

The Phenomenon of Thrifting As An Alternative Solution Related to Reducing Environmental Impact on Fast Fashion

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ARTICLE INFO

Keywords: Thrifting, Fast Fashion, Clothes, Waste, Fashion

Received : 09, July

Revised : 22, July

Accepted: 25, August

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ABSTRACT

This study examines the impact of the fashion industry, in particular the fast fashion industry and the phenomenon of thrifting, on the environment and on society. Fast fashion, which responds to consumer demand for quick and affordable fashion trends, is environmentally damaging due to mass production using polluting materials and consumer demand. Alternatively, the phenomenon of thrifting, the practice of buying second-hand clothes, has the potential to mitigate the negative impacts of fast fashion by providing sustainable and affordable options. The method used by the researchers in this study is the phenomenological method to identify individual perspectives on a phenomenon that has happened or is happening to thrifting actors. Interviews with four informants, including users and sellers of second-hand clothes, revealed that they understand the concept of thrifting and the negative impact of clothing waste on the environment.

INTRODUCTION

The fashion industry has undergone significant changes over the last few decades, particularly since the concept of Fast Fashion began to emerge. Fast fashion is a response to rapidly changing trends and consumer demand for the latest clothes at affordable price (Bhardwaj & Fairhurst, 2010). Fast fashion is a phenomenon that dates to the industrial revolution. It has a negative impact on the environment and climate change. This is due to large-scale production using environmentally unfriendly materials and high demand in a consumer society. Although fast fashion multinationals such as Inditex (Zara) and Uniqlo have achieved economic success, their production chains have a major impact on environmental and social risks. This research applies environmental safety approaches and MNC concepts to identify the global impacts of fast fashion, particularly in developing countries, and to promote complementary solutions to mitigate the impacts of climate change. These solutions can be implemented at different levels, from the international to the individual scale, in view of the growth of the global fast fashion industry and the transboundary impacts of climate change that are a threat to human sustainability as a whole. (Ash'ari & Amalia, 2022).

Clothing is a basic need that is explained in the context of this study as the phenomenon of thrifting, which places the need to consume clothing not only as a basic need. However, this phenomenon shows that thrifting can be understood as an alternative to affordable, unique, and sustainable fashion consumption. Despite health risks and legal regulations, the popularity of second-hand clothing as a more meaningful and personalized fashion consumption option remains high, demonstrating the dominance of financial resources and insight in influencing people's views on these consumption choices (Suarningsih et al., 2021).

Thrifting is an increasingly popular second-hand clothing shopping practice, especially among the younger generation, as part of a sustainable effort in fashion with sustainable fashion principles. This research focuses on the clothes exchange community and environmental activists as representations in the realm of sustainable fashion. through interaction and exchange of meaning between individuals in the community, thrifting is defined as an alternative that belongs to the concept of "buyerarchy of need", where the use of clothes that are already owned is a top priority before thrifting options. The formation of a positive view of thrifting in this community strengthens the position of thrifting as a sustainable alternative in sustainable fashion (Zahro & Dhona, 2023). Thrifting is a popular phenomenon among the younger generation that involves purchasing second-hand clothes as part of an ongoing effort in fashion with the principle of sustainable fashion. This includes the practice of choosing and using second-hand clothes rather than buying new ones, as an alternative to reducing environmental impact (Zahro & Dhona, 2023).

However, the Indonesian government generally knows what is meant by thrifting and understands the impact of thrifting itself for the development of the surrounding environment. However, the Indonesian government still wants

to pay attention to the country's developing economy through domestic industries engaged in fashion, therefore the Indonesian government tries to stop the distribution of thrifting products originating from abroad to minimize the deficit that will be received by the state, so that it is likely to use thrifting materials and fashion MSMEs in Indonesia become more effective and can be used for a long time.

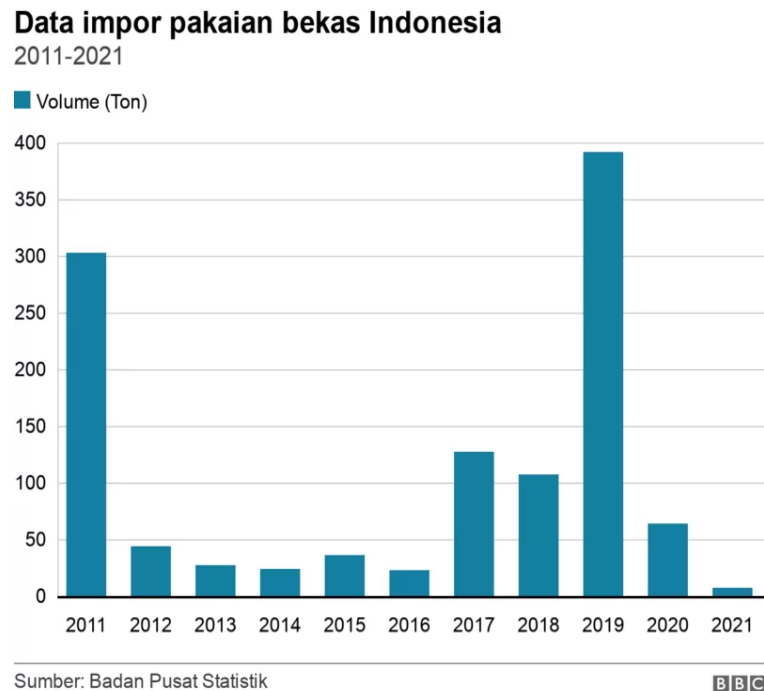


Figure 1. Data Impor
Source: BBC News Indonesia (2022)

Through the data attached above, it is known that the amount of used clothing import data or better known as thrifting has increased significantly in 2019 and it is known that the total amount of used clothing imports reached 392 tons with a value of \$ 6.08 million US Dollars or equivalent to 90,000,000,000 billion rupiah at the current exchange rate (BBC News Indonesia, 2022). This is due to the rampant trend on various social media platforms that persuade the public to carry out clothing thrifting activities. So indirectly, this raises people's curiosity and interest in the phenomenon of thrifting activities at once, causing the trend of thrifting to increase rapidly. This thrifting behavior has become popular with the public, especially young people and students because the products sold are still in good condition and suitable for use, and there are several branded products that are sold at affordable prices. On the other hand, this Thrifting activity can also be a trend among students because not a few young people or students are eyeing old school products or clothes so that they give the impression of "Vintage" when used.

Fast fashion, it also has a negative impact, namely people who have a consumptive lifestyle because they always shop every retail produces the latest models and consequences *Fast Fashion* Also, more textile waste is generated and

it will damage the environment because when it changes seasons, many consumers throw away the product and end up being toxic waste. Modernization and social media, especially Instagram, have an effect on people's perceptions and patterns of fashion consumption. Although fast fashion concepts, such as H&M and Zara, meet the needs of fashion trends quickly and affordably, their negative impacts on the environment, including pollution and waste are difficult to decompose, as well as the impact of environmental damage and global warming caused by the fashion industry, it is worth noting (Leman et al., 2021).

Fast fashion itself is one of the business concepts or clothing production that has a very fast process, one of which is fast fashion is in the scope of clothing, whereas progress progresses or trends clothing or clothing will quickly develop causing old clothes to no longer be used and will end up as waste which can certainly damage the natural ecosystem, because the clothes themselves are made of textile materials that will be difficult to decompose, this is a negative prolonged effect created by humans to the natural environment. This will also be difficult to avoid, because the human population is very large, which means it is likely that waste from the clothes themselves will also increase significantly. The waste problem is currently one of the most important global problems. Population growth and the emergence of a modern practical lifestyle contributed to an increase in waste production (Dewi & Annas, 2022).

The issue of fast fashion and thrifting has been described above as the basis of this study. This is because this issue is important to discuss and research because fashion itself is engaged in clothing which is one of the primary or main needs for all humans. But over time, the existence of fashion itself can threaten the sustainability of the natural environment, because it has great potential to create commercial waste that will be difficult to decompose. This waste is created because of the existence of clothes or clothes that are no longer used, with this, the emergence of a thrifting, which broadly resells used clothes that are not used, at a price that is much cheaper than newly produced clothes.

The existence of thrifting itself tends to be effective in helping to minimize the accumulation of clothing waste that is no longer used, because in the world of thrifting, clothes or clothes that are not used can be traded and used as before. thrifting can also be used as a buying and selling business. Thrifting activities tend to be carried out directly, but along with the times, technology and the digital world are increasingly being used, with this, the process of buying and selling thrifting clothes can be done through various kinds of e-commerce. With this study, it is hoped that researchers can find out how effective thrifting is as one of the solutions and aspects that can prevent fast fashion so that it can help the natural environment by being able to minimize the accumulation of clothing waste itself.

Thus, in this study, researchers have a goal to analyze responses from thrifting businesspeople and consumers. This paper will see the correlation between the fast fashion phenomenon, with thrifting as one of the effective solutions in minimizing the fast fashion phenomenon itself and, as an effort to

help reduce the prolonged impact that is bad for clothing waste problems. In this study, this paper aims to find out how thrifting activities can be an alternative solution in overcoming the problem of clothing waste and find out the impact and possible conflicts caused by stopping thrifting activities on the fast fashion industry.

THEORETICAL REVIEW

Driven by rapidly changing consumer trends and demands, fast fashion has become a dominant force in the fashion industry. This phenomenon is a response to the growing desire for affordable and trendy clothing that can be produced quickly and is easily accessible to consumers. However, the rise of fast fashion has raised significant environmental concerns, prompting researchers and activists to explore sustainable alternatives such as thrift. This literature review aims to provide an overview of key findings and insights from several research articles that examine the environmental impact of fast fashion and the role of thrift as a sustainable solution.

The fast fashion industry, represented by companies such as Zara, Uniqlo and H&M, has been able to produce products in a short period of time at affordable prices (Bhardwaj & Fairhurst, 2010). However, this mass production has a negative impact on the environment. Rapid and excessive production patterns produce textile waste that is difficult to decompose and creates toxic pollution (Bhardwaj & Fairhurst, 2010). Using synthetic fibres such as polyester that are common in fast fashioned clothing also causes pollution (Bhardwaj & Fairhurst, 2010).

Research by Ash'ari and Amalia (2022) explores the dark side of fast fashion multinationals (MNCs) and their impact on the environment. They argue that the success of MNCs such as Zara and Uniqlo in the fast fashion industry has come at the expense of environmental degradation. The mass production of cheap, low-quality clothing, coupled with consumer demand, has resulted in huge amounts of waste, pollution and greenhouse gas emissions. This research highlights the urgent need for complementary solutions to mitigate the global impact of fast fashion, particularly in developing countries. The article suggests initiatives such as the Fashion Industry Charter for Climate Action and sustainable fashion campaigns to mitigate the negative environmental impacts of fast fashion.

Similarly, Nugraheni, Windiani and Wahyudi (2022) examine H&M's strategies to address the negative environmental impacts of fast fashion. The authors use the lens of liberal capitalism and the theory of creating shared value to analyse H&M's efforts to minimise the negative environmental impact of its operations. H&M's Sustainable Programme and Global Programme for Equality are highlighted as examples of the company's commitment to sustainability. This research highlights the importance of understanding the strategies used by capitalist companies to manage the tension between profitability and environmental responsibility.

Based on research by other authors, such as Muhamad Fikri Asy'ari and Yolanda Tasya Amalia, the negative impact of fast fashion on the environment

is very large. Massive production with environmentally unfriendly materials and constant consumption leads to an increase in greenhouse gas emissions and plastic pollution (Ash'ari & Amalia, 2022). Although some efforts have been made to reduce environmental impact, such as corporate commitments in the Fashion Industry Charter for Climate Action and movements such as the G7 Fashion Pact, major challenges remain.

Turning to consumer behaviour, Zahro and Dhona (2023) explore the meaning of frugality in the context of the Zero Waste Indonesia Community #TUKARBAJU campaign. The study used qualitative methods to explore how frugality is perceived and practised among activists. The researchers found that thrifting is seen as a sustainable fashion choice, with activists embracing the concept of 'buyerarchy of need'. The study suggests that thrifting serves as a way to educate millennials about sustainable fashion and encourage conscious consumption.

One solution that has emerged is the thrift shopping movement or used clothing shopping (Zahro & Dhona, 2023). Particularly popular among the younger generation, thrifting is seen as a sustainable alternative to fashion consumption. Thrift shopping helps to reduce textile waste and provides an opportunity to reduce the negative impact of fast fashion on the environment (Zahro & Dhona, 2023). However, it should be noted that thrifting is not the only solution and consumers also need to become smarter about the products they buy.

Next is the work of Suarningsih et al. (2021), whose research explores thrift shopping as an alternative fashion consumption practice among female students. The author uses a qualitative approach to understand the growing popularity of thrift shopping among young women. Thrift shopping has been shown to be driven by factors such as affordability, uniqueness, and sustainability. The study highlights how thrift shopping provides an avenue for self-expression and contributes to a sustainable fashion movement.

Next, Leman et al. (2021) examine the environmental impact of fast fashion, highlighting the challenges posed by toxic pollution and non-biodegradable waste. They emphasize that fast fashion, while meeting consumer demand, contributes to air, water and soil pollution. The research highlights the need for more sustainable practices in the fashion industry to reduce its negative impact on the environment.

Finally, Bhardwaj and Fairhurst (2010) discuss the evolution of the fashion industry over the past two decades, focusing on the emergence of fast fashion in response to changing consumer preferences. The authors highlight the importance of understanding the dynamics of fast fashion from both the supplier and consumer perspectives. They emphasized that research into the environmental impacts of fast fashion needs to consider multiple dimensions, including waste, pollution, and climate change.

Broadly speaking, the previous studies reviewed collectively emphasize the significant environmental challenges posed by fast fashion and highlight the economic (frugal) aspects as viable alternatives to promote sustainable fashion practices. The research underlines the urgent need for the fashion industry to

adopt a greener approach, while recognizing the role of consumers in driving change. The rise of sustainable fashion movements and initiatives demonstrates a growing awareness and commitment to addressing the environmental impact of clothing consumption.

METHODOLOGY

In this article, researchers will use the constructivist paradigm, which emphasizes in-depth observation and objectivity, to understand the phenomenon of thrifting as a solution to the problem of clothing waste caused by the fast fashion industry. This paradigm leads researchers to understand individual views of constructed reality and its implications for social life. To gain a deeper insight into the phenomenon of thrifting, the researchers use the method of descriptive phenomenology. This method is used to understand a personal view of events or phenomena that exist or occur. Through directly observing, the researchers hope to gain a rich and deep understanding of how individuals experience and perceive thrift as a solution to the problem of clothing wastage. This approach is also in line with the constructivist paradigm, which values the unique experiences and views of everyone. Phenomenological method was used in this study to explore an in-depth understanding of the phenomenon of thrifting as a solution to the problem of clothing waste caused by the fast fashion industry.

Phenomenology is used to find out people's personal perspectives on an event, occurrence or phenomenon that has happened or is happening, so the researchers hope to find out their opinions or experiences on the phenomenon of thrifting as a solution to the problem of clothing waste. In this study, interview was used as the data collection technique. Interviews were chosen because they allow researchers to gain a deeper understanding of the informants' behavior and personal experiences related to the phenomenon of thrifting. Through interviews, researchers can interact directly with informants, ask questions, and get detailed answers about their views, experiences and understanding of the phenomenon under study.

By following the direct question and answer method, the researchers hope to obtain clear and accurate data about individual views on thrifting as a solution to the problem of clothing waste. The data obtained from this interview will form the basis for analyzing and interpreting the phenomenon of thrifting in relation to solutions to the impact of the fast fashion industry.

Table 1. List of informants

No	Informant Profile	Age	Informant Background
1	Informant 1	20	Male students, consumer, and distributors of second-hand clothing
2	Informant 2	19	Female students, consumer, and distributors of second-hand clothing
3	Informant 3	20	Male student, consumer & second-hand clothes seller
4	Informant 4	19	Female student, consumer & second-hand clothes seller

RESEARCH RESULT

In the results of this study, the researchers will present the main findings and answers to the research questions that have been described earlier. Through a study of the phenomenon of thrifting as a solution to the challenge of clothing waste, the researchers were able to identify a deep understanding of the four informants of the concept of the phenomenon of thrifting and its relevance as a solution to the problem of clothing waste. Throughout the interview process, the four informants clearly demonstrated an awareness of the urgency of the clothing waste problem and acknowledged that thrifting has a key role to play in tackling this problem. Researchers produce research findings in the form of tables containing themes from interviews with informants. The findings are shown in Table 2.

Interview with informant 1

Based on the findings of the research conducted through in-depth interviews with Informant 1 to answer the formulated research question, namely, "Has the phenomenon of thrifting proven to be effective in reducing the negative effects of clothing waste and fast fashion events on society?", researchers can find the fact that Informant 1 has understood very well that the phenomenon of thrifting is a very effective solution to reduce the fast fashion industry activities that are growing rapidly every year. Informant 1 has also understood very well that by means of thrifting activities that are carried out on a continuous basis, the environmental impact of clothing waste can be minimized. This is because the phenomenon of thrifting tends to reuse used clothes, so it can inhibit the impact of clothing waste on society.

Informant 1 clearly understood that active participation in thrifting activities in a sustainable way can minimize the environmental impact of clothing waste. The phenomenon of thrifting, which is based on the reuse of used clothes, has a great potential to reduce the amount of clothing waste disposed of by society. This can be seen from Informant 1's understanding of the principle of thrifting, which involves the reuse of used clothes so that the contribution to the impact of clothing waste is more controlled.

In the dimension of personal awareness, Informant 1 also shows a deep understanding. As well as focusing on second-hand clothes, informant 1 described how she also used new clothes as part of her fashion choices. Furthermore, in the context of reducing clothing waste, informant 1 has absorbed the urgency of the clothing waste problem caused by the fast fashion phenomenon. They realize that the thrifting phenomenon can be an effective solution to this problem, and even invite other people to participate in thrifting activities to support efforts to minimize the negative impact of the fast fashion industry. In addition to understanding the benefits of the thrifting phenomenon, Informant 1 also recognizes the importance of complying with the rules and regulations set by the government regarding thrifting activities. They affirm the importance of following the rules and setting an example as law-abiding citizens.

From an economic point of view, Informant 1 understands that the phenomenon of thrifting not only has an impact on the environment, but also has a positive effect on individual spending. Given the affordable price of thrifting clothes, informant 1 admitted that this activity can help to save on expenses. Furthermore, informant 1 recognized the phenomenon of thrifting as an important source of livelihood for many Indonesians, given the relatively affordable capital and large market in the country. Overall, findings from in-depth interviews with informant 1 illustrate an understanding of the effectiveness of the thrifting phenomenon in reducing the negative impact of clothing waste and fast fashion events. Informant 1 clearly acknowledged the environmental, social, and economic benefits generated by thrifting activities, as well as awareness of the importance of complying with applicable regulations. This finding provides a deeper understanding of the role of thrifting as a solution in facing complex problems faced by society due to the fast fashion industry.

Interview with informant 2

Based on the findings of the research conducted through in-depth interviews with Informant 2 in order to answer the formulated research question, which is 'whether the phenomenon of second-hand clothing is effective in reducing the negative effects of clothing waste and fast fashion events on society', the researchers can find the fact that Informant 2, who is a user of second-hand clothes, prefers to use second-hand clothes compared to buying new clothes. Informant 2 suggested that he used thrift clothes because he wanted to keep up with the trends that were present in society. Informant 2 also argued that buying second-hand clothes could be mutually beneficial for both buyers and sellers.

In the dimension of reducing clothing waste, Informant 2 has in outline understood the urgency of the problem of clothing waste caused by fast fashion, Informant 2 is quite supportive of community behaviour in carrying out thrifting activities. This is because not only does it reduce clothing waste, but it can also bring benefits to the buyers and sellers of thrifting itself.

In the category of regulations and government that have been determined by the government regarding thrifting that will be used as illegal activities, Informant 2 does not fully understand the regulations formed by the government, but he argues that the government does not fully have the right to prohibit thrifting activities from being dismissed, the government needs to prioritize the livelihood of the Indonesian people in order to create public welfare. Informant 2 also argued that the government can support the community by exporting used clothes abroad as a solution to regulating illegal thrifting activities in Indonesia. In terms of the economy, the resource person explained that thrifting activities can be mutually beneficial for both sellers and buyers.

Interview with informant 3

By conducting in-depth interviews with 3 informants to answer the research questions on the effectiveness of the thrift phenomenon in reducing the negative impacts of clothing waste and fast fashion events, the findings highlight a variety of valuable views. Informant 3, a thrift retailer, strongly preferred thrift to new clothes because of affordable prices and equal or better quality. This reflects an interesting alternative in the face of the challenges of fast fashion.

Informant 3 gives practical advice to potential Second-Hand buyers, emphasising the ability to negotiate and assess the quality of clothes. In terms of reducing clothing waste, this informant understands the urgency of the problem of clothing waste due to Fast Fashion and appreciates the role of society in the adoption of thrifting, which benefits the economy of retailers, including himself.

In the regulatory context, informant 3 advocated for economic sustainability and equity. They warned of the potential negative impact of governmental illegalisation of thrifting, which could harm MSMEs and existing economic ecosystems. These informants provide mature views on the economic and environmental benefits of thrifting, as well as the potential social and economic impacts of regulation. Overall, Informant 3 provided a valuable insight into the phenomenon of thrifting. His mature views on the economic, environmental and regulatory benefits and challenges of thrifting contribute to a richer understanding of the potential and complexity of these solutions in addressing the negative impacts of clothing and fast fashion waste.

Interview with informant 4

Findings from interviews with 4 informants on the effectiveness of the thrifting phenomenon in reducing the negative impacts of clothing waste and fast fashion revealed several insights. As a seller of thrift products, informant 4 explained that he follows trends and consumer interests, which has a positive impact because people are interested in thrift products that fit the trend. These informants believe that buying Thrifting products is mutually beneficial.

Informant 4 understands the role of thrifting in tackling clothing waste and recognises the urgency of the environmental problems caused by fast fashion. In terms of government regulation, this informant supports the sale of thrift products at home and abroad as an effective solution. The informant is also in favour of selling products at affordable prices according to their quality and brand. In general, Informant 4 provides important insights into trends, environmental impacts, government regulations and economic aspects of thrifting. The contribution of this informant's views enriches the understanding of the potential of thrifting to reduce the negative impact of clothing waste and fast fashion on society.

Table 2. List of Themes from Informants

No	Theme	Informant 1	Informant 2	Informant 3	Informant 4
1	A lifestyle that combines new clothes and thrifting	Have a fair share of clothes, not fixated on thrifting clothes, use new clothes	Choosing thrifting clothes to follow people's trends	Choosing thrifting clothes with quality equivalent to new clothes	Tends to sell second-hand clothes according to ongoing trends
2	Reduce the adverse effects of clothing waste	Aware of the urgency of clothing waste, see Thrifting as a solution to overcome the problem of clothing waste	It is enough to understand that thrifting can solve the problem of fast fashion	Aware of the urgency of clothing waste, supporting Thrifting as an effort to reduce clothing waste	It is enough to understand that Thrifting is effective in reducing clothing waste
3	Cost savings	Using Thrifting for cost savings and as a source of livelihood	See thrifting as a profitable way between seller and buyer	Viewing the sale of Thrifting clothing as a livelihood	Selling used clothes at affordable prices and according to product quality and brand

In this study, the researchers have explained the information related to the data obtained from the results of the interviews that have been carried out. After knowing the motives of the sources, both sellers and buyers of thrifting, the researchers can find out that all sources already understand and are aware of the concept of thrifting. Informants have understood that clothing waste has a bad impact on the surrounding environment, so thrifting can help with this problem. Furthermore, for informants who are shoppers, they focus on getting quality products at low prices, so it can be concluded that all informants only focus on themselves and tend not to pay attention to the interests of others. This research is also directly related to the concepts of thrifting, fast fashion, waste and clothing.

DISCUSSION

Lifestyle factors as a driver in choosing thrifting

In this section, the researchers describe the research findings obtained through interviews on the phenomenon of thrifting as a solution to the problem of clothing waste. Through interviews related to the phenomenon of thrifting as a solution to the problem of clothing waste, the researchers can find the main point in the selective coding that there is a behaviour that prefers to use thrift clothes rather than new clothes. One of the things that influences this behaviour is a lifestyle that follows trends. After conducting an in-depth interview, the researchers were able to find the fact that underlies the interviewees' use of thrift clothes, namely that there is a lifestyle that follows clothing trends so that people do not feel left behind.

According to the researchers, existing clothing trends can also be one of the alternative reasons why someone decides to buy secondhand clothes, this is because sometimes not only because of the affordable prices, but people also buy secondhand clothes to find old school or vintage accents in the clothes worn. Lifestyle itself is currently a thing that is quite considered when in the midst of the public, so wearing clothes that are in accordance with the development of current clothing trends will help to meet the lifestyle that each individual has. A high standard of living will certainly affect one's choice of clothing.

Though, the clothes thrifting sells are clothes with well-known brands. This is closely related to the problem of flexing. While not necessarily related, flexing, which is often characterized by displaying an extravagant lifestyle to earn nicknames such as "sultan" or "crazy rich," contrasts with the concept of thrifting, which involves seeking economical and budget-friendly goods (Pramudya et al., 2023). While flexing was initially considered socially unacceptable, its prevalence has grown significantly. Indirectly, the act of flaunting luxury through flexing can be compared to the trend of thrifting, whereby individuals proudly share their cost-effective finds on social media platforms, displaying a different type of lifestyle than second-hand clothing produced by well-known brands. Thus, lifestyles that are influenced by fashion trends have a significant role in encouraging individuals to adopt thrifting behavior. The phenomenon of thrifting is not only an economical alternative in shopping for clothes, but also reflects a shift in consumption values to a more sustainable one. The trend-following lifestyle contributes to consumer interest in seeking quality clothing at affordable prices, while maintaining a trendy look.

Awareness of the urgency of clothing waste and the role of thrifting

This section discusses informant awareness of the negative impact of clothing waste on the environment and social impacts. Informants see the phenomenon of thrifting as one solution to overcome the problem of clothing waste. In this context, the second aspect that influences the main point of discussion is how informants prefer to use thrifting or used clothes rather than new clothes because of the application of a lifestyle that cares for the surrounding environment. Through interviews that have been conducted, the four speakers have understood well that thrifting activities have a very good impact on the environment, because they not only minimize the Fast Fashion industry, but also reduce chemicals and clothing waste that are very difficult to decompose. The fast fashion era has had a negative impact on the environment and climate change, with poor consumer lifestyles in fashion driving sustainable fashion production, creating waste and high greenhouse gas emissions (Ash'ari & Amalia, 2022).

Environmental damage is now one of the important problems that must be handled properly by the entire community. Garbage waste to clothes that accumulate and are difficult to decompose make the environment and the surrounding nature worse every year. In one case, for example, while fast

fashion multinationals such as Inditex (Zara) and Uniqlo were economically successful, their production chains had a major impact on environmental and social risks (Ash'ari & Amalia, 2022). Thus, at least the company strives to build a good reputation related to caring for the environment (Wibowo et al., 2023).

Thrifting can be one of the right solutions in minimizing and reducing clothing waste, this is because thrifting is an activity where individuals reuse used clothes sold in decent quality, so of course with the community implementing thrifting activities, clothing waste will also be reduced. Furthermore, there is an attitude of concern for the environment related to the phenomenon of fast fashion, so that individuals prefer to wear thrifty clothes rather than using new clothes. Through in-depth interviews that have been conducted, researchers can find out that the speakers have a good understanding of what fast fashion activities are. Fast Fashion itself is an activity where a clothing industry is mass-produced and fast so that it can have a bad impact on the surrounding environment. Although not everyone makes the environment the main motive in thrifting, this activity indirectly helps preserve the environment by reducing the impact of waste from fast fashion production that harms the environment. By using thrifting goods, consumers can apply sustainable consumption and support the 3R principle (reduce, reuse, recycle). While there are pros and cons when it comes to thrifting businesses, this trend provides a more eco-friendly alternative to fashion shopping, but it's important to shop as needed and not impulsively (Lindungi Hutan, 2023).

The more developed the era, the more developed clothing trends in society, of course, this can have a serious adverse impact on the environment because clothing waste that is no longer used by individuals tends to be disposed of into the surrounding environment. This is very harmful to the environment, especially clothing materials that are difficult to decompose by nature. Thus, not a few people turn to thrifting clothes because they have a sense of concern for the surrounding environment compared to using fast fashion clothes, especially the outbreak of global warming that increases significantly every year which can be one of the reasons people turn to thrifting clothes.

Cost Savings through Thrifting

The phenomenon of thrifting has significant economic and social implications, particularly in terms of saving on expenditure and its potential as a source of livelihood. The use of thrifting as an individual expenditure reduction strategy has been an increasingly popular trend. This concept involves buying and reusing used clothes at a much more affordable price than new clothes. In addition, the use of thrifting also provides an opportunity to find quality clothing at lower prices, as most thrift clothing is still in good condition. This allows individuals to save money on their everyday clothing needs.

Furthermore, there are thrift clothing price offers that are much more affordable than new clothes, especially not a few thrift clothes that have the same quality as new clothes, so many people prefer thrift clothes to new

clothes. Through in-depth research and interviews that have been conducted, researchers found the fact that individuals tend to choose thrift clothes because they can save expenses. This is because second-hand clothes can be sold for a quarter of the price of new clothes, while still being of good quality. Of course, for consumers to get good quality at affordable prices, this behaviour needs to be accompanied by careful consideration of the clothes to be bought and price offers to sellers.

This shows that while individuals tend to prefer thrifting to buying new clothes, there are also influencing factors such as more affordable prices and quality that is no less good than new clothes. The thrifting phenomenon has significant implications for reducing the environmental impact of the fashion industry, while promoting sustainable lifestyles and cost savings. Despite the obvious benefits, consumers should still be careful when choosing and buying second-hand clothes to ensure their quality. Second-Hand activities also reflect social and cultural trends in the use of social media. As people's interest and participation continues to grow, thrifting is likely to remain an integral part of more sustainable consumption patterns in the future.

Broadly speaking, thrift shopping is considered as an alternative form of rational and efficient fashion consumption (Suarningsih et al., 2021). Especially among female students, thrift shopping is an option because of its unique second-hand clothes, affordable prices, and awareness of sustainability. Although thrift clothing is second-hand, its popularity remains high because it is considered to provide benefits that outweigh the risks.

The negative impact of the fast fashion industry on the environment has become a serious issue that requires serious attention from various parties. If viewed further, clothing companies also helped overcome the negative impact of the fast fashion industry. Another problem also arises, namely related to the implementation of rapid response strategies used to balance market demand with production. However, the fast fashion industry also generates negative environmental and humanitarian impacts, including the use of synthetic materials and exploitative practices against workers (Nugraheni et al., 2022).

Efforts to mitigate this impact have included various solutions, such as the company's commitment to sustainability, the thrift shopping movement, and educating consumers about sustainable alternatives in fashion consumption. In the face of these challenges, cross-sector collaboration is needed to create sustainable change in the fashion industry.

CONCLUSION

In this study, which aims to find out how effective the thrifting phenomenon is as an alternative solution to the environmental problem of clothing waste, it was conducted through in-depth interviews with 4 speakers, 2 used clothing users and 2 used clothing sellers. Based on the results of the discussion, the speakers preferred used clothes because the price was affordable and the quality was not much different from new clothes, and the speakers chose to wear used clothes because it minimized the amount of waste generated by the fast fashion phenomenon.

The resource person who is a thrifting clothes trader also started this business to make ends meet because thrifting has many enthusiasts from teenagers and according to the source, with this thrifting will reduce clothing waste in Indonesia and will help many consumers who really want to use trendy clothes at an affordable price because most trendy new clothes now have a high price where many people are less able to buy at that price but if there is thrifting we can get clothes whose quality is not much different from new clothes that are widely sold in various marketplaces.

This study has therefore highlighted the importance of the thrift phenomenon as a solution to the problem of clothing waste, with a focus on economic, environmental, and social impacts. Based on the results of interviews with informants, this researcher has revealed the informants' understanding and awareness of the concept of thrifting, as well as the urgency to reduce the negative impact of the fast fashion industry.

It is known that the research conducted can answer the formulated research questions through the research question "Is the phenomenon of thrifting proven effective in reducing the negative impact of clothing waste and fast fashion events on society". After conducting in-depth interviews, the researchers understand that thrifting activities not only reduce the negative effects of clothing waste, but also create wealth for the thrifting clothing retailers. This is because when people indirectly engage in thrifting activities, the interest in fast fashion clothing is reduced and the impact of clothing waste is minimized. Thus, the conclusion that can be drawn by the researchers is that the phenomenon of thrifting can be the most appropriate and alternative solution to overcome the problem of clothing waste caused by the phenomenon of fast fashion.

ADVANCED RESEARCH

This research still has limitations so further research is still needed on this topic

ACKNOWLEDGEMENT

The researchers would like to say thank to Universitas Multimedia Nusantara (UMN) for the support provided in this research.

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