

ABSTRAK

PERILAKU KAUM MUDA DALAM MENGGUNAKAN PAKAIAN *THRIFTING* DI
KABUPATEN SUKOHARJO, JAWA TENGAH

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Penelitian ini bertujuan untuk menggambarkan profil demografis, motivasi, perilaku, dan preferensi kaum muda di Kabupaten Sukoharjo dalam berbelanja pakaian *thrifting*, serta mengeksplorasi dampak ekonomi, sosial, dan lingkungan dari tren tersebut. Metode penelitian kuantitatif digunakan untuk memperoleh data dari responden secara langsung. Hasil penelitian menunjukkan bahwa kaum muda cenderung membeli pakaian *thrifting* karena faktor tren, gaya hidup, dan harga yang terjangkau, dengan nilai belanja yang tergolong menengah ke bawah. Sementara itu, penggunaan pakaian lokal bersifat netral dan lebih banyak digunakan pada acara atau kegiatan tertentu, meskipun frekuensi pembeliannya rendah. Responden mendukung pembatasan impor pakaian bekas meskipun tetap membeli pakaian *thrifting*. Selain itu, pemahaman mereka terhadap industri tekstil lokal cukup baik dan mayoritas mendukung penggunaan produk lokal, terutama saat diwajibkan pada kegiatan adat atau upacara. Namun, minat beli terhadap produk lokal tetap terbatas. Dari sisi lingkungan, kesadaran kaum muda terhadap manfaat *thrifting* dalam mengurangi limbah tekstil masih rendah, meskipun mereka menyadari adanya risiko kesehatan dari penggunaan pakaian bekas. Temuan ini menunjukkan adanya kontradiksi antara preferensi konsumsi dan kesadaran akan dampak sosial, budaya, serta lingkungan yang ditimbulkan oleh tren *thrifting*.

Kata Kunci: *thrifting*, perilaku konsumsi, pakaian lokal, kaum muda sukoharjo

ABSTRACT

***YOUTH BEHAVIOR IN USING THRIFTING CLOTHES IN SUKOHARJO DISTRICT,
CENTRAL JAVA***

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This study aims to describe the demographic profile, motivation, behavior, and preferences of young people in Sukoharjo Regency in shopping for thrifting clothes, and explore the economic, social, and environmental impacts of the trend. Quantitative research methods were used to obtain data from respondents directly. The results showed that young people tend to buy thrifting clothes because of trends, lifestyle, and affordable prices, with a low to medium shopping value. Meanwhile, the use of local clothing is neutral and is used more for certain events or activities, although the frequency of purchase is low. Respondents support restrictions on imports of used clothing even though they still buy thrifting clothes. In addition, their understanding of the local textile industry is quite good and the majority support the use of local products, especially when required for traditional activities or ceremonies. However, purchasing interest in local products remains limited. From an environmental perspective, young people's awareness of the benefits of thrifting in reducing textile waste is still low, although they are aware of the health risks of using used clothing. These findings indicate a contradiction between consumption preferences and awareness of the social, cultural, and environmental impacts caused by the thrifting trend.

Keywords: *thrifting , consumer behavior, local clothing, youth, Sukoharjo*