

E-Zine as Digital Information Media Related to Fast Fashion

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ABSTRACT

This research aims to design an information media about the fast fashion industry through an E-zine media where it is to disseminate information related to environmental impacts, the use of natural resources, and the treatment of laborers. The fast fashion industry has an impact on causing an increase in clothing waste, one of which is the high use of natural resources, and some labor working conditions are very inadequate, but information related to this is still very limited among the Indonesian people. The research method used is the creation of an information media by presenting a visual which will present informative content about fast fashion and environmentally friendly fashion tips. And the results of this research can be in the form of an E-zine prototype that contains information about the negative impact of fast fashion, as well as more sustainable fashion advice, such as how to choose environmentally friendly clothes. This research shows that E-zines can be an effective tool to raise public awareness about environmental issues in fashion. With this medium of information, it is hoped that people can make better, wiser and more responsible fashion choices. And the impact of this research is that it can increase understanding in society, especially in Indonesia, about the importance of the impact of switching to more sustainable fashion, which can contribute to reducing the negative impact of environmental or social issues.

Keywords: *fashion, fast fashion, e-zine*

INTRODUCTION

The increasingly advanced era of globalization has affected various sectors, including the fashion industry which is now growing rapidly. The fashion industry has become a primary need for every individual, where clothing serves not only as a body covering, but also as a form of self-expression. The diversity of clothing models produced by the industry reflects an effort to cater to a wide range of market tastes, which are largely influenced by the growing trends on social media. Through social media, people can easily follow popular fashion trends, which in turn drives the demand for the latest styles of clothing.

This phenomenon has given birth to the concept of fast fashion, which is the massive, fast and cheap production of clothing based on popular trends. Fast fashion products can now be found easily, both in large shopping centers and through online stores. This fast and massive production, especially by manufacturers in China, has led to a significant increase in textile waste and pollution. On the other hand, people tend to buy clothes without paying attention to their environmental impact. Data shows that many young people, especially generation Z, routinely buy clothes for emotional, rather than functional, reasons and are more interested in low prices and current models.

However, information on the negative impacts of the fast fashion industry is still minimal in Indonesia. Based on a survey conducted, most Indonesians, especially the 17-25 age group, do not know about this issue. This shows the importance of disseminating information about fast fashion, so that people can understand the serious impact it has, both on the environment and socially. Therefore, an effective and engaging information media is needed to increase public knowledge about fast fashion and more sustainable fashion alternatives, in order to reduce the negative impact of this industry in the future.

LITERATURE REVIEW

This research aims to appeal or inform the public about the impact of fast fashion issues, including

1. Emotional Impact on Clothing Purchases

Research by Alvara Research Center (2022) shows that 56% of generation Z buys clothes for emotional, rather than functional, reasons. This reflects consumption behavior influenced by trends and personal satisfaction, which is the main attraction of fast fashion.

2. Preference for Fast Fashion Products

Tinkerlust Impact Report (2022) states that Indonesians prefer fast fashion products due to cheaper prices and models that are considered more current. This phenomenon encourages the growth of the fast fashion industry despite the negative environmental and social impacts.

3. Limited Knowledge of Fast Fashion Issues

A survey conducted in Bandung City showed that 62.7% of respondents aged 17-25 did not know about the negative impact of fast fashion. This lack of knowledge emphasizes the importance of education regarding fast fashion issues.

4. Environmental Impact of Fast Fashion

Chanifathin Nidia (2020) revealed that the fast fashion industry contributes greatly to environmental damage, including water and air pollution and textile waste that is difficult to decompose, due to massive and rapid production.

5. Interest in Sustainable Fashion

A report by Tinkerlust (2022) shows that while fast fashion products are more popular, 63.46% of Indonesians are becoming interested in more sustainable fashion. This opens up opportunities to raise awareness about sustainable fashion choices.

METHODOLOGY

The method used in this research is the experimental method, where the result of this design is a visual information media designed to convey messages about the issue of fast fashion to the public. This approach involves several data collection techniques consisting of interviews, questionnaires, literature studies, and observations to support the design of comprehensive information media.

1. Interview

The researcher conducted an interview with an expert in the field of fashion, namely a fashion designer, Riri Rengganis. This interview aimed to gain in-depth insight into fashion trends, the dynamics of the fast fashion industry, as well as the impact that the industry has on the environment and society.

2. Observation

Observation activities were carried out by visiting shopping centers that have fast fashion retailers. The purpose of this observation was to observe the changing trends of clothing models sold in fast fashion stores, which tend to change in a very short time, sometimes only in a matter of weeks. This observation helped us understand how quickly the fast fashion industry responds to changing trends and influences consumer behavior.

3. Literature Study

Researchers also conducted a literature study by reviewing various previous media information related to the issue of fast fashion. This study aims to obtain references and references in designing information media that is more comprehensive and interesting than previous existing media.

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5. Questionnaire

The questionnaire was conducted by distributing surveys to respondents in Bandung City, with a focus on the age range of 20 to 30 years. The purpose of this questionnaire was to measure people's insights regarding the issue of fast fashion. Based on a survey conducted by Alvara Research Center (2022), generation Z, especially in this age range, tends to buy clothes more often than other items, which shows the relevance and importance of education on the issue of fast fashion in this age group.

The methods applied aim to create information media that can increase the understanding of the public, especially 20-30 year olds, about the negative impact of fast fashion and the importance of sustainability in the fashion industry.

DISCUSSION

After outlining the design framework, below is a discussion of the final result of designing fast fashion information through e-zines.

Design Format

The main media in this information design is through e-zine books. The e-zine book size format is B5 or 17.6 cm x 25 cm, this format was chosen because it is more free to show the book content in the form of photography and layout to the maximum so that readers can be more comfortable in reading. The selection of materials on the contents of the main media page varies from tatami paper used on almost every page because it can display bright and clear print quality, marcate cottage on small pages that have texture as a differentiating statement, tracing as decoration, and transparency paper in several chapters that are used as dividers.

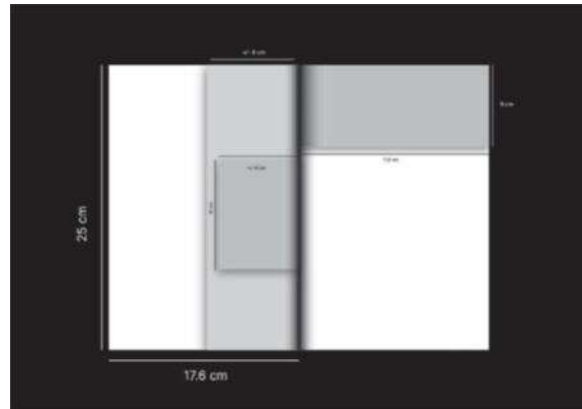


Figure 1. Format E-Zine

Typography

According to Robert Bringhurst in his book “The Element of Typographic Style”, typography is the art of organizing printed material in a space (Bringhurst, 2004). Typography is an important element in a design because it can create information as well as appearance in the design results.

Sans serif font, used for heading or sub title purposes. The selection of this font is because its shape is suitable to be applied to print media because it is easy in terms of readability and has several font families that can be used as needed. In addition, this degular font has a characteristic that makes this font feel different from sans serif fonts in general because there are distinctive curves. So this font is suitable for use as a distinguishing statement in headings and subtitles.



Figure 2. Font Degular

This serif font is used in headings or subchapters that require more contrast or attention. This Perandory font has a small sharp accent at the end of the font to give a classic touch when read and in terms of readability it is quite clear. This font also gives an elegant impression that makes the design feel formal with a classic touch.



Figure 3. Font Perandory

The script font with its twisting characteristics and in terms of readability if used for body text is less clear, therefore this font type will be used as a complementary combination of font types in the heading to give a distinctive feel that is memorable to the readers. 8 Yuli Yuliani, Deni Albar.

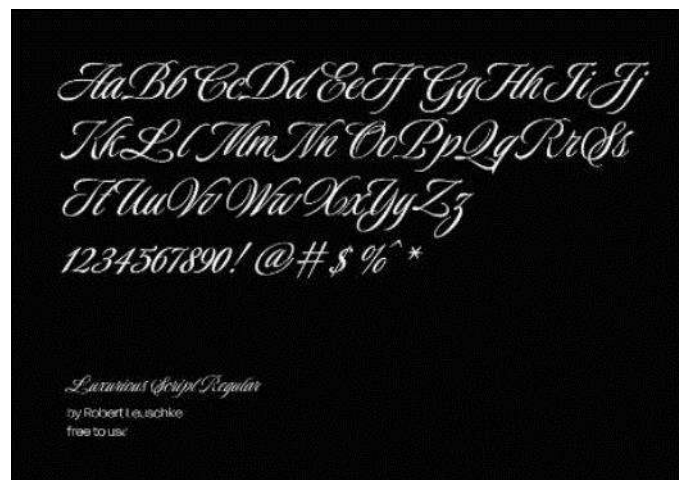


Figure 4. Font Luxurious

Inter font, this font has a diverse family that is suitable for bodytext because it has italic and bold variations that can be used for bodytext purposes. In addition, this font also has a clean and sleek impression so it feels neater when used in a collection of sentences in a paragraph.



Figure 5. Font Inter

Photography

The shooting techniques chosen were high angle and full body. The high angle technique was chosen because it creates an impression of vulnerability or helplessness and control over something, this refers to the title of the book, "Slaves of Fashion", besides this perspective gives a dynamic and visually interesting feel because it is not seen from the usual point of view. While the full body shooting technique was chosen because this angle can display the object of the photo as a whole from head to toe so as to provide a complete picture to the audience.



Figure 6. Pose Full Body

Color

Color is an important element in a media design. In designing this zine book, the dominant color that will be used is red. Based on the book *The Pocket Complete Color Harmony* (2020) by Tina Sutton, red is a color synonymous with strength and control that represents courage (Sutton 2022). The red color was chosen as a symbol of courage to speak out about the issue of fast fashion, which currently has a very bad impact on the environment and the suffering of the workers behind it. Red will be the dominant color and will be combined with blue, green, and yellow. The second dominant color is yellow to orange, which in this design means being alert and careful or aware of the fast fashion issue. The following is a color scheme or color palette that will be used in designing information media about fast fashion.



Figure 7. Color Palet

Technical Production

The technical production in this design starts from determining the concept of the design theme, starting from compiling the content of the main media content, determining the design style and layout, selecting models and compiling moodboards of poses and angles, collecting photographic assets, designing main media and supporting media, then the last

stage is printing the main media as well as supporting media and ensuring the printouts are appropriate. 10 Yuli Yuliani, Deni Albar

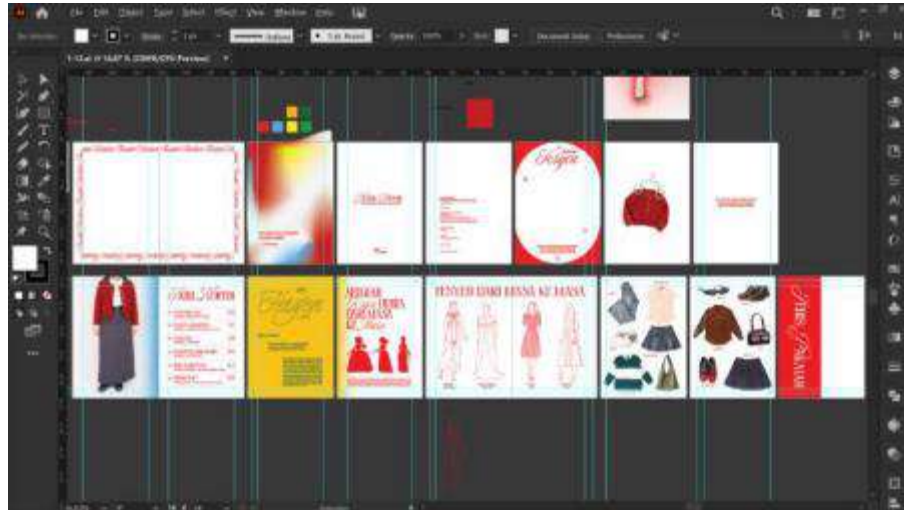


Figure 8. E-Zine Page Editing Process

Main Media

The concept of the main media has been presented in the previous chapter, but in general, the design concept used in this main media is editorial which focuses on the layout system, photography, typography, and design elements that are arranged dynamically but can convey messages well to readers. The zine book, which is the main media in this design, will discuss fashion for introduction, detailed explanations related to the fast fashion industry, types of clothing materials, tips on reworking used fabrics, and tips on mix and match clothes. The design format used is B5 with a size of 17.6 x 25 cm because it adapts the size of a magazine but in a smaller version so that it is more compact and practical to carry. The materials used in the zine book design are Tatami, Canvas Fabric, Sirio Pearl Metallic, Marcate Cottage, Kalkir, Transparency. The printing technique uses a combination of offset, UV Printing, and digital printing for some small border pages.



Figure 9. Final Result of E- Zine Box and Cover

Here is an example explanation for pages 12-13 of this zine. On this page, for the first time, a small border page appears that is used as a title as well as an ornate accent to create a different experience when 11 Yuli Yuliani, Deni Albar.

the reader sees. This divider is printed on marcate cottage paper which has a texture that creates the assumption that this paper is made differently from other pages. The content of pages 12-13 shows several types of clothes, shoes, bags and other accessories with a photography style without a background to display a minimalist atmosphere that focuses on the design object.



Figure 10. Final Results of the E-Zine Book Page

The page below shows the photography of the model with a full white background to support the contrast of the model. The design on this page is made simple but still provides enough information to the readers so that readers will feel like reading a fashion magazine. The shooting techniques chosen are high angle and full body. The high angle technique was chosen because it creates an impression of vulnerability or helplessness and control over something, this refers to the title of the book, "Slaves of Fashion", besides this perspective gives a dynamic and visually interesting feel because it is not seen from the usual point of view. While the full body shooting technique was chosen because this angle can display the object of the photo as a whole from head to toe so as to provide a complete picture to the audience.



Figure 11. Final Visual Result of the Page in the E-Zine Book

CONCLUSION AND RECOMMENDATION

This research successfully designed information media about the negative impact of fast fashion through an E-zine that aims to raise public awareness, especially generation Z, about the environmental and social issues caused by this industry. Based on data obtained from interviews, observations, literature studies, and questionnaires, this research shows that although fast fashion is popular because of its low prices and contemporary models, many people do not know the negative impacts. Therefore, it is recommended to continue education efforts through more interactive and accessible media, such as digital platforms and social media, and promote sustainable fashion as an alternative. In addition, collaboration with the fashion industry to implement eco-friendly practices is also crucial. This study opens up opportunities for further research on the effectiveness of information media in influencing consumer behavior in choosing more sustainable fashion.

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