***ABSTRACT***

***This study entitled "HIJAB FASHION PHENOMENON AMONG THE YOUTH IN BANDUNG". This research is focused on understanding the phenomenon of fashion hijab among student majoring in Communication Studies University of Pasundan.***

***The purpose of this study was to determine how this phenomenon could be greatly expanded among teenagers the city that target as one of the objects of the present hijab fashion phenomenon.***

***The research method is qualitative research. The theory used is the theory of phenomenology by Alfred Schutz. Data collection techniques used in data collection are berprasentra observation, interview and literature study.***

***The results showed that, the phenomenon of fashion hijab today is one event that is very prestige and can invite a lot of interest from the public as one of the market of various brands in enhancing the development of Muslim women who are active and creative.***

***After doing research on the phenomenon of fashion hijab, researchers provide insight into the progress of the fashion world which has now become one life style among the public and any phenomena that can occur therein. And hopefully with this discussion, fashion hijab can further develop their works in order to encourage women who have become interested in wearing hijab hijab, either directly or indirectly.***