

## **ABSTRACT**

*According to data from the Central Statistics Agency (BPS) report, the GDP (Gross Domestic Product) of the textile and clothing industry rose to IDR 35.17 trillion in the second quarter of 2022, that number increased by 13.74% on an annual basis. This shows that the clothing industry is growing rapidly along with the changing times and trends. This can have a negative impact on the environment because it can cause textile waste to accumulate. From this case, the Zero Waste Indonesia (ZWID) community saw another waste problem, namely clothing waste that had accumulated longer and was difficult to decompose, so a campaign was launched to support the zero waste fashion program, namely #Tukarbaju . An economical and environmentally friendly solution to be able to change clothing styles without having to buy new clothes. The purpose of this research is to find out how much influence the #exchange clothes campaign has had on implementing zero waste fashion in an effort to utilize clothing waste. The research method used in this study is a quantitative method. The sampling technique used is a non-probability sampling method with a purposive sampling technique with a total of 395 respondents. The results of this study indicate that the influence of the #tweakbaju campaign (X) has a positive and significant effect on the implementation of zero waste fashion (Y). This is evidenced by  $t_{count} 45.229 > t_{table}$  which is 1.649 with a significant result of  $0.000 < 0.005$ . Based on the results of the coefficient of determination, it shows that the #tukarkaju campaign has an influence of 83.9% on the implementation of zero waste fashion and the remaining 16.1% is influenced by other factors not examined.*

**Keywords:** *zero waste, campaign, zero waste fashion, attitude*