

ABSTRACT

Hijab-wearing women who smoke often face layered stigma, both as smokers and as individuals who carry a religious symbol. Bandung was chosen as the research site because the stigma against hijab-wearing women who smoke remains deeply rooted due to a strong patriarchal culture, and the topic is rarely discussed, making this research highly relevant. This study employs a qualitative method with a phenomenological approach based on Edmund Husserl (1859–1938) to explore the subjective meaning of the informants' lived experiences. Data were collected through in-depth interviews with five hijab-wearing women who are active smokers. The findings show that informants undergo a process of identity negotiation through adjustment strategies across various social contexts. Using the Identity Negotiation Theory by Stella Ting-Toomey and Tenzin Dorjee (2018), the study identifies that the three analytical units—sociocultural membership identity, family role identity, and personal identity attributes—are interconnected in shaping responses to social stigma. Informants tend to conceal their smoking behavior in conservative settings but are more open in spaces they consider safe. This research demonstrates that identity is not a fixed or singular category, but rather the result of a dynamic and adaptive process within social interactions.

Keywords: Women, Hijab Wearing Women, Smoking, Identity, Identity Negotiation, Phenomenology.