

Analysis Of The Impact Of Zero Waste Fashion On The Environment And Business Development In The Home Industry Of Yasmin Wiwid Eco-Print Sustainable Fashion, Pesawaten District Perspective Of Islamic Business Ethics

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Abstract: Textile and industry *fashion* is one of the largest economic sectors in Indonesia, supported by increasing public interest in fashion products at home and abroad and the circulation of trends that are increasingly dynamic every year. The increasingly diverse segmentation of textile and fashion products also supports the acceleration of the economy and creative industries in Indonesia. With the development of the textile and fashion industries, the presence of waste in the manufacturing process is unavoidable. Therefore, the objectives of this research can be formulated, namely to find out the analysis of the effect of Zero Waste Fashion on the environment and business development, whether it is able to fix all existing problems, especially to minimize waste on the environment and also assist in the business development process. This research is a type of qualitative descriptive research. This research was conducted at Yasmin Wiwid's home industry *Ecoprint Sustainable Fashion* Pesawaran Regency, by collecting and studying data obtained from observations and interviews with data triangulation so as to obtain a research objective to be achieved. Based on the analysis of existing facts and data, the authors conclude that the implementation of Zero Waste Fashion is capable of having a positive impact on the environment and a positive effect on the business development process as seen from various assessment parameters and success indicators used and in accordance with the principles existing in Islamic business ethics and also some existing theoretical assumptions such as Theory of Planned Behavior, Environmental Awareness Purchase Intention Model and Biocentric Theory.

Keywords: Waste, Zero Waste Fashion, Environment, Business Development.

1. INTRODUCTION

The textile and fashion industry is one of the largest economic sectors in Indonesia, supported by the increasing public interest in domestic and foreign fashion products and trend circulation which is increasingly dynamic every year. The increasingly diverse segmentation of textile and fashion products, ranging from batik to Muslim clothing, also supports the acceleration of the economy and creative industries in Indonesia. At present fashion has become a big industry so that people can easily keep up with the times, especially women who are always enthusiastic about contemporary and fashionable styles. Social encouragement such as dressing follows trends to look attractive in society which makes women more consumptive of fashion. 65.7%

is the highest with other product lines (Indonesian Political Indicator Survey Institute, 2022).

This is proof One of the significant developments can be seen from the increasing number of domestic garment industries that are actively making fashion products for various brands with various types of products to be marketed inside and outside the country. Based on data released by the Central Statistics Agency (BPS), in the first 3 months of 2019, the clothing industry's production grew rapidly by 29.19% on an annual basis. This is comparable to the demand for clothing products which has increased by 8.77% on an annual basis which is in contrast to the final quarter of last year 2018, the textile industry fell by 1.74%. (Ministry of Industry of the Republic of Indonesia, 2019)

With the development of the textile and fashion industries, the presence of waste in the manufacturing process is something that cannot be avoided. In the first 3 months of 2019, the production of the clothing industry grew rapidly by 29.19% on an annual basis. This is comparable to the demand for clothing products which has increased by 8.77% on an annual basis which is in contrast to the final quarter of last year 2018, the textile industry fell by 1.74%. (Ministry of Industry of the Republic of Indonesia, 2019)

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With the development of the textile and fashion industries, the presence of waste in the manufacturing process is something that cannot be avoided.

In the textile and fashion industries, there are two types of waste generated, namely pre-consumption waste and post-consumption waste. Pre-consumption waste is waste that comes from the rest of the manufacturing process, for example, such as patchwork, patchwork is defined as fabric waste that comes from cutting residue or chemical dye liquid from the material coloring process. Meanwhile, pre-consumption waste is generated by consumers after the product has been used and has reduced in value and function so that it is no longer used by consumers. (Faradillah, 2017)

From this statement, there is a strong reason why the author conducted this research as a form of concern for the environment and to minimize the occurrence of environmental problems,

2. THEORETICAL BASIS

Green Economy

A green economy is a form of economics that does not only focus on matters that contain meeting the needs of the community but also considers the impact that will have on the environment. (Sugiono, 2020) Like the implications, the use of chemical-based textile dyes is diverted to the use of natural-based textile dyes which comes from plant starch fiber due to the use of existing waste or residual dyes that have a good impact on soil or the environment.

1. Theory of Planned Behavior

This theory is a theory that predicts a person's desire to do something based on attitude factors, subjective norms, and perceived control behavior (Dian et al, 2021). Theory of Planned Behavior is a theory that has the assumption that an individual can take actions or make decisions based on various reasons according to the information received directly or indirectly compared to using emotional factors (Damayanti et al, 2020).

2. EAPIM (Environmental Awareness Purchase Intention Model)

This theory is dedicated to people who have a high awareness of buying environmentally friendly products with the aim of protecting the environment from various problems that can occur anytime and anywhere. Therefore it can be understood that environmental awareness is the high level of awareness of individuals or groups about the environment that makes a person buy environmentally friendly products so that they can contribute to achieving the expected goals, namely natural preservation (Xu et al, 2018)

3. Biocentric Theory

Biocentrism Theory According to Albert Schweizer in A. Sonny Keraf's book, biocentrism ethics stems from the awareness that life is a sacred thing. This awareness encourages humans to always try to maintain life and treat life with

respect. For Albert Schweitzer, a truly moral person is one who submits to the urge to help all life, when he himself is able to help and avoid anything that endangers life (Nusa, 2021)

Zero Waste Fashion

Zero Waste is a holistic approach that considers the entire life cycle of a product from resource extraction to final disposal. Natural resources such as gas, coal, oil, and minerals are mined in the extraction phase. (Oktiasari, 2018) According to Maurilla Imron in her article entitled Zero Waste Indonesia, defining Zero Waste is a philosophy that is used as a lifestyle to encourage us to be wise in consuming and maximizing the life cycle of resources so that products can be reused. In his article, he conveys the true meaning of Zero Waste, namely everything that starts with Refuse, Reduce, and Reuse. (Maurilla Imron, 2022).

Some of the goals to be achieved by implementing Zero Waste Fashion are:

- 1) Creating fashion products that can be an alternative solution to the problem of fashion waste that pollutes the environment.
- 2) Changing the norms of the fashion industry by changing the mindset in creating to create fashion design products without waste.
- 3) Making consumers more sensitive in choosing clothing products that are in accordance with the concept of sustainable fashion

Creating awareness for the community about the negative impacts of fashion industry waste, so that in the future the community will become more sensitive to participate in protecting the environment. (Fitinline, 2021)

Environment

Based on information quoted from the Buleleng Regency Environmental Service, it is explained that the characteristics of a healthy and

clean environment are as follows:

- 1) The air is clean, fresh, and feels cool. As well as not having an odor that can interfere with the respiratory system of humans or residents;
- 2) There is a trash can and the condition is clean. With a trash can, trash is not scattered. Thus, it does not cause unpleasant odors or can contaminate the surrounding soil conditions;
- 3) There are clean and smooth water channels. The water in the drains will flow smoothly. This is because it is not clogged with garbage;
- 4) There are various green plants that are maintained and neatly arranged. With a plant, the air will be cleaner, and apart from that it can make the home environment look more beautiful. (Buleleng Regency Environmental Service, 2020)

Viewed based on an ethical principle of selecting goods and services produced which refers to the basic principles of ethics of production activities in Islam related to *maqâ'id al-syarî'ah*, there are at least two principles that must be considered by Muslim producers as an ethical basis in choosing or using the goods and services produced, including:

1. Producing in a halal circle

Ethical principles in production must be applied and carried out by every Muslim producer, both individually and in groups, namely holding on to everything that is lawful by Allah SWT. And not exceeding the limit. (Rivai, 2012)

Meanwhile, as a Muslim producer, it is obligatory to avoid production practices that contain elements of haram or *riba*, black market, and speculation as the word of Allah SWT in Al-Qur'an sura al-Maidah verse 90 that Allah prohibiting intoxicating drinks or *khamar*, gambling or *ghharar*, usury and drawing fortunes with arrows or speculation because all of these are satanic acts. (Lukman Hakim, 2012)

2. Protection of Natural Assets

The most important ethic is protecting natural resources because it is a gift from Allah SWT. To His servant. Every servant is obliged by law to be grateful and one way to be grateful for favors is to protect natural resources from pollution, destruction, or damage. In relation to ethics in choosing goods and services to produce, it should be done without destroying the environment or nature.

Damage to the environment or nature consists of two forms, namely material damage and spiritual damage. Material forms such as human illness, polluted nature or the environment, the destruction of living things, and others. While the spiritual form is the spread of tyranny, the spread of evil, and the strength of crime. (Idri, 2015)

Therefore, production the perspective of Islamic business ethics must pay attention to sustainable development. Islamic teachings provide a strong warning against human behavior that likes to cause damage and destruction, including damage to the environment, only to pursue satisfaction and profit in his business. As the word of Allah SWT. In the Al-Qur'an Surah Al-Rum verse 41, *"It has been seen that damage on land and at sea is caused by the actions of human hands so that Allah will feel for them some of the (results of) their actions so that they return (to the right path)"*

Business Development

The business development feasibility study will analyze business development related to the application of the Zero Waste Fashion production concept, which can be viewed from the parameters of the application of ethics in business, these parameters include aspects of marketing, HR management and law, social economy, environment, and financial aspects. (Revelation of Mijil Sampurno, 2016)

According to Rafik IssaBeekunquoted by Lili Latifah Puspitasari in the El-Muhasaba journal

entitled Islamic Business Ethics: Theory and Application in Manufacturing Companies explaining that the basic principles of Islamic ethics and their practice in doing business are six axioms absorbed from Islamic ethical philosophy, namely monotheism, justice, freedom, Accountability and Benefit. (Puspitasari, 2016)

3. RESEARCH METHODOLOGY

This research was conducted to see the impact caused by the use of the Zero Waste Fashion production technique in one of the home clothing industries in Pesawaran Regency, namely Yasmin Wiwid Ecoprint Sustainable Fashion, on the environment and business development studied based on the perspective of Islamic Business Ethics. The analysis in this study is qualitative in nature and is described in narrative or descriptive form. sources of data used and needed were obtained from observations, interviews, and also various references obtained from journals, websites, news, and so on. In this study, the data management method used was data checking while for the analysis flow the author used three methods, namely data reduction, data presentation or display, and drawing conclusions or verification.

4. RESULTS AND DISCUSSION

The Impact of Zero Waste Fashion On The Environment

Based on the measuring tool for healthy environmental conditions, researchers used the theory explained by the Pesawaran Regency Environmental Service in the form of healthy environmental characteristics in an area or location that must contain several things that are determined, namely clean, fresh, and cool air. As well as not having an odor that can interfere with the respiratory system of humans or residents; Have or there is a trash can and the condition is clean. With a trash can, trash is not scattered. Thus, it does not

cause unpleasant odors or can contaminate the surrounding soil conditions; There are clean and smooth water channels. The water in the drains will flow smoothly. This is because it is not clogged with garbage; There are various green plants that are maintained and neatly arranged. With the presence of a plant, the air will become cleaner, and apart from that it can make the home environment look more beautiful.

From what has been broadcast, the following analysis related to environmental health measurement tools can be explained based on interviews that have been conducted by researchers with the community around the production site of Yasmin Wiwid and everything that is used as a measuring point for the condition of the surrounding environment has all been fulfilled but improvements still need to be made so that environmental preservation by Zero Waste Fashion production techniques run optimally.

The Impact of Zero Waste Fashion On The Environment Perspective of Islamic Business Ethics

Zero Waste Fashion itself is a production technique used by Yasmin Wiwid Ecoprint Sustainable Fashion in Pesawaran Regency, which aims to care for the surrounding environment. Islamic business ethics is a pillar in Sharia-based businesses, Islamic business ethics is a moral that should be carried out in running a business, business ethics based on Islamic principles are believed to have a positive impact on the environment because business in accordance with Sharia will reduce the risk of worry and gain expected goals.

From all aspects that are analyzed related to the impact on the environment, this home industry has fully carried out business in accordance with Islamic business ethics recommended by Allah SWT. To Muslim entrepreneurs.

And if it is related to a principle that must be considered by Muslim producers as an ethical

foundation in choosing or using the goods and services produced, namely processing in a halal circle and carrying out protection with natural resources, this home industry has carried out both of these very well which can be evidenced from the results of the analysis obtained by the researcher, namely the analysis of the application of Zero Waste Fashion production techniques is able to support both of these things.

Related to the main principles of Islamic business ethics, namely Unity, Justice, Freedom, Responsibility, and the benefits of this home industry, it has also fulfilled all the principles and with the principles that really must be considered and fulfilled, namely the Principles of Responsibility and Benefit.

The Impact of Zero Waste Fashion On The Environment Based on Biocentrism Theory

‘The theory of Biocentrism is a theory coined by Albert Schweizer in A. Sonny Keraf’s book, biocentrism ethics stems from the awareness that life is a sacred thing. This awareness encourages humans to always try to maintain life and treat life with respect. For Albert Schweitzer, a truly moral person is one who submits to the urge to help all life, when he himself is able to help and avoid anything that harms life.

After finding a theory that focuses on an awareness that encourages people to always try to maintain life and help and avoid anything that can endanger life, the Yasmin Wiwid Ecoprint Sustainable Fashion Pesawaran Regency home industry produces and runs its business in accordance with biocentrism ethics, which is proven by the analyzes that have been carried out by the researchers explaining that this home industry participates in maintaining natural resources, namely by conserving them and avoiding all things that cause problems that can certainly endanger life, such as minimizing the production of industrial waste that can affect health. environment and also the health conditions of the surrounding community, therefore this home industry applies Zero Waste Fashion production techniques.

The Impact of Zero Waste Fashion on Business Development

To see whether the Zero Waste Fashion production technique used by this home industry has a good impact on business development and can be used as an indicator of successful business development, researchers have prepared measurement parameters consisting of several aspects, these aspects include marketing aspects, technical aspects, management aspects and legal, social and economic aspects, environmental aspects and financial aspects.

These measurement parameters were found by reviewing literature studies on previous research conducted by Wahyu Mijil Sampurno in his research entitled "Implementation of Islamic Business Ethics and Their Impact on Home Industry Business Progress." In his research, these six aspects were used as a measuring tool for analyzing the progress of a company's business.

The Impact of Zero Waste Fashion on Business Development Perspective of Islamic Business Ethics

Yasmin Wiwid Ecoprint Sustainable Fashion is a business sector that operates in the convection sector in Pesawaran Regency. In running a business, it is necessary to understand what is principle of business ethics that can be used to develop its business which is also supported by the application of Zero Waste Fashion production techniques.

In a journal entitled "Islamic Business Ethics: Concept and Implementation in Small Business Actors", written by Fitri Amalia argued that "There are principles that must be carried out by a Muslim in running a business according to sharia, namely mutual pleasure, not manipulating, safe, does not have speculation, does not carry out monopolies, does not contain usury and is lawful" (Fitri Amalia, 2014)

So from that it can be concluded that in running a Sharia-based business, business owners

must understand how the principles of Islamic business ethics are appropriate so that the business they manage can develop. The business he is engaged in must also be free from various kinds of business activities that are prohibited by religion, one of which is that there is an element of usury. Building a business with a healthy business environment in terms of the formulation of ethics is used as a norm before the business is carried out. The business world in general goes through several stages of applying habits from an understanding of the values of the principles that become the strength of a business by emphasizing the values of honesty, responsibility, discipline, and running a business without discrimination.

5. CONCLUSION

The results of research on the impact caused by applying the Zero Waste Fashion production technique to the environment are based on the perspective of Islamic business ethics, namely having a good impact on the environment and there is compatibility with the objectives of implementing the production technique, which is to minimize the production of industrial waste to a minimum so as not to damage and disturb the ecosystem. the environment contained in the home industry area both in terms of air aspects, the availability of landfills, water, and waterways as well as greening.

From all aspects that are used as indicators for environmental health assessments, everything has been well achieved and it can be said that this home industry does not support the production of industrial waste from all operational matters that have been carried out, especially for the Pesawaran Regency area. And also everything that is claimed by the owner of this home industry is in accordance with the theory used, namely the Theory of Biocentrism, the Theory of Planned Behavior, and EAPIM (Environmental Awareness Purchase Intention Model). When linked in the perspective of Islamic business ethics, this home industry has also been processed in a circle that is lawful and carries out the protection of natural wealth in accordance with the advice of Allah SWT.

The results of research on the impact arising from the application of Zero Waste Fashion production techniques on business development are based on the perspective of Islamic business ethics. Based on the analysis that has been carried out that the application of this production technique can have a good impact on the development of the home industry business, this is evidenced by the achievement of all aspects used in assessing the feasibility of business development, namely marketing, technical, human resource management, and legal, economic aspects, social and financial. And has also fulfilled the axioms of the application of Islamic business ethics, namely the principles of monotheism, responsibility, free will, and Ihsan which are fully implemented properly so that business development can be achieved.

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