

ABSTRAK

Hadirnya fashion dalam kehidupan masyarakat, membawa banyak orang berkreasi dengan menggunakan pakaian. Pakaian menjadi salah satu identitas menampilkan kepribadian masing-masing pribadi. Dengan memadukan pakaian satu dengan pakaian lainnya. Pakaian yang bermerk maupun tidak bermerk. Namun, melihat pakaian bermerk, tentu banyak orang berfikir membutuhkan banyak uang untuk membeli pakaian agar terlihat modis. Namun, siapa sangka bahwa *thrifting* hadir ditengah-tengah masyarakat yang membutuhkan pakaian bermerk namun harga miring. Dampaknya, beberapa orang berbondong-bondong beralih ke pakaian bekas untuk memenuhi kebutuhan sandangnya. Tujuan dari penelitian sendiri mengetahui lebih dalam bagaimanakah perilaku konsumen pembelian pakaian bekas di Yogyakarta. Dengan pengumpulan data melalui wawancara mendalam bersama narasumber. Hasil penelitian ini akan menunjukkan bagaimanakah perilaku konsumen pembelian pakaian bekas di Yogyakarta dengan melihat peminat *thrifting* juga begitu banyak di Yogyakarta.

Kata Kunci: Fashion, *Thrifting*, Perilaku Konsumen

ABSTRACT

The presence of fashion in people's lives, brings many people to be creative by using clothes. Clothing is one of the identities that displays the personality of each individual. By mixing and matching clothes with other clothes. Branded and unbranded clothing. However, seeing branded clothes, of course many people think it takes a lot of money to buy clothes to look fashionable. However, who would have thought that thrifting is present in the midst of people who need branded clothes but at low prices. As a result, some people are turning to used clothes in droves to meet their clothing needs. The purpose of the research itself is to find out more about how the behavior of consumers buying used clothes in Yogyakarta is. By collecting data through in-depth interviews with resource persons. The results of this study will show how the behavior of consumers buying used clothes in Yogyakarta by seeing that there are so many thrifting enthusiasts in Yogyakarta.

Keywords: Fashion, Thrifting, Consumer Behavior