

Thrifting Practices Among Young People In Legi Market Jatinom Klaten

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Abstrak

Penelitian ini mengkaji sebuah fenomena yang berkembang di kalangan anak muda mengenai belanja pakaian bekas impor atau yang sering disebut sebagai thrifting. Penelitian ini bertujuan untuk menganalisis esensi dan makna dari praktik thrifting yang dilakukan oleh anak muda di Pasar Legi Jatinom Klaten. Metode penelitian yang digunakan adalah kualitatif, dengan menggunakan pendekatan penelitian etnografi. Pemilihan informan dilakukan dengan menggunakan teknik purposive. Sementara itu, penelitian ini menggunakan tiga teknik pengumpulan data yaitu observasi, wawancara, dan dokumentasi. Teknik analisis data menggunakan teknik analisis etnografi Creswell. etnografi dari Creswell. Penelitian ini menggunakan teori Jean Baudrillard tentang konsumerisme. Hasil penelitian menunjukkan bahwa praktik bahwa praktik thrifting tidak hanya merupakan kegiatan membeli dan mengonsumsi pakaian pakaian bekas, tetapi lebih dari itu, praktik thrifting memiliki makna tersendiri bagi anak muda, dimana thrifting memiliki makna sebagai serangkaian proses yang kompleks kompleks yang berkaitan dengan pakaian. Dalam praktik thrifting, konsumen tidak hanya memakai pakaian bekas impor yang mereka beli berdasarkan nilai fungsional, tetapi lebih lebih dari itu, konsumsi pakaian bekas impor oleh anak muda saat thrifting juga ditentukan oleh seperangkat hasrat akan status, penghormatan, gengsi, dan konstruksi identitas melalui "mekanisme penandaan", dan konstruksi identitas melalui "mekanisme penandaan".

Kata kunci: Anak muda, Jean Baudrillard, Konsumerisme, Thrifting

Abstract

This research examines a phenomenon developing among young people regarding shopping for imported used clothing or what is often referred to as thrifting. This research aims to analyze the essence and meaning of thrifting practices carried out by young people in Pasar Legi Jatinom Klaten. The research method used is qualitative, using an ethnographic research approach. The selection of informants was done by using a purposive technique. Meanwhile, this study used three data collection techniques: observation, interviews, and documentation. The data analysis technique used Creswell's ethnographic analysis technique. This research uses Jean Baudrillard's theory of consumerism. The results of the research show that the practice of thrifting is not only an activity of buying and consuming imported used clothes, but more than that, the practice of thrifting has its meaning for young people, whereas thrifting has meaning as a series of complex processes related to clothing. In the practice of thrifting, consumers do not only wear imported second-hand clothes that they buy based on functional value, but more than that, the consumption of imported second-hand clothes by young people when thrifting is also determined by a set of desires for status, respect, prestige, and identity construction through a "marking mechanism."

Keyword: Thrifting, Youth, Consumerism, Jean Baudrillard.

1. INTRODUCTION

In recent years, fashion trends in Indonesia are increasing. (Tyaswara et al., 2017) This is characterized by one of the fashion trends that is now being favored in Indonesian society, especially among young people, regarding the thrifting phenomenon. Thrifting is an activity of buying used goods. (Putri, C. L. & Agustin, 2023) Thrifting can also be interpreted as shopping for used goods at a lower price than the original price. (Adji, N & Claretta, 2023). The term thrifting is increasingly shifting to only imported used clothing due to the rampant consumption of imported used clothing, especially during the

COVID-19 pandemic. (Permatasari et al., 2021) Therefore, the definition of thrifting has shifted to the act of buying used clothes that are still worth wearing to save money.

This thrifting phenomenon is very popular with young people because, in this age group, individuals are easily influenced and accept new positive and negative things. (Dwiyantoro, A & Hartianto, 2014). Youth is a period where there is a transitional process in finding identity, from childhood to adulthood. In this case, young people will pay attention to their appearance by choosing a fashionable dress style. Clothing is necessary for young people to support their style of appearance and express their lives through attractive dressing. As a young person who needs fashionable clothes, thrifting is felt to be a solution because thrifting clothes themselves are used clothes imported from abroad, so the existing clothing models are different from the usual models on the market. This transitional process plays a significant role in the popularity of thrifting among young people, as it influences their desire to experiment with different styles and express their evolving identities through clothing.

The sale of imported second-hand clothing is becoming more widespread as the thrifting trend develops. Used clothing is imported in the form of balls or sacks; the countries exporting used clothing include China, Japan, and Korea. Referring to the data (DataIndonesia.Id, 2022) quoting from the Central Statistics Agency (BPS), Indonesia noted that the value of used clothing imports with the HS code 6309.00.00 was recorded in 2019 at US \$ 6.07 million in 2020 it decreased by US \$ 493.98 thousand, in 2021 it was US \$ 44.13 thousand and in 2022 it jumped to US \$ 272.14 thousand. In terms of tonnage, imports of used clothing were recorded in 2019 at 417.72 tons, while in 2020, it reached 65.91 tons; in 2021, it decreased to 7.93 tons, and in 2022, it increased to 26.22 tons.

The sale of imported used clothing can be found in various places. Based on observations in Surakarta City itself, offline or direct sales of used clothing can be found in traditional markets, such as Notoharjo Market, often called the klitikan Market, Klaten Legi Jatinom Market, Kliwon Bekonang Market, Wage Pedan Market, Elpabes Market, Gawok Market, and other traditional markets. In addition, direct buyers of thrift clothing can also be found in malls and shops that specifically sell imported second-hand clothing; in this offline shop, imported second-hand clothing products have been sorted out so that the goods sold are more suitable for use than those in traditional markets, besides that the sale of imported second-hand clothing can also be found at temporary thrifting events and the clothes sold are mostly branded or branded clothes. On the online platform, thrift clothing can be sold on social media such as Instagram, Facebook, TikTok, and other e-commerce sites.

There is previous research that has been conducted by (Adji, N & Claretta, 2023) This study discusses thrifting and examines the motives of Surabaya teenagers who are shopping for branded imported used clothing using Alfred Schutz's phenomenological theory. The results of this study found that teenagers shop at thrift shops to get branded clothing, the function of which is to support their dressing style when interacting in their social environment. Several things motivate teenagers to thrift in Surabaya: supporting their dress style and relatively affordable prices to get good, branded, and unique (limited edition) items.

In another study conducted by (Hayati, M & Susilawati, 2021) They explained the behavior of students about self-presentation when wearing thrifting clothes. This research was studied using Alfred Schutz's phenomenological theory; the findings of this study demonstrate that there are motives for students to choose thrifting clothes, namely to display a stylish impression and increase confidence when interacting with the student friendship environment. In addition, there is another study conducted by (Ristiani et al., 2022) This study uses Jean Baudrillard's consumerism theory to examine the phenomenon of thrifting fashion during the COVID-19 pandemic involving University of Lampung students. From this research, it can be concluded that there are several reasons for Lampung University students to do thrifting: affordable prices, thrifting is an entertainment activity, non-market models, and good quality and branded items.

Meanwhile, there is also research conducted by (Haryanti, I & Falah, 2023) This study examines the phenomenon of a thrifting lifestyle in students of Universitas Muhammadiyah Bandung. The results showed that thrifting has become a means of expressing self-identity, being aware of environmental issues, and responding to technological developments and social media. In another study conducted by (Nadhila et al., 2023) The results showed that thrifting was considered an alternative for students to explore their appearance as a response to the development of current fashion trends. For students, fashion is not only considered a necessity but also a supporter of self-existence oriented towards social assessment and used as a self-development concept.

The research raised by the researcher focuses on a thrifting practice carried out by young people that occurs in the Jatinom Klaten legi market, which takes place when the Javanese calendar falls on the legi market and occurs once a week. Based on observations that have been made, in the Jatinom Market, there are many imported used clothing traders and also many young people who carry out thrifting activities or practices, so the phenomenon is relevant to the topic raised by the researcher. This makes researchers very interested in researching the thrifting phenomenon in Pasar Legi Jatinom Klaten.

Different from previous research, this study focuses more on the process of thrifting practices that occur in Pasar Legi Jatinom Klaten, which includes discussing the interactions that exist between thrifting actors. This study also focuses on exploring the essence and meaning of thrifting practices carried out by young people in terms of Jean Baudrillard's consumerism theory.

2. METHOD

In this research, the method used is qualitative research, which presents data in the form of a narrative or description. (Sugiono, 2015). The research approach chosen is to use an ethnographic research approach. Determination or selection of informants is done by using the purposive technique, which is carried out by intentionally selecting informants by considering specific criteria set by the researcher. In this case, the researcher has determined a total of 6 informants with informant backgrounds as thrifting consumers and informants who have backgrounds as consumers and sellers. Meanwhile, this study used three data collection techniques: observation, interviews, and documentation. The data analysis technique used in this research is Creswell's ethnographic data analysis technique; the analysis technique in ethnographic research includes description, analysis, and interpretation. (Creswell, 2015).

3. RESULT AND DICUSSION

Characteristics of Imported Secondhand Clothing

When thrifting, young people buy second-hand clothes imported from overseas. Based on the interviews conducted with informants who work as sellers, it can be explained that this imported used clothing is packaged in the form of sacks or what is commonly referred to by sellers as "balls." Based on the results of interviews with one informant who explained that there are several types of balls, such as ball hoodies, crewnecks, sweaters, jeans, jackets, and many other balls. The informant also explained that the balls that sellers often buy come from Korean balls and Japanese balls.

Both balls have their characteristics, advantages, and disadvantages. The informant explained that the Korean ball has the character of a more fashionable type of clothing than the Japanese ball, while the advantage of the Korean ball is that it has a more attractive appearance than the Japanese ball. Korean balls have more varied colors and tend to be bright colors, and the contents tend to contain brands or brands that are well known among the public, especially thrifting consumers. Brands or brands commonly

found in Korean balls are pretty varied such as HnM, Uniqlo, Zara, Nike, Adidas, Pancoat, Polham, Dickies and many more. However, the disadvantage of Korean balls themselves is that Korean balls tend to have less content than Japanese balls, or it can be said that Korean balls are lighter weight than Japanese balls.

For the Japanese ball itself, the informant explained that this ball has the characteristics of clothing content that tends to fall into the vintage clothing category. The advantage of the Japanese ball itself is that this ball has a type of clothing that is better material or clothing material than the Korean ball, and the contents of the clothes in the Japanese ball have more clothes than the Korean ball, or it can be said that the Japanese ball has a heavier weight than Korean ball. In addition, Japanese Ball has a rare brand or brand, and the clothing brand is categorized as a "luxury" brand, such as Stussy, Sukajan, A Bathing Ape, and many other luxury brands. However, the Japanese ball itself also has disadvantages; based on the results of interviews conducted with informants, the Japanese ball has a less varied clothing color when compared to the Korean ball; in other words, the Japanese ball has a paler type of clothing color when compared to the Korean ball.

In addition, based on the results of interviews conducted with one informant who works as a seller, they explained that in the ball, the seller gives a classification to these clothes. The informant explained that there are three classifications, namely head, body, and tail items. This was also conveyed by another seller who became a research informant who explained that in the ball, the clothes were also categorized into three categories: head, body, and legs. The two informants both classify or categorize imported used clothing into three categories. It's just that there are differences in the mention of the names of tails and feet, but after confirmation, both have the same meaning.

An Overview of Thrifting Practices at Pasar Legi Jatinom Klaten

Thrifting practices that occur in Pasar Legi Jatinom Klaten occur once a week. This is because sellers of imported used clothing only come once a week when the Javanese calendar falls on the legal market. Based on the research results conducted with informants, primarily young people, researchers found the same pattern when informants thrift at Pasar Legi Jatinom Klaten. Informants explained that when thrifting, they always leave early in the morning, even before the traders are ready to organize their merchandise. This was conveyed by one informant who explained that he was willing to leave early in the morning from Sukoharjo to Klaten and travel tens of kilometers just to thrift at the market. The same thing was also conveyed by another informant who explained that almost every legi market always took the time to come to Jatinom Market because the place was increasingly famous since it was covered by the media, which featured content about thrifting.

The informants are willing to come early in the morning because there are many imported used clothing traders in the market and many branded goods or jackpot goods. As previously explained, branded goods or jackpot goods are types of goods or clothing that fall into the category of head or luxury goods, so these items have more value on the side of thrifters. One informant explained that he chose to come early in the morning because he did not want the items they were after to be obtained first by other thrifters; in this case, they called the thrifters hunters. Branded or jackpot items are sought after by hunters because, besides having a high selling value for informants, the clothes also have their value when worn.

From several explanations conveyed by informants, it can be seen that there is the same pattern when informants do thrifting; informants explain that they always go from one seller to another to get branded or jackpot clothes. Based on the interview results, it can be seen that there is the same pattern of behavior when informants buy clothes; the same pattern of behavior is that thrifting actors always check the tags or labels on the clothes before buying. The goal is to ensure whether the item is original; the tags that thrifting actors usually check are the tags on the back of the neck and those on the bottom side.

Interaction Process in Thrifting Practice

Based on the results of interviews that have been conducted with informants, in the practice of thrifting, thrifting actors carry out interactions, be it consumers with consumers, consumers with sellers, or consumers with the thrifting community. The interaction that takes place on average occurs because of the process carried out by one of the parties that has the aim of verifying the goods obtained from thrifting, whether original or not, in this case, the word that often appears and is used by thrifting actors is original or legit. The goods in question to be checked for authenticity fall into the category of head goods, commonly referred to as luxury goods. Interactions between consumers and consumers occur between thrifters and friends who also like thrifting. In contrast, interactions between consumers and sellers occur when consumers have friendship relationships with sellers. In contrast, interactions between consumers and communities occur when consumers interact with online communities, namely Facebook communities.

Based on the interviews conducted with one of the informants, it can be explained that the interaction between informants as thrifting actors and other thrifting actors occurs when one of the thrifting actors understands more about thrifting, especially related to branded goods or jackpot goods. The informant explained that friendship relations with fellow thrifting actors helped him know what brands are classified as branded or jackpot goods, as well as how to find out whether the goods are original or not. Other informants also explained that relationships with traders also helped him gain knowledge about thrifting itself; for example, as conveyed by one informant explained by giving an example that he gained knowledge of how to find out the authenticity of an item on one of the luxury brands, namely Stone Island, where the informant explained that he gained knowledge from the merchant of the steps in verifying the authenticity of the stone island brand.

The interactions in the Facebook community are carried out by thrifters who are new to the world of thrifting, and they do not fully understand how to distinguish original or fake clothes, which most informants call "KW." Based on the interviews conducted with several informants who have just entered the world of thrifting, they admit that they have difficulty knowing the authenticity of a product when they get goods from thrifting. Through this Facebook group, thrifting actors will upload the items they get from thrifting to be verified by others who are more knowledgeable about the authenticity of an item, as conveyed by one informant who explained that he joined one of the Facebook groups, namely "grup cek legit sepatu converse."

The informant explained that in the group when he was going to buy Converse shoes, he would first send a photo of the shoes in detail, and then he would write a description to ask other people to comment on whether the boots he would buy were real or fake. The comments given are in the form of the letter code L/F, which means that if other people comment using the letter L, this indicates that the shoes are *legit* or original, while if other people in the group comment using the letter code F, this shows that the shoes are "Fake" or in other words, the shoes are fake. The same thing was also conveyed by another informant who explained that he was also a member of the same group, but he did not seek legit; the informant only saw that in the group, there was indeed an interaction carried out by thrifting actors to verify the shoes he was going to buy were genuine or fake.

Informants' Reasons for Choosing Thrifting Viewed from Jean Baudrillard's Theory of Consumerism

The informants explain several reasons for choosing thrifting; as previously described, there are terms of branded or jackpot goods in thrifting itself. Based on the interviews conducted, most informants explain that the branded brand aspect is the main reason for the informants to do thrifting at Pasar Legi Jatinom Klaten. Thrifting clothes are used clothes imported from abroad; in thrifting activities, many well-known brands or brands are found to be in demand by thrifting lovers. One informant explained that when

she is thrifting, she always looks for branded clothes because when she wears branded clothes, the informant explained that she feels confident when interacting with other people. After all, by wearing branded clothes, she will give the impression of an attractive appearance.

In line with the above statement, in another study conducted by (Hayati, M & Susilawati, 2021) It is also explained that branded clothing is central when students buy clothes through thrifting. The reason is that when students wear branded clothes, they will give a stylish representation or impression when interacting with people around them. Therefore, when dressing, students pay more attention to the image they will get when using clothes. In other words, students prefer to use branded clothing to build an identity attached to themselves to look classy and elite and have a high taste given by others when they see it. From the statement conveyed by the informant above, it can also be interpreted that thrifting can be a means of communicating through branded clothing; this is in line with the research raised by (Trisnawati, 2016) His research explains that the clothes worn by a person contain messages (non-verbal) conveyed by others when they see them, and then various signs emerge from the clothes worn by a person.

According to Baudrillard, exchange value and use value are now being disguised by sign value in the postmodern era. The process of symbolic consumption is the urgency of shaping the lifestyle of today's society, where the symbolic values of a product have received much greater attention than the utility and functional values. (Abdullah, 2007). This is certainly in line with the statement conveyed by the informant, which can be explained that when buying or wearing thrifting clothes, functional value is not the central aspect of the informant's thrifting clothes. Still, instead, the urgency of purchasing thrifting clothes is to get branded clothes where the emphasis is on the value of the sign in the branded clothes. This is also in line with other research conducted by (Imaroh, N & Marlina, 2022) That brand reputation significantly influences purchasing decisions for used clothing when thrifting.

In addition, another informant explained that she thrifted and bought imported second-hand clothes because someone inspired her through social media. She explained that this person has influenced how she dresses; in other words, it has influenced her outfit reference or fashion style. From the inspiration he has obtained from someone on social media, he explained that he wants to be seen as a "*anak skena*"; nowadays, the term of "*skena*" is increasingly used by young people, especially among thrifting lovers. Based on the result of other research, the term of "*skena*" refers to a set of appearance styles in people who like to go to hangouts, wearing branded clothing synonymous with luxury and aesthetics. (Ramadhani & Rosa, 2023). The informant's statement can be related to Baudrillard's opinion regarding consumption, which is conceptualized as a process where the buyer of a product is actively involved in creating and maintaining a sense of identity through the play of purchased products; in other words, consumption has become an active process involving the symbolic construction of a sense of individual and social identity. (Bakti et al., 2019).

One of the other informants explained that although thrifting is an activity of buying used clothes instead of new clothes, he felt confident when wearing the clothes he bought through thrifting; even the informant claimed to feel proud when wearing these clothes. This was explained by one informant with a background in soccer support. The informant explained that he wore clothes with the Stone Island brand that he bought through thrifting. Still, there was a pleasure, pride, and a luxurious impression when wearing these clothes in front of other supporters because Stone Island itself is branded clothing that overseas supporters usually wear. This brand is classified as head or luxury goods, so these clothes have a precious position and value among supporters. In line with the informant's statement, in another study, it was stated that people switched from buying new clothes to imported used clothes, one of which was because they were of good quality and branded. (Sampurno et al., 2022).

Baudrillard explains that the relationship between image, sign, and code is emphasized in the life of the consumption society. He further considers that consumption is also determined by desires to gain status, respect, prestige, and identity through a "mechanism of signification." So, the value-symbol and

value-sign system are the determinants of the mechanism of the consumption system. (Baudrillard, 2004). From the statement of the informant, who has a background as a football supporter, it can be interpreted that if he buys and wears the clothes he buys when thrifting, there is an intention that he wants to convey when wearing these clothes where the informant has a desire to get status, respect, prestige and identity construction through a "marking mechanism" as stated by Baudrillard. This is also in line with other research which explains that the construction of rich and poor people can be observed from what is attached to one's body. Using branded clothing purchased through thrifting, a person can display an image as someone in the upper class. (Soenaryo et al., 2024).

4. CONCLUSION

Based on the results of the research, it can be concluded that the practice of thrifting is not only an activity of buying and consuming imported second-hand clothes, but more than that, the practice of thrifting has its meaning for thrifters where young people who buy imported second-hand clothes have a series of complex processes before they wear these clothes. In the practice of thrifting, young people not only wear the imported second-hand clothes they buy based on functional value but more than that, the consumption of imported second-hand clothes by thrifters is also determined by a set of desires to gain status, respect, prestige, and identity construction through a "marking mechanism."

Branded and original clothing is the main aspect when young people buy clothes through thrifting at Pasar Legi Jatinom Klaten. This is closely related to young people's interactions with people around them, where the essence of wearing branded clothing is to represent an image of luxury and an impression full of aesthetics. In other words, young people who choose to use branded clothing intend to build an identity attached to themselves to look classy and elite and have high taste as a form of reflection when others see and judge them.

5. SUGGESTION

To enrich scientific studies on thrifting, researchers suggest that other researchers who will examine the same theme should use other perspectives, points of view, or theories. Especially in the study of sociology, many different theories are relevant to be used as an analytical tool on this theme, so it is hoped that it will further enrich the scientific study on the theme because Jean Baudrillard's consumerism perspective has also been used both in this study and previous studies.

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