

## Green fashion concept approach to MSMEs' sustainable green development

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**Abstrak** Green fashion telah menjadi tren dan perhatian penting dalam konsep keberlanjutan. Green fashion adalah seni komprehensif multidisiplin dalam mendorong perkembangan pesat keterampilan UMKM fashion yang ramah lingkungan. Konsep green fashion bertujuan untuk memanfaatkan dan menggunakan bahan tidak habis pakai atau limbah, serta bahan-bahan alami menjadi pakaian yang memiliki nilai dan manfaat lebih sebagai orientasi keberlanjutan. Hal paling penting dalam konsep green fashion adalah pengenalan dini terhadap pakaian yang ramah lingkungan dipastikan akan memberikan perubahan signifikan pada UMKM fashion, melalui desain seni, mode etis, dan estetika. Telah lama diakui bahwa konsep green fashion dibangun melalui tiga unsur, yaitu: reduce, reuse, dan recycle yang berlandaskan teori Triple Bottom Line adalah sebuah solusi efektif dan efisien sebagai implementasi dalam mencapai kemakmuran dan keberlanjutan setiap elemen bangsa.

**Abstract** Green fashion has become a trend and an important concern in the concept of sustainability. Green fashion is a multidisciplinary comprehensive art of encouraging the rapid development of environmentally friendly fashion MSME skills. The concept of green fashion aims to utilize and use non-consumable or waste materials, as well as natural materials into clothes that have more value and benefits as a sustainability orientation. The most important thing in the concept of green fashion is that the early introduction of environmentally friendly clothing will ensure a significant change in the fashion MSMEs, through art design, ethical fashion, and aesthetics. It has long been recognized that the concept of green fashion is built through three elements (i.e. reduce, reuse, and recycle) which is based on the Triple Bottom Line theory is an effective and efficient solution as an implementation in achieving the prosperity and sustainability of every element of the nation.

**Keywords:** art design; aesthetics; ethical fashion; green fashion; MSMEs; sustainable green development

### OPEN ACCESS

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## INTRODUCTION

Joglo Sub-district has contributed to environmental sustainability, where the stalls built are made from waste building materials. The Head of the Joglo Sub-district said the kiosk would be used to sell Joglo MSME products, such as traditional food, handicrafts, and local clothing. To improve the quality of the stalls selling, the Joglo Sub-district also plans to collaborate with several ordering application companies to increase the selling power of these products (Hapsari & Carina, 2021). This is a strategic step in creating higher market opportunities and it would be even better if the creation of eco-friendly stalls could be integrated with the concept of green fashion. The concept of green fashion is a concept that utilizes waste for recycling. However, the results of a World Wildlife Fund survey to produce 1 kg of cotton required at least 20,000 liters of water, as a result fashion is the second most polluting industry after oil and still pays little attention to the welfare of its workers to meet market needs on time (Dimara & Sofyan, 2018).

“Green” processes and technologies are used so that all environmentally friendly industrial systems can be profitable and provide added value. In addition, the main advantage of using natural fibers in the fashion industry is that fashion changes very quickly, and the disposal of product waste after use is environmentally friendly. A large number of toxic chemicals are used in various processes during fiber extraction to produce end-fashion textiles. To develop green fashion textiles, environmentally friendly chemicals, and enzymes can be used during fiber extraction and processing to overcome this problem (Muthu & Gardetti, 2016).

The concept of green fashion in the industrial world is increasingly becoming a trend, related to the sustainability of creative industry players competing to create fashion works that are more environmentally friendly. IFC National Chairman Ali Charisma said, green fashion is part of one of the sustainability concepts, which means that all industries do not produce waste and can use non-consumable materials to be reproduced. Currently, several SMEs have created sustainable products so that excess production does not occur (Fajriah, 2020). The importance of green fashion to be implemented is as a manifestation of the concept of social sustainability and environmental ecosystems. This will certainly make an important contribution to improving the community's economy. Concern for sustainable fashion is categorized into four parts (i.e. (a) sustainable production and remanufacturing, (b) green marketing, (c) green information sharing and design, and (d) green attitude and education. This underscores the importance for companies to consider the power of social networks in their sustainable fashion marketing strategy (Shen, 2014).

Therefore, the support and encouragement of Mercu Buana University through PkM for the Joglo Sub-district community in implementing green fashion so that they are more competitive. This strategic step is to optimize the potential utilization of renewable local resources and implement energy efficiency in the production process. Emphasizing to business actors the importance of processing waste or non-consumable materials produced so as not to damage the environmental ecosystem. The concept of environmentally sound green fashion can be applied to all industrial sectors or MSMEs. Actions to realize sustainable green development through the green fashion concept approach are expected to provide awareness to the public, including business actors, to carry out tool engineering, especially the orientation of using a professional workforce to increase the effectiveness and precision of production results.

This problem is emphasized by (Sinha et al., 2013) that sustainability is increasingly becoming a major consideration for increasing economic efficiency, protecting and restoring ecological systems, and enhancing human well-being. To achieve sustainability, the following objectives must be met (i.e. (a) minimizing material and energy consumption; (b) reuse and recycling of materials; (c) human satisfaction; and (d) minimum environmental impact and embodied energy. The application of the green fashion concept in recycling waste or leftover materials that are not used up from products such as dyes, scraps of paper or old newspapers, cardboard, drink bottles, and so on is a product that has high creative value and is environmentally friendly.

Utilization of waste building materials into stalls is a breakthrough in realizing sustainable green development, especially being able to encourage and improve business and the people's economy for the better. Confirmed by (Mallapiang et al., 2020; Rohita et al., 2021) revealed that organic or inorganic waste can certainly be utilized, (Fauzi et al., 2020) for community empowerment in processing waste into something of value is the key to the success of the program. However, seeing and realizing that the understanding and ability of the people of Joglo Sub-district to utilize the green fashion concept in creating clothing art designs that are environmentally friendly and of economic value have not met expectations. Therefore, it is necessary to provide, direct or transfer knowledge so that it can be applied and improve the performance of MSMEs in achieving sustainable green development.

## METHOD

Because PkM was held on 22<sup>nd</sup> February 2022 virtually via a zoom meeting regarding the Covid-19 protocol rules. A qualitative approach through knowledge sharing with a cross-sectional technique to 26 fashion business participants is the right reason to use it. As for the PkM stage, the first is to observe partner problems according to the level of need and readiness of the MSME fashion partners. Second, a collection of literature related to the problem will be analyzed according to the level of needs of the cooperation partners.



Figure 1. Poster for the Implementation of the PkM Webinar, Faculty of Economics and Business, University of Mercu Buana, MSMEs Cooperation Partner, Joglo Sub-district

Third, making activity posters through the Webinar “Business Sustainability: Development of ‘Craft & Art’ Fashion Products in Joglo Sub-district” (Figure 1). Fourth, the provision of sub-material by each resource person. Presentation of material from the first resource person on “The Green Fashion Concept Approach in Realizing Sustainable Green Development of MSMEs in Joglo Sub-district”. After the delivery of the material was completed, Google form questionnaires were distributed to determine the level of participant satisfaction with the activities carried out, and a question-and-answer session was also given.

## RESULT AND ACHIEVEMENT

### Description of MSME Participants

The results of the training implementation based on descriptive analysis and responses from 26 MSME participants in the fashion sector on “A Green Fashion Concept Approach in Realizing Sustainable Green Development MSMEs in Joglo Sub-district” are described in their understanding. Based on Figures 2 and 3, shows that women dominate the fashion business sector, with a business duration of 3 to 4 years, and an estimated monthly income of IDR 1.000.000,- to IDR 3.000.000,- (Figure 4).

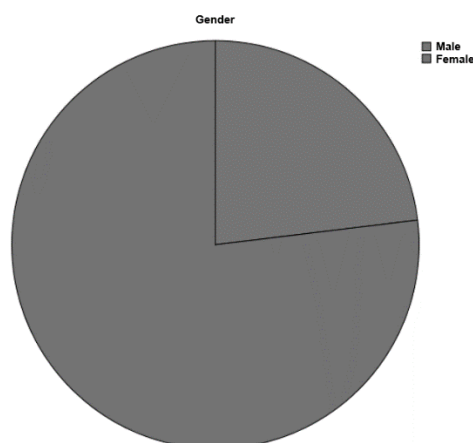


Figure 2. Characteristics Results of MSMEs Participants in the Fashion Sector by Gender

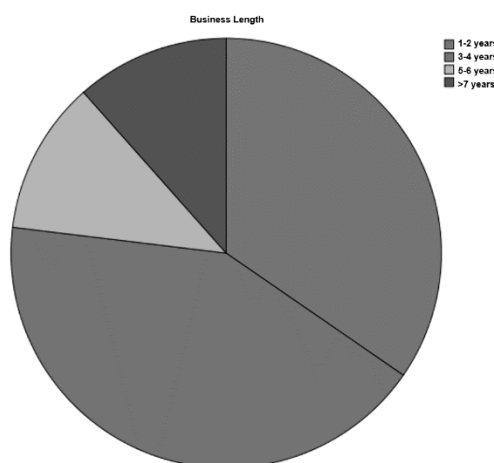


Figure 3. Characteristics Results of Fashion Business SMSE Participants Based on Business Length

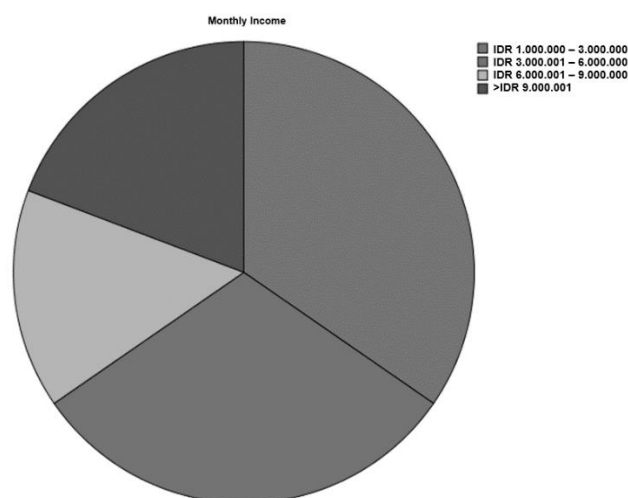


Figure 4. Results of the Characteristics of MSME Participants in the Fashion Sector Based on Total Monthly Income

This means that the behavioral trend of the Joglo Sub-district SMEs in the fashion sector is preferred by females over males because women have the nature of making purchasing decisions more influenced by emotional factors or irrational decision-making. Thus, women have an important role in implementing the green fashion concept and supporting the sustainability of environmentally friendly fashion products in the future.

### Green Fashion Concept Webinar

The PkM Webinar activity with the theme “Green Fashion Concept: An Approach Towards Sustainable Green Development of MSMEs” (Figure 5, 6, 7, and 8), provides knowledge of how important the concept of green fashion is to be implemented in MSME fashion products. Confirmed (Khare, 2017) that public knowledge that emphasizes ecology, social labels, and is willing to pay more to use them will certainly increase the performance of environmentally friendly products. The PkM Series Webinar activities are shown in the following figures.

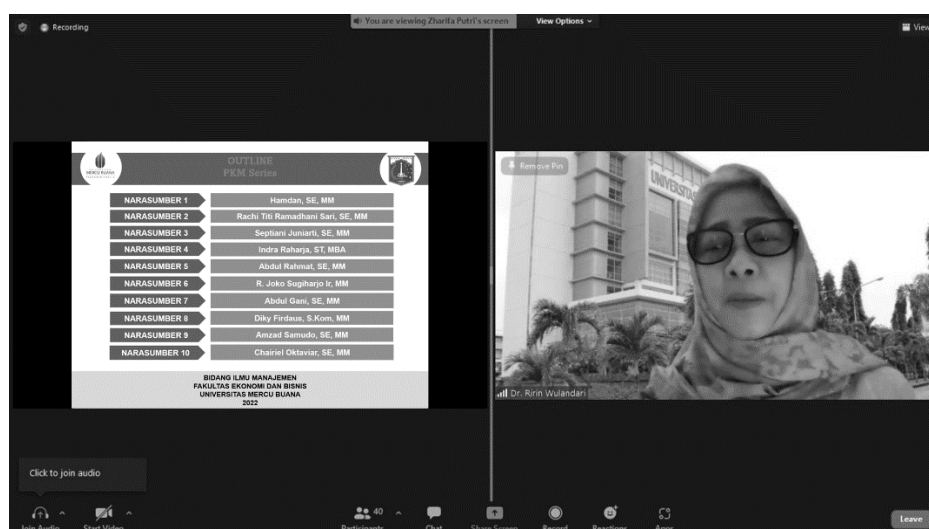


Figure 5. Opening of the Webinar by the Chairperson of the Research and Community Service Group, Faculty of Economics and Business, Mercu Buana University, Jakarta





Figure 6. Opening Webinar by West Jakarta Joglo Sub-district Partners

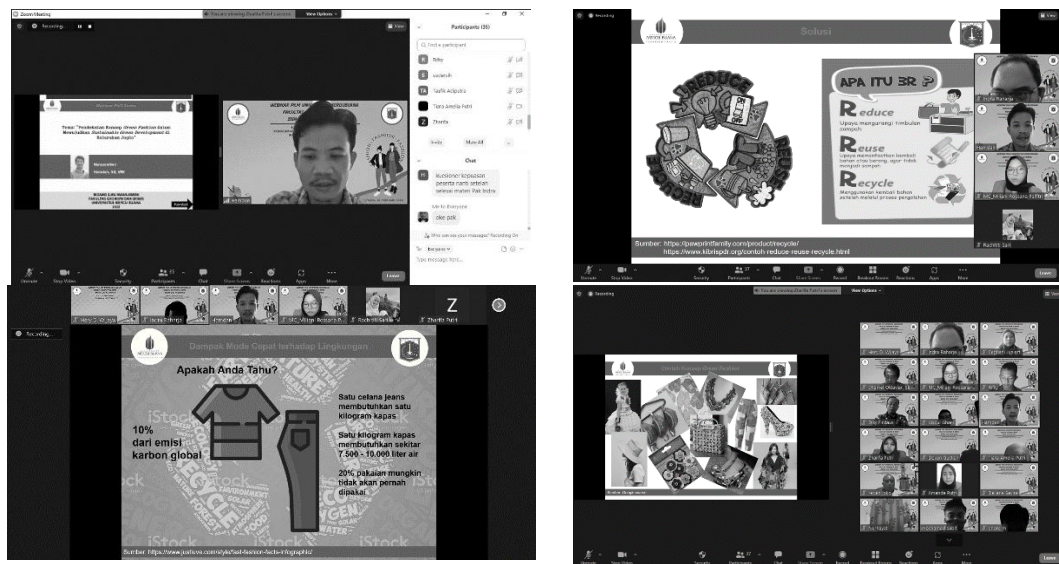


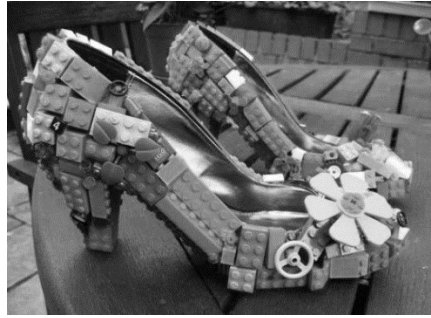
Figure 7. Explanation of PkM Material by Resource Persons

This proves that “Craft & Art” clothing designed to protect the environment is a physiological form of society towards hygienic and sustainable health. Han, (2019) suggests that organic clothing be designed with attention to cleaner technology with a healthier lifestyle.

The eco-friendly fashion art design is a form of reaction to green textiles which contains aspects of green aesthetics and is an ethical fashion with a value-based and realistic approach to sustainable fashion. MSMEs in the fashion industry must determine and choose solutions based on environmental and social principles. Environmentally friendly materials in the manufacture of clothing have values and benefits ethically.



Source: [how-to-recycle.blogspot.com](http://how-to-recycle.blogspot.com)



Source: [hubpages.com](http://hubpages.com)



Source: [Forbes](http://Forbes)



Source: [Mccartney](http://Mccartney)



Source: [bohohunter.com](http://bohohunter.com)



Source: [etsy.com](http://etsy.com)

Figure 8. Some Examples of Products Using the Green Fashion Concept

Fashion aesthetics has an important role in the selection of designs as an attraction for the community. Values and a green aesthetic are the fundamental foundations of sustainable green fashion. The benefit of the fashion business is considering the value of making clothes with

environmentally friendly aesthetics. Eco-friendly aesthetics is an approach that combines artistic design and eco-friendly values with a sustainability orientation.

Green fashion is a creative economy industry that aims to create environmentally friendly fashion (Fajriah, 2020), which has artistic design, ethical fashion, and aesthetics to achieve sustainability (Kumar, 2017). Being aware of sustainable development has received support from Joglo UMKM. People who care about clothing with environmental standards, ecological, and social criteria tend to pay attention to the environment as a form of change to become a new fashion trend.

### Webinar Participant Responses

Webinar participants' responses were measured using a 4-point Likert scale (i.e. 1 = disagree, 2 = disagree, 3 = agree, and 4 = strongly agree. The results of the responses of fashion MSME participants to the satisfaction of Webinar activities are presented in Table 1.

Table 1. Level of Satisfaction of Fashion Business SMSE Training Participants

Statements	Responses				Total	Mean
	Don't agree	Disagree	Agree	Strongly agree		
The PkM implementation application can provide understanding and knowledge about the marketing management of MSME products	0	0	8	18	26	3.69
The PkM program is implemented according to the needs of the community	0	0	5	21	26	3.81
The material presented by the lecturers provides skills for the community for business development	0	0	8	18	26	3.69
The presentation of the PkM material presented is useful to be applied in the development of MSME products marketing	0	0	13	13	26	3.50
The time for the PkM event is running effectively	0	0	6	20	26	3.77
Participants participating in PkM activities are allowed to ask questions/discussions	0	0	7	19	26	3.73
The collaboration carried out by Mercu Buana University through Community Service is beneficial for you	0	0	6	20	26	3.77
The collaboration carried out by Mercu Buana University through Community Service has met the target of your cooperation	0	0	10	16	26	3.62

The mean results of the responses of the MSME participants in the fashion business are in agreement with: 1) The application for implementing PkM can provide understanding and knowledge about the marketing management of MSME products; 2) The PkM program is



implemented according to the needs of the community; 3) The material presented by the lecturers provides skills for the community for business development; 4) The presentation of the PkM material presented is useful to be applied in the development of MSME products marketing; 5) PkM implementation time is effective; 6) Participants in participating in PKM activities are allowed to ask questions/discussions; 7) The cooperation carried out by Mercu Buana University through Community Service is beneficial for you; and 8) The cooperation carried out by Mercu Buana University through Community Service has fulfilled the target of your cooperation. This means that overall the PkM Webinar participants were satisfied with the performance of the resource persons. The participants' responses to this PkM are in line with research (Trisnanda *et al.*, 2022) that overall the level of achievement of the goals of community service and empowerment activities is very good, with an increase in the knowledge and skills of the participants.

### Webinars' Achievements

One of the participants in the MSME webinar in the fashion sector which was carried out through the webinar used as a sample in the monitoring implementation was Dewi Collection. Dewi Collection is a fashion business which is located at Raya Joglo Street, Sayur Asem Alley, Number 30, Joglo Sub-district, Kembangan District, West Jakarta. Various types of clothing variants and brands are offered by Dewi Collection, such as Muslim clothing as a superior product, children's clothing, and regular adult fashion.

Monitoring is carried out on the Dewi Collection once the training is given through a webinar. Monitoring is carried out by direct surveys to participants' locations by asking several questions. The results of monitoring the Dewi Collection, the first is that the Dewi Collection business was started and built from a passion for Muslim clothing. The robe business opportunity has the potential to develop, because of the lifestyle trends of people who look in *syar'i* or Muslim clothing. This is an opportunity and a good prospect for the future, especially by carrying out the concept of green fashion with ethical fashion and environmentally friendly aesthetics.

Second, after Dewi Collection received training through a webinar with the theme "Approaching the Green Fashion Concept in Realizing Sustainable Green Development in Joglo Sub-district", by utilizing creativity in making clothing art designs that have an ethical and aesthetic mode that is environmentally friendly from non-consumable materials and waste has environmental sustainability values and social values as well as economic values, especially to make people aware of environmental concerns and concerns.

Third, for further training, it is hoped that Dewi Collection will be able to invite back Dewi Collection as a participant in offline fashion training for MSMEs to better understand how to make environmentally friendly clothing and establish continuity in achieving the sustainability of the Dewi Collection business. Fourth is to do partnerships in promoting Dewi Collection products with green fashion nuances with art designs, ethical fashion, and eco-friendly aesthetics.

The next achievement is the result of the publication in the mass media with the theme "UMB Lecturers Encourage the Development of MSMEs Fashion Products in Joglo West Jakarta" (Figure 9), which is published by the MNC Trijaya Network is a multiplatform media under the auspices of PT MNC Multimedia Network which is part of the MNC Media Group. MNC Trijaya Network manages MNC Trijaya FM radio media, online media [www.mnctrijaya.com](http://www.mnctrijaya.com), and social media on Youtube, Tik Tok, Instagram, Twitter, and

Facebook. MNC Trijaya is a media that has been verified by the Press Council. This achievement is a form of contribution from Mercu Buana University together with MSME Collaboration Partners in the Joglo Sub-district Fashion Sector in the Community Service Program with the theme “Business Sustainability: Development of ‘Craft & Art’ Fashion Products in Joglo Sub-district”.

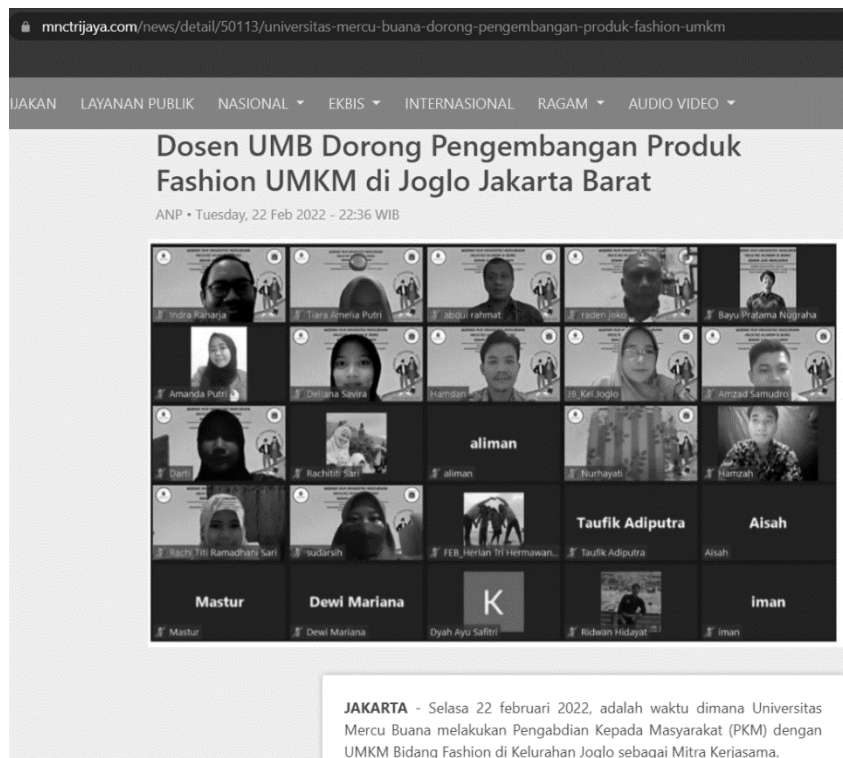


Figure 9. UMB Lecturer Encourages MSMEs Fashion Product Development in Joglo, West Jakarta (Mnctrijaya.com, 2022)

## CONCLUSION

Sustainable eco-friendly fashion should be based on values and ethics. This requires a challenging process and requires new awareness, as well as collaboration with various partners, especially fashion MSMEs. Rathinamoorthy & Kiruba, (2020) the early introduction of eco-friendly clothing has built changes in the apparel sector, (Kumar, 2017) through art design, ethical fashion, and clothing aesthetics towards sustainability. Future-oriented knowledge and skills will help MSMEs in the planning process, and measure how green fashion affects consumption and the environment. Fashion has many functions ranging from covering the body to building identity, ethical and aesthetic clothing plays an important role, especially in Indonesia where the majority of the population is Muslim.

Nonetheless, the textile industry has a huge environmental impact and faces many ethical issues. High waste volumes can slow clothing consumption and promoting clothing longevity is critical. Even though the green fashion concept solution provides real benefits, of course, fashion ethics needs to be considered so that it has appeal. The ethical and aesthetic aspects of fashion are fundamental to forming attachment, respect, and concern for clothing in extending its life in promoting sustainability. Therefore, the importance of implementing the concept of

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green fashion through art design, ethical fashion, and aesthetics, is a shared responsibility to achieve green sustainable development.

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## LIMITATIONS AND IMPLICATIONS OF FASHION BUSINESS MANAGERIAL

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Environmental pollution is closely related to fashion trends (fast fashion). Textile business actors competitively build mass fashion trends at a fast time (Dimara & Sofyani, 2018). To solve environmental problems caused by fast fashion, green fashion (slow mode) is an effective solution. An approach that prioritizes the quality and durability of eco-friendly clothing by applying art design, ethical clothing, and aesthetics. Without forgetting the 3R elements (i.e. reduce, reuse, and recycle). Muthu & Gardetti, (2016) product diversification from conventional fashion to newer ones will bring more income for people who are involved in the production and processing of plant fibers for fashion products that are environmentally friendly. This is because (Asih et al., 2020) purchasing behavior for green products is influenced by good environmental attitudes through knowledge and public awareness of the environment. In particular (Ramli et al., 2020), the application of a green marketing strategy must be precise and effective in influencing people's attitudes and behavior, (Hamdan et al., 2021) and packaging strategies to increase online sales volume.

For future service programs, it is important to develop the results of this service to obtain more intensive and extensive results. In addition, for subsequent programs, it is important to also organize related programs that can improve the economy and people's welfare, such as life skills programs (Bahri & Prasetyo, 2020), product diversification (Kustyawati et al., 2019), and developing Indonesian batik (Ngatini et al., 2020). Some suggestions and hopes from fashion MSMEs for further activities are the need for assistance, applicable materials, references for successful business actors, activities that can be carried out on an ongoing basis, conducting offline training, and developing materials to improve MSMEs better.

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