

## **Abstrak**

The niqab is still rarely used on specific occasions like the wedding ceremony, where women particularly the bride, have to show their face as 'beautiful' according to specific standards. This beauty demand becomes an essential issue to the niqabi women because they must negotiate their identity with religious and "cultural" discourse that inherently exists in society. This study tries to explain that problem by seeing specifically at the case of Niqabi brides in the Banjarese wedding ceremony in South Kalimantan. It aims to examine the intersection of cultural and religious identity in the wedding ceremony. This research emphasizes the wedding as the negotiation site, which becomes a space for niqabi women to negotiate the bodily display different from the everyday bodily display. The results shows that the position of the niqabi brides who seems to adhere the beauty culture is actually fully aware of the body they represent. This awareness is useful for reconstructing the self-modality in the midst of the power structures that operate on a woman's body. Then, the negotiations regarding the bodily display allow them to claim their position in gender and religious discourse, especially when positioning themselves in the structure of beauty culture.

**Keywords:** Niqabi, Beauty, Gender, Religion, Negotiation.