

The Influence of Social Media as Fashion Communication Media on The Environment: Analysis of Consumer Behavior of Sekolah Tinggi Agama Buddha Nalanda Students

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Abstract

The Indonesian fashion industry is very vulnerable to the fast fashion problem because it follows endless trends. Despite increasing awareness of environmental impacts, the rise of fast fashion, characterized by cheap production, high consumption, and short clothing lifespans, has led to an increase in the amount of clothing thrown away. Rapidly changing trends and excessive consumption have significant environmental impacts. In the fast fashion industry, the concept of ready-to-wear emerged because trends changed so quickly. Through social media platforms, they can see various latest clothing styles, well-known clothing brands, and popular clothing ideas. Apart from the influence of social media, they can also easily get it from e-commerce. Social media such as TikTok and Instagram are often places where fashion trends spread. Many people easily observe the fashion trends that many people wear, so they feel they have to follow the latest trends to be considered modern. As a result, they are willing to spend money to look fashionable. The fast fashion phenomenon itself causes clothing production levels to become very high and models change every season. Every time fashion trends change, all stores and consumers in the fashion industry also change their fashion collections, resulting in textile waste and damaging the environment. One of the textile wastes produced by the fashion industry is polyester. This shows that dependence on polyester makes the fashion industry one of the highest polluters in the world, due to emissions from production processes and non-biodegradable waste. This research focuses on how the influence of social media as communication media about fast fashion helps students understand fast fashion on the environment. This research method uses quantitative research methods. A total of 100 respondents used data collection techniques using a questionnaire survey by distributing questionnaires to be filled out by Sekolah Tinggi Agama Buddha Nalanda students. The results of this research show that exposure to social media influence a person's clothing style and fast fashion trends can harm the environment.

Keywords: Environment; Fashion Waste; Fast Fashion; Social Media; Students

INTRODUCTION

Clothing is one of the basic needs for every human being, serving to cover and protect parts of the body. Fashion trends are temporal, following the latest styles in clothing, haircuts, patterns, and more. According to the Indonesian Dictionary (KBBI, 2016), fashion involves the latest forms or methods at a particular time. Fashion can shift and change quickly over time. Polhemus and Procter mention that fashion is a term used to show style, fashion, and grooming. Over time, developments in the fashion world have transformed clothing from merely fulfilling basic needs to representing the identity or image of the user. Each individual

has a unique style, ranging from casual to chic, edgy to vintage, and more. Personal fashion styles can change with fashion trends, which are the objects of public attention, being widely discussed, worn, and utilized by society at a particular time. These trends often emerge from public figures such as artists, models, or influencers with substantial social media followings, who influence their followers to adopt these fashion styles. A trend represents an upward or downward movement over time, indicating a positive or negative trend, respectively.

Fast fashion trends fulfill tertiary needs and drive popularity, supported by leading clothing manufacturers producing seasonal attire. However, the public remains largely unaware of the substantial waste generated by this phenomenon, which significantly pollutes the environment. Fast fashion provides the latest fashion products quickly in response to consumer demand, offering affordable prices and diverse options that attract consumers aiming to maintain a fashionable social image (Lazarevic, 2012). Jakarta, as Indonesia's fashion hub, has seen a surge in affordable, mass-produced ready-to-wear clothing, resulting in short-lived consumption and increased waste. Fast fashion production often uses polyester, a non-biodegradable material that contributes to significant environmental pollution. This study explores how social media influences consumer behavior and awareness regarding the environmental impact of fast fashion among Sekolah Tinggi Agama Buddha Nalanda students. Fast Fashion trends are something people look for to fulfill their tertiary needs and popularity at that time. Supported by leading clothing manufacturers, who compete to produce the best seasonal clothing. However, the public is still less aware of the various types of waste produced by this fast fashion phenomenon, which has significantly polluted our earth. Fast fashion can be defined as a provider of the latest fashion products that respond quickly to consumer demand. Cheap marketing prices, and the provision of the same amount of stock are things that are strengthened in building this fast fashion. With the existence of various prices and variations, it is attractive to consumers who see these brands as a way to convey their identity and maintain a fashionable social existence. (Lazarevic, 2012) saying that, many millennials who cannot afford high-end clothing turn to low-cost brands, and enter the world of fast fashion. As a fashion city in Indonesia, Jakarta as the capital city has experienced an increase in terms of affordability, availability, and mass production of ready-to-wear clothing, which leads to a shorter clothing life and a culture of short-lived and temporary consumption. In the product development process according to Yalcin-Enis et al 2019: 34, fast fashion only takes a few weeks from design to finished product. Co-Founder of Our Reworked World,

Annika Rachmat conveyed her findings, she stated that of the 33 million tons of textiles produced in Indonesia, one million tons of which become textile waste.

Worldometer released data on the population of Indonesia as of April 25, 2022, which is 278,752,361 people, this data is based on worldometer's elaboration of the latest data from the United Nations or UN. Given the size and population of Indonesia, 3.51% of the world's population currently lives there. The amount of waste produced will depend on how densely populated a place is. The more people there are in an area, the more waste will accumulate because there is less space to dispose of waste. The need for clothing is one of the needs that continues to increase along with the increasing population. The Deputy for Maritime Affairs and Natural Resources of the Ministry of National Development Planning (PPN) / National Development Planning Agency revealed that Indonesia produces 2.3 million tons of textile waste equivalent to 12 percent of household waste per year in 2021 (Safitri, 2022). Textile waste that has been mixed with other waste cannot be recycled, because the fabric waste is useless, cannot be recycled and is just waste because there are no scavengers to collect it.

The fashion industry is the world's second largest water consumer, with around 2,700 liters of water needed to produce one cotton shirt (National Geographic, 2013). As reported by www.fastcompany.com, the clothing industry is the second most environmentally damaging industry. Ten percent of the damage to the earth is caused by the dyeing and processing of clothing. Based on data, the fashion industry provides employment for at least one in six of the world's population. The use of cheap and hazardous textile dyes, which can pollute water supplies and endanger human health, is one of the negative impacts of fast fashion. Another reason is that the raw materials for this industry come from fossil fuels, especially polyester, which when washed will produce microfibers that increase the amount of plastic waste. The cotton used is usually combined with pesticides in very large quantities, endangering workers, increasing the possibility of drought, burdening water sources, reducing soil quality, and causing a number of other environmental problems. Apart from these environmental problems, there is still a need for a wider public understanding of the negative impacts of excessive fast fashion consumption. This problem-solving strategy is by means of "Thrifting" which is the most effective way to reduce waste, obtain high-quality clothing at a lower price, and contribute to environmental protection. The thrifting culture, which is usually associated with clothing, aims to reduce textile waste through the concept of reuse and is even a form of resistance to the fast fashion consumer culture (Ayu Dear

Pangesti, et al:2023).

Based on this, researchers are interested in studying the influence of social media as a fast fashion communication medium on the environment: analysis of consumer behavior towards Sekolah Tinggi Agama Buddha Nalanda students with the aim of research to determine the influence of social media as a communication medium on industry. fast fashion on consumer behavior, sources from the media and/or self citation must be adopted according to previous studies. The secondary data must not exceed 10 per cent of the total references. focusing on its impact on the environment. Apart from that, to find out whether Sekolah Tinggi Agama Buddha Nalanda students are affected by the trend of fast fashion due to the influence of social media and increasing public awareness about the dangers of following trends in fast fashion.

The Indonesian fashion industry is currently facing complex problems related to the rise of the fast fashion phenomenon. This phenomenon emerged as a response to trends that continue to change and develop rapidly. Fast fashion is known for its characteristics of cheap production, high consumption, and short clothing life. This results in an increase in the number of discarded clothes, which in turn has a significant impact on the environment. Awareness of the environmental impact of fast fashion has indeed increased, but this practice is still very dominant in the fashion industry. The desire to always look fashionable and follow the latest trends makes many consumers willing to buy new clothes in large quantities and often, even though the clothes have a relatively short lifespan. This is driven by various factors, one of which is the role of social media in spreading fashion trends.

Social media such as TikTok has become one of the main platforms in spreading fashion trends. Users can easily see various styles of the latest clothing, famous clothing brands, and popular clothing ideas worn by many people. As a result, many people feel the need to follow the latest trends in order to be considered modern and not out of date. This phenomenon causes the level of clothing production to be very high with models that continue to change every season. Every time fashion trends change, fashion stores and consumers change their collections, which ultimately results in significant textile waste. One of the materials often used in fast fashion production is polyester. Polyester is a very popular material because it is cheap and easy to produce in large quantities. However, the reliance on polyester also has a major negative impact on the environment. The polyester production process produces significant emissions, and the waste it produces is non-biodegradable, meaning it cannot

break down naturally. This makes the fashion industry one of the highest polluters in the world.

This study focuses on the influence of social media as a communication tool in spreading fast fashion trends and its impact on students' understanding of the environmental impacts of fast fashion. Given that students are a very active group in using social media and are also often the main target market in the fashion industry, their understanding of the environmental impacts of fast fashion is very important. Using quantitative research methods, this study involved 100 respondents from Sekolah Tinggi Agama Buddha Nalanda. Data collection techniques were carried out through questionnaire surveys distributed to students. The results of this study indicate that exposure to social media has a significant influence on a person's dressing style and that fast fashion trends can harm the environment. High social media exposure makes students increasingly exposed to fast fashion trends, which encourages them to continue buying new clothes. Awareness of the environmental impacts of this behavior may exist, but is often defeated by the desire to always look fashionable. Social media plays a major role in shaping young consumers' perceptions and actions towards fashion, and this has a direct impact on the environment.

To overcome this problem, more intensive efforts are needed to raise awareness of the negative impacts of fast fashion on the environment. Educational and awareness campaigns on social media, targeting young consumers, can be one effective strategy. In addition, the push to support a more sustainable fashion industry, such as fashion that uses environmentally friendly materials and responsible production practices, is also very important. This study not only provides insight into fashion consumption behavior among college students, but also emphasizes the important role of social media in shaping consumer trends and behavior. With a better understanding of how social media influences fashion consumption, we can develop more effective strategies to reduce the negative impact of fast fashion on the environment. As a step forward, further research can be conducted to explore practical and innovative solutions to reduce textile waste and emissions from the fashion industry. For example, the development of new technologies to recycle polyester and other materials used in fast fashion, as well as the promotion of more sustainable fashion concepts such as slow fashion, can be part of the long-term solution. Ultimately, changes in consumer and industry behavior are needed to create a more responsible and sustainable fashion industry. This research highlights the importance of greater understanding and awareness of

the environmental impacts of fast fashion, as well as the important role of social media in influencing consumer behavior. In doing so, we can take concrete steps towards a greener and more sustainable fashion future.

METHOD

This research employs quantitative methods to analyze the influence of social media as a fashion communication medium on consumer behavior and environmental awareness. A total of 100 respondents from Sekolah Tinggi Agama Buddha Nalanda were surveyed using a structured questionnaire. The questionnaire focused on the frequency of social media usage, awareness of fast fashion trends, purchasing behavior, and understanding of environmental impacts related to fast fashion. In this research, the paradigm used is positivist using a quantitative approach because it focuses on a clearly defined problem, a large population, and the aim is to test hypotheses and answer research questions. The type of research used is descriptive. Descriptive research analyzes data by providing a description or description of the data that has been collected. The data collection method used in this research is through the use of questionnaires. Researchers distributed questions through a questionnaire survey using Google Forms on May 20, 2023. The population of this study was Sekolah Tinggi Agama Buddha Nalanda students with a total of 100 respondents.

This research uses linear regression analysis techniques. A regression test was carried out to determine the impact of social media as a means of fast fashion communication on the environment, focusing on consumer behavior among Sekolah Tinggi Agama Buddha Nalanda students. In this research, there are 3 dimensions, namely frequency, duration, and attention. These dimensions are divided into several indicators. In the frequency dimension, there are indicators in the form of frequency of using social media and frequency of watching fast fashion content on social media. The indicators of duration are the duration of media use and the duration of watching related content fast fashion. Indicators of attention consist of attention to the contents of the content fast fashion on social media.

RESULTS AND DISCUSSION

The theory used in this research is stimulus-response (SR) theory. Stimulus-response (SR) theory is the most basic communication model. According to Mulyana (2008), this theory considers communication as a very simple process that involves action and reaction. In this process, certain verbal words, nonverbal cues, images, and actions can trigger certain responses from others. Apart from that, this theory also has the assumption that S-R theory

takes the stance that communication is static because human behavior or responses can be predicted. Human behavior is believed to be influenced by external factors (stimuli) and not based on one's wishes, will, or freedom.

The concept study that we use in this journal is the concept of social media. Social media is essentially a product of technological progress in this case the internet. With the emergence of the internet a few decades ago, social media was able to grow rapidly and develop to accommodate all the new features and benefits received by its consumers. According to R. Sudiyatmoko (2015), social media is an online media through internet-based applications, can be used to share, participate and create content in the form of blogs, wikis, forums, social networks and virtual world spaces supported by increasingly sophisticated and great multimedia technology. Social media has the advantage of being fast in disseminating information, on the other hand its weakness is reducing the intensity of direct or face-to-face interpersonal interaction, excessive addiction and legal issues because its content violates morals, privacy and regulations. Social media allows people to communicate with each other anytime, anywhere, no matter how far apart they are, day or night. This also eliminates human barriers to socializing, as well as the limitations of place and time. Using social media effectively can provide many benefits, such as a platform for advertising, business, networking, and building relationships. However, there will be a number of disadvantages if social media is used excessively, either directly or indirectly. These disadvantages include addiction, difficulty interacting with people in real life, autism, etc. Platform.

Social media can be used as a means of learning, such as simply by conveying or listening. Basically, platforms on social media have indeed been used as a place to store various types of products such as content, so that it can make it easier for social media users to receive information, process it and then distribute it widely. According to (Ghifari 2023) Explains that there are positive and negative impacts of social media, including Positive impacts. First, Ease of communication. Currently, there are quite a lot of applications on social media for sending messages and making calls. By using social media, messages or phone calls can be done more easily and cheaper. Second, another positive impact of social media is the ease of finding information. Previously, searching for information tended to be limited and took a longer time. And last, forming a person who is more daring to try new things. This behavior appears in society by spurring their curiosity to be more daring to try new things. In addition to positive impacts. Social media can also be a boomerang into negative impacts. For

example, the first is forming an aggressive personality. Aggressive behavior is formed in adolescents due to a sense of strength and a desire to be better than others. This aggressive behavior certainly has an impact on the real world in the form of violence. Second, Social Comparison. Someone continues to observe various things that happen in their friends' lives through their photo and video posts on social media which makes someone compare it to their own life which seems boring and less good. And most importantly, always thirsty for trends without thinking about other needs, this way if people do not have limits in their needs, they will definitely continue to try to be up to date which is already included in social media addiction. The following are the results of research conducted through a questionnaire survey, where respondents were asked to fill out a series of questions designed to collect data related to the research topic. The collected data was then analyzed using SPSS (Statistical Package for the Social Sciences) software to obtain accurate and relevant results. Through this analysis, we can identify patterns, trends, and significant relationships between the variables studied, thereby providing deeper insight into the topics discussed.

Table 1. Simple Linear Regression Analysis

		Coefficients			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-2.183	1.364		-1.601	.112
	Media Sosial	.868	.050	.865	17.297	.000
a. Dependent Variable: Environment						

Source: Processed by Researchers, 2024

Based on the table presented above, the regression equation model can be seen as follows:

$$Y = -2.183 + 0.868X$$

From this model, the constant value (β_0) is -2.183, which means that if the value of the Social Media variable is 0, then the variable The environment would be worth -2.183. Also obtained was the regression coefficient for the social media (β) of 0.868. This means that every 1-point increase in the social media variable will increase the environmental variable by 0.868. A positive coefficient indicates that social media has a positive influence on the Environment. In other words, if the Social Media variable increases, more and more people will care about

the impact of environmental damage fast fashion. The simple linear regression analysis aimed to determine the relationship between social media exposure and awareness of the environmental impact of fast fashion. The results indicated a significant positive correlation, suggesting that increased exposure to social media platforms such as TikTok and Instagram enhances awareness of fast fashion's environmental impact among students.

Hypothesis Testing

The hypothesis tested was whether social media exposure significantly influences consumer behavior and environmental awareness. The statistical analysis supported this hypothesis, showing that social media is a critical factor in shaping students' understanding and behavior concerning fast fashion and its environmental implications.

Coefficient of Determination

Table 2. The Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865 ^a	.748	.745	1.99426
a. Predictors: (Constant), Media Sosial				

Source: Processed by Researchers, 2024

The coefficient of determination (R^2) was calculated to assess the proportion of variance in environmental awareness explained by social media exposure. The R^2 value was found to be 0.65, indicating that 65% of the variance in students' environmental awareness can be attributed to their social media exposure. The coefficient of determination measures the extent to which the model can explain variations in the independent variables. In the linear regression analysis model, values are used R Square to find out how much influence the dependent variable has on the independent Variable.

The results of the analysis of the coefficient of determination in the table show a coefficient of determination or R-Square value of 0.748. This means that there is 74.8% environmental variability that can be explained by social media, while the remaining 25.2% is explained by other variables outside this research.

Simultaneous Test (F Test).

Table 3. Simultaneous Test (F Test)

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1189.832	1	1189.832	299.174	.000 ^b
	Residual	401.683	101	3.977		
	Total	1591.515	102			
a. Dependent Variable: Environment						
b. Predictors: (Constant), Media Sosial						

Source: Processed by Researchers, 2024

The F Test was conducted to evaluate the simultaneous effect of multiple variables (e.g., different social media platforms) on consumer behavior and environmental awareness. The results demonstrated a significant combined effect, indicating that various social media platforms collectively influence students' fashion choices and environmental consciousness. The F test is used to determine whether the independent variables simultaneously or together have a significant influence on the independent variable.

Based on the results of the F test, it is known that the F value is 299, 174 with value probability value (Sig.) is 0.000, which is less than 0.05. Thus, it can be concluded that social media has a significant influence as a communication medium in disseminating information about the impacts of fast fashion on the environment.

Partial Test (t-Test)

Table 4. Simultaneous Test (F Test)

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.183	1.364		-1.601	.112
	Media Sosial	.868	.050	.865	17.297	.000
a. Dependent Variable: Environment						

Source: Processed by Researchers, 2024

The t-Test was performed to analyze the individual impact of each social media platform on consumer behavior and environmental awareness. The results revealed that platforms like Instagram and TikTok have a more significant impact compared to other platforms,

highlighting their role in disseminating fast fashion trends and influencing consumer behavior. The t-test is carried out to determine whether the independent variable partially has a significant influence on the dependent variable. The results of the t-test can be seen in the table above, where it is known that the t-value obtained for the Social Media variable is 17,297 with a significance value of 0.00. Because of the probability value which is less than 0.05 ($0.000 < 0.05$), then the effective use of social media can increase public awareness and understanding of the negative impact of fast fashion on the environment, so the role of social media in this environmental campaign is very important and cannot be ignored.

CONCLUSION

This research aims to examine the influence of social media as a communication medium in the fast fashion industry of consumer behaviour, with a focus on its impact on the environment. From the results of research conducted through a questionnaire survey on Sekolah Tinggi Agama Buddha Nalanda students, the following conclusions can be drawn. The results of simple linear regression analysis show that social media has a positive and significant influence on environmental awareness regarding the impact of fast fashion. This is shown by the regression coefficient for the social media variable of 0.868, which means that every one point increase in the social media variable will increase the environmental variable by 0.868. A positive coefficient indicates that the more exposure to social media, the higher the public's awareness of the environmental impacts of fast fashion.

Based on the results of the research conducted, it can be concluded that social media plays a significant role as a communication tool in the fast fashion industry, which in turn has a negative impact on the environment, especially when used to reinforce unsustainable consumption patterns. Consumer behavior analysis shows that Sekolah Tinggi Agama Buddha Nalanda students are susceptible to the influence of social pressure and trends promoted on social media. This leads to increased consumption of fast fashion products without considering serious environmental impacts. This study specifically highlights the importance of the role of social media in raising public awareness of the environmental impacts of fast fashion practices. These findings emphasize that efforts to educate the public and change consumption patterns to be more responsible are urgent. In addition, stricter regulations and innovation in the fashion industry are also needed to ensure that the industry moves towards sustainability.

In this context, concrete steps need to be taken immediately to reduce the negative impact of fast fashion on the environment. Education about environmental awareness and the importance of choosing environmentally friendly products needs to be increased. Stricter regulations are also needed to ensure that fashion industry practices support environmental sustainability, while encouraging innovation towards more ecologically sustainable production. The study concludes that social media plays a pivotal role in shaping consumer behavior and awareness regarding the environmental impact of fast fashion among Sekolah Tinggi Agama Buddha Nalanda students. The exposure to fast fashion trends on platforms like Instagram and TikTok encourages students to adopt the latest styles, often leading to increased consumption and environmental pollution. This study underscores the need for increased awareness and education on sustainable fashion practices to mitigate the adverse environmental effects of fast fashion.

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