

WORKSHOP DESIGN ON FAST FASHION IMPACTING SUSTAINABILITY

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Abstract

Fast fashion has raised sustainable issues in the clothing cycle from the production stage to the stage after the clothes are worn and end up generating waste. Therefore, it is necessary to adopt a sustainable approach to overcome practices that damage the ecology. This research uses qualitative methods by means of observation, literature studies, questionnaires, interviews, and the design process using Gustami theory (observation, design, manufacturing process). This research will involve several communities and their contributions to fast fashion and sustainable fashion in Indonesia to find out how much they understand about fast fashion as well as the concept of sustainable that can minimize the negative impact of fast fashion. The results of the survey above discussed public awareness and behavior towards fast fashion, as many as 62.7% of respondents knew the impact of the dangers of the fashion, while there were 29.4% of respondents who did not know the issue of fashion. However, the circumstances and conditions that result in the lack of sensitivity of the community to the environment resulted in a lack of knowledge and doubt about the issue. The data of the respondents who do not know and doubt, the need for an equitable education about this issue and the impact on the environment through media event workshops as information channels.

Keywords: fast fashion, sustainable, awareness, workshop, fashion education

INTRODUCTION

Current technological developments contribute very highly to the acceleration of fashion, so this makes fashion an important need for society and fashion needs that are constantly changing following trends. However, there are still many fashion consumers who do not take into account the products produced by the fashion industry at the same time as the release of the latest fashion products that are marketed to the public, thus finally encouraging people to buy a product.

There is a term fast fashion in the fashion industry, namely the fashion industry that always follows the development of trends in the world and continues at the stage of large-scale production of fashion products, then markets the product to consumers so that they are bought and use the product, as well as the number of fashion products which is eventually disposed of and ends up as indegradable waste that can have an impact on the environment. Therefore, fashion education is needed as a medium for conveying knowledge about sustainable fashion to the public. Fashion education is a term used for a platform of sustainable knowledge, skills, and ethics that contribute positively to the industry and is needed to meet sustainable needs in the future (Connell & Kozar, 2012). This is supported by the lack of knowledge of the Indonesian people about sustainable fashion and the impact produced by fast fashion and consumptive lifestyles. Many foreign researchers have conducted research on the topic of consumer behavior towards the concept of fast fashion and sustainable fashion (Busalim et al., 2022; Papadopoulou et al., 2022; Sinha et al., 2023). However, based on this concept, it is still new to the fashion world, so there has not been much research that focuses on fast fashion and sustainable fashion in Indonesia.

Cheap clothes often end up in the trash (Cline, 2013). This fast fashion phenomenon started from the process of producing clothes that previously took a long time to become easier and faster due to new technology in the form of sewing machines. This phenomenon was initially considered an innovative business model with "Supply Chain" management, namely, an effective and efficient production and distribution network, but in reality the fast fashion business is considered to carry out deviant practices, breaking through a series of codes of ethics, ranging from labor to environmental issues (Shinta, 2018). Fast fashion has raised sustainable issues in the clothing cycle from the production stage to the stage after the clothes are worn and end up generating waste. In the magazine by National Geographic (2020), it was noted that there is 57% of waste in Jakarta, and there are around 8.2% which is textile waste. Reported by the Indonesia Circular Forum, it shows that 470,000 tons of textiles are wasted during the manufacturing process. This fact makes a product more and faster to produce and the more production waste is produced. So there needs to be social innovation applied to overcome this problem.

Social innovation is a new solution in overcoming a social problem effectively, efficiently, sustainably, and creating value (Phills et al., 2008). In the fashion industry, it is necessary to adopt a sustainable approach to overcome practices that damage the ecology (Wood et al., 2023). Therefore, one of the ways to overcome this problem is to use social innovation in the form of workshop events as a means of fashion education to the community. Workshop events are a learning activity that focuses on interacting directly with the community, especially young people.

This research attempted to analyze public awareness or behavior on the issue of fast fashion, sustainable fashion education, and provide solutions on how to manage waste generated from fast fashion and build public awareness of the issue of fast fashion which they unconsciously make textile waste accumulate. This research involve several communities and their contributions to fast fashion and sustainable fashion in Indonesia to find out how much they understand about fast fashion and its impact as well as the concept of sustainable that can minimize the negative impact of fast fashion.

The research contributes to the understanding of public awareness and behavior regarding fast fashion and sustainable fashion education in Indonesia. By analyzing the level of awareness among various communities about the consequences of fast fashion, the study highlights the importance of educating the public on managing textile waste. Additionally, it provides practical solutions for reducing the negative impacts associated with fast fashion, thereby fostering a culture of sustainability. The involvement of multiple communities allows for a comprehensive assessment of their understanding of fast fashion's effects and the principles of sustainability. Ultimately, this research serves as a foundational step toward promoting responsible consumption and waste management practices, aiming to enhance public engagement in sustainable fashion initiatives.

RESEARCH METHOD

This research uses qualitative methods by means of observation, literature studies, questionnaires, interviews, and the design process using Gustami (2007) theory (observation, design, manufacturing process), including:

1. **Observation:** In the observation method, the author researches the situation in the field directly by visiting places that are often visited by young people to adults such as cafes, co-working spaces and others and observing people's behavior regarding the issue of fast fashion. By conducting observations in the field, it is possible to find out the audience's views on the fast fashion issues discussed in this study. The information obtained is also based on facts.

2. Literature Studies: Using journals and books as sources of initial written data. Some of the journals and books used, including Wood et al. (2023), Gustami (2007), Jung & Jin (2015), Rohayati et al. (2017), Shinta (2018), Wulansari (2023), Fletcher (2010), and Cline (2013).
3. Questionnaire: In this study, a questionnaire was disseminated through social media regarding research to the community which aims to find out the public's understanding of fast fashion and its impact on the environment and is useful as validation data in this study. This questionnaire method is one of the effective methods to get research samples from the audience which is of course factual.

RESULT AND DISCUSSION

The understanding of fast fashion and the concept of sustainable fashion can be researched directly using observation methods and questionnaires. This method is carried out to find out how much the public understands about fast fashion and the impact it causes, therefore sustainable fashion is a concept to minimize the negative impact of fast fashion. In this method, a perception arises in which the public can process the information as a form of understanding. Perception will occur when a person gets a response and behavior from the environment that is obtained and responded to (Listyana & Hartono, 2015).

The variables in this study are the community, especially young people, this data is taken from the results of observations and questionnaires. However, the discussion of this variable is a communication model in the Laswell formula, namely who, says what, in which channel, to whom, with what effect, or who, says what, with what channel, to whom, with how influence on the audience, so as to get a feedback factor or effect (Mawardi et al., 2023).

Who

Who can be interpreted as a source or communicator, that is, an actor or party who has a need to communicate and also who initiates a communication. In this study, who is defined as the identity of the survey on the questionnaire. The survey results stated that 19.6% of respondents were male, and 80.4% were female respondents. It can be concluded that the most respondents are female respondents.

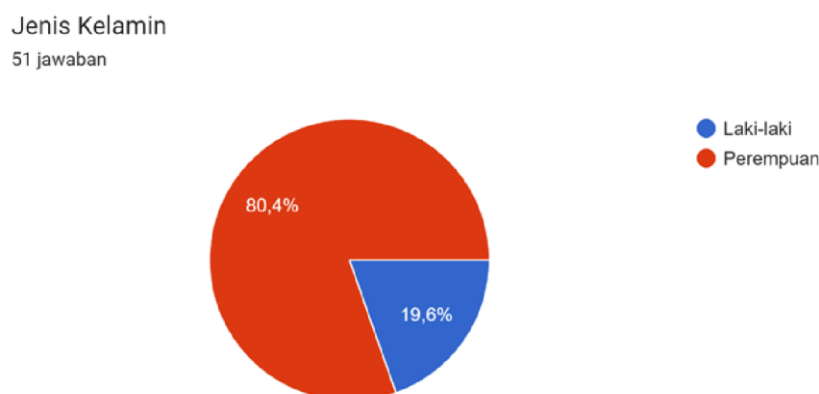


Figure 1. Gender Questionnaire Data

Based on the results of the survey above, it is stated that there are 19.6% male respondents, and 80.4% female respondents. It can be concluded that the most respondents are female respondents.

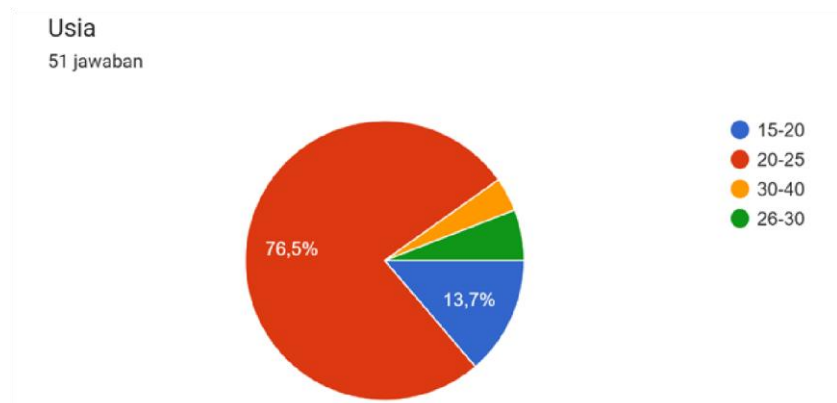


Figure 2. Age Questionnaire Data

The results of the respondent age survey were several age groups, namely 15-20 years old 13.7% (7 people), 20-25 years old 76.5% (39 people), 26-30 years old 5.9% (3 people), and 30-40 years old 2.9% (2 people). It can be concluded that the current young generation is 20-25 years old and is the most respondent.



Figure 3. Agency Questionnaire Data

The results of the agency survey on the respondents were mostly students, where students are the current young generation and respond well to fashion issues and the latest trends.

Says what?

Based on the problems taken regarding public awareness and behavior towards fast fashion and sustainable fashion, many speakers knew about the issue of fast fashion as many as 78.4% of the 51 respondents, but there were also 9.8% of respondents who did not know the issue of fast fashion and 11.8% of respondents who doubted having heard of the issue of fast fashion. So it can be concluded from the data of respondents who do not know and doubt about the issue of fast fashion, the need for an equitable education about the issue of fast fashion and the impact of the dangers of fast fashion on the environment through media event workshops as information channels. Which aims to increase the awareness of the Indonesian people on the issue of fast fashion through a new solution in overcoming a social problem effectively, efficiently, sustainably, in creating value.

Apakah kamu tahu/pernah dengar tentang Fast Fashion?

51 jawaban

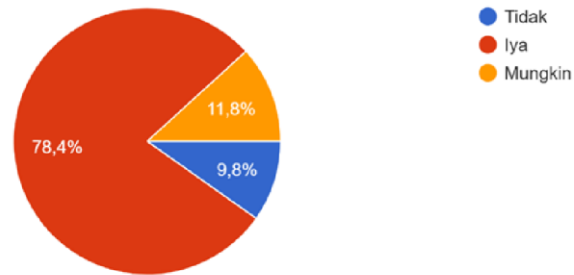


Figure 4. Fast Fashion Knowledge Questionnaire Data

Based on the results of the survey above, there are 78.4% (40 people) of respondents who know what fast fashion is, and as many as 11.8% of respondents may be doubtful, and 9.8% of respondents do not know about the issue of fast fashion.

Apakah kamu tahu bahaya/dampak dari Fast Fashion?

51 jawaban

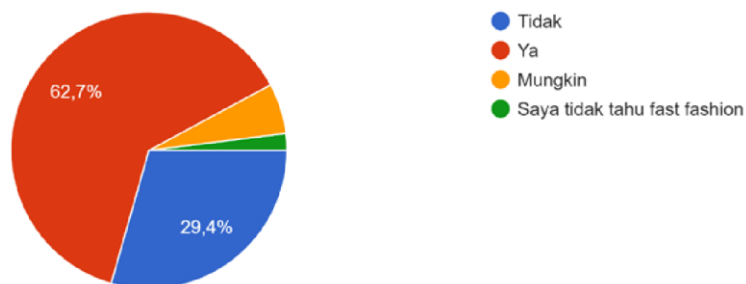


Figure 5. Fast Fashion Impact Knowledge Questionnaire Data

The results of the survey above discussed public knowledge of the impact of fast fashion, as many as 62.7% of respondents knew the impact of fast fashion, while there were 29.4% of respondents who did not know the impact of fast fashion.

Apakah kamu mengetahui istilah sustainable?

51 jawaban

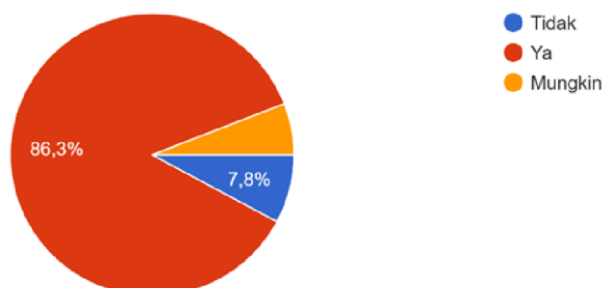


Figure 6. Sustainable Knowledge Questionnaire Data

Based on the results of the survey above, public knowledge of the term sustainable is 86.3% of respondents, while there are 7.8% of respondents who do not know the term sustainable.

Apakah kamu pernah membeli pakaian (baju/celana) dari brand fashion lokal?
51 jawaban

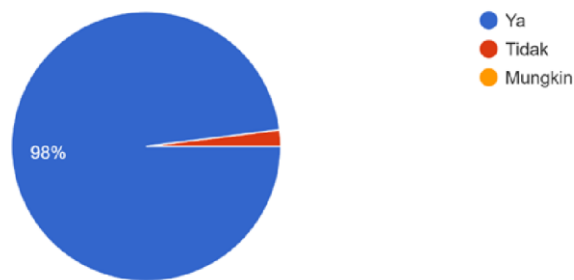


Figure 7. Brand Local Knowledge Questionnaire Data

The results of the survey above are respondents' data on local brand knowledge while 98% of respondents have bought clothes from local brands.

Apakah brand fashion yang kamu beli termasuk ramah lingkungan?
51 jawaban

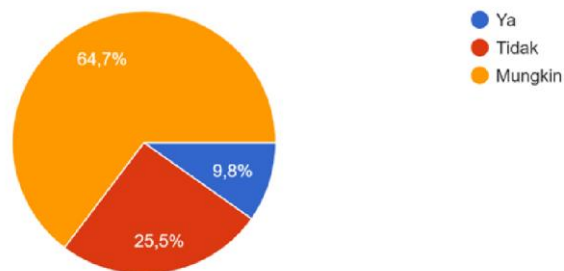


Figure 8. Questionnaire Data of Brand Sustainable

In the data above regarding fashion brands that have been bought by respondents, 64.7% of respondents may be doubtful about brands that are included in the environmentally friendly category.

Berapa kali kamu membeli pakaian? (dalam minggu, bulan, dan tahun)
51 jawaban

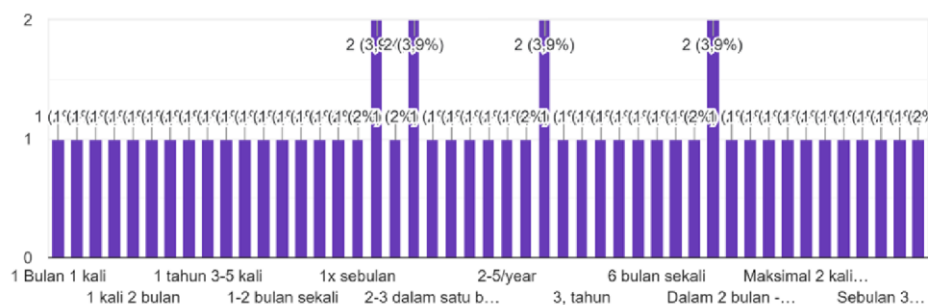


Figure 9. Clothing Purchase Questionnaire Data

The results on the provisional respondent data are at most 2-3 times in 1 month in buying clothes.



Figure 10. Reason for Buying Clothes Questionnaire Data

In the data of temporary respondents, 31.4% buy clothes because they are consumptive and 31.4% also when they are only needed, 13.7% are needed.

Apa saja dampak fast fashion yang kamu ketahui?

51 jawaban

Meningkatnya limbah fashion
Boros uang
Perilaku konsumtif, limbah sisa kain, emisi gas rumah kaca
- menumpuknya sisa kain yang terpakai - tingkat konsumtif yang tinggi
Pencemaran air bersih dan kemiskinan(?) pokoknya pernah baca artikel kalo fast fashion ngerugiin suatu pihak tapi kurang paham jugasi
Kerusakan lingkungan jangka panjang
Kurang tau 🤔
Berdampak pada para pekerjaanya dan juga dapat mencemari lingkungan karena bahan yang digunakan
Penumpukan limbah dan terus-terusan harus memproduksi material yang baru
Pencemaran air biasanya mah
Sampah, Tidak sustainable karena terus"an produksi berlebihan
Pencemaran lingkungan
Salah satu penyumbang limbah terbesar
Bahan produk yang menggunakan bahan katun berlebih bisa mencemari lingkungan
Fenomena fast fashion dapat menyebabkan kerusakan lingkungan, hal ini dikarenakan banyaknya limbah industri yang dibuang ketika suatu pabrik membuat produk fashion. Selain limbah industri, fast fashion juga menyebabkan limbah fisik dari baju-baju yang sudah tidak terpakai karena sudah tidak sesuai dengan season/musim dari fashion tersebut
Menyumbang limbah terbanyak dari sisa" kain produksi, banyaknya limbah kain yg sekarang sulit untuk
Menyumbang limbah terbanyak dari sisa" kain produksi, banyaknya limbah kain yg sekarang sulit untuk ditampung dan kurangnya pengolahan limbah
menambah jumlah sampah plastik poliester
banyak sampah fashion
kerusakan lingkungan, eksploitasi pekerja
Limbah fast fashion yang susah diatasi, mulai dari kain, pewarna. Menghasilkan emisi gas rumah kaca (GRK), dan memakai air serta energi dalam jumlah besar.
Limbah, pencemaran lingkungan, ketidaksejahteraan karyawan
Sampah pakaian yang bertumpuk
Limbah pakaian, pencemaran lingkungan, upah buruh (yang rendah)
penumpukan sampah dan limbah kimia(?)
Meningkatnya limbah fast fashion yang dapat mencemari lingkungan
Limbah pakaian yang menumpuk
Sampah
Banyak sampah
Konsumtif ingin membeli semua baju yang tren
Limbah tekstil
Limbah pabrik
Meningkatnya jumlah limbah sandang

Figure 11. Impact Questionnaire Data from Fast Fashion

Based on the data above, it can be concluded that the average respondent has known the impact of the dangers of fast fashion, but the circumstances and conditions that result in the

lack of sensitivity of the community to the environment. Hence, creativity is needed in the delivery of information and the processing of a skill action that is carried out directly and felt by the community, so that the community can feel the impact of an action taken. One of them uses delivery media through workshop events, which aims to channel information about the impact of fast fashion on the environment and carry out an action through workshops with craft skills carried out from fashion waste.

Which channel

The medium used to distribute the questionnaire is Google Form. Google form is a service from Google to create a survey in the form of questions that will be submitted online to resource persons. The use of questionnaires was carried out with the aim of finding validation of data to be used in this study, one of which is information on fast fashion knowledge, resource person information, and resource person knowledge on the impact of fast fashion on the environment. Therefore, data validation is obtained through indirect interviews through online platforms, where the data obtained can strengthen the implementation of an innovative workshop event that this research offers.

To Whom

In the element of to whom in this study, namely who we convey information or educate about the issue of fast fashion and sustainable fashion through knowledge, skills, and sustainable ethics. At this stage, it is aimed at educating about the impact of fast fashion on the environment aimed at the community, especially young people. This is strengthened by the consumptive lifestyle of young people towards the purchase of fashion goods, so that a means of education on the benefits of production waste and used clothes against the dominance of waste is needed and educated about knowledge through an art of skills that is carried out directly from the treatment of fashion waste. Therefore, positive contributions from the community can meet sustainable needs in the future.

With What Effect

After conducting the questionnaire, it can be concluded that the average respondent knows about fast fashion but they are not aware of the impact caused. So, this study provides a solution and innovation regarding fast fashion and sustainable fashion, how to manage waste generated from fast fashion and build awareness of the issue of fast fashion itself which unconsciously makes textile waste accumulate, one of which is to overcome the problem by using social innovation in the form of Workshop Event as a means of fashion education to the community.

Designing event workshops, using branding methods. Branding is the development of products, services and organizations that require a strong image and distinctive characteristics, which are different from others, to achieve competitive advantage and to strengthen identity (Farida & Setiawan, 2022; Younis & Hammad, 2021; Zuhroh & Rini, 2024). Branding is an activity or way carried out by a person or company in building a good and attractive image or view so that consumers always remember the brand (Ellitan et al., 2022; Heskiano et al., 2020; Maskuroh et al., 2022). So branding is needed in the sustainability of the workshop event, so that many young people know the information and delivery of sustainable fast fashion issues raised at the workshop event as well as information about the implementation of the event that is easy for someone to remember.

1) Logo



Figure 12. Logo Event

SFW (Sustainability Fashion Workshop) in English Sustainability - Sustainability, fashion-fashion, Workshop - local works. Read: Sustainability Fashion Workshop which means the sustainability of local fashion Karya.

Sustainability Fashion Workshop is a workshop event with the theme of sustainability to increase public awareness about the dangers of fast fashion to the environment. Sustainability in this case is sustainability or it is expected that the awareness and knowledge gained by the community from this workshop event are sustainable and they can practice it in their daily lives.

- 2) Tag Line: The tagline "For Better Habits" is related to the concept developed, namely sustainability fashion.



Figure 13. Palette Color

Taking a color palette called Cozy Nude. By carrying the minimalist Earth Tone theme in accordance with the concept of sustainability. Black means seriousness and courage where we as humans need seriousness and courage about movement to minimize the impact caused and give courage to seriously participate in the concept of innovation in this research. And the color brown psychologically indicates stability, reliability, dependence, and ability, in brown it gives natural and organic concepts such as growth, fertility and the earth that can be associated with the concept of sustainable fashion. Based on the trend forecast, the color palette is taken from 2022 which has one of the Scandinavian color concepts. This Scandinavian color presents people from the Nordic countries who live in a beautiful, simple, clean and nature-inspired design so that this color palette has a continuity regarding simple design and is also a new design innovation that has become a trend in recent years, therefore the cozy nude color palette was chosen as the identity of this Sustainability Workshop Event.

In the next stage, this research will use a workshop event which is used as a medium for delivering sustainability information about the impact of the danger of fast fashion on the environment to the community in order to increase public awareness, especially young people. An event is an activity carried out by an organization within a certain period of time

by bringing people to a place so that they can get experience and important information from the organizers according to what the organizers expect (Kennedy, 2009). Meanwhile, the workshop can be equated with an exercise where the participants work in groups or individually to complete work or activities that are in accordance with their actual tasks to gain experience (Arribathi et al., 2019). This workshop has the intention to turn fashion waste into a product that has functional value and economic value, which is expected to minimize fast fashion waste. So that the workshop idea that will be implemented is upcycling, where used clothes brought by event visitors will be grouped to make it easier to choose materials to become new products or recycle fashion.



Figure 14. Ide Recycle

There are several ideas for workshop activities related to upcycling used clothes into new products or recycle fashion. Here are some ideas that can be used as workshops at the Sustainability Fashion Workshop event.

- 1) Workshop on making wrap buttons from patchwork.
- 2) Workshop on making footwear from patchwork.
- 3) Workshop on making accessories from patchwork.
- 4) Workshop on making beeswax wrap from patchwork.

Some of these workshop ideas can be applied as one of the business ideas that can be retraded. And this workshop will be held in a few days according to the ongoing event and will be guided by people or teachers who are quite experienced in their fields. The participants will interact directly with the lecturers and they will directly practice the knowledge gained so that in the future they can apply it in their daily lives.

CONCLUSION

The growing problem of fashion waste, particularly due to fast fashion, has prompted efforts to mitigate its negative impacts, though awareness in Indonesia remains low. Workshop events focusing on fast fashion aim to raise awareness, especially among young people, about the environmental dangers of fashion waste. These workshops not only educate participants but also provide practical skills for creating new products from waste materials, thereby encouraging community involvement in waste reduction. Future research should evaluate the effectiveness of these workshops in fostering awareness and sustainable practices, assess participant engagement and behavioral changes, and explore the long-term effects on community attitudes toward sustainability. Additionally, comparing various

educational methods and examining the role of local organizations could enhance the development of a sustainable fashion ecosystem in Indonesia.

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