

Analysis of the benchmark factors of Sejauh Mata Memandang's Sustainability Practice

Ingrid Tedjakumala¹, Putri Aprina², Liony Carolin³

Sekolah Tinggi Desain Lasalle, Jakarta, Indonesia

Email: Ingrid.Tedjakumala@lasallecollege.ac.id, Putri.Aprina@lasallecollege.ac.id,
lionycarolin@gmail.com

ABSTRACT

Waste has become the part of fashion industry which has happened in the entire chain process, starting from the beginning until the end of disposal. The awareness of building a brand which is eco-friendly has been highly needed. Hence from the problem mentioned, this research has a purpose to see the sustainability practice which has been applied on Sejauh Mata Memandang brand.

This research uses the qualitative approach which aims to explore and know the benchmark and perception of the sustainability practice on Sejauh Mata Memandang, with the data obtained and collected through the interview process with Sejauh Mata Memandang and the expert on the sustainability practice. Based on the interview result, it can be concluded that Sejauh Mata Memandang is still in the process of learning and trying to be more responsible in operating the sustainability practice.

Keywords: Benchmark, Sustainability, Sejauh Mata Memandang

PRELIMINARY

The sustainability practice which is applied by one of the local brands from Indonesia, Sejauh Mata Memandang has become the spotlight. Sejauh Mata Memandang is inspired from the little things which make us love Indonesia. They are working together with the local craftswomen who are talented to make the fabric designs for the company.

Sejauh Mata Memandang has been doing a lot of sustainability practice by creating an event that attracts its surroundings. One of which, Bumi Rumah Kita which was located at Senayan City mall, in 2021. The program was considered successful since it educated and invited the citizens to care more to the environment. (Rossa, 2021).

This sustainability concept has emerged as the response of the complications that are caused by the industrialization and become more prominent since the emerge of fast fashion that has become the dominant culture in fashion industry. This fast fashion phenomenon has pushed the over production and consumption

of fashion product where the fashion companies produce more products with the cheap price to encourage consumers to buy more than they actually need, which finally bring to the low social standard and environment along with the fashion dissipation. (Henninger et al., 2016; Pookulangara et al., 2013).

Regardless the positive initiative, more fashion companies use the sustainability concept to gain more sales and deceive the audience and their consumers with the green credential which is misleading (Pookulangara, 2013). The mushrooming green market makes the consumers, capital market, products, services, and companies become more thriving. Along with the increase of green market, followed by the greenwashing phenomenon (Majláth, 2017). This phenomenon is defined as “the intersection of two behaviors’ company: the bad environmental performance and the positive communication about the environmental performance” (Delmas dan Burbano, 2011).

THEORETICAL REVIEW AND CONCEPTUAL FRAMEWORK

The Sustainable Fashion

In Indonesia, there have been many designers who apply the concept of sustainable fashion. One of the examples is zero ways pattern, which can decrease a little bit of material disposal. Such as the material that was supposed to be cut, was created with the simpler and not needed to have the cutting process. The current obstacle is making the consumers aware with the concept of sustainable fashion. However, according to Ali Charisma, the necessary knowledge which is what is needed by the Indonesian consumers so they are able to apply the concept of sustainable living. (Yulita 2019).

After the pandemic, the sustainable fashion has become the most effective solution in Indonesia. Fashion needs is not the priority anymore, however the needs to look different remains. The citizens’ affordability for this fashion sustainability is quite decent. It is because the products that go to the markets have a reasonable price to buy.

The indicator of Sustainable fashion.

Consumers demand the social and environmental responsibility from the fashion companies to feel better in terms of the fashion products they wear. However, the producers and consumers’ understanding especially in the developing countries related to the fundamental principles of sustainability has been limited, furthermore, with a lot of ambiguity and controversy in fashion industry that emerge suspicions and negative responses from the consumers to the sustainable fashion. To overcome the confusion, the mode of sustainability matrix has been developed by Henninger to show the company’s priority level on individual mode in applying the sustainability and slow concept that is supported by the evidence providers by the company itself and the third-party organization. (Henninger, Alevizou, and Oates, 2016).

The matrix has summarized 21 attributes : (1) Thinking forward; (2) Innovation; (3) The sustainability design; (4) Ethical sources; (5) Meaningful; (6) Local production; (7) Production technique (recycling, upcycling, tradition technique); (8) Multipurpose; (9) Promoting the fair trade; (10) Transparency/traceability; (11) Checking for hazardous substances; (12) Long term focus; (13) Environmental standard; (14) Human right/work condition; (15) Support/citizens' integrity; (16) Financially feasible; (17) Eco-friendly material; (18) Renewable sources; (19) Limited transportation; (20) Fashion with conscience; (21) Heritage (Henninger, Alevizou, dan Oates, 2016).

Meanwhile the products' approach for the sustainability becomes 4 principals that can be done which are: (1) To use the materials that minimalize the negative effects to the environment. (2) To do the ethical production process. (3) To pay attention to the products' usage and maintenance. (4) To lengthen the products' life cycle. (Fletcher, 2008).

Sejauh Mata Memandang

Sejauh Mata Memandang has been established since the end of 2014 by Chitra Subyakto and Arya Dipa, a textile label that is inspired by the natural resources and Indonesia culture. Sejauh Mata Memandang collaborates with the artists and craftsmen in various angels of Indonesia such as Jawa, Bali, and Sumba (Yuniar, 2019).

Chitra Subyaksto as one of the founders from Sejauh Mata Memandang brand, has made all of her collections by applying the sustainability fashion. Protecting the earth through material selection that is used to her fashion collection. Sejauh Mata Memandang also prioritizes the well-being of the craftsmen, until the matter of reducing the waste. To achieve them, Sejauh Mata Memandang uses Tencel, which is the alternative clothing fiber that is based on cellulose which is easily unraveled. (Ratih, 2020).

THE RESEARCH METHODOLOGY

This research uses the phenomenon approach that attempts to reveal, study and understand a phenomenon along with the context that is typical and unique which is experienced by the individual up to the level of "faith" of that individual concerned. (Herdiansyah, 2012).

The data sources that are obtained for this research is based on the semi-structure interview with Sejauh Mata Memandang representations, and the sustainability practitioners.

The questions given, divided by the fundamental components from the General knowledge, Perception, and benchmark. Meanwhile the benchmark itself is divided into the product design component, Production technique, and human rights.

THE RESEARCH RESULT

Sejauh Mata Memandang is one of Indonesian brands that produces clothes and household appliances using the traditional techniques as a main technique in production method. With the eco-friendly materials that is applied using the technique of traditional written batik and stamped batik with the authentic motive of Indonesia, Sejauh Mata Memandang can be stated as one of the inventors that creates and applies the circular practice in production techniques to its products.

Eco-friendly production technique and thinking forward.

The application of circular practice is one of thinking forward examples, which starts from the beginning of the design up to the disposal technique (Henninger, Alevizou, dan Oates, 2016). How the sustainability from the products produced, since Sejauh Mata Memandang does not only think the result of the products but also the whole process production, economy feasibility, the technology development, the well-beings of the works, the empowerment of the citizens surroundings, the concerns of the effects from the products produced, and until the disposal of the products.

One of the solutions from the sustainable fashion is to apply the circular fashion. Hence, to recycle the existence materials and make it into something new such as the new cloth (Elle, 2020). It is the same as what Sejauh Mata Memandang has applied which is to recycle and think forward regarding their products.

Even though Sejauh Mata Memandang is still in the learning process, finding out the right technology for their production process, Sejauh Mata Memandang is working together in the process making of the collections which use textile from the convection disposal that have been renewed by Pable Indonesia. The process in progress has become the threads in Gresik, Jawa Timur, using the eco-friendly technology. Then they are woven to be fabric in Pandaan, East Java with the involvement of the village community as a part of the community empowerment.

Sejauh Mata Memandang has been managing to minimize and use the eco-friendly materials (Handayani, et al., 2020; Henninger, Alevizou, dan Oates, 2016; Fletcher, 2008) and the natural dyes in its production process. The line material of Sejauh Mata Memandang ranging from cotton, linen, and Tencel, however Sejauh Mata Memandang also uses the renewable textile that is made from pre-consumption disposal that is proceeded to be the new material to push towards circularity and to protect ancient woodland that is endangered. Although the resource person says that Sejauh Mata Memandang uses the cotton which still

needs water for its process, at least Sejauh Mata Memandang always gives the progress information through social media regarding the renewable process or production.

Product design and Human rights

Sejauh Mata Memandang's designs are inspired from the richness of Indonesia culture, foods, nature and many others that have been modernized. Hence, they can be mentioned as one of the earthiest designs, which prioritize in choosing the design about culture and nature.

From the design part, Sejauh Mata Memandang does not only think the concepts and design motives, but also think about the sustainability of the design concept (Henninger, et al., 2016) which means that Sejauh mata Memandang pays attention to all of the design aspects from the planning, execution, material selection, until the application which has a purpose of reducing the negative effects of disposal products from the beginning of the production process until the final result. Therefore, the products can minimize the waste and have the sustainability concept.

In addition to the eco-friendly reasoning, Sejauh Mata Memandang also thinks about the workers, the craftsmen that are working under their company, along with the surroundings citizens. Sejauh Mata Memandang have been working with the craftsmen from Java, Bali, and Sumba that can be said empowering together with them. Hence, Sejauh Mata Memandang gives the additional knowledge or educates to give them possibility of having more income.

Transparency

The transparency process is very important on the sustainability practice. Even though the expert opinion says that there is no product that is 100 % eco-friendly, Sejauh Mata Memandang strongly applies the transparency on its business practice.

In one of the programs created, Sejauh Mata Memandang even shows the process from the beginning until the end through its social media.

Transparency is the commitment that has to be truly practiced by Sejauh Mata Memandang and it is not only a sweet marketing promotion and temporary tendency with the purpose of attracting more buyers but it is also to spread over its mission and vision as the most important messages. The transparency brand, indirectly draw attention to many people that will lead to have more profit to the brand itself. Hence, transparency becomes the powerful branding for the company.

CONCLUSION

In its business practice, Sejahu Mata Memandang has been applying the sustainable design not only from the design concept side but also the proper principal of economy, social and environmental sustainability. It is same as before that Sejahu Mata Memandang releases its products, they have paid attention to all design aspects from the beginning to the end of the result. Therefore, at the end it will affect to the environment, the workers and society. Even though from Sejahu Mata Memandang itself has stated that they have not been sustainable yet, and still far from perfect since Sejahu Mata Memandang is still in the learning process but they are trying their best to be responsible.

Sejahu Mata Memandang and the commitment to apply the sustainability practice which is transparent and consistent, and not only just leads to the greenwashing.

DAFTAR PUSTAKA

- Amri, N. F., 2015. Keberlanjutan dan Praktik Bisnis Berkelanjutan. [online] e-akuntansi.com. Available at: <<https://www.e-akuntansi.com/keberlanjutan-danpraktik-bisnis-berkelanjutan/>> [Diakses 13 Desember 2021]
- Bella, 2020. Penerapan Strategi Berkelanjutan Perusahaan di Indonesia – sooca design. [online] soocadesign.com. Available at: <<https://www.soocadesign.com/blog/strategi-berkelanjutan-perusahaan-di-indonesia/>> [Diakses 23 Juli 2021]
- Berrone, P., 2016. Green lies: how greenwashing can destroy a company (and how to green without the wash). Createspace Independent Publishing Platform
- Conca, J., 2015. Making Climate Change Fashionable – The Garment Industry Takes On Global Warming – Forbes. [online] forbes.com. Available at:
- Delmas, M., Burbano, V., 2011 The drivers of greenwashing. Calif Manag Rev 54(1):64–87 <http://doi.org/10.1525/cmr.2011.54.1.64>
- Elle Indonesia, 2020. Perkembangan Mode Berkelanjutan Di Indonesia – Elle. [online] elle.co.id. Available at: <<https://elle.co.id/fashion/perkembangan-mode-berkelanjutan-di-indonesia/>> [Diakses 23 Juli 2021]
- Fletcher, K. 2008. Sustainable Fashion and Textiles. UK: Earthscan Publication
- Henninger CE, Alevizou PJ, Oates CJ. What is sustainable fashion?, Journal of Fashion Marketing and Management: An International Journal. 2016; Vol. 20 Issue: 4, pp.400-416. Available from: <https://dx.doi.org/10.1108/JFMM-07-2015-0052>
- Joergens, C., 2006. Ethical Fashion: Myth or Future Trend? Journal of Fashion Marketing and Management, 10(3): 360-371. doi:10.1108/13612020610679321
- Johnston, A., 2012. The First Steps towards Considerate design incorporating Cradle to Cradle principles. London College of Fashion. London.
- Jung, S. & Jin, B., 2014. A Theoretical Investigation of Slow Fashion: Sustainable Future of the Apparel Industry. International Journal of Consumer Studies, 38(5): 510-519. Doi: 10.1111/ijcs.12127.
- Laufer, W. S., 2003. Social Accountability and Corporate Greenwashing. Journal of Business Ethics, 43(3), 253–261.
- Lundblad, L., & Davies, I. A., 2016. The values and motivations behind sustainable fashion consumption. Journal of Consumer Behaviour, 15, 149–162. <https://doi.org/10.1002/cb>

Majláth, M., 2017. The effect of greenwashing information on ad evaluation. <https://doi.org/10.14207/ejsd.2017.v6n3p92>

Nurjihanti, F., 2021. Limbah Tekstil – Kompasiana. [online] Kompasiana.com. Available at: <<https://www.kompasiana.com/fadhilahjihjan/603464f6d541df6b7a0737a2/limbah-tekstil>> [Diakses 14 Juli 2021]

Pookulangara S, Shephard A. Slow fashion movement: Understanding consumer perceptions. An exploratory study, *Journal of Retailing and Consumer Services*. 2013; Vol. 20 Issue: 2, pp.200-206. <https://doi.org/10.1016/j.jretconser.2012.12.002>

Pratiwi, I. E., 2021. Setahun Pandemi, Sustainable Fashion Jadi Solusi Paling Efektif – Kompas.com. [online] Kompas.com. Available at: <<https://www.kompas.com/tren/read/2021/03/02/134053665/setahun-pandemi-sustainable-fashion-jadi-solusi-paling-efektif?page=all>> [Diakses 23 Juli 2021]

Rossa, V., 2021. Peduli Sampah Tekstil, Sejauh Mata Memandang Gelar Pameran Bumi Rumah Kita – Suara.com. [online] Suara.com. Available at: <<https://www.suara.com/lifestyle/2021/05/08/221450/peduli-sampah-tekstil-sejauh-mata-memandang-gelar-pameran-bumi-rumah-kita>> [Diakses 10 Oktober 2021]

Tham, M., 2008. Lucky People Forecast: a systemic futures perspective on fashion and sustainability. <http://www.diva-portal.org/smash/record.jsf?pid=diva2:791050>

Yulita, R., 2019. Sustainable Fashion Diharap Penuhi Pasar Mode Indonesia di Masa Depan – Okelifestyle. [online] lifestyle.okezone.com. Available at: <<https://lifestyle.okezone.com/read/2019/04/22/194/2046676/sustainable-fashiondiharap-penuhi-pasar-mode-indonesia-di-masa-depan>> [Diakses 23 Juli 2021]

Yuniar, N., 2019. Sejauh Mata Memandang Luncurkan Koleksi “Daur” di JFW 2020 – Antaranews.com. [online] Antaranews.com. Available at: <<https://www.antaranews.com/berita/1129208/sejauh-mata-memandang-luncurkan-koleksi-daur-di-jfw-2020>> [Diakses 23 Juli 2021]

Zhang L., Li D., Cao C., Huang S., 2018. The influence of greenwashing perception on green purchasing intentions: the mediating role of green word-of-mouth and moderating role of green concern. <https://doi.org/10.1016/j.jclepro.2018.03.201>