

### **Abstract**

*The study entitled ' the construction of the meaning of Design: The Study of Phenomenology on Muslimah Designer in Bandung City' aims to know the process of social construction that is happening and is experienced by designer headscarves through a moment of social construction process of dialectic Frans m. Strauss, moment of externalization, moment of objectivation, and moments of internalization. This research uses qualitative approach method does is Phenomenology. The focus of this research is to know the social construction process experienced by the designers of the design process in a hijab and the meaning of the hijab being built by designer hijab Muslim garments through the design. Data collection techniques used is the in-depth study of the literature and interviews. The results of this study reveal that the process of social construction is done by designer hijab is affected by factors of understanding religion, the tastes of the consumer, as well as existing hijab fashion trend in society, which further dikolaborasikan be a draft design, design the design eventually has an impact that is constructing the meaning of the hijab in society through social groups that followed.*

**Keywords : Hijab, Social Construction, Phenomenology**