

## ABSTRACT

Clothing is the main thing for humans after food and shelter. However, behind it all, there are many problems that it causes, ranging from waste due to unwise over-consumption and over-production to fast fashion issues related to the environment and humanity. Therefore, currently there is a sustainable fashion practice or *sustainable fashion* to compensate for this problem. This study aims to design a creative strategy and media strategy to persuade people to start the sustainable fashion practice. The method used in this study is a qualitative method with data collection such as observations, interviews and library studies which will be analyzed by comparison matrix, qualitative descriptive and SWOT methods. With the design of a social movement regarding *sustainable fashion*, it is hoped that people will know and understand the benefits of this practice, then after knowing it, they can start changing their clothing activities to be better and more sustainable and reduce losses for the environment and humans.

Keywords: Promotional Media, Graphic Design, Social Movement, *Sustainable Fashion*