

Kajian keberlanjutan Thrift Shopping di kalangan generasi Z : studi kualitatif tren Thrift Shopping di kalangan generasi Z di Pulau Jawa = The sustainability of Thrift Shopping among generation Z : qualitative study of Thrift Shopping trends among generation Z in Java

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Abstrak

Penelitian ini berfokus pada kajian keberlanjutan thrift shopping di kalangan generasi z. Thrift shopping merupakan kegiatan berbelanja pakaian bekas yang murah. Data penelitian diperoleh menggunakan metode observasi partisipan dan wawancara mendalam dengan tiga penjual thrift shop online dan dua penggemar maupun pembeli thrift shop online. Hasil penelitian menunjukkan bahwa kelima informan ini memiliki tujuan yang sama saat melakukan thrifting maupun saat mencoba terjun ke dunia bisnis thrift shop online. Penjual dan pembeli memiliki tujuan yang sama yaitu, mencoba untuk mengurangi dampak negative dari industry fashion dengan cara membeli dan menjual pakaian bekas

.....This study focuses on the study of the sustainability of thrift shopping among Generation Z. Thrift shopping is an activity to buy a cheap used clothes. The research data was obtained using the participant observation method and in-dept interview with three online thrift shop sellers and two online thrift shop fans and buyers. The results showed that these five informants had the same goal when doing thrifting and when trying to enter the online thrift shop business. Sellers and buyers have the same goal, namely, trying to reduce the negative impact of the fashion industry by buying and selling used clothes