

ABSTRACT

Lately, the selfie phenomenon is increasingly popular and even turn to be a lifestyle in society including Moslem women who are lulled by cyberspace. Behind the rampant of women who likes selfie, there are some Moslem women that decided to not upload their selfie to social media, since they feared it'll cause defamation and their photos to be consumed by people including men that isn't their mahram. This dissimilar lifestyle of using social media made each individual's self-concept to also be different including anti-selfie Moslem women. These Moslem women that self proclaiming themselves to be an anti-selfie on their social media became a unique phenomenon in this society. This research used qualitative method with phenomenology aproach, that used Symbolic Interaction Theory that produced factors that influenced one's self-concept which aims to determine the formation of the meaning of self-concept of anti-selfie Moslem woman in the use of social media. Therefore, the aim of this research is to find out how the formation self-concept of anti-selfie Moslem woman in Instagram account @ukhtiakhiantiselfie with their social media lifestyle. To retrieve the data, researcher used interview method semi-structured and observation. As for the results, these anti-selfie Moslem women have a beneficial self-concept in the use of social media for themselves and others. Their formation self-concept was influenced by the environment around them such as "significant others", "reference group" and "new media".

Keywords: Muslim Women, Anti Selfie, Self Concept, Phenomenology,