

Abstract

The Program Two Hijab, was the first television program in Indonesia to discuss Fashion hijab. This program presented by the two young designers, namely Zaskia Sungkar and Jenahara. The Program Two Hijab always in jewelry with a creative concept by following the development of Fashion hijab at the time now. Fashion dresses become an outline of the program, no wonder many people who are trying to follow the program two hijab every time appeared, and become an inspiration for many Muslim women or often called with Hijabers in providing the creation on their Muslim fashion.

The methods in use in this research is a quantitative method by doing the spread of the questioner to respondents. Respondents in this research is Hijabers Community Bandung. The purpose of this research is to know how much influence the Program Two Hijab TRANS 7 against Fashion Hijab and Consumptive Behavior the hijab as well as measuring the correlation between Fashion Hijab against consumptive behavior Fashion hijabers among Hijabers Community Bandung.

Based on the results of research, then it is known that obtained the value of t count of 6,848. Because the value of t count (6,848) > t table (1,995), then the H_0 was rejected. This means that there is the influence of the two programs show the hijab against Fashion Hijab at Hijabers Community Bandung. The program two hijab, also gives the influence of Consumptive behavior among the hijab at Hijabers Community Bandung. This is seen from t tests obtained the value of t count of 6,411. Because the value of t count (6,411) > t table (1,995), then the H_0 was rejected. This means that there is the influence of the the program two hijab show against Consumptive Behavior the hijab at Hijabers Community Bandung. Based on the results of the calculation of the existence of the relationship between Fashion Hijab with Consumptive Behavior acquired correlation (r) of 0,669% which means there is a strong relationship between Fashion Hijab with Consumptive Behavior of hijab. From the result then in can drag coefficient determination of 44,8%.

Word Order : The Influence of television programs, Fashion Hijab, Consumptive Behavior Fashion