

## ABSTRACT

*Thrifting is caused by globalization where technology and science are increasingly advanced, causing a growing trend that cannot escape social media because social media is very influential for the dissemination of information and trends. One of them is the trend of thrifting where thrifting is buying and selling used clothes that can be obtained at low prices where people can get branded clothes at cheaper prices without knowing the bad impact on health and the environment. There is no media campaigning about import thrifting which can have a negative impact on the environment and health. To obtain the necessary data in this design used the method of observation, interviews, and questionnaires. To answer the statement above, the author will design a campaign about the bad effects of thrifting which not only discusses environmental impacts but also in the health sector, especially skin health by using a communication strategy with an emotional approach in the form of a fear approach so that the target audience feels afraid and changes behavior and a visual approach. in the form of illustrations and photography using media strategies that will be applied to social media (Instagram, TikTok, websites) print media, namely posters and flyers, then to electronic media, namely videos and merchandise. The use of the AISAS method in determining the media for dissemination of information. It is hoped that the design of this campaign will provide the right information to the people of Bandung, so that the community can play an active role in reducing the impact of thrifting.*

**Keywords:** *Impact of Thrifting, Campaign, Used Clothing, Thrifting.*