

ABSTRACT

The challenges caused by the fashion industry, especially the fast fashion phenomenon that contributes to pollution and waste. Sejauh Mata Memandang as a sustainable fashion brand that cares about the environment through their content. This research uses a qualitative approach with Stuart Hall's reception analysis method, which investigates how audiences interpret, understand, and transform messages of environmental awareness on the content "Setiap Hari, Hari Bumi" delivered on the Instagram account @sejauh_mata_memandang. This research uses a qualitative approach with Stuart Hall's reception analysis method, which investigates how audiences interpret, understand, and transform messages of environmental awareness. The data collection technique used was interviews with seven key informants and one expert informant. The results show that in the dominant position of hegemony, audiences fully accept environmental awareness content that raises awareness and supports sustainable fashion brands. Nevertheless, environmental awareness content on Instagram can be accepted by considering economic conditions and relevance to their lives. This study concludes that audiences' reception of environmental awareness content is diverse and influenced by personal experiences, as well as perceptions of the brand.

Key Keyword : *Sejauh Mata Memandang, Instagram, Environmental Concern, Reception Analysis*