



The 3<sup>rd</sup>  
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**MEDINA (MEDICAL INSTANT PASHMINA)**  
**Hijab for Medical Personnel**

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**Abstract**

MEDINA (Medical Instant Pashmina) is a hijab made for medical personnel. MEDINA hijab is a hijab in instant pashmina model with a small hole near the ears but it cannot be seen from outside and the function is to make using stetoskop easier. The purpose of making our product is to make MEDINA as medical personnel’s hijab which has function to easily use stethoscope and still look syar’i. It is convenient with our motto: “Beauty in Syari, Luxury in Simplicity”. There are three stages in running this business, the first is tools and materials preparation and also price survey, then the second is program implementation, and the third is evaluate and determine the next stage plans.

*Keywords: Hijab, Instant Pashmina, Medical Personnel*

**1. Introduction**

**2.1 Background**

Nowadays there are more muslim women who wear hijab, including from medical personnel and health students. But, problem that is often faced by muslimah medical personnel is hijab tends to be troublesome and can obstruct their work, for example when they do some examination by using stethoscope. Based on the problem, we innovated to make a product of hijab which was designed for medical personnel to easily use stethoscope. The product we made is MEDINA (Medical Pashmina Instant). MEDINA is a hijab in instant pashmina model with a small hole near the ears but it cannot be seen from outside. MEDINA was designed to be fashionable, modern, practical, comfortable, and syar’i. Our business motto is “Beauty in Syari, Luxury in Simplicity”.

**2.2 Problem Statements**

- How to introduce MEDINA as a brand of hijab product for medical personnel?
- How to develop MEDINA that the quality is guaranteed?
- How to get profit from selling MEDINA?

**2.3 Outcomes and Advantages**

- 1.3.1 MEDINA product can be used as hijab which is easy for medical personnel and health students in using stethoscope.
- 1.3.2 There will be an opportunity of small enterprise in economic sector.
- 1.3.3 To increase students’ innovative creativity in experimenting and finding works that has advantages and appropriate.



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**2. Methods**

There are three stages in running this business, the first is tools and materials preparation and price survey, then the second is program implementation, and the third is evaluation.

**2.1 Preparation**

We did survey of materials in Johar Market Semarang and some fabric stores in Semarang. The product management was done by giving materials to tailors and the materials were embroidered. The packing used transparent plastic and printed paperbag.

**2.2 Program implementation**

In the beginning of production, we applied pre-order system which is the product will be produced if there is an order. Then, we will apply ready stock system which is the product will be produced before order. Product delivery uses POS Indonesia or JNE in throughout Indonesia.

**2.3 Evaluation**

Each sold product will be recorded to control the financial and evaluation. Besides that, we determine the next stages plan to develop the business.

**3. Results and Discussion**

We did MEDINA Hijab marketing at April 18, 2017. The result was appropriate with the plan and proposal, which was 36 products with the turnover was Rp.1.874.000,00 during three weeks product marketing. MEDINA Hijab product has big potential in developing business, given that Indonesia is a country with the most muslim population in the world, MEDINA hijab is specially designed for medical personnel and health students to do their jobs easily. Materials used in making MEDINA hijab area are easy to be found and the sewing technique is quite easy. Besides that, pashmina instant hijab that has function to easily use stethoscope is not available, so that it is attractive and has big opportunity in fashion business.

**4. Conclusions**

MEDINA hijab can be a solution for muslimah medical personnel who have difficulty in using stethoscope. We believe that by improving promotion, expanding network, keep innovative and creative, our business will develop bigger.

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