



Pt Amati Karya Indonesia's Efforts in Realized Green Economy in Indonesia Through the Sustainable Fashion Business Program

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Abstract. Currently, the fashion industry shows massive development in Indonesia. The massive development of the fashion industry is supported by fashion trends that are constantly changing and dynamic, creating a fast fashion phenomenon that has a negative impact, namely the environmental crisis. The urgency of this environmental crisis triggers responses and participation from various parties, not only the government but also the private sector, civil society, and environmental-based training institutions, especially PT Amati Karya Indonesia. This study aims to analyze PT Amati Karya Indonesia's efforts in realizing a green economy in Indonesia through a sustainable fashion business program in responding to the urgent challenge of the environmental crisis caused by the fast fashion industry. Through descriptive qualitative methods, the results of the study explain that Amati Indonesia has succeeded in packaging learning modules and providing training to the younger generation in building sustainable businesses in the fashion sector by applying green economy principles including increasing sustainable and circular consumption and production practices in the economic sector, collaborating with local communities and MSMEs in the social sector, and prioritizing low-carbon and minimal-waste business processes in the environmental sector.

Keywords: Fast Fashion, Green Economy, Sustainable Fashion Business

INTRODUCTION

Fashion is an industry currently experiencing rapid growth in several countries because of globalization. Currently, the Indonesian fashion industry is growing rapidly, creating an ecosystem that has a positive impact on the growth of the creative economy. In Indonesia, the fashion industry was one of the industries that experienced the largest growth in the first quarter of 2019, with a growth rate of 19.86%, up from 6.96% in the first quarter of 2018. (VIBIZMEDIA.COM, nd), and is estimated to grow an average of around 5-7% per year due to several factors, one of which is the development of fashion trends among millennials and Gen Z. However, the massive development of fashion trends today has created a fast fashion phenomenon that carries the concept of ready to wear. This concept offers a fashion consumption pattern at a cheaper price and is easily available. This has also given rise to many fashion companies that produce and sell in large quantities to a public obsessed with the latest trends that continue to emerge (Ramadan, 2024). This phenomenon ultimately gives rise to a vital problem, namely environmental pollution.

The National Development Planning Agency (Bappenas) revealed that Indonesia has generated 2.3 million tons of textile waste, equivalent to 12% of household waste. This figure is predicted to increase by 70% if no action is taken, exacerbating climate change and potentially increasing greenhouse gas emissions. The urgency of the dangers of environmental pollution and climate change has ultimately become a serious global concern, manifested in global action in the form of the Sustainable Development Goals (SDGs) promoted by the United Nations.

The Indonesian government has targeted a 29% reduction in greenhouse gas emissions as stated in its Nationally Determined Contribution (NDC) following the ratification of the Paris Agreement as a form of full commitment to the realization of the SDGs by 2030 (3). In the economic development sector, sustainable development navigates a more environmentally friendly economic development direction. This concept is then referred to as the green economy. According to Firmansyah (2022), a green economy is economic development that prioritizes environmental sustainability, providing both short-term and long-term benefits (sustainability, reducing inequality for current and future generations).

PT Amati Karya Indonesia is a non-state actor that plays a crucial role in promoting the urgency of future environmental and social crisis risks through sustainable development-based learning for the younger generation. Sustainable fashion business is one of Amati Indonesia's flagship learning programs. This program allows participants to receive practical training in building a fashion business using three green economy principles. Overall, PT Amati Indonesia has made significant efforts in responding to the

phenomenon of climate change in Indonesia through market-driven initiatives that prioritize positive environmental and social impacts in the future.

METHODS

This research uses a qualitative-descriptive method. Qualitative-descriptive research methods are used to describe or explain facts or realities in an event, thus producing research based on existing facts. In analyzing and elaborating the data and facts in this research title, the author uses the concept of a green economy, that consist of three main principles. These include increasing sustainable and circular consumption and production practices in the economic sector, collaborating with local communities and MSMEs in the social sector, and prioritizing low-carbon and minimal-waste business processes in the environmental sector.

RESULTS AND DISCUSSION

A. Green Economy as the Main Instrument in Realizing the Sustainable Development Goals (SDGs)

Sustainable development has become a crucial aspect of the global landscape for the future of humanity and the planet. Hart and Milstein define sustainable development as development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs. This concept emphasizes a balance between economic growth, social justice, and environmental protection (4). Sustainable development is not only a response to the global environmental crisis but also to the economic and social inequality that continues to increase every year.

Green economy introduces a development model that prioritizes sustainable economic growth while still paying attention to environmental sustainability and social welfare (5). The success of the green economy as a primary instrument for realizing sustainable development has, in turn, led Indonesia to achieve the SDGs targets. This is evident in Indonesia's Green Economy Index, which reached 59.17 in 2020, with the economic pillar ranking highest.

B. PT Amati Karya Indonesia's Efforts to Realize a Green Economy Through the Sustainable Fashion Business Program

In an effort to realize a green economy, PT Amati Karya Indonesia, as a social entrepreneurship body, offers a sustainable development-based learning model aimed at young people and students in Indonesia. Amati Indonesia provides a variety of excellent programs for students to choose from, one of which is Sustainable Fashion Business and committed to implementing the important principles of the green economy. Harrison (2015) stated that there are three main principles of the green economy :

1. Economy

In general, economic activity is closely linked to consumption-production patterns. Targeting economic growth and sustainable development means recognizing the importance of negative impacts on the environment through efforts to transform production and consumption methods into sustainable ones (Sustainable Consumption and Production), such as efficient management of shared natural resources (6). The outcome of sustainable production and consumption activities is the creation of a circular economy (UNEP, nd). The circular economy is the answer to the "flaws" of the conventional/linear economy, which has been the economic development model used worldwide.



Figure 1. Circular Economy Pattern Source: Waste4Change

Based on the circular economic pattern in the image above, Amati Indonesia strives to package learning materials and provide business training in the field of sustainable fashion to students or business actors through the following methods:

- a. Raw Materil**, these are the basic ingredients used in the manufacture of fashion products. At this stage, Amati Indonesia encourages students and entrepreneurs to use as few resources as possible, have a high proportion of renewable resources, and minimize environmental damage.
- b. Sustainable Design**, design means planning, planning the creation of an object, sketching, or determining the materials to be used. In the context of sustainable design, the materials used are expected to be made from natural fibers and be recyclable.
- c. Production or Remanufacturing** , sustainable production means the process of producing goods and services that do not pollute the environment, conserve resources, and are safe for humans.
- d. Consumption**, sustainable consumption means a consumption pattern that uses natural resources wisely and responsibly to meet the needs of current and future generations (8).
- e. Repair/reuse and residual waste**, it means goods that have been used for a long time will be repaired or reused and their function maximized.

2. Social

In principle, a green economy encourages social inclusivity as a manifestation of societal well-being. Social inclusion essentially refers to a state within an environment that invites participation and includes everyone without exception, so they feel safe and comfortable in exercising their rights and obligations (9). In the context of a green economy, economic activity is projected to have a positive impact not only on environmental conservation but also on social welfare. Through this principle, Amati Indonesia strives to instill humanistic values in students, from the initial development of a business idea to its implementation. The application of this principle in the social sector can include creating green jobs for MSMEs and empowering local communities to support business operations.

3. Environment

The phenomenon of economic development that is solely oriented towards GDP growth and industrial development often ignores the negative impacts of these activities, such as the exploitation of natural resources, the large amount of waste in the surrounding environment, and increased greenhouse gas emissions. According to the Energy Institute, Indonesia ranked sixth as the world's largest emitter of

greenhouse gases from the energy sector in 2022. To address this problem, Amati Indonesia strives to introduce a sustainable business model in the fashion sector to students and prospective entrepreneurs in order to save the future of the planet and provide prosperity for many people.

CONCLUSIONS

Today, the fashion industry shows massive development. In Indonesia, it was recorded that the fashion industry became one of the industries experiencing the largest increase in 2019. The massive development of the fashion industry is supported by fashion trends that are constantly changing and dynamic, creating a fast fashion phenomenon that has a negative impact on the environment. Amati Indonesia (PT Amati Karya Indonesia) is present as a social entrepreneurship to answer the myriad of environmental problems that are increasing every year. This institution offers various SDGs-based learning programs, one of which is the Sustainable Fashion Business program aimed at students or business actors throughout Indonesia by applying the principles of the green economy including increasing sustainable and circular consumption and production practices in the economic sector, collaborating with local communities and MSMEs in the social sector and prioritizing low-carbon and minimal waste business processes in the environmental sector.

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