

ABSTRACT

Fast fashion is one of the largest contributors to textile waste and environmental pollution, accompanied by social issues such as labor exploitation. In response to the need for more sustainable fashion consumption, thrifting and preloved clothing activities are gaining popularity, especially among younger generations. Carousell, an e-commerce platform for buying and selling secondhand goods, holds significant potential to support this lifestyle, particularly in Bandung. Unfortunately, the public's low awareness of the impacts of fast fashion, along with the lack of educational campaigns from platforms like Carousell, presents a major challenge. This study aims to design an informative and persuasive product campaign for Carousell to raise awareness and encourage the adoption of secondhand clothing consumption. A qualitative descriptive approach was employed, with data collected through interviews, observation, questionnaires, and literature review. The analysis utilizes AOI (Activity, Opinion, Interest), AISAS (Attention, Interest, Search, Action, Share), and a Comparative Campaign Matrix. The media design includes digital video ads (YouTube Ads), social media content (Instagram, Facebook), out-of-home media (posters, billboards, x-banners), merchandise (pins, badges, stickers), and an interactive digital vending machine integrated in real-time with Carousell's system. The campaign strategy emphasizes storytelling to deliver messages in an emotional and engaging way, while also incorporating environmental data and facts to strengthen the informative impact. This campaign is expected not only to enhance Carousell's image as an environmentally conscious platform but also to encourage more responsible, mindful, and sustainable consumer behavior by promoting secondhand clothing as an alternative to fast fashion.

Keywords: *Fast fashion, Product Campaign, Carousell, Thrifting, Preloved, Secondhand Clothing.*