Abstract

The phenomenon of fashion waste in Indonesia, especially in West Java, is caused by excessive consumption of clothing (consumptive) and following the trend of "fast fashion". This causes various negative environmental and social impacts.

This research aims to design visual communication media for handling fashion waste in Bandung. The methods used are literature study, interview, and qualitative survey. The results showed that the younger generation (18-35 years old) in Bandung is the main target of the "fast fashion" industry and is encouraged to buy new clothes impulsively.

Therefore, an application that educates and promotes a sustainable lifestyle and helps reduce the consumptive nature of the community can be a solution to increase public awareness and encourage changes in habits in managing clothing. This application should be designed by considering the needs and preferences of users, as well as using effective visual communication design principles.

This research is expected to contribute to the effort to reduce fashion waste and realize a sustainable lifestyle in Indonesia.

Keywords: Fashion Waste, Consumptive, Application, Visual Communication Media, Sustainable Lifestyle, Bandung.