

ABSTRACT

Fashion trends in Indonesia have been growing lately and various trends have continued to influence clothing styles. However, the purchasing power of consumers certainly encourages fashion producers to continue to produce clothes quickly and many are called fast fashion. But it also harms the environment because it can cause damage. On the other hand, the concept of sustainable fashion is expected to reduce the impact of environmental damage due to the fashion industry. So that Zero Waste Indonesia as a community engaged in the environment then carries out a campaign, namely the #TukarBaju campaign which is expected to be a solution for textile waste and waste that is increasingly piling up. Therefore, I am interested in analyzing the strategies used by Zero Waste Indonesia in the #TukarBaju campaign. The focus of this research is Zero Waste Indonesia's communication strategy in the #TukarBaju campaign. This research uses a descriptive qualitative method because the writer wants to describe how the strategy used by Zero Waste Indonesia in campaigning #TukarBaju. The results of this study illustrate that the communication strategy carried out in the #TukarBaju campaign has been successful and has had an effect on the target audience.

Keywords: communication strategy, campaign, environmental communication, sustainable fashion, fast fashion