

ABSTRAK

Imej diri merupakan satu konsep yang menerangkan proses pemikiran (dalaman) dan proses sosial tentang diri. Melalui proses pemikiran dapat dikenal pasti persepsi, tanggapan serta penilaian individu terhadap imej yang dikehendaki mereka. Manakala melalui proses sosial, individu mengambil tindakan bagi menzahirkan kemahuan tersebut. Kajian ini menumpukan kepada imej diri wanita Melayu. Imej diri bersifat dinamik, berbeza dalam setiap kelompok budaya serta mengalami perubahan mengikut peredaran zaman. Bagi masyarakat Melayu, imej diri wanitanya dipengaruhi oleh nilai, norma, serta *world-view* masyarakat yang berteraskan Islam. Bertepatan dengan ciri kedinamikan ini, lantaran imej diri wanita merupakan satu konstruksi budaya. Oleh yang demikian, kajian ini cuba mengenal pasti apakah imej unggul wanita dalam masyarakat dengan menumpukan kepada ciri, proses dan faktor-faktor yang mempengaruhi pembentukan imej diri ini. Selain itu, imej diri yang dipancarkan ini melambangkan jati diri Melayu yang mempunyai keunikan serta berbeza dengan masyarakat dan budaya yang lain.

ABSTRACT

Self-image is a concept that deals with thinking process (internal) and social process about oneself. Understanding thinking process will lead us to understand individual's perception, view and judgement towards their desired images. Whereas, social process concerns with the action taken to achieve the desired will. The focus of this study is on the self-image of the Malay women. The concept of self-image is dynamic, varies according to cultural group, and always influenced by the time factor. For the Malays, women's self-image is mainly influenced by values, norms, and their world-view, which is based on the Islamic world-view. Based on these dynamic influences, women's self-image does carry some impact to construct the culture. Therefore, with special attention given to the traits, processes and factors that influenced the construction of self-image, this study tries to identify what is the ideal image for Malay women. Besides that point, the portrayed self-image actually symbolizes the Malay's identity, which makes them unique and different compared to other societies and cultures.