
Interactive Marketing Strategies in Sustainable Fashion- An Analysis of Fabric Recycling and Upcycling Practices

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Abstract

The fashion industry significantly contributes to the global economy but is also one of the largest sources of environmental degradation due to high water consumption, textile waste, and carbon emissions. In Indonesia, textile waste has become a major environmental concern, particularly in West Java. As a response, sustainable fashion has emerged as an alternative approach that emphasizes environmentally responsible production and consumption. This study aims to analyze the interactive marketing strategies implemented by the Sejauh Mata Memandang X Mulih collaboration in promoting sustainable fashion through fabric recycling and upcycling practices. Using a descriptive qualitative method within a constructivist paradigm and guided by the Integrated Marketing Communication (IMC) framework, data were collected through non-participant observation, structured interviews, and documentation. The findings reveal that interactive initiatives such as the “Kembali Baik” repair workshop, exhibitions, and storytelling effectively enhance consumer engagement, strengthen brand relationships, and increase environmental awareness. The collaboration successfully integrates online and offline communication channels to deliver consistent sustainability messages, positioning interactive marketing as both a promotional and educational tool in the sustainable fashion industry.

Keywords: *Interactive Marketing Strategy, Sustainable Fashion, Recycle, Upcycle, Integrated Marketing Communication, Sejauh Mata Memandang X Mulih*

INTRODUCTION

The fashion industry has long been recognized as one of the most influential economic sectors globally, contributing trillions of dollars annually to the world economy and employing millions of people across supply chains. According to the United Nations Alliance for Sustainable Fashion, the global fashion industry contributes approximately USD 2.4 trillion to global manufacturing and provides employment for nearly 75 million workers worldwide. In Indonesia, the fashion sector represents one of the largest contributors to the creative economy, accounting for approximately 17.6% of total creative economic value, equivalent to around IDR 225 trillion. The sector also plays a significant role in export performance and job creation, making it an essential pillar of national economic development.

However, behind its substantial economic contribution, the fashion industry is also recognized as one of the largest contributors to environmental degradation. The expansion of fast fashion production models has accelerated resource extraction, intensified water consumption, increased chemical pollution, and generated massive textile waste. The production of a single cotton T-shirt requires approximately 2,700 liters of water, while one pair of jeans may consume up to 10,000 liters. Textile dyeing processes contribute significantly to global water pollution due to the use of synthetic chemicals. Furthermore, polyester-based garments release microfibers into marine ecosystems, contributing to microplastic contamination. These environmental consequences position the fashion industry among the most resource-intensive and environmentally damaging sectors globally.

Indonesia faces similar environmental challenges. Data from the National Waste Management Information System (SIPSN) in 2023 indicate that textile waste production continues to increase, with West Java recorded as the province generating the highest volume of fabric waste, reaching approximately 147,000 tons annually. Other provinces such as Central Java, East Java, North Sumatra, and Lampung also report significant textile waste production. The increasing consumption of fashion products, combined with limited sustainable waste management systems, exacerbates the environmental burden. Textile waste not only occupies landfill space but also releases greenhouse gases and toxic substances during decomposition.

The dominant fast fashion paradigm promotes rapid production cycles, low prices, and trend-driven consumption, encouraging consumers to frequently replace clothing. This consumption pattern shortens product life cycles and reinforces a linear economic model: take–make–dispose. In such a model, sustainability considerations are often secondary to profit maximization and trend responsiveness. As climate change intensifies and environmental awareness grows, the urgency to transition from a linear to a circular economy model becomes increasingly evident. Circular practices emphasize reducing resource extraction, extending product life cycles, and minimizing waste through strategies such as recycling and upcycling.

Among the practical approaches within sustainable fashion, recycling and upcycling play a central role. Recycling in textile production involves processing used garments or fabric waste into new fibers or materials, thereby reducing dependence on virgin resources. Upcycling, on the other hand, refers to transforming discarded materials into products of higher value without breaking them down into raw material form. Unlike recycling, which may require energy-intensive reprocessing, upcycling emphasizes creative redesign and value enhancement. Both strategies contribute to waste reduction and resource efficiency while encouraging innovation in design and production.

Despite the growing discourse surrounding sustainable fashion, one of the most significant challenges lies in consumer adoption. Many consumers remain price-sensitive and are accustomed to fast fashion accessibility. Sustainable products are often perceived as expensive, niche, or less fashionable. Limited awareness about textile waste and production processes further hinders responsible purchasing decisions. Therefore, beyond sustainable production practices, effective communication strategies are essential to educate consumers, shape perceptions, and build emotional connections.

Marketing communication plays a critical role in bridging the gap between sustainability principles and consumer behavior. Traditional promotional strategies that focus solely on product attributes may not sufficiently convey the complexity and value of sustainability initiatives. Instead, brands increasingly rely on interactive marketing approaches that foster two-way engagement, participation, and experiential learning. Interactive

marketing shifts communication from one-directional persuasion to collaborative dialogue, allowing consumers to become active participants rather than passive recipients. Integrated Marketing Communication (IMC) provides a theoretical framework to understand how brands can deliver consistent and cohesive sustainability messages across multiple channels. IMC emphasizes strategic coordination of advertising, public relations, events, digital media, personal selling, and direct marketing to create a unified brand narrative. In the digital era, IMC evolves to include social media engagement, experiential campaigns, community-building initiatives, and storytelling techniques that humanize brands and strengthen relational bonds. When applied to sustainable fashion, IMC can amplify environmental messages while reinforcing brand credibility and trust.

In Indonesia, several local brands have begun to adopt sustainable principles and reposition themselves as environmentally conscious fashion labels. One notable example is Sejauh Mata Memandang (SMM), founded by Chitra Subyakto in 2014. The brand emphasizes slow fashion principles, natural dyes, traditional batik techniques, and environmentally responsible production processes. SMM collaborates with local artisans, thereby supporting cultural preservation and community empowerment. Its design philosophy integrates Indonesian heritage aesthetics with contemporary silhouettes, appealing to modern consumers who value authenticity and sustainability.

The collaboration between Sejauh Mata Memandang and Muli introduces a distinctive approach to sustainable fashion marketing. Muli, known for its focus on repair culture and textile sustainability initiatives, complements SMM's environmental commitment. Through this collaboration, they launched initiatives such as the "Kembali Baik" workshop, repair stations, exhibitions, and storytelling campaigns that encourage consumers to extend garment life cycles rather than discard them. These activities exemplify interactive marketing strategies by directly involving consumers in sustainable practices.

LITERATURE REVIEW

Theoretical Foundations of Sustainable Fashion

The concept of sustainable fashion emerges from broader sustainability discourse that integrates environmental protection, social responsibility, and economic viability. Sustainability itself is rooted in the principle of meeting present needs without compromising future generations' ability to meet their own needs. In the fashion context, sustainability addresses the environmental impact of textile production, ethical labor conditions, responsible sourcing, waste management, and consumer awareness.

The fashion industry has long been criticized for operating under a linear economic model characterized by mass production, rapid consumption cycles, and disposal-driven behavior. Fast fashion accelerates trend turnover, reduces product life cycles, and encourages frequent purchasing. This model contributes significantly to water consumption, chemical pollution, carbon emissions, and textile waste accumulation. Consequently, scholars increasingly advocate for a transition toward a circular fashion economy.

Circular fashion promotes regenerative systems that minimize waste and extend product life cycles. It incorporates strategies such as recycling, upcycling, repair culture, resale, and material innovation. Recycling involves processing textile waste into reusable fibers, reducing reliance on virgin resources. Upcycling transforms discarded materials into higher-value products without intensive reprocessing. Both practices represent practical applications of circular economy principles within fashion production systems.

Research indicates that consumer attitudes toward sustainable fashion are influenced by environmental awareness, perceived product quality, price sensitivity, and social identity.

While many consumers express positive attitudes toward sustainability, actual purchasing behavior often reveals an attitude-behavior gap. Sustainable products are sometimes perceived as expensive, niche, or less fashionable. Thus, communication strategies play a crucial role in bridging this gap.

Recycling and Upcycling in Fashion Sustainability

Recycling and upcycling are core mechanisms within sustainable fashion frameworks. Recycling in textile production typically involves breaking down fabric waste into fibers for reprocessing into new materials. This method reduces landfill accumulation and decreases raw material extraction. However, recycling may require significant energy and chemical inputs depending on technological processes.

Upcycling, by contrast, emphasizes creative transformation without degrading material quality. Instead of breaking down fabric into raw components, designers reimagine existing textiles into new garments or products with enhanced aesthetic and functional value. Upcycling not only reduces waste but also introduces innovation and storytelling opportunities.

Scholars argue that upcycling holds strong symbolic value. It embodies resistance against overconsumption and celebrates craftsmanship, repair, and material longevity. Upcycling often integrates visible mending techniques, patchwork aesthetics, and restructured silhouettes, which visually communicate sustainability. This aesthetic transparency reinforces authenticity and ethical positioning.

Despite environmental benefits, challenges remain in scaling recycling and upcycling within commercial systems. Production consistency, cost management, supply chain logistics, and consumer perception pose obstacles. Furthermore, recycled or upcycled products may require additional explanation to justify pricing and value.

Therefore, marketing communication becomes essential. Consumers must understand not only the environmental benefits but also the creative and emotional value embedded in recycled or upcycled garments. Effective communication strategies can reposition repair and reuse as aspirational rather than inferior.

Sustainable Fashion and Consumer Perception

Consumer perception of sustainability is socially constructed through exposure to media narratives, cultural discourse, peer influence, and brand communication. From a constructivist perspective, sustainability is not universally defined but negotiated through communicative interaction.

Research in consumer behavior identifies several determinants of sustainable fashion adoption. **Environmental Concern:** Individuals with higher ecological awareness are more likely to support sustainable brands. **Perceived Quality:** Consumers associate durability and craftsmanship with sustainability. **Price Sensitivity:** Higher prices often deter mass-market adoption. **Social Identity:** Sustainable consumption can signal ethical identity or lifestyle positioning. **Trust and Authenticity:** Transparency enhances brand credibility.

Trust is particularly crucial. In an era of greenwashing, consumers may doubt sustainability claims. Brands must therefore communicate transparently about production processes, sourcing, and impact metrics. Storytelling, behind-the-scenes content, and educational campaigns help strengthen authenticity.

Experiential engagement further enhances perception. Workshops, exhibitions, and repair stations allow consumers to physically interact with sustainability practices. Such experiences transform abstract environmental statistics into tangible actions. Emotional engagement—such as learning repair skills—can create deeper attachment and brand loyalty.

Integrated Marketing Communication (IMC)

Integrated Marketing Communication (IMC) provides a strategic framework for aligning sustainability messaging across multiple channels. IMC emphasizes consistency, coordination, and synergy among advertising, public relations, digital marketing, events, direct marketing, and personal selling.

Traditional marketing often operated in fragmented silos. IMC addresses this fragmentation by ensuring coherent brand narratives across platforms. In the context of sustainable fashion, IMC is particularly relevant because sustainability messaging must be reinforced consistently to avoid confusion or skepticism.

IMC includes several key components:

1. Advertising

Advertising refers to any paid, non-personal form of communication delivered through identifiable sponsors to promote products, services, or ideas. It is traditionally disseminated through mass media channels such as television, radio, newspapers, magazines, billboards, and increasingly through digital platforms.

Advertising serves several primary functions:

Building brand awareness, informing consumers about product features, Creating brand image and positioning, Persuading target audiences, and Reinforcing brand recall.

In sustainable fashion contexts, advertising is often used to highlight eco-friendly materials, ethical production practices, and environmental commitments. However, sustainability advertising requires authenticity and transparency. If claims are exaggerated or unsupported, consumers may perceive them as greenwashing, which damages credibility.

Advertising is typically one-directional communication. Therefore, while it is effective for awareness-building, it may not be sufficient alone to create deep engagement. This limitation explains why advertising must be integrated with interactive and relational strategies within the IMC framework.

2. Sales Promotion

Sales promotion consists of short-term incentives designed to stimulate immediate purchase or trial of a product. Unlike advertising, which focuses on long-term brand building, sales promotion aims at short-term behavioral response.

In the context of sustainable fashion, sales promotions must be applied carefully. Excessive discounting may contradict slow fashion values, which emphasize durability and mindful consumption. However, selective promotions—such as repair service discounts or recycling program incentives—can encourage responsible consumption behaviors. Sales promotions can increase customer acquisition and encourage first – time Purchase. However, reliance on frequent promotions may reduce perceived brand value. Therefore, integration with brand positioning strategy is essential.

3. Public Relations (PR)

Public Relations refers to strategic communication efforts designed to build and maintain a positive image and relationship between an organization and its stakeholders. Unlike advertising, PR is not directly paid promotional space but focuses on reputation management and credibility. PR activities include: Press releases, Media coverage, Crisis communication, Community engagement, Corporate social responsibility (CSR) programs, and Public events.

PR plays a critical role in sustainable branding. Media coverage about environmental initiatives, artisan empowerment, or repair workshops strengthens brand legitimacy. Since PR messages often come from third-party sources (journalists or media outlets), they tend to be perceived as more credible than advertisements.

In sustainability contexts, PR supports transparency, accountability, and ethical storytelling. It helps shape public discourse around environmental responsibility and positions the brand as a thought leader in sustainable practices.

4. Events and Experiences

Events and Experiences refer to brand-sponsored activities designed to create direct interaction between consumers and the brand. This element emphasizes experiential engagement rather than passive message reception.

Experiential marketing strengthens emotional connection by engaging multiple senses. Participants do not simply hear about sustainability—they experience it. For example, attending a clothing repair workshop allows consumers to internalize sustainability through action.

This element is particularly powerful in sustainable fashion because environmental awareness often requires behavioral transformation. Experiential engagement fosters deeper learning, emotional resonance, and long-term loyalty. Events also generate social media amplification, as participants frequently share their experiences online, extending reach organically.

5. Direct Marketing

Direct marketing involves personalized communication sent directly to individual consumers to generate immediate response. Unlike mass advertising, direct marketing targets specific segments.

Direct marketing builds relational continuity. It supports long-term customer relationship management (CRM) by maintaining consistent communication beyond single transactions.

6. Personal Selling

Personal selling refers to face-to-face interaction between a company representative and potential customers with the goal of influencing purchasing decisions. It is highly interpersonal and adaptive.

In sustainable fashion, personal selling allows sales representatives to explain complex sustainability aspects—such as fabric sourcing, dye processes, or upcycling techniques—in greater detail.

This direct interaction increases trust and allows immediate clarification of consumer doubts. It is especially effective when dealing with higher-priced sustainable products, where consumers may seek reassurance before purchasing.

Personal selling humanizes the brand. Staff members become brand ambassadors who communicate sustainability values through dialogue and empathy.

7. Digital and Social Media Marketing

Digital and Social Media Marketing encompasses online communication efforts through digital platforms. This element includes: Instagram, Facebook, TikTok, YouTube, Websites, Blogs, Online advertising. Social media platforms are highly interactive and enable two-way communication. Unlike traditional advertising, consumers can comment, share, repost, and co-create content.

8. Mobile Marketing

Mobile marketing refers to marketing communication delivered specifically through mobile devices such as smartphones and tablets. Although closely related to digital marketing, mobile marketing emphasizes portability and real-time connectivity.

Forms include:

SMS campaigns, Mobile apps, Push notifications, WhatsApp marketing, QR code integration, Location-based marketing, Mobile marketing supports immediacy.

For example, a brand may send: Event reminders via WhatsApp, Mobile-exclusive invitations, QR codes at exhibitions linking to sustainability reports, Mobile platforms enhance convenience and personalization. They also support interactive engagement through instant messaging.

In contemporary consumer behavior, smartphones function as primary communication tools. Therefore, mobile marketing strengthens accessibility and responsiveness within the IMC ecosystem. In sustainable fashion branding, events and experiences often become central elements. Workshops, exhibitions, and collaborative spaces create opportunities for immersive storytelling. Digital media extends these experiences beyond physical boundaries, enabling broader audience engagement.

Scholars emphasize that IMC is not merely tactical integration but strategic relationship management. It seeks to build long-term customer relationships through consistent and meaningful communication. In sustainability contexts, relationship-building is essential because ethical positioning requires trust and shared values.

Furthermore, IMC evolves in digital environments where consumers actively participate in brand conversations. User-generated content, comment interactions, and reposted stories create interactive feedback loops. These interactions blur boundaries between brand and consumer, reinforcing relational communication. Interactive Marketing and Experiential Engagement

Interactive marketing shifts communication from one-directional persuasion to participatory engagement. Instead of broadcasting messages, brands facilitate dialogue, co-creation, and experiential involvement.

However, interactive strategies require authenticity. If experiential campaigns appear superficial or disconnected from core production practices, credibility may erode. Therefore, alignment between communication and operational sustainability is critical.

9. Storytelling in Sustainable Fashion Communication

Storytelling functions as a powerful communication tool in sustainable branding. Narrative structures help translate complex environmental issues into relatable human stories.

Furthermore, storytelling supports identity construction. Consumers who align with sustainability narratives integrate ethical fashion into their personal identity. This alignment strengthens brand attachment and repeat purchasing behavior.

METHODOLOGY

Research Paradigm

This study is grounded in a constructivist paradigm, which assumes that reality is socially constructed through interaction, communication, and shared meaning-making processes (Creswell & Creswell, 2018). Unlike positivist paradigms that treat reality as objective and measurable, constructivism recognizes that meanings are formed through social experiences and interpretative frameworks. In this perspective, knowledge is not discovered but constructed.

Within the context of sustainable fashion, concepts such as “sustainability,” “recycling,” “upcycling,” and “repair culture” are not universally fixed. Instead, they are shaped by communicative practices between brands and consumers. Sustainability narratives are negotiated through digital storytelling, experiential events, visual symbolism, and marketing discourse. Therefore, understanding how sustainability is communicated requires examining how meanings are produced, interpreted, and internalized.

The constructivist paradigm is appropriate for this study because it seeks to explore how interactive marketing strategies construct and communicate sustainability narratives rather than measure quantitative behavioral outcomes.

Research Approach

This research employs a qualitative descriptive approach. Qualitative research prioritizes depth, contextual understanding, and interpretive analysis over statistical generalization. It is particularly suitable for examining complex social phenomena where meaning, perception, and experience are central.

A descriptive qualitative approach allows the researcher to present a comprehensive and systematic account of how interactive marketing strategies are implemented in sustainable fashion contexts. Instead of testing hypotheses, this study seeks to explore processes, relationships, and experiences.

Research Design

This study uses a qualitative case study design. Case study research enables in-depth exploration of a contemporary phenomenon within its real-life context. It is particularly appropriate when boundaries between phenomenon and context are blurred.

The case selected for this research is the collaboration between Sejauh Mata Memandang (SMM) and Mulih, which integrates recycling and upcycling practices with interactive marketing strategies such as workshops, exhibitions, repair stations, and digital storytelling. This collaboration represents a unique model of sustainable fashion communication in Indonesia. By focusing on a single case, the research achieves analytical depth and contextual richness rather than broad but superficial generalization.

Research Site and Context

The research was conducted in both digital and physical environments. This dual-context approach reflects the hybrid nature of contemporary marketing communication.

Digital observation focused on Instagram accounts @sejauhmatamemandang and @mulihstudio, as Instagram functions as the primary communication platform for fashion branding. Offline research was conducted during experiential events such as repair workshops and exhibitions.

The study was carried out over a three-month period to ensure adequate exposure to campaign cycles and interactive engagement patterns.

Sampling Technique and Informants

This study employed purposive sampling, selecting informants based on their relevance to the research objectives. Purposive sampling is appropriate in qualitative research when participants possess specific knowledge, expertise, or experiences related to the phenomenon under study. Five informants were selected:

1. Chitra Subyakto – Founder & Creative Director of Sejauh Mata Memandang
2. Aldhita Erviana – Marketing Staff of Sejauh Mata Memandang
3. Beverly Tandjung – Co-Founder of Mulih
4. Falih Aizatin Nisa – Consumer
5. Dindi Ayudya – Consumer

The inclusion of founders and marketing staff provides insight into strategic communication planning and sustainability vision. The inclusion of consumers allows exploration of perception, emotional response, and experiential interpretation.

This composition ensures balanced perspectives from both producers and recipients of sustainability communication.

Data Collection Techniques

To achieve comprehensive analysis, three primary data collection methods were used: observation, semi-structured interviews, and documentation analysis.

1. Observation

Observation was conducted in two primary contexts: digital platforms and offline experiential events.

a. Digital Observation

Digital observation focused on Instagram communication strategies. The researcher examined:

The analysis focused on: Message consistency, Narrative tone, Visual symbolism, Interactive features and Frequency of engagement. Screenshots were systematically archived for documentation and analysis.

b. Offline Observation

Offline observation was conducted during: Kembali Baik repair workshops, Bumi, Masa Depan Kita exhibition and Pop-up collaborative spaces. The researcher observed: Spatial design and layout, Visual communication materials, Audience participation, Brand-consumer interaction patterns and Emotional atmosphere. Field notes were recorded immediately after each event to maintain contextual accuracy.

2. Semi-Structured Interviews

Semi-structured interviews were conducted to gain in-depth insights into strategy and perception. Each interview lasted between 45 and 75 minutes. Interviews were recorded with participant consent and later transcribed verbatim. The semi-structured format allowed flexibility for probing emerging themes while maintaining alignment with research objectives.

3. Documentation Analysis

Supporting documents included: Campaign posters, Exhibition panels, Promotional materials, Event photographs, Social media analytics screenshots and Press releases. Documentation analysis enabled cross-verification of interview narratives and observational findings. It also provided insight into symbolic representation and message framing.

Data Analysis Technique

Data were analyzed using thematic analysis, a systematic method for identifying patterns and themes within qualitative data.

Initial codes included: Sustainability storytelling, Repair empowerment, Emotional attachment, Authenticity construction, Brand trust and Experiential engagement.

Themes were then organized into broader categories reflecting strategic communication integration and consumer internalization.

Trustworthiness and Credibility

To enhance credibility, triangulation was applied by comparing findings across. Consistency across multiple sources strengthens validity. Member checking was conducted by sharing summarized interpretations with key informants to ensure accuracy. Reflexivity was maintained throughout the research process. The researcher documented analytical reflections to minimize interpretive bias.

Ethical Considerations

All participants provided informed consent prior to interviews. Consumer informants were given the option of anonymity. Data were securely stored and used solely for academic purposes.

RESULTS AND DISCUSSION

Interactive Marketing Strategies

The findings of this study indicate that the interactive marketing strategies implemented by Sejauh Mata Memandang X Muli extend beyond product promotion and focus on building collective awareness regarding sustainability in the fashion industry. The collaboration integrates experiential activities, visual exhibitions, and consistent storytelling across digital platforms. These strategies function not merely as promotional tools but as communication mechanisms that construct shared meaning around sustainable fashion practices.

Three primary interactive strategies were identified: the “Kembali Baik” workshops, the “Bumi, Masa Depan Kita” exhibition, and storytelling through social media. Each element reflects an integrated communication effort aligned with the principles of Integrated Marketing Communication (IMC), where consistent messaging is delivered across multiple channels.

a. Workshops: “Kembali Baik”

The “Kembali Baik” repair workshops represent a core element of the brand’s interactive marketing approach. These workshops invite consumers to participate directly in clothing repair using sashiko techniques, a traditional Japanese stitching method that reinforces damaged fabric while adding aesthetic value.

Rather than positioning consumers as passive buyers, the workshops transform them into active participants in circular fashion practices. Participants are encouraged to bring their worn garments and learn repair techniques that extend the lifespan of clothing. This hands-on engagement creates a powerful experiential learning process, where sustainability is not merely communicated but practiced.

From an IMC perspective, the workshops fall under the category of events and experiences. Experiential marketing is particularly effective because it creates emotional engagement and memorable interactions. Consumers do not simply receive information about sustainability; they experience it firsthand. The emotional attachment formed during the workshop strengthens brand loyalty and enhances trust. From a sociocultural communication perspective, the workshops serve as spaces where shared meanings about sustainability are constructed. The act of repairing clothing challenges dominant fast-fashion consumption norms and reconstructs the idea that “repairing” is not outdated but instead a responsible and modern lifestyle choice. Through interaction among participants, facilitators, and the brand, sustainability becomes a socially negotiated value.

b. Exhibitions: “Bumi, Masa Depan Kita”

The “Bumi, Masa Depan Kita” exhibition functions as both an educational and experiential platform. The exhibition featured visual installations, textile waste displays, sustainability narratives, and repair stations. These elements were designed to communicate environmental concerns while simultaneously presenting solutions through recycling and upcycling practices.

From a sociocultural standpoint, the exhibition operates as a symbolic communication space. Visual installations representing textile waste symbolize environmental crisis, while repair stations symbolize actionable solutions. Visitors interpret these symbols based on their social and cultural contexts, allowing meaning to emerge through experience rather than direct persuasion.

c. Storytelling Through Social – Media

Storytelling plays a central role in reinforcing the brand’s sustainability narrative. Through Instagram and other digital platforms, Sejauh Mata Memandang X Mulih shares stories about production processes, artisan craftsmanship, recycled materials, and environmental impact reduction.

Impact on Consumer Awareness and Engagement

Interview findings reveal that the interactive marketing strategies significantly increased consumer awareness of sustainable fashion principles. Informants reported becoming more mindful of purchasing decisions, considering material sources, production processes, and product durability.

Several consumers expressed adopting a “buy less but better” mindset after attending workshops or visiting exhibitions. This indicates that the marketing strategy influenced behavioral shifts, not merely brand preference. Consumers began repairing garments rather than discarding them, demonstrating the practical impact of experiential engagement.

Multi-channel consistency emerged as a critical factor in reinforcing sustainability messaging. The same environmental values communicated in workshops were reflected in exhibitions and social media content. This coherence enhanced perceived authenticity. Consumers perceived the brand’s sustainability commitment as genuine rather than opportunistic.

Extended Insights

The findings suggest that experiential engagement aligns strongly with sociocultural communication theory. Meaning surrounding sustainability is not imposed by the brand but co-constructed through shared experiences. Workshops and exhibitions function as communication spaces where values are negotiated and internalized collectively.

Interactive marketing strategies empower consumers to transition from passive buyers to active participants in circular fashion practices. Repairing garments, engaging in dialogue, and sharing user-generated content position consumers as collaborators rather than mere customers.

Overall, the integration of workshops, exhibitions, and storytelling demonstrates how IMC can be applied effectively in sustainable fashion contexts. The strategies do not merely increase brand visibility; they facilitate behavioral change and social meaning construction. By aligning experiential marketing with sociocultural communication principles, Sejauh Mata Memandang X Mulih has successfully positioned itself not only as a fashion brand but as a sustainability movement.

CONCLUSION AND RECOMMENDATIONS

Interactive marketing through workshops, exhibitions, and storytelling effectively promotes sustainable fashion in Sejauh Mata Memandang X Mulih. This study concludes that interactive marketing strategies play a crucial role in promoting sustainable fashion practices within the collaboration between Sejauh Mata Memandang and Mulih. Through workshops, exhibitions, and storytelling, the brand successfully transforms sustainability from an abstract concept into a tangible and participatory consumer experience.

The Kembali Baik repair workshops demonstrate how experiential marketing enables consumers to actively engage in recycling and upcycling practices, fostering emotional attachment to garments and encouraging more responsible consumption behavior. Similarly, exhibitions such as Bumi, Masa Depan Kita function as immersive communication spaces where visual narratives, repair stations, and textile waste collection collectively strengthen consumer awareness of circular fashion principles. Digital storytelling on social media further reinforces these messages by providing consistent, transparent, and culturally relevant narratives that bridge online and offline engagement.

From the perspective of Integrated Marketing Communication (IMC), the Sejauh Mata Memandang X Mulih collaboration illustrates the effective integration of multiple communication channels to deliver coherent sustainability messaging. The alignment between events, digital content, and brand values enhances credibility, builds trust, and reduces the risk of sustainability being perceived as mere symbolic branding. Interactive marketing, in this context, not only supports brand positioning but also facilitates two-way communication that empowers consumers as active participants in sustainable fashion.

For Future researcher is recommended to examine the effectiveness of textile waste recycling campaigns using quantitative methods, such as surveys or experiments, to measure the impact of campaign messages on environmental awareness, consumer attitudes, and purchase intention toward sustainable fashion products. In addition, future studies may apply digital ethnography to analyze how public interaction and participation in recycling and upcycling campaigns develop through social media platforms. Further research could also conduct comparative studies across different sustainable fashion brands to identify the most effective communication strategies for increasing public participation in textile recycling initiatives.

Overall, the findings indicate that interactive marketing strategies contribute significantly to increasing consumer awareness, strengthening brand–consumer relationships, and fostering long-term loyalty toward sustainable fashion brands. By embedding recycling and upcycling practices into meaningful communication experiences, Sejauh Mata Memandang X Mulih demonstrates how marketing communication can function as both an economic and socio-environmental driver within the fashion industry.

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