

THE PHENOMENON OF THRIFT SHOPPING FASHION LIFESTYLE AMONG STUDENTS OF UNIVERSITAS NEGERI YOGYAKARTA

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ABSTRACT

Abstract. *This research is backgrounded by the development of the thrift shopping industry in Indonesia. Thrift shopping has become a popular phenomenon among college students. Purchasing thrift shopping products at affordable prices, as well as good quality products, can still follow fashion trends to meet their lifestyle. There is a phenomenon of shifting trends that are conditionally influenced by various kinds of problems from economic motives, awareness of protecting the environment to dressing styles. This study aims to: 1) know the phenomenon of Thrift Shopping lifestyle among students; 2) to find out what factors affect the thrift shopping lifestyle; and 3) to find out whether environmental issues are also a consideration for students in doing thrift shopping fashion. The method in this study is a qualitative method with a phenomenological approach. The data collection techniques used are by observation, direct interviews and documentation. The data analysis techniques used are data reduction, data presentation, and drawing conclusions, then the data validity check technique is carried out. The results of this study show that this phenomenon develops and is known by students through social media which is supported by the environmental situation, then driven by several factors such as the motivation to do thrift shopping, the purpose and benefits of wearing thrift shopping items, lifestyle trends, social environments that eventually create new habits in the daily life of UNY students and the positive impact of not doing fast fashion. The emergence of this trend finally provides a new way of changing individuals to be more aware of the sustainability of the surrounding environment and the packaged lifestyle provides new innovations to reduce waste. The purchase decision to use a thrift shop is not only to form a fashion statement but also to reduce fast fashion.*

Kata Kunci: *Phenomena, Lifestyle, Thrift Shopping*