INDONESIANS’ AWARENESS TOWARDS THE-EIGHT CRITERIA OF SUSTAINABLE FASHION

TUGAS AKHIR

Diajukan Kepada
Program Studi Manajemen
Untuk Memperoleh Gelar Sarjana Ekonomi

Oleh:
ILLONA JANICE MADISIA
212019505

FAKULTAS EKONOMIKA DAN BISNIS
UNIVERSITAS KRISTEN SATYA WACANA
SALATIGA
2023
LEMBAR PENGESAHAN

Judul Kertas Kerja : Indonesians’ Awareness Towards The-Eight Criteria of Sustainable Fasion
Nama Mahasiswa : Illona Janice Madisia
NIM : 212019505
Program Studi : S1 Manajemen

Menyetujui

Eristia Lidia Paramita, SE., M.M., S.Pd.
Pembimbing

Mengesahkan

Immanuel Madea Sakti, SE., M.Sc.
Ketua Program Studi S1 Manajemen

Dinyatakan Lulus Ujian Pada Tanggal 22 Februari 2023
ACKNOWLEDGEMENT

Praise the Lord for His endless blessings, love, and miracle in every process of the author’s studies at Satya Wacana Christian University. Only by His grace, the author can finish her study and thesis. In a very sincere and deeply felt way, the author would like to thank:

1. Mr. Rachmaddhi and Mrs Geraldine as family members for their unwavering support and prayers to the author in completing the author’s study and final thesis.
2. Mrs. Eristia Lidia Paramita, SE., MM., S.Pd, as the author’s supervisor. Thank you for the guidance, patience, and time for the author’s finishing the final thesis during your study. Your persistent support and motivation help the author to finish the final thesis.
3. Author’s friends who always give their support and motivation to the author during the study and finishing the final thesis.
4. All the lecturers of the Faculty of Economics and Business who educate and give lessons and experiences during the author’s study.
5. All the staff of the Faculty of Economics and Business who helped the author in every author’s study and thesis process from 2019 to 2023.
6. All Family of ICMAP (International Class of Management and Accounting Program) batch 2016-2019. Thank you for the invaluable insight, knowledge, support, and prayers.
7. And the rest of all parties who cannot be mentioned one by one, thank you for the support and prayer for the author in finishing the final thesis.

The author is deeply grateful for everyone’s support and prayer. May the Almighty God richly bless all of you. The author hopes that the author’s study will be valuable and can be useful to all parties.
ABSTRACT

The existence of sustainability has changed businesses running their business. The implementation of this new concept has tremendously affected businesses in many industries, including the fashion industry. Many big fashion companies are applying the concept of sustainability to their production process. It is intended to create accountability for the environment and people. Fashion as the second largest contributor to wastewater in the world has started to use more sustainable and safer raw materials for its production process. As the growth of sustainable production increases, the responsibility of companies in acquaints to customers also increases. Without the understanding of a new concept of sustainability in the market, customers are unable in understanding the purpose of the sustainable product. Thus, this study examined the awareness of sustainable fashion by using the eight criteria of sustainable fashion, namely: Recycling, Organic, Vintage, Vegan, Artisan, Locally Made, Custom, and Fairtrade Certified. The result of the survey showed that among 115 Indonesian people aged between 15-50 years old, the level of awareness is dominated by females aged between 36-50 and males aged between 26-35. By using the descriptive analysis to compare different variables, the average awareness of people with master’s degree educational background also showed a significant role. The proposed study implies the variety of Indonesian people’s awareness towards sustainable fashion that might become a market overview for sustainable fashion businesses.
# TABLE OF CONTENTS

COVER .................................................................................................................................................. 1
LEMBAR PENGESAHAN ...................................................................................................................... 2
ACKNOWLEDGEMENT ......................................................................................................................... 3
ABSTRACT ........................................................................................................................................... 4
TABLE OF CONTENTS ......................................................................................................................... 5
INTRODUCTION .................................................................................................................................... 6
LITERATURE REVIEW ........................................................................................................................... 6  
  Sustainability ................................................................................................................................... 6  
  Sustainable Fashion ......................................................................................................................... 7
METHODOLOGY ................................................................................................................................... 7  
  Population and Sample .................................................................................................................... 7  
  Data Collection ............................................................................................................................... 7  
  Data Analysis .................................................................................................................................. 8
RESULTS AND DISCUSSION .................................................................................................................. 8  
  Pre-Test .......................................................................................................................................... 8  
  Respondents’ Characteristics ........................................................................................................... 8  
  Data Analysis .................................................................................................................................. 8
CONCLUSION AND RECOMMENDATION .............................................................................................. 12  
  Conclusion ...................................................................................................................................... 12  
  Recommendation ........................................................................................................................... 12
REFERENCES ....................................................................................................................................... 13
LETTER OF ACCEPTANCE (LOA) .......................................................................................................... 15
PERNYATAAN PENYERAHAN LISENSI NONEKSKLUSIF DAN PILIHAN EMBARGO TUGAS AKHIR ......................................................................................................................... 16