



THRIFT FASHION TRENDS AS A NEW CULTURE OF CONSUMERISM

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ABSTRACT

The booming phenomenon of fashion thrift in Indonesia has resulted in a new culture. The new culture is the consumption of young people on thrift fashion products. This research uses the qualitative descriptive method. The data was taken by filling out an open questionnaire to 10 respondents obtained through Instagram social media. The data obtained were then analyzed using the theory of the consumption society by Jean P. Baudrillard where the consumption of fashion thrift products not only pays attention to the value of the function of a garment but also the value of symbols in purchasing fashion thrift products. The results of this study show that the reasons respondents consume fashion thrift are because they accidentally found suitable products, complete collections, low product prices, products that are sold well and even some are products with well-known brands, and pride factors.

Keywords: Clothes, fashion, new culture, society of consumption, thrift.

ABSTRAK

Fenomena fashion thrift yang menjamur di Indonesia mengakibatkan adanya kebudayaan baru. Kebudayaan baru tersebut adalah konsumsi anak muda pada produk fashion thrift. Penelitian ini menggunakan metode diskriptif kualitatif. Data diambil melalui pengisian kuesioner terbuka kepada 10 responden yang didapatkan melalui media sosial instagram. Data yang diperoleh kemudian dianalisis menggunakan teori masyarakat konsumsi Jean P. Baudrillard dimana pada konsumsi produk fashion thrift tersebut tidak hanya memperhatikan nilai fungsi sebuah pakaian, melainkan adanya nilai simbol dalam melakukan pembelian produk fashion thrift. Hasil penelitian ini menunjukkan bahwa alasan-alasan responden melakukan konsumsi fashion thrift karena adanya ketidak-sengajaan dalam menemukan produk yang cocok, melengkapi koleksi, harga produk murah, produk yang dijual bagus bahkan beberapa merupakan produk dengan merek ternama, dan faktor kebanggaan.

Kata kunci: Budaya baru, fashion, masyarakat konsumsi, pakaian, thrift.

INTRODUCTION

Clothing is one of the primary human needs that has the main function of protecting and covering limbs. However, clothing can also be a means to show the identity, social class, lifestyle of its wearer (Misbahuddin & Sholihah, 2018; Pane et al., 2018; Trismaya, 2018). Not surprisingly, for some people, paying attention to the clothes they wear is important and they are willing to spend money to buy new clothes. However, new clothes that have good quality are usually quite expensive, especially if the clothes are produced by well-known brands.

In the way of dressing, people not only use new clothes but also use used clothes. This is not something new in society. So that the phenomenon of thrift fashion consumption is easy to find and is favored by the public, especially young people. This phenomenon is supported by the existence of thrift fashion shops that are booming and easily found by the public.

Fashion thrift is clothes that are obtained at a lower price because the clothes have already been used. The word thrift itself has the meaning of austerity. In society, this activity

has a negative stigma because the goods obtained through the thrift method are used or second-hand goods. People think that second-hand goods are goods that are no longer feasible and can degrade social class. Therefore, thrift products have less interest.

However, many thrift shops open stores by selling fashion products, most of which are imported from abroad. Even though the price is quite cheap, the thrift shop is able to package the product into something that is suitable for consumption because the clothing product is still relatively good. If people are good at voting, they can get clothes with well-known brands. People who like thrifting are not shy about shopping for thrift products, even many of them feel proud because they get good products at low prices.

Clothing that is considered to have use value as a limb cover and has another function in expressing identity, turns out to be a lifestyle needed by modern society. One of the lifestyles that has been rife with the proliferation of thrift shops is the phenomenon of shopping for thrift fashion. Fashion thrift bazaars are often held in large malls and people, especially young people, flock to hunt for thrift fashion that suits them. This phenomenon gives rise to a new thing where shopping for second-hand goods that are seen as a negative thing, turns into a proud thing.

This phenomenon of shopping for thrift fashion is a good impact on the environment. Many of the fashion products circulating in the community are fast clothing products where a product is mass-produced with a large quantity. This causes fashion or trends to always change over time and causes a lot of fashion waste. It also raises growing concerns about the sustainability issue of clothing consumption as it has a detrimental environmental impact (Chan & Wong, 2012). With fashion thrift, people contribute to protecting the environment by consuming products that are already available so as to reduce fashion waste. But apparently, this phenomenon of shopping for thrift fashion gives rise to another new thing where there is a new style of consumption. Buying clothes is not only seen from the use value and need for the product but also the value of the symbol in the product.

In previous research, Zuhdi et al (2021) examined the consumption society that focuses on the consumption of products from online stores for students majoring in sociology, State University of Malang by conducting structured interviews. There are two results from the study. First, it shows the existence of consumptive behavior among sociology students where they buy goods through online shops because of desires not needs. Second, it was found that there were sociology students who tried not to be affected by the ease of shopping through online shops with the aim of not forming consumptive behavior.

Another research on thrift fashion, has been conducted by Virginia (2022) who researches the phenomenon of thrifting as popular culture in the morning market of Surabaya City Heroes Monument. In the study, Virginia looked at which circles were interested in this activity and analyzed their motives for doing thrifting activities. The study shows the following: (1) the word thrifting changes the image of used goods to consumer goods; (2) interested in consisting of students (16-20 years old), Quarter Life Age (20-30 years old), and elderly (50 years old and above); (3) The community's motive in thrifting is the mission of protecting the environment, pride, saving, and refreshing.

In this study, there are similarities with previous research, namely the theory of consumption society and the object of research on fashion thrift. However, researchers focus on young consumers who are familiar with thrift fashion and often share it on social media on Instagram. The research questions that researchers will examine are (1) how do fashion trends that occur in young people affect their consumption style towards shopping for clothes? and (2) why do young people love thrift fashion trends? These two questions will be analyzed using the theory of consumption society initiated by Jean P. Baudrillard.

Jean P. Baudrillard's Society of Consumption

In general, the consumption behavior that occurs in young people reflects fast-paced things and pays attention to trends. Consumption behavior is the opposite of production behavior. Literally, consumption is the activity or use of manufactured goods, both in the form of goods and services, to meet the needs of life. According to Baudrillard, ingestion is a system that executes the sequence of signs and the union of groups (Baudrillard, 2011). It can be said that consumption also includes value systems and communication systems in the exchange structure.

As time goes by, people's needs are growing and increasingly varied. It's not just a primary need. Other human needs categorized by level are primary needs, secondary needs, and tertiary needs. The primary needs are the main human needs needed to survive, namely sandang (*clothing*), pangan (*food*) and papan (*shelter*). Secondary needs are needs that are needed after the fulfillment of primary needs. Secondary needs are needed to improve the comfort of human life such as beds, tables, chairs, fans, etc. While tertiary needs are those that are usually possessed to improve one's social status. Tertiary needs are luxury needs where primary and secondary needs have been met such as jewelry, cars, luxury furniture, etc.

The three levels of human needs are classified according to their usefulness. This shows that human consumption behavior is influenced by the use value of an item. However, high consumption patterns lead to consumptive behavior. Like Baudrillard's view sees the object of consumption as something that has a certain meaning from a form of expression that existed before commodities. A product is not only consumed based on its use value, but also its mark value. This results in the purchase of goods based on wants, not needs (Zuhdi et al., 2021). In (Rohman, 2016), Jean Baudrillard says that consumerism as a modern consumption culture can create a shift from a mode of production to a mode of consumption, from a ratio to a desire for consumption. This happens because the waste that occurs in society is no longer based on the thought of exploiting the production of a good or service but rather the thought of consuming continuously.

METHOD

This research used a qualitative descriptive method. The object of the study is young people who have shopped for thrift fashion products with an age range of 20-26 years. Respondents were students, employees, entrepreneurs, photographers and freelancers residing in Surabaya, Malang, Batu, Depok, and East Jakarta who were obtained through interactions on instagram social media. The purpose of this study is to make a clear, systematic, factual and accurate picture according to the facts studied. Data sources from this study are divided into two types. The first is the primary data source obtained directly through filling out an open questionnaire in the form of an online form in the time span of January to March 2022. The second is a secondary data obtained through searches on instagram social media in the form of visuals of fashion thrift responden products. In this study, researchers used three techniques in collecting data. The first is the distribution of open questionnaires to young people who like thrift fashion. The second is to search instagram social media to collect photos of young people dressed in thrift fashion as an illustration of the trend being worn and shared through screenshots of posts on instagram social media. The third is to sort the data obtained according to research needs and then analyzed using the perspective of the consumption society Jean P Baudrillard.

RESULTS AND DISCUSSION

Trend fashion thrift

Clothing products or what is commonly referred to as fashion are primary needs in human life. But this need has evolved into a secondary and tertiary need. Clothing that has use value as a body cover and body protection from the weather and surrounding conditions, has another symbol value, namely as self-identity and social class identity (Misbahuddin & Sholihah, 2018; Setiadi, 2015; Trismaya, 2009). Fashion can be a secondary need when its users consume clothing not only as its main function but for other needs such as collections. The word collection in the Big Dictionary Indonesian has the meaning of a collection (drawings, historical objects, paintings, and so on) that is often associated with the interests or hobbies of the object. It is not unfamiliar when a person is going to attend an event or is going out of the house with a specific purpose, feeling that he has no clothes to wear. Not having clothes here is not a denotation meaning where a person does not have clothes at all, but rather a connotation meaning that is not having clothes that are suitable for attending the event even though the closet is full of clothes of various models and colors. This often happens to women who are very concerned about their appearance. They feel the need to always be different and not to wear the same clothes for similar occasions. This feeling involuntarily results in the consumption of clothes for the collection and the search for new clothes for a specific purpose.

Collecting clothes that have diverse models, trends, and colors makes the consumption of fashion products endless. Clothing can also become a tertiary necessity when the user, in addition to having a sufficient collection of clothes for himself (which only has one body), still consumes clothes in terms of luxury. For example, clothes that have quite expensive prices such as hundreds of thousands to millions of rupiah. The high cost of this clothing is because it has a famous designer brand label, clothes worn by well-known artists that cause a sense of pride when wearing them, clothes made of hard-to-get and exclusive materials, or clothes that are only made in small quantities so that the existence of these products is rare, only a few in the world. Expensive clothing products can also be due to environmentally friendly clothing materials or eco-fashion. Society by consuming clothing products in this category of tertiary needs is usually found in the elite and socialite classes. The matter of how much money is spent to get fashion product is not a problem while the product can boast, follow trends and luxury.

Not all Indonesians have economic conditions at the level of being able to spend millions on a fashion product because the average Indonesian is a middle-class society. However, Indonesians follow global fashion trends, aspire to use cars instead of alternative transportation, use air conditioning (considered 'modern') instead of using natural ways to cool the house, and so on (Arimbi et al., 2020). In following global fashion trends, there are limited funds, so the culture of consumption of Indonesian people on clothing that is limited by funds creates a new culture of shopping for thrift fashion products.

Trend fashion thrift in young people

Young people who have just entered the age of 20, some are students and some are new to work. The main needs of students to support learning activities are very many, such as single tuition fees, the cost of learning needs such as laptops, books and stationery, internet data packages to support communication and online learning. In addition, there are also necessities of life, especially if students live far from home or boarding houses such as boarding money, food and transportation money. For those who are already working, it is possible that there are fewer primary needs than students. In addition to these main needs, as a young person, of course, it requires playing and enjoying youth by doing things that are liked according to

hobbies. This can be realized by hanging out with friends in cafes, traveling, buying clothes and food, hunting photos, creating content about fashion and makeup, and others. To meet these secondary needs, young people must be smart in managing their finances so as not to interfere with primary needs. One form of such savings is to save and shop for thrift products on clothes.

Table 1. Ten respondents' backgrounds

Name	Age	Domicile	Employment status
Diva	20	Malang City, East Java	Student
Alta	21	Batu City, East Java	Student
Firdha	21	Malang Regency, East Java	Employees
Shafira	22	Surabaya City, East Java	Entrepreneur
Balqis	24	Malang City, East Java	Freelancers
Amelia	24	East Jakarta, Special Capital Region of Jakarta	Employees
Nisa	24	Malang City, East Java	Students
Meri	25	Depok City, West Java	Freelancers
Holis	26	Malang Regency, East Java	Photographers
Ayu	26	Sleman Regency, Yogyakarta Special Region	Entrepreneur

(Source: Primary Data, 2022)

Fashion thrift products that began to be found in Indonesia, made a new culture where there were many enthusiasts which eventually resulted in the number of thrift fashion stores. The fashion products sold in thrift shops, although they are second-hand goods, are well displayed in a condition that they have been thoroughly washed, neatly ironed and smelled of fragrance. As a rule, thrift stores sell products of the same type. According to Holis (26), "Fashion thrift products are varied. Usually, each store has its own flagship product. For example, one store leans towards jacket-type clothing, there is a store that specializes in girls' clothes, there is a store that specializes in selling hats, there is also a shop that specializes in crewnecks. Then now, there are many thrift shops that are really young. The product is price tagged and has been washed so that it can be used immediately".

Seven of ten respondents, namely Diva (20), Firdha (21), Alta (21), Balqis (24), Amelia (24), Nisa (24), and Holis (26), who are young thrift enthusiasts, have known the term second-hand for fashion products for a long time since when the term used was *dalbo* (a term used for second items taken out of sacks). However, the appearance of used clothing products that are resold under the term *dalbo* does not pay attention to arrangement or display so that many people are less interested. The concept of *dalbo* then developed more modernly and was more in demand by the public with the term thrift.

In fact, the average thrift fashion product is imported from abroad. Many of the thrift fashion products are imported products. Usually, the system of purchasing fashion thrift products from abroad in large quantities uses sacks where the products purchased cannot be selected units but are selected according to their type such as one shirt sack, one trouser sack, one crewneck sack, and others. This is what causes thrift fashion stores to sell according to certain types, but there are also thrift fashion stores that sell various types of clothing.

Fashion thrift products even though they are second-hand goods, the physical form of the product is still very good and worth wearing, far from being said to be second-hand. Although the model, color and material obtained are random or cannot choose a unit, most products are branded products that have good quality. In fact, it is possible that some products are well-known brand products whose original unit price can be very expensive. It is also possible if there are some products that have minor defects such as dirty on certain parts, incomplete buttons, dull colors, and tears. However, these minor defects do not make fashion thrift products unfit for use, usually if the product obtained is scarce, the product will be modified and remade into a new homemade product.

Some respondents who already know the term *dalbo* understand that this thrift fashion trend is developing and getting better until it is in demand by more people from social media such as Instagram and TikTok, from thrift fan friends, from clients who need photo services for thrift products sold, as well as from the surrounding environment that sells thrift fashion products. Trend and the booming of thrift fashion among young people made some respondents who did not know the term *dalbo* understand the trend fashion thrift through the internet and social media. With the large number of thrift fashion enthusiasts, there are many opportunities to open a thrift shop like one of the respondents, namely Shafira (22) who opened a fashion thrift stall called @dadaroutfit which is held every weekend morning around the Great Mosque of Surabaya.

Many people are interested in the public, especially young people because thrift fashion products are sold at very cheap prices. Although cheap, most products sold are still suitable for use, have good conditions, clothing models are easy to mix and match with other clothes, and branded. However, not all thrift fashion products are items that have good conditions. Some are rejected items that are sold at a massive discount as stated by Firdha (21) "Most are still in good condition. If there are rejected goods, they are usually sold with a massive sale". Faced with this, thrift fashion consumers must be smart and meticulous in terms of choosing good and suitable clothes before deciding to buy.

In terms of places and media selling thrift fashion products, thrift fashion stores often have two media, namely physical or offline stores and online media. In physical or offline stores, thrift fashion product stores are held on temporary stalls such as in weekly markets and bazaars. In addition, there are also permanent stores held in the yard of the house, shops on the roadside, and even stores in large malls such as those in the Olympic Garden Mall, Malang City, East Java. In addition to physical stores, many thrift fashion product stores also open stalls on social media such as Instagram and TikTok. This online store in addition to aiming to sell to distant consumers, also aims to promote physical stores or when opening bazaars. Some respondents have bought thrift fashion products on online stores when they find good and rare products. However, all respondents prefer to shop directly to the store and see the physical form of the fashion thrift product to be purchased so that they can choose directly, see directly the condition of the fashion thrift product and can find out the material or material of the clothing. If shopping online, some stores display products with details and some do not like Alta's statement (21).

Fashion thrift products are the right choice, especially for young people because the prices offered are very affordable. According to Ayu (26), the thing that makes her like shopping for thrift fashion products is because she finds clothes models that fit and are pocket-friendly. According to Shafira (21), shopping for thrift fashion products allows you to stay stylish even though you don't spend a lot of money. Cheap prices are priced at thrift fashion products varied. Starting from the price of 10.000 rupiah to 150.000 rupiah. With the prices mentioned above for a quality and good fashion product, it can be said that the price offered is indeed cheap and affordable for young people. With this low price, respondents routinely shop for thrift fashion products at least once a month. Even for OOTD or outfit of the day content needs, Firdha (21) can shop two to four times a month.

Other factors that make consumers decide to buy thrift fashion products in addition to low prices are finding the right and suitable model, quality can be tricked by making the product into their own creation, vintage fashion products, there are many choices, styles and varied models, finding luxury brands at very low prices, and have little potential to have the same product as others. With so many varied product models and in one product does not have much stock because it is a second product, minimizing the opportunity to wear the same clothes as

others. But depending on the type, according to Meri (25), "Yes, there is a chance (not to wear the same clothes as others), but not always so because for flannel shirts it seems that it can still be twinned with other people". Flannel shirts that often have plaid motifs and have varied colors, indeed still have the opportunity for similar products from other products so that there is still a chance to wear the same clothes as other unknown people.

With the phenomenon of the booming of thrift fashion stores, making young people have a style of consumption in clothes in terms of symbolic value because of hungry eyes. Shafira, 21, said that the number of thrift fashion stores made her shop often because she could not resist the temptation of hungry eyes. Seven out of ten respondents, Diva (20), Shafira (21), Firdha (21), Balqis (24), Nisa (24), Meri (25) and Holis (26), have bought fashion products at thrift stores without planning. This happened because when they were walking around somewhere unknown, they were holding a thrift fashion store bazaar and found the desired item. So even though there is no plan and desire to buy the product on that day, finally make a purchase without a plan. Other unplanned thrift fashion shopping is because when you find a good product and respondents do not have the color as stated by Nisa (24), "Ever (shopping for thrift fashion products without a plan) at that time. Because the product seen is very good and I don't have that color product yet". With the word "do not have the color product yet" shows that the purchase of thrift fashion products is not based on the need for function value but symbol value where the product becomes a collection of color completeness owned.

Finding a good fashion product, suitable for the wearer, and of course at a low price, makes consumers of thrift fashion products proud of it. All respondents who filled out the open questionnaire, felt proud and happy because they had found a good fashion product at a low price. Alta (21) said that she once got a product at a price of 100.000 rupiah for six pieces of clothing. Among the six clothes, there are good and well-known brands such as Uniqlo. The thrift fashion product is also minimal defects, good material and super thick like a new product. Another pride by Shafira (21) was conveyed using a hashtag 'thrift pride'.

Pride will get this good and cheap thrift fashion product, often immortalized in the form of photos and respondents share it on Instagram social media. Although not explicitly saying that the product worn is a thrift product, respondents feel proud to wear it and share it on Instagram social media. After that, respondents' followers on Instagram social media will comment and ask where the product is bought. Then, respondents gave answers that the product was obtained from thrift fashion stores. In addition to share it on Instagram social media, some suggest directly to the closest friends their pride in getting thrift fashion products at low prices. Shafira (21) said that she usually shares information about thrift fashion with friends face-to-face and says if she has got fashion products with certain brands thrift at a low price.

Although it is a second-hand item, thrift clothing products distributed on social media are not like second-hand goods. Balqis (24), Firdha (21), and Holis (26) often share OOTD or outfit of the day photos with thrift clothing products that have been mixed and matched in style. This is a form of their appreciation to themselves by doing what they like by combining and matching clothes, taking pictures and sharing them on Instagram social media. By wearing thrift fashion products, all respondents did not feel any shame about having shopped secondhand. They remain confident even though the clothes worn are second-hand goods. Holis (26) said that of course there is no shame, it makes you proud if you get a cheap product. Especially if the product is a product from a good brand and has good conditions as well.

The excitement of shopping for thrift fashion products among young people is of course due to the influence of the surrounding environment. Nine out of ten respondents said that their social environment is among those who like thrift fashion as well. This resulted in the activity of shopping for thrift fashion products together and feeling confident to appear in front of his

friends using thrift fashion products. Amelia (24) said that some of Amelia's close friends are fans of thrift fashion. Usually, Amelia gives advice and invites her friends to shop for thrift fashion products. Not only once or twice, but Amelia's close friends often invite again to shop for thrift fashion products.

Thrift clothing products that have become a phenomenon in Indonesian society are in demand because respondents as consumers are tempted by low prices. In addition to being cheap, respondents have other reasons and purposes such as thrift fashion products found in thrift fashion stores are suitable in terms of models and colors, to add to clothing collections, like rare clothing products that are rarely owned by others, and only one answered because they were in need of these products. It can be said that the reason and purpose of shopping for thrift fashion products is not only based on the value of its function, but there is a symbol value beyond the main function of a garment.

CONCLUSION

The booming phenomenon of fashion thrift in Indonesia occurs because of the large number of enthusiasts who on average already know this concept with the term *dalbo*. However, the concept of selling second stuff has been developed to be more modern and more comfortable for consumers, such as the product has been washed cleanly, the product has been neatly ironed, smelled so that it can be used immediately, and neatly arranged in the store so that it has the impression of a new product. In addition, other things that cause a lot of interest in shopping for fashion thrift are products sold at low prices, good products and suitable for the wearer, usually there are well-known brands and are priced at low prices, and the craze for outfit of the day photos is then shared on social media Instagram. The social environment that is a thrift fan also provides additional activities to shop for thrift fashion. By shopping and wearing fashion thrift products, it does not cause embarrassment because the products purchased are second-hand goods, but instead makes you proud because you get good fashion products at low prices.

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IMAGES

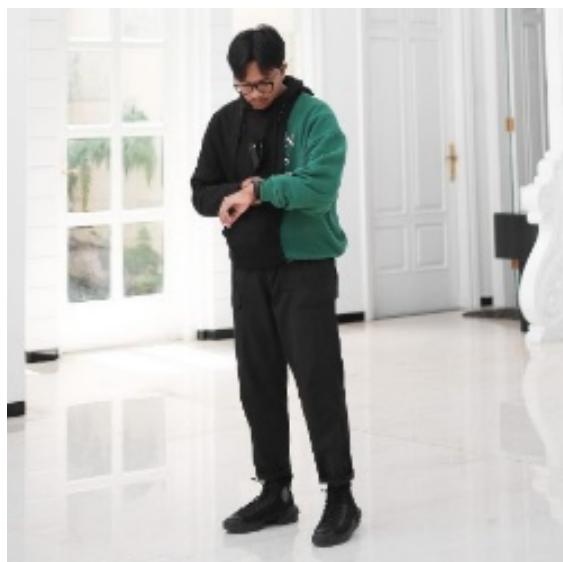


Figure 1. Green hoodie from fashion thrift shopping remade



Figure 2. Green red shirt which is a thrift fashion product



Figure 3. Orange sweater which is a thrift fashion product



Figure 4. Leopard print shirt from thrift fashion shopping

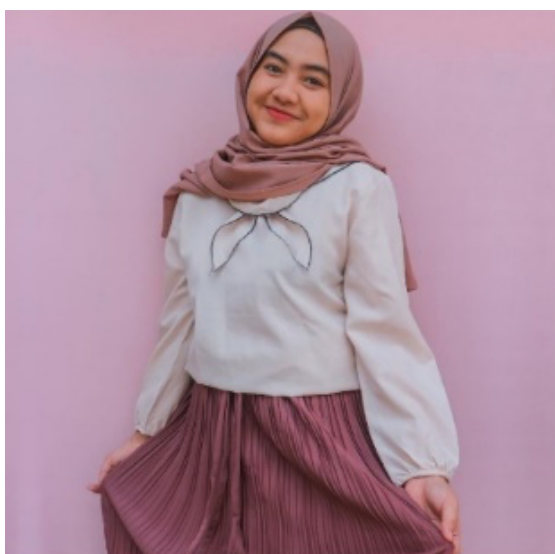


Figure 5. White blouse which is a thrift fashion product



Figure 6. Lacy vintage sweaters that are thrift fashion products

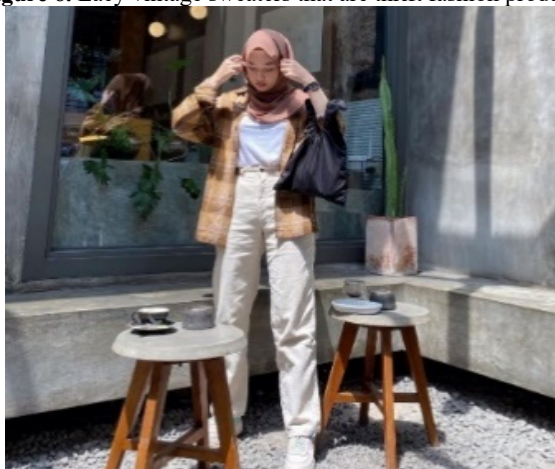


Figure 7. Plaid shirts that are thrift fashion products



Figure 8. Plaid t-shirts that are thrift fashion products



Figure 9. Yellow sweaters and pants that are thrift fashion products



Figure 10. Shirts and skirts that are thrift fashion products