorang muslimah menunjukkan keindahan dirinya.



In the past, fashion style only served as a cover tool, now it has evolved into a communication tool that can communicate with the wearer. The Ustadzah of the Al-Iman Putri Islamic Boarding School, which is a social group, has distinguished the special clothes worn by each event according to the formality of the event, a process of nonverbal communication occurs. When all ustadzahs are informed to wear the Jas dress code, then it is certain that the event or activity being held is a formal and important activity. On the other hand, if a dress code is not included at a meeting, the clothes worn are free, which means that the event or activity is also non-formal. That way, without explaining in detail, someone will understand what other people will do through what they wear.

Nonverbal communication through fashion style is also used by Ustadzah Al-Iman Putri Islamic Boarding School to show the different self-characteristics of each individual. This is to make it easier for someone to get to know the person they are dealing with, and that way the interaction process will run smoothly. Because meaning is created through interaction in social groups.

CONCLUSION

Based on the research that has been carried out as well as an analysis by researchers regarding the fashion style of the teacher as a nonverbal communication, the following conclusions are reached. Ustadzah Islamic Boarding School Al-Iman Putri used fashion style with purposes: Easier to recognize, the Ustadzah wears different attributes or clothing from the students to present himself so that he can be easily recognized. An example is the difference in the rules for wearing the headscarf between ustadzah and santri, ustadzah are allowed to wear colorful headscarves and santri are also allowed to wear black and white headscarves. From this statement it is clear that different fashion styles can make us more easily recognized. Conveying a form of self-expression, the Ustadzah of the Al-Iman Putri Islamic Boarding School sorts out clothes into two categories, namely everyday clothes and formal clothes, so that the ustadzah can show the value that she wants to emerge from the clothes she wears. For beauty, with the fashion style, the teacher can display her beauty as a woman.

From these three purposes it is clear that the ustadzah is trying to convey information through appearance or artificial which is a type of nonverbal communication. From this process came reactions from other people since the first time they saw it. From the fashion style displayed, the ustadzah tries to convey his identity, character, class and group. Nonverbal communication through fashion style is used to show different self-characters.



That way the interaction process will run smoothly. Because meaning is created through interaction within social groups.

While this research, it can still be said that it is not perfect and there are still deficiencies in it. For this reason, it is suggested to carry out further in-depth research to identify the use of fashion style as non-verbal communication in general and specifically at the Al-Iman Putri Islamic Boarding School. One of them is through qualitative research in order to be able to test what is the purpose of using fashion style by ustadzah and how is the exact description of ustadzah's nonverbal communication expressed through fashion style in interactions that occur at the Al-Iman Putri Islamic Boarding School. So from this it can be understood that the fashion style that is trying to be displayed has a communication purpose and can measure the level of effectiveness of nonverbal communication through fashion.

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