

RINGKASAN

Perkembangan busana Muslim terus mengalami perubahan yang dilatarbelakangi oleh perkembangan zaman. Berkembangnya berbagai macam *trend fashion* yang membuat busana Muslim kini berkembang mengikuti *trend fashion* yang ada. Busana Muslim kini bukan hanya sekedar pakaian religi tetapi busana Muslim kini telah menjadi arus *fashion* utama. Penelitian ini menggunakan metode penelitian kualitatif deskriptif. Penelitian ini mengkaji konsumsi busana *thrifting* oleh mahasiswa perempuan Muslim di Fisip Unsoed mengenai mahasiswa perempuan Muslim di Fisip Unsoed mendapatkan *thrifting* yaitu melalui pembelian *thrifting* secara *online* maupun *offline*. Hasil penelitian, mahasiswa perempuan Muslim di Fisip Unsoed yang membeli *thrifting* secara *online* dapat memberikan kemudahan dan menghemat waktu sehingga meminimalisir pengeluaran. Sedangkan, bagi mahasiswa perempuan Muslim di Fisip Unsoed yang membeli *thrifting* secara *offline* dapat memilih secara langsung sehingga dapat meminimalisir penipuan. Konsumsi busana *thrifting* oleh mahasiswa perempuan Muslim di Fisip Unsoed dapat membentuk identitas keislaman di antaranya melalui kesederhanaan, menghindari pemborosan dan membeli *thrifting* sesuai dengan *style* seorang perempuan Muslim.

SUMMARY

The development of Muslim fashion continues to experience changes based on the times. The development of various fashion trends has made Muslim clothing now develop according to existing fashion trends. Muslim clothing is now not just religious clothing but Muslim clothing has now become mainstream fashion. This research uses descriptive qualitative research methods. This research examines the consumption of thrifting clothing by Muslim female students at Fisip Unsoed regarding Muslim female students at Fisip Unsoed who get thrifting, namely through purchasing thrifting online and offline. The results of the research show that female Muslim students at Fisip Unsoed who buy thrifting online can provide convenience and save time, thereby minimizing expenses. Meanwhile, Muslim female student at Fisip Unsoed who buy thrifting offline can choose directly so as to minimize fraud. The consumption of thrifting clothing by Muslim female students at Fisip Unsoed can form an Islamic identity among Muslim female students, including through simplicity, avoiding waste and buying thrifting according to the style of a Muslim woman.