

Consumer Protection in Indonesia's Thrift Fashion Boom: Challenges, Obstacles, and Policy Implications

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Abstract

The increasing sales and high market demand for Thrift Fashion pose several risks, particularly concerning consumer safety and the sustainability of the business climate within the same market. Imported second-hand clothing may be classified as hazardous goods or products due to its free circulation without adequate quality control. This research aims to examine the challenges, obstacles, and policy implications in addressing the sales of Thrift Fashion in Indonesia. The methodology employed in this study is purely normative legal research, relying solely on secondary data sources. The findings indicate that Thrift Fashion is explicitly prohibited in Indonesia, as stated in Law Number 7 of 2014 concerning Trade, Law Number 8 of 1999 concerning Consumer Protection, and Regulation of the Minister of Trade Number 40 of 2022. The issue surrounding Thrift Fashion extends beyond the actions of consumers and business actors; it is also influenced by insufficient law enforcement to prevent the circulation of such goods. In response to this, it is essential to adopt effective solutions to address the proliferation of Thrift Fashion. One such solution is to educate consumers about the risks associated with the violation of product usage rights and to raise awareness among business actors at various levels regarding their obligation to ensure the quality of the products they sell. The government could also offer compensation or targeted subsidies to business actors engaged in the Thrift Fashion

trade, enabling them to transition to alternative businesses when their products are confiscated and destroyed.

Keywords: Consumer Protection; Business Actors; Thrift Fashion

Introduction

In the current era, the growth of the fashion sector is so rapid that fashion trends can change within one month, in which everyone has a unique and different lifestyle. This lifestyle is also an important consideration when choosing a product (Ma et al. 2024) The selected product must correspond to consumer preferences and be of high quality, and the nominal price must be based on the consumer's financial capabilities. The ability to satisfy consumer desires can influence the purchasing decision-making process (Andriani and Menuk Sri 2021).

The development of this fashion style has greatly been influenced by fashion lovers, known as fashion enthusiasts. This fashion enthusiast can be understood as a person who has an interest in fashion (Santika 2019). People's attitudes and behavior in the current era of globalization have led to an increasing tendency to buy imported used clothing because foreign brands tempt them rather than local products (Parts and Vida 2011). This is because the value of imported goods appears to be higher quality and cheaper than domestic products. Imported second-hand clothing is increasingly popular because most people, especially the younger generation and teenagers, view second-hand clothing as unique and classic fashion (Agianto et al. 2023) (Agianto et al. 2023) or you can even get vintage clothes, the new normal price of which can reach millions of rupiah (Effendi et al. 2022). In the legal context, Law Number 17 of 2006, which amended Law Number 10 of 1995 concerning Customs, Article 1 Paragraph (13), explains that import is the activity of bringing goods into the customs area. This provision is the legal basis for monitoring the entry of goods into Indonesian territory, including used clothing. The Law Number 8 of 1999 concerning Consumer Protection also provides an essential legal basis. This provision aims to ensure that goods circulating in the community are safe to use

and meet the established health standards (Iffatriansyah saga; and Weny Almoravid 2024).

Middle-class economic people think using foreign brands will improve their social status (Peshkova et al. 2016). This provides an opportunity for traders to sell used clothing from foreign brands at affordable prices. The increasing fulfillment of clothing orders means that imported second-hand clothing continues to flow into the domestic market. Therefore, the sale of second-hand clothes is increasingly isolated, and there are many second-hand clothes whose quality needs to be clarified (Asti and Griadhi 2016). According to Indonesian Central Statistics Agency, in 2022, Indonesia has imported 26.22 tonnes of used clothing and textile goods (HS code 63090000). Throughout 2022, Australia is the primary nation importing used clothes to Indonesia, with 225,941 US dollars. Australia's significant market share in supplying second-hand apparel to Indonesia is shown in this considerably higher figure, surpassing that of other countries. Japan ranks second with an import value of 24,478 US dollars. Despite its significance, the number is still considerably lower than Australia's. The United States, Singapore, and Malaysia subsequently occupied the following positions. In addition to Australia and Japan, China, Thailand, and the Netherlands are all mentioned as exporters of second-hand apparel to Indonesia, but their contribution is relatively lower. France and England, as European representatives, are included in the list of providers for Indonesia's used clothes imports, but their contribution could be more minor (Ahdi Ahdiat 2023). The trade in imported used clothing is also not in line with the national movement of proudly Made in Indonesia (GNBBI), which aims to make Indonesians love and use domestic products. So, serious effort must be made to deal with violations of the import ban on imported used clothing (Cahyaningrum 2024).

Environmental sustainability is an issue that needs serious support (Harris and Shahrullah 2024). Health threats from used clothes can create problems for consumers if they contract diseases caused by bacteria and parasites on their clothes, even though they have gone through a previous cleaning process (Rakhshanpour et al. 2021). Used clothing bought, sold, and used in Indonesia may be in poor condition and contaminated with dust. Based on clinical tests by

the Ministry of Trade experts on 25 types of used clothing, the samples were tested using the Total Plate Count test method and obtained results of at least 216,000 microbial colonies and 36,000 fungi and its colony. These microorganisms and fungi contain dangerous bacteria that can cause digestive tract disorders, itching, and infections (Arifa Filza Yaneski 2018). There are several studies that raise the issue of thrifting fashion products in Indonesia, in which despite a ban on used clothing imports intended to safeguard the domestic textile industry (Sharky 2023), Indonesia boasts a thriving second-hand clothing market. Studies like (Syahrivar et al. 2023) reveal a positive connection between enjoyment of shopping (hedonism) and the desire to buy used clothes. However, this market is largely fueled by illegally imported goods, with distributors resorting to unofficial channels like “rat ports” (Dede Prasetya 2023). Research also explores the social and cultural aspects of Indonesian thrifting. (Denny Prasetya 2023) examines it from a cultural viewpoint, while other studies analyze the practice through the lens of Islamic economic law (Fitria et al. 2022; Huda et al. 2023) Seeing the issues, a crucial lacuna exists in Indonesian legal, the burgeoning phenomenon of second-hand (Denny Prasetya 2023) products has yet to be comprehensively examined through a legal lens. This lack of analysis hinders the development of a legal framework that could address the rights and responsibilities of various stakeholders within the thriving fashion market. Therefore, we examined the relationship between consumer protection and the Thrift Fashion phenomenon in Indonesia, including its challenges, barriers, and policy implications. We realize that the scope of this study is still very limited in examining the effectiveness and interrelationship of laws and regulations governing the policy prohibiting the import of used clothing in Indonesia. Therefore, further research is needed to continue and sharpen the study on this theme.

Research Method

This research explores the legal landscape surrounding “thrift fashion products,” which is a phenomenon in Indonesia, with a viewpoint on the challenges, obstacles, and policy implications in overcoming the sale of thrift

fashion products in Indonesia. to produce findings and discussions, normative legal studies are the cornerstone of this investigation. This normative legal research carefully analyzes the existing legal framework, especially laws and regulations in Indonesia, to understand how phenomena are viewed regarding the law. Thus, the law in this study as the primary legal source is applied when examining the case study of thrift fashion products. Using normative legal studies is crucial because it ensures that this research is based on established legal principles. In this case, data collection relies heavily on sources such as relevant laws and regulations that relate to the topic under study (Ishaq 2017). For example, this research explores legal sources and previous literature to examine the legal qualifications of frugal fashion products in the Indonesian context. Thus, a comprehensive and structured data analysis of the selected normative legal study is required to achieve a high validity value of the data that has been collected (Suratman and Dillah 2013). Where this research not only used a single source, but also used multi-sources to gain a comprehensive and structured data analysis approach. This involves incorporating a variety of sources that go beyond just legal materials. The research incorporates various forms of data, including legal products such as Law Number 8 of 1999 concerning Consumer Protection (UUPK); Law Number 7 of 2014 concerning Trade; Law Number 17 of 2006 amending Law Number 10 of 1995 concerning Customs and Regulation of the Minister of Trade Number 40 of 2022 concerning Amendments to Regulation of the Minister of Trade Number 18 of 2021 concerning the prohibition of export and import of commodities. relevant literature, statistical information relating to the case study, and possibly even other forms of evidence.

Thus, this study appropriately uses a descriptive approach to analyze data sets to obtain data that can answer the formulation of questions so that normative research with this descriptive approach provides a comprehensive interpretation of legal sources and various other sources as a step to achieving research validity. In this case, the process has passed the data analysis step, from understanding, describing, and explaining the essentials (Irawati and Hutagalung 2023). As such, this research provides a comprehensive picture of the legal and

broader environment surrounding thrift fashion products. This multifaceted analysis allows a deeper understanding of these products' challenges to Indonesian local products and how they may influence future policy decisions. Ultimately, this research carefully examines the data collected to identify existing legal gaps and shed light on the broader phenomenon of thrift fashion products in the Indonesian market.

Results and Discussions

Challenges of the Rise of Thrift Fashion Products in Indonesia

Clothing is one of the primary needs of every individual, and it functions to cover certain parts of the body and protect body parts from hot or cold weather. However, as time passes, clothes also express the social status of the person who wears them (Purbandono Hardani 2023). The emergence of thrift fashion in Indonesia poses many issues. Although thrift shopping was originally linked to urban poor, it has since been embraced by younger generations who are largely motivated by economic considerations rather than environmental awareness (Rahmawati et al. 2022). According to Bhima Yudishtira from Institute for Development of Economic and Finance (INDEF), thrifting in Indonesia began to become popular in 2019 and has continued for the past few years. This is due to a new lifestyle change among young people who have considered thrifting activities as not taboo anymore because they can be considered an alternative to saving expenses in purchasing clothes that are still in good condition even though they are used (Hidayatullah; et al. 2021). The style has become popular as a result of its inexpensive costs and appealing designs (Sharky 2023). Nevertheless, the act of importing second-hand clothing is a subject of controversy and is subject to regulatory restrictions, which may result in penalties for those who violate them (Kusumaningrum et al. 2023; Sharky 2023). This approach has the potential to negatively impact local businesses, especially small and medium firms (Kusumaningrum et al. 2023).

Research shows (Herjanto et al. 2016) that consumption of thrift clothing products has increased every year. The market value of thrift clothing throughout the world continues to increase; this shows that the consumption of thrift clothing is in great demand among people around the world, one of which is the Indonesian people. The word 'Thrift' is taken from the word develop, which means developing and progressing. Meanwhile, the word thrifty can be interpreted as a way of using money and goods well and efficiently (Ristiani et al. 2022). On the other hand, fashion comes from English, which means way, habit, or fashion. The term fashion has existed since humans first used animal skins to cover their bodies (Lestari 2014). Understanding the importance of fashion as a means of communication can increase the user's self-confidence and differentiate themselves from others.

Thrift clothing is clothing or accessories that once belonged to someone else. These clothes may have been worn for several years but are resold because they are still suitable for use. This is greatly influenced by several factors that challenge the rise of Thrift Fashion products in Indonesia, namely:

1) High buying interest in thrift fashion products

Recent research suggests that Indonesian young are more interested in thrift fashion, mostly due to economic issues rather than environmental considerations. There are legal limitations on the importation of second-hand clothes, and there may be consequences for breaking these rules (Sharky 2023). Despite the difficulties, thrift fashion continues to be favored by young people, driven by reasons including cost-effectiveness and electronic word of mouth (Sham et al. 2024). Explanation of buying interest by Kotler and Keller as explained in the journal written (Purbandono Hardani 2023), Purchase interest is behavior that shows a consumer's desire to purchase because of the emergence of a positive consumer response to an object they like—furthermore, based on the research results of Bulan Hilaliyah and Lilik Noor Yulianti, which were published in a Policy Brief entitled Thrift Clothing Consumer Protection: The Right to Choose and the Right to Comfort, Security, and Safety. The main reasons consumers have the intention to buy thrift clothing are that it has a cheaper price (43.6%), is more environmentally friendly (21.8%), and has a good

brand image (13.5%). Most consumers will buy thrift clothing through offline stores (55.1%) across various places such as Pasar Senen, Blok M, Gedebage, Pasar Gasibu, and Pasar AJBS Surabaya. Most of the reasons consumers choose offline stores are because of easy access to locations (30%) (Hilaliyah and Noor Yuliati 2023).

2) Consumer behavior toward brand awareness

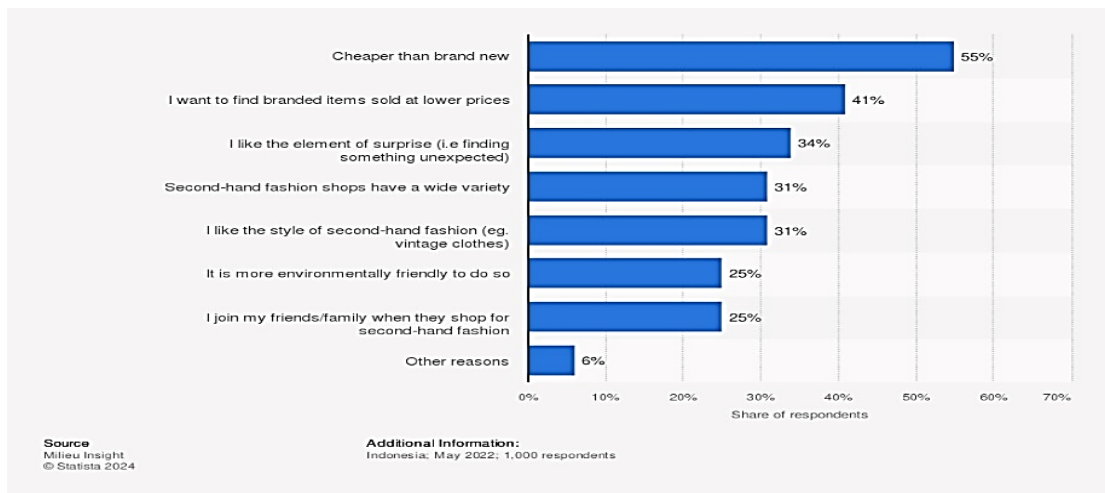
Brand awareness is the ability of a consumer to remember a particular brand name or advertisement after being lured by mentioning specific characteristics to repurchase (Kotler, P., & Keller 2016). Meanwhile, according to (Aaker 2011) brand awareness is the capability of a consumer or potential buyer to identify, mention, or remember the name of a brand when they see or hear a particular product category. The perception of a brand's reputation and identity has a substantial impact on the choices consumers make when buying products, in addition to considering factors such as the quality of the product and its price (Kusuma et al. 2022). The influence of global culture also plays a role in the increase of second-hand clothing imports in Indonesia. Fashion styles from abroad, especially those from developed countries, often inspire fashion enthusiasts in Indonesia. With the procurement of second-hand clothing imports, consumers can use it to access international-style clothing without spending too much. This phenomenon allows consumers to express themselves through fashion more openly and creatively (Qurrotaayun et al. 2024). The lifestyle of socialite consumers is shaped by personal background, surroundings, and interactions with peers, leading to a strong emphasis on branded items as a means of constructing and showcasing one's identity. According to (Mahendra and Putri 2022), apparel companies are influenced by celebrity endorsements, brand image, and brand trust when it comes to buying decisions. Among these factors, brand trust has the most impact. The findings indicate that customers' inclination towards popular clothing brands is influenced by a combination of social, emotional, and functional elements. Among these aspects, brand image and perceived status play a significant role in the decision-making process.

3) Overproduction and Fast fashion

Excessive manufacture of garments frequently leads to an accumulation of products. The fashion business frequently overproduces garments beyond the real needs of the market. As a result, commodities tend to accumulate in the warehouses of retail stores and wholesalers. Consequently, the selling price is impacted, leading to a tendency for it to be set at a lower value to prevent losses caused by inventory buildup. As a result, manufacturers sometimes provide substantial discounts. This syndrome induces people to purchase clothing in significant numbers, especially for goods that are not strictly essential. As a result of the brief duration of the product cycle, fashion trends undergo rapid changes. Recently purchased garments might quickly fall out of trend. Consequently, buyers rapidly lose interest in their garments and seek out new ones, leading to the widespread occurrence of second-hand clothing being sold. The proliferation of mass manufacturing in the global fashion industry has resulted in a surplus of unsold garments, hence fueling the growth of thrifting. Thrifting, formerly a philanthropic endeavor, has transformed into a prevalent cultural phenomenon, particularly embraced by the younger generation. The Fast Fashion phenomenon refers to the practice in the fashion business of rapidly changing fashion trends within a short period of time. Fast Fashion inevitably exerts a detrimental influence on the environment (Balqies and Jupriani 2022).

Then, based on sources obtained from Milieu Insight regarding the reasons for buying used goods in May 2022, the following data was obtained:

FIGURE 1. Most common reasons for shopping in Indonesia second-hand fashion as of May 2022



Source: Statista, 2024.

This bar table image presents the results of a survey conducted by Milieu Insight in Indonesia in May 2022 with 1,000 respondents. This survey aims to discover why people buy second-hand goods, especially clothes. The X-axis (Horizontal) information is the Percentage of Respondents; this axis shows the percentage of 1,000 respondents who chose each reason. The scale goes from 0% to 70%, with 10% intervals. Next, the Y-axis (Vertical) is the Reason for Buying Used Goods, meaning that this axis displays the various reasons respondents give. The reasons are arranged from the most selected to the least selected. From the bar table above, it is found that the interpretation of the data is: 1) Main Reason: The main reason why people buy used goods is because they are cheaper than new goods (55%). This shows that economic factors are the primary consideration for most consumers; 2) Other Reasons: Apart from low prices, other popular reasons are the desire to find branded items at more affordable prices (41%), as well as the element of surprise or finding something unique (34%); 3) Lifestyle Factors: Lifestyle factors are also a consideration, such as liking vintage clothing styles (31%) and wanting to contribute to a better environment (25%); and 4) Social Factors: Some respondents also said they bought second-hand goods to join friends or family when shopping (25%). From the survey results, the decision to buy used goods is influenced by various factors, ranging from economics and lifestyle to social and environmental factors. Cheaper prices

are the main attraction, but other factors such as style, uniqueness, and ecological concern also play a role.

Obstacles in Managing Thrift Fashion Products in Indonesia

Importing used clothing commodities from abroad is an illegal act. However, preventing the distribution of illegal thrift products is not easy. High consumer demand, the significant economic value of Trade, and weak law enforcement make thrifting activities challenging to overcome. Apart from consumers' right to freely choose the products they will consume, one of the Indonesian government's efforts to overcome this is an express prohibition on business actors importing used clothing. Not only used branded or branded clothing but all types and brands of used clothing without exception. The number of government actions against imported used clothing has increased from 165 actions with a confiscated value of IDR 17.42 billion in 2021 to 220 actions with a confiscated value of IDR 23.91 billion in 2022. The details of the prosecution carried out by the Directorate General of Customs and Excise in 2022 show that there were 220 prosecutions in several channels of used imported clothing. These channels are through passengers (89 cases), general imports (38 cases), goods/postal shipments (83 cases), free trade zones (7 cases), and bonded zones (3 cases). Most prosecutions related to used imported clothing are held in the Batam General Service Office (KPU) area (Immanuel and Johannes 2024).

About Thrift Fashion Products, the highest legal umbrella is in Law Number 7 of 2014 concerning Trade. Article 47, paragraph (1) regarding regulations regarding import practices explains that a person or business entity acting as an importer is obliged to import goods in new conditions. As an exception, goods not in new condition may be imported into Indonesia to produce certain goods. Furthermore, regulations regarding the import of used clothing are also contained in Article 8 paragraph (2) of Law Number 8 of 1999 concerning Consumer Protection (UUPK), which states that "Business actors are prohibited from trading damaged, defective or used, and contaminated goods

without providing detailed information. complete and correct for the goods in question”.

Then, referring to the provisions of Article 7 UUPK, it can be understood that “business actors must carry out business activities in good faith.” The principle of good faith generally applies when the parties enter into an agreement and when carrying out their rights and obligations in good faith. In Dutch, good faith is known as the *goeder trouw*, also translated as honesty. One concrete form of implementing the principle of good faith is honesty in providing information about the condition of the goods and the origin of the goods and providing clear instructions regarding the use and care of the goods before selling them to consumers (Sinaga 2018).

A more detailed explanation regarding the prohibition on used clothing is explained and emphasized in the Minister of Trade Regulation Number 40 of 2022 concerning Amendments to the Minister of Trade Regulation Number 18 of 2021 concerning the prohibition of commodity exports and imports. It explains that used goods not to be imported include used clothes, shoes, and other used goods. Even though there are regulations prohibiting Thrift Fashion products, this illegal activity still often occurs between business actors and consumers who carry out buying and selling activities. This is driven by various factors, such as the opinion of the Deputy Executive Chair of the Indonesian Fashion Chamber (IFC), believes buyers usually create different looks through import thrifting because it is creative in styling. There are surprises, and enjoy the process of thrifting shopping. Furthermore, thrifting goods are generally synonymous with cheapness, so many buyers are looking for them. However, looking at cheap prices is not always true because many thrifting items are expensive and are considered to have historical value (Dzulfaroh and Hardiyanto 2023).

Used imported clothing is not only sold in traditional markets; sales have also spread to e-commerce or social media through applications such as TikTok, Instagram, Facebook, and Shopee. In traditional markets, thrifting import shop locations are spread across various regions. It is found at Senen and *Kuitang* Markets in the Special Capital Region of Jakarta. In the city of Tabanan-Bali,

there is the Kodok Market. Bandung City is famous for the *Gedebage* Market and *Cimol* Market. For Yogyakarta itself, there is the *Awul-Awul* Shop. So, it can be said that interest in thrifting products is still high (Dewa Ayu Putu Leliana Sari 2022).

Policy Implications for Thrift Fashion Products in Indonesia

Basically, consumer rights are generally known to have 4 (four) basic consumer rights, namely (Afrineldi 2021):

- 1). *The right to safety;*
- 2). *The right to be informed;*
- 3). *The right to choose;*
- 4). *The right to be heard.*

These four fundamental rights are recognized internationally. In its development, consumer organizations that are members of The International Organization of Consumer Union (IOCU) have added several rights, such as the right to receive consumer education, the right to receive compensation for losses, and the right to a good and healthy living environment (Fatimah 2019). While the information comes from the Handbook on ASEAN Consumer Protection Laws and Regulations states that The UN General Assembly sets out the key characteristics of effective consumer protection laws, enforcement agencies, and redress systems and recognizes eight fundamental consumer rights and responsibilities, namely: (The ASEAN Secretariat 2021)

- 1) The right to satisfaction of basic needs - To have access to basic, essential goods and services: adequate food, clothing, shelter, health care, education, public utilities, water and sanitation.
- 2) The right to safety - To be protected against products, production processes and services which are hazardous to health or life.
- 3) The right to be informed - To be given the facts needed to make an informed choice, and to be protected against dishonest or misleading advertising and labelling.

- 4) The right to choose - To be able to select from a range of products and services, offered at competitive prices with an assurance of satisfactory quality.
- 5) The right to be heard - To have consumer interests represented in the making and execution of government policy, and in the development of products and services.
- 6) The right to redress - To receive a fair settlement of just claims, including compensation for misrepresentation, shoddy goods or unsatisfactory services.
- 7) The right to consumer education - To acquire knowledge and skills needed to make informed, confident choices about goods and services, while being aware of basic consumer rights and responsibilities and how to act on them.
- 8) The right to a healthy environment - To live and work in an environment, which is non-threatening to the well-being of present and future generations.

Regarding consumer rights, has been regulated in Article 4 paragraph (1) of Law Number 8 of 1999 concerning Consumer Protection. The rights of the consumers area a. To obtain comfort, security and safety in using or consuming the goods and/or service; b. To choose the goods and/or services and obtain Point b the said goods and/or services in accordance with the promised conversion value and condition and warranty; c. To obtain correct, clear end honest information on the condition and warranty of goods and/or services; d. To be heard in expressing opinion and complaints on the good and/or services they use or consume; e. To obtain proper advocay, protection and settlement in the consumer's protection dispute; f. To obtain consumers training and educationg; g. To receive proper and honest and nondiscriminatory treatmend or service h. to obtain copensation, redress and/or substitution, if the goods and/or services received are not in accourd with the agreement or not received as requested; i. To obtain rights as regulated in the other provisions ot the law.

Information from Ahmadi Miru and Sutarman Yodo states, "The right to security and safety of consumers in the use of the goods or services they obtain so that consumers can avoid physical and psychological harm when consuming a product." This means that if it is related to consumer rights, which have been

regulated in Article 4 paragraph (1) of Law Number 8 of 1999 concerning Consumer Protection, the activity of importing used clothing consumed by consumers is contrary to consumer rights related to the right to safety in consuming goods and services (Nisya et al. 2021).

Apart from the right of consumers to freely choose the products they will consume, there are goals to be achieved in consumer protection as the provisions have been regulated in the Consumer Protection Law Article 3, which contains consumer protection aimed at increasing individual awareness in protecting themselves, avoiding goods or services that are detrimental, as well as empowering them to demand consumer rights. This also includes creating a clear protection system, educating business actors about their responsibilities, and improving the quality of goods/services for consumer safety and satisfaction.

The ban on thrifting also aims to protect domestic textile industry workers. The potential financial setbacks that local apparel business participants may encounter:

- 1) Price: Second-hand clothing is typically available at a significantly lower cost than new items produced by local producers. This poses a challenge for locally-produced goods to establish a competitive presence in the market.
- 2) Quality: However, it is important to note that not all second-hand clothing is of inferior quality. Some are still in excellent shape, so buyers choose the more affordable alternative.
- 3) Diversity: Pre-owned garments provide an extensive range of styles, brands, and sizes that are sometimes unavailable in the local market.
- 4) Reduced local product demand: When customers are presented with the option of purchasing second-hand apparel that features popular names and offers lower prices and a wider variety, they tend to buy second-hand items instead of new products. Consequently, there is a decline in the demand for domestically produced clothing items.
- 5) Output Decline: A substantial decrease in demand may compel local manufacturers to decrease or halt output due to a lack of profitability.

- 6) Impact on Textile Industry: Reduction in Raw Material Production: The decrease in demand for clothing items will lead to a decrease in demand for raw materials manufactured by the domestic textile industry.
- 7) Possible workforce reductions and company shutdowns: Due to the decrease in manufacturing output, the textile sector may terminate the employment of its workers.

If you look at the country of Kenya, the textile industry has been completely undermined by the influx of imported second-hand clothing. Initially, the textile industry in Kenya could accept more than 200,000 workers; now, only 20,000 workers remain because the number of imported used clothes is increasing, and the absorption capacity is decreasing. Based on information from Minister of Cooperatives and Micro, Small and Medium Enterprises, the fate of one national textile worker is currently under threat. This should serve as a warning that if the shop import thrifting business continues, it is not impossible that Indonesia could potentially experience something similar to Kenya (Safitri and Bakhtiar 2024). Implementing an extra tariff on imported used garments is intended to bolster the domestic textile and fashion sector. This strategy aims to reduce the competitiveness of imported second-hand apparel compared to locally produced clothing to incentivize customers to choose domestic items. This strategy also can foster the growth of local enterprises and enhance the quality of products in the home market. The imposition of supplementary import charges is elucidated in the Law of the Republic of Indonesia Number 7 of 2014 Article 17 paragraph (1) on Trade, which stipulates that the government can levy additional import duties to safeguard indigenous industries (Qurrotaayun et al. 2024).

Therefore, legal safeguards are imperative to protect these assets from unfair competitive practices in the market (Thalib et al. 2024). The Government needs to establish clear regulations regarding the buying and selling thrift fashion goods. These regulations can include quality standards for goods sold, consumer protection, and sanctions for sellers who violate the rules. Clear regulations will provide guidelines for business actors and legal protection for consumers (Wijaya and Dian Andriasari 2022).

Conclusion

The regulations governing Thrift Fashion in Indonesia clearly explain the prohibitions on business actors distributing, buying, and selling thrift fashion products. It's just that the interest and high level of consumers are still quite enthusiastic about using these products for several reasons such as lower prices, well-known brands, original products, unique or even rare. So that it rules out the potential losses that accompany the consumer himself; furthermore, with consumer interest still high, it is still easy for Thrift Fashion business actors to be found both in online shops and stores; this could also potentially harm business actors in the same market share, especially Micro, Small and Medium Enterprises/MSMEs which have limitations in business development and depends on consumer activity.

The problem with Thrift Fashion is not limited to quality or quantity or is related to the behavior of consumers and business actors. It could even be justified by the lack of strict law enforcement to curb the circulation of Thrift Fashion. On this basis, it is necessary to take a solution that is worth trying, namely by providing education to consumers regarding the threat of violation of rights regarding the use of Thrift Fashion products, then providing understanding to business actors at various levels regarding the obligation to maintain the quality of products sold and/or before confiscating and destroying Thrift products. Fashion. The government could also provide compensation or measurable subsidies to business actors already selling Thrift Fashion products so they can switch to another business when their products are confiscated and destroyed.

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Competing Interest

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