

ABSTRACT

DESIGNING APPAREL PRODUCT LINE AS A MEDIA TO INCREASE SUSTAINABLE ENVIRONMENTAL AWARENESS FOR YOUTH IN BANDUNG CITY

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Environmental sustainability has become the responsibility of the entire community, but there are still many people who do not understand what a sustainable environment is. With these problems, the main factor of the problem is the lack of awareness about a sustainable environment for the community, especially in the city of Bandung. Youth in the city of Bandung as the nation's next generation and agents of change can be an example, providing awareness among young people and understanding about a sustainable environment to implement a sustainable lifestyle from now on to the future, because youth is an asset of the future social communities. The city of Bandung itself is one of the creative city networks according to UNESCO and young people in Bandung themselves are very enthusiastic about it, as seen by the many apparel brands in the city of Bandung and the enthusiasm of the youth in Bandung. For youth in the city of Bandung, apparel brands are not only a matter of primary needs but also a means of self-expression and their identity. Thus increasing awareness about a sustainable environment for young people in Bandung City will be creative and effective. The method used in this final project is a qualitative research method, with data collection through observation, literature study, interviews, and questionnaires.

Keywords: Sustainable environment, apparel brand, awareness, Bandung City