

ABSTRACT

Along with the rapid development of modernity and technology, the niqab is innovated with various colours to adapt to society's fashion sense, which was previously stigmatised as an act of terrorism. The presence of Instagram also permits niqab wearers (niqabi) to be able to distribute their self-expression unlimitedly to be recognised by others. Instagram has also risen to a new phenomenon, namely influencer, known as a famous netizen with many followers, and many niqabis have become a part of this phenomenon. Using an interpretive study and digital ethnography approach, this research examines three niqabi influencers, namely Wardah Maulina, Alfiatul Hasanah, and Sonia Ristanti Idris, to analyse how they adopt Instagram to express themselves as Muslim women with their niqabs and how they portray the niqabs through their contents. Their followers' perspectives also assist this research in reviewing their self-expression. The results of this research using thematic analysis techniques show that the three influencers demonstrate their self-expression through their pious yet fashionable style and daily activities with their family, including hobbies on Instagram. In conclusion, niqabis can express themselves freely without reinstating negative stigmas from others' perspectives.

Keywords: Digital Ethnography, Niqab, Influencer, Self-Expression, Instagram