

# The Implementation of Slow Fashion Brand Awareness on Instagram: Sejauh Mata Memandang'

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DOI: <https://dx.doi.org/10.47772/IJRISS.2025.9020122>

Received: 27 January 2025; Accepted: 03 February 2025; Published: 06 March 2025

## ABSTRACT

Sejauh Mata Memandang, a fashion brand, uses its Instagram account, @sejauh\_mata\_memandang, to communicate its slow fashion branding. The brand also refers to slow fashion as "Daur" or "Circularity," which means "Turning Waste into Clothes."

This study examines the effectiveness of Sejauh Mata Memandang's visual aesthetics and presentation modality on Instagram in building brand awareness for its slow fashion approach. The analysis focuses on the brand's content strategy in promoting the slow fashion message. The study is grounded in the theoretical framework of brand awareness, which is approached from a constructivist paradigm. The study employed a qualitative approach, utilizing a sociocultural lens. Primary data was collected through in-depth interviews with informants, supplemented by observations, documentation, and literature reviews.

The findings indicate that Sejauh Mata Memandang's visual storytelling, captivating content, and strategic use of influencers are effective in building brand awareness for its slow fashion philosophy. To strengthen its slow fashion brand awareness, Sejauh Mata Memandang employs several strategies: engaging in collaborations, addressing societal issues through problem-solving, cultivating a strong brand image, educating the market, joining relevant organizations, and hosting mini-expos. The study contributes to the understanding of how fashion brands can leverage social media, particularly Instagram, to promote and raise awareness for sustainable fashion practices.

**Keywords:** Brand Awareness, Instagram, Slow Fashion by Sejauh Mata Memandang

## BACKGROUND

In recent years, the fashion industry has faced growing criticism for its detrimental environmental and social impacts (Sagapova et al., 2022). Fashion retailers utilize 'fast fashion' to rapidly design and adopt the latest style trends. This quick response to up-to-date trends or swiftly transitioning styles from runway to stores enhances product value and drives short product demand cycles, as reflected in fast fashion (Namhee et al., 2020). The standard time for designers to deliver clothing showcased on the catwalk/runway to consumers is approximately six months. However, fast fashion brands can attract consumers within just a few weeks by offering stylish and affordable products that successfully meet market demand (Gunawan & Ditri Azzahra, 2023).

In contrast, 'slow fashion' is an emerging approach that prioritizes environmentally and socially conscious fashion production and consumption. Slow fashion emphasizes quality, craftsmanship, and long-lasting design, with a focus on sustainability and the ethical treatment of workers. To promote the slow fashion movement, fashion brands leverage various marketing channels, including social media platforms like Instagram, to raise awareness and engage consumers.

Sejauh Mata Memandang, an Indonesian fashion label advocating for slow fashion, has implemented a circular initiative known as "**Sampah jadi Pakaian**" (Turning Waste into Clothes). This program emphasizes fashion recycling by collecting wearable clothing donations from the public, which are then processed into fibers, spun into yarn, transformed into fabric, and ultimately crafted into new garments. According to Chitra Subyakto

(2025), the brand's owner and creative director, the fast fashion industry significantly contributes to the accumulation of textile waste, which is often discarded in the ocean or rivers, sent to landfills, or incinerated—practices that exacerbate environmental pollution and pose serious health risks.

A study by Larias Tiara and Titisari Bintan (2022) further underscores Sejahu Mata Memandang's commitment to circular fashion by highlighting its use of recycled materials collected through designated dropboxes at various events, including exhibitions. These dropboxes function as collection points, enabling the public to participate in sustainable fashion practices by donating used clothing and other textile waste. This project not only strengthens the brand's sustainability efforts but also encourages increased public participation in addressing the environmental impact of textile waste.

The effectiveness of slow fashion advocacy is further amplified through digital marketing strategies, particularly on social media platforms such as Instagram. Given the visual nature of fashion, social media serves as a critical tool for engaging consumers, disseminating information about sustainable practices, and fostering community-driven discussions on environmental consciousness. Research by Kim and Kim (2020) indicates that Instagram's interactive features, including stories, live sessions, and influencer collaborations, enhance consumer awareness and brand loyalty in the sustainable fashion sector.

Enhancing its recycling initiatives, Sejahu Mata Memandang collaborates with local artisans and communities, promoting traditional craftsmanship and sustainable production practices. This approach not only supports the local economy but also highlights Indonesia's rich commodity and cultural heritage. The brand's founder and creative director, Chitra, emphasizes that each collection is introduced on social media with detailed narratives, explaining its background, the artisans involved, and the sourcing of raw materials. For example, she states, "We introduced our farmers from Tuban and their intricate process of hand-spun yarns for this 'Sampah jadi Pakaian' collection. Our followers reacted with positive sentiment comments about the beauty of Tuban's cultural work. "By incorporating handwoven fabrics and natural dyes into its collections, the brand reinforces the principles of slow fashion, prioritizing quality, durability, and ethical production over mass manufacturing. Through these collaborations, the brand fosters transparency and builds consumer trust, generating strong engagement.

Sejahu Mata Memandang's Instagram followers actively participate by reporting textile waste, such as abandoned clothing on beaches or in the ocean, tagging the brand alongside Greenpeace and other environmental organizations. This demonstrates that consumers recognize the brand as a key player in addressing textile waste issues. Sejahu Mata Memandang views this organic association with textile waste awareness as a positive reinforcement of its impact and mission.

Emerging studies suggest that consumers, particularly millennials and Gen Z, increasingly prioritize sustainability as a key factor in their purchasing decisions. According to Turner et al. (2022), younger consumers show stronger preference for brands that align with their ethical values, demonstrating higher engagement with companies that promote transparency and corporate social responsibility. This shift in consumer behavior underscores the potential for slow fashion brands to leverage digital platforms not only to market their products but also to educate the public on sustainable fashion choices. By strategically utilizing social media, brands like Sejahu Mata Memandang can bridge the gap between ethical production and consumer awareness, fostering long-term commitment to sustainability and responsible fashion consumption.

Despite its numerous benefits, the slow fashion movement faces several challenges. One of the primary obstacles is the higher production cost associated with ethical labor practices and sustainable materials (Štefko & Steffek, 2018). Unlike fast fashion, which relies on economies of scale and inexpensive synthetic fabrics, slow fashion brands often experience limitations in scalability due to the resource-intensive nature of sustainable production.

Additionally, consumer perceptions regarding affordability and accessibility may hinder widespread adoption. A study by Park & Li (2018) and Shin & Koh (2021) emphasizes that price sensitivity remains a significant barrier, as ethical fashion products tend to be priced higher than conventional fast fashion alternatives.

Given the rising consumer interest in sustainable fashion and the growing need for fashion brands to address environmental and social concerns, it is crucial to understand how slow fashion brands can effectively leverage digital platforms, particularly Instagram, to raise awareness and promote their sustainable practices.

This study explores the implementation of media brand awareness for the Sejauh Mata Memandang label on Instagram. It aims to analyze the brand's communication strategy in building awareness through content stimulation while identifying factors that influence audience perception and potential communication barriers. Unlike previous research, this study specifically focuses on the implementation of brand awareness strategies for slow fashion on Instagram, using Sejauh Mata Memandang as a case study.

By examining how Sejauh Mata Memandang utilizes its official Instagram account, @sejauh\_mata\_memandang, particularly in the "Sampah jadi Pakaian" initiative, this study contributes to understanding how fashion brands can leverage social media to enhance awareness and engage consumers in sustainable fashion practices.

## LITERATURE REVIEW

The integration of sustainability into the fashion industry has gained increasing attention in recent years, with Indonesian designers actively contributing to the movement. A notable example is Wilsen Willim, who showcased a collection made from recyclable and eco-friendly materials at the Asia Bazaar Indonesia 2016 – New Generation Fashion Award. His work highlights the growing adoption of slow and circular fashion principles in Indonesia's fashion landscape (Karimah & Adinugraha, 2024).

Sejauh Mata Memandang, a sustainable fashion brand, communicates its commitment to slow fashion through strategic content dissemination on Instagram. The brand's official account, @sejauh\_mata\_memandang, features six posts dedicated to slow fashion, including three infographics (February 20–21, 2023), a video featuring an AI-generated presenter (June 18, 2024), and two event documentation videos—Bumi, Masa Depan Kita (August 8, 2024), and Studio Sejauh (September 3, 2024). These posts employ visual storytelling techniques to enhance audience engagement, incorporating background information, problem identification, calls for engagement, and proposed solutions.

The effectiveness of visual storytelling in brand communication is well documented. Walter and Gioglo (2020) assert that visual narratives significantly enhance consumer engagement, while Litterio et al. (2017) and (Brubaker & Wilson, 2018) emphasize that metrics such as likes, comments, and shares play a crucial role in fostering relationships between brands and consumers.

In an increasingly competitive market, branding strategies are essential for establishing strong consumer awareness. Cholil (2020) identifies key approaches, including collaboration, problem-solving, testimonials, brand image development, participation in organizations, market education, issue creation, and hosting mini-expos. Effectively implementing these strategies can help Sejauh Mata Memandang strengthen its market positioning while ensuring sustained brand awareness.

Sustainability has emerged as a critical factor influencing consumer purchase intentions. A study by Nadyasworo (2022) titled "The Correlation Between Awareness of Sustainable Fashion and Willingness to Pay with Intention to Purchase Sustainable Fashion Products" found a strong positive correlation ( $r = 0.855$ ,  $p < 0.05$ ) between awareness of sustainable fashion and willingness to pay. These findings suggest that increased awareness directly contributes to higher consumer interest in sustainable products.

Previous research on brand awareness through Instagram has yielded valuable insights. Gazali and Ekawanto (2024) examined consumers' ability to recognize and recall brands within specific product categories. Marsudin and Marbun (2023) explored how top-of-mind awareness, brand recall, and brand recognition influence purchasing decisions at Sayur Box Bali. Similarly, Rachmalia and Putra (2022) analyzed brand awareness strategies employed by PosAja through its Instagram account @posaja.official. Additional studies have highlighted Instagram's role in shaping brand image, increasing business visibility (Muhamad & Aransyah, 2022), and fostering consumer engagement in ecological fashion (Rachmahwati, 2024). The marketing communication strategy of Sejauh Mata Memandang has also been examined (Aprilia & Fitri, 2022), reinforcing Instagram's importance in sustainable fashion branding.

## Theoretical Framework

### Perception

Perception plays a fundamental role in consumer behavior. Assael defines perception as the process through which individuals select, organize, and interpret information to derive meaning. Kotler and Keller (2008) similarly describe perception as the process of constructing meaningful representations of the world. Marketing stimuli, which include product attributes, advertising, and environmental factors, influence consumer perceptions. According to Rachmat (2001), perception is shaped by two primary factors:

1. Characteristics of the stimulus
2. Characteristics of the consumer

Kotler and Armstrong highlight the role of sensory perception in shaping consumer responses. A motivated individual is more likely to engage with a product based on their perception of its attributes. Consequently, brands that cultivate positive perceptions can enhance consumer purchase intentions.

### Branding

Branding is essential for establishing a clear and distinct market identity. Sejauh Mata Memandang leverages Instagram to communicate its slow fashion philosophy, aligning with Aaker’s (2010) framework on brand awareness, which consists of recognition, recall, top-of-mind awareness, brand knowledge, and positioning.

Strong branding enhances perceived value, allowing companies to command premium pricing and foster emotional connections with consumers. Keller (2013) asserts that brand familiarity is strengthened through repeated exposure, influencing consumer recall and brand recognition. For Sejauh Mata Memandang, this is achieved through carefully curated Instagram content that emphasizes transparency, sustainability, and ethical production practices.

### Social Media and Instagram as a Branding Tool

Indonesia is among the largest Instagram user bases globally, making the platform a powerful tool for brand communication. As of February 2024, Indonesia had 88,861,000 Instagram users, with a demographic split of 54.8% female and 45.2% male users (NapoleonCat, 2024; Gradianto & Andiansari, 2024). Effective Instagram management can significantly enhance brand visibility and consumer engagement.

Sejauh Mata Memandang strategically utilizes Instagram for brand awareness. The six selected posts from @sejauh\_mata\_memandang—spanning infographics, AI-driven content, and event documentation—serve as a case study in slow fashion branding.

### Brand Awareness and Marketing Strategies

Brand awareness is a crucial factor in consumer decision-making. According to Cholil (2020), effective marketing strategies include:

The Brand Awareness Ideas by Akmal Musyadat Cholil ‘150 Brand Awareness Idea’, 2020		
1	Collaboration	Partnering with well-known entities to expand market reach
2	Problem Solver	Addressing consumer needs through innovative solutions
3	Testimonials	Leveraging user-generated content to build trust
4	Create Image	Position your product by highlighting its distinctive values
5	Join an Organization	Enhancing brand credibility through affiliations
6	Market Education	Informing consumers about sustainability through structured content
7	Issue Creation	Raising awareness about industry challenges, such as textile waste
8	Mini Expo	Engaging audiences through small-scale but recurring brand activations

These strategies, when applied effectively, reinforce Sejauh Mata Memandang's position as a key player in slow fashion brands. The brand's ability to engage consumers through Instagram further demonstrates the platform's effectiveness in shaping brand perception, increasing visibility, and fostering long-term brand loyalty.

## METHODOLOGY

This study adopts a sociocultural tradition with a qualitative approach. Qualitative research seeks to understand and interpret human behavior and interactions within specific contexts, emphasizing meaning rather than statistical procedures or numerical calculations. It is descriptive in nature and typically employs in-depth analysis (Astarina, Yesita, & Elvera, 2021).

The sociocultural tradition focuses on the dynamics of human interaction rather than individual characteristics or cognitive models. Interaction serves as both a process and a space where meanings, roles, rules, and cultural values are shaped and enacted. While individuals cognitively process information, this tradition prioritizes the collective construction of social realities, organizations, and cultures through communication. The categories people use to process information are inherently socially constructed, shaped by communicative practices within sociocultural frameworks.

Many sociocultural theories also highlight how identities are formed and negotiated through social interactions and cultural engagement. Identity plays a crucial role in shaping an individual's social roles, community participation, and cultural positioning. Researchers in this tradition examine how identities evolve across different situations and social contexts (Littlejohn & Foss, 2014).

### Informant Selection Criteria

The informants for this study were selected based on their expertise and experience in branding and the fashion industry. The selection criteria included:

1. An individual with extensive knowledge of branding and experience in the fashion industry.
2. An academic expert specializing in branding and brand awareness.
3. A branding practitioner with substantial industry experience.
4. An individual responsible for managing an Instagram account related to branding and fashion.

### Informants

Based on these criteria, the study engaged the following key informants:

1. **Chitra Subyakto** – Owner and Creative Director of the fashion label Sejauh Mata Memandang, who has been leading the brand since 2014.
2. **Inggrid Tedjakumala** – An academic expert specializing in branding and brand awareness.
3. **Yoris Sebastian** – A branding practitioner with extensive industry experience.
4. **Aldhita Nasution** – Marketing Manager of the fashion label Sejauh Mata Memandang.

These informants provided valuable insights into branding strategies, consumer engagement, and the role of social media in brand awareness within the fashion industry.

## RESULTS AND DISCUSSION

The researcher analyzed six Instagram posts themed around slow fashion from Sejauh Mata Memandang using the brand awareness theory outlined in the book *150 Brand Awareness Ideas* by Akmal Musyadat Cholil (2020). Eight brand awareness ideas were selected for analysis: Collaboration, Problem Solver, Testimonial, Image Creation, Joining Organizations, Market Education, Creating Issues, and Mini Expo. The researcher chose these eight ideas because they are relevant to the six Instagram posts from Sejauh Mata Memandang centered on slow fashion.

The six posts analyzed, as shown in Figure 2, include three infographic posts: February 20, 2023, and two posts from February 21, 2023; an AI presenter video titled "Every Day, Earth Day" from June 10, 2024; two documentary videos titled "Earth, Our Future" from August 8, 2024, and the Sejah Studio event from September 3, 2024.

Event Documentation Video, August 8, 2024, Bumi, Masa Depan Kita, Grand Indonesia, June 13–July 21, 2024; Brand Awareness Analysis: Collaboration: Sejah Mata Memandang collaborated with @grandindo, Ecotouch, and Mr. Mugi Rahardjo; Problem Solver: 'Sampah jadi Pakaian' (Waste into Clothing). Clothes will be melted down, spun into yarn, and transformed back into garments; Image Creation: Sejah Mata Memandang is committed to addressing clothing waste to prevent environmental pollution and health risks. Sejah Mata Memandang is dedicated to sustainability issues by implementing a slow fashion program: Daur (Recycle)/Circularity, 'Sampah jadi Pakaian'; Market Education: Recycling program; Not sending clothes made of polyester or other non-clothing materials; Creating Issues: Slow fashion; #circularfashion #collaboration #sandangsirkular; Mini Expo: 'Bumi, Masa Depan Kita', Grand Indonesia, June 13–July 21, 2024, and the opening of Studio Sejah, Pekalongan, August 10, 2024.

### Slow Fashion as a Medium for Brand Awareness

As reflected in the title, this study aims to verify how six slow fashion-themed Instagram posts implement brand awareness strategies. There are eight key brand awareness concepts: Collaboration, Problem-Solving, Testimonials, Creating an Image, Joining Organizations, Market Education, Issue Creation, and Mini Expo. These eight concepts have been applied across all six slow fashion-themed posts on Instagram.

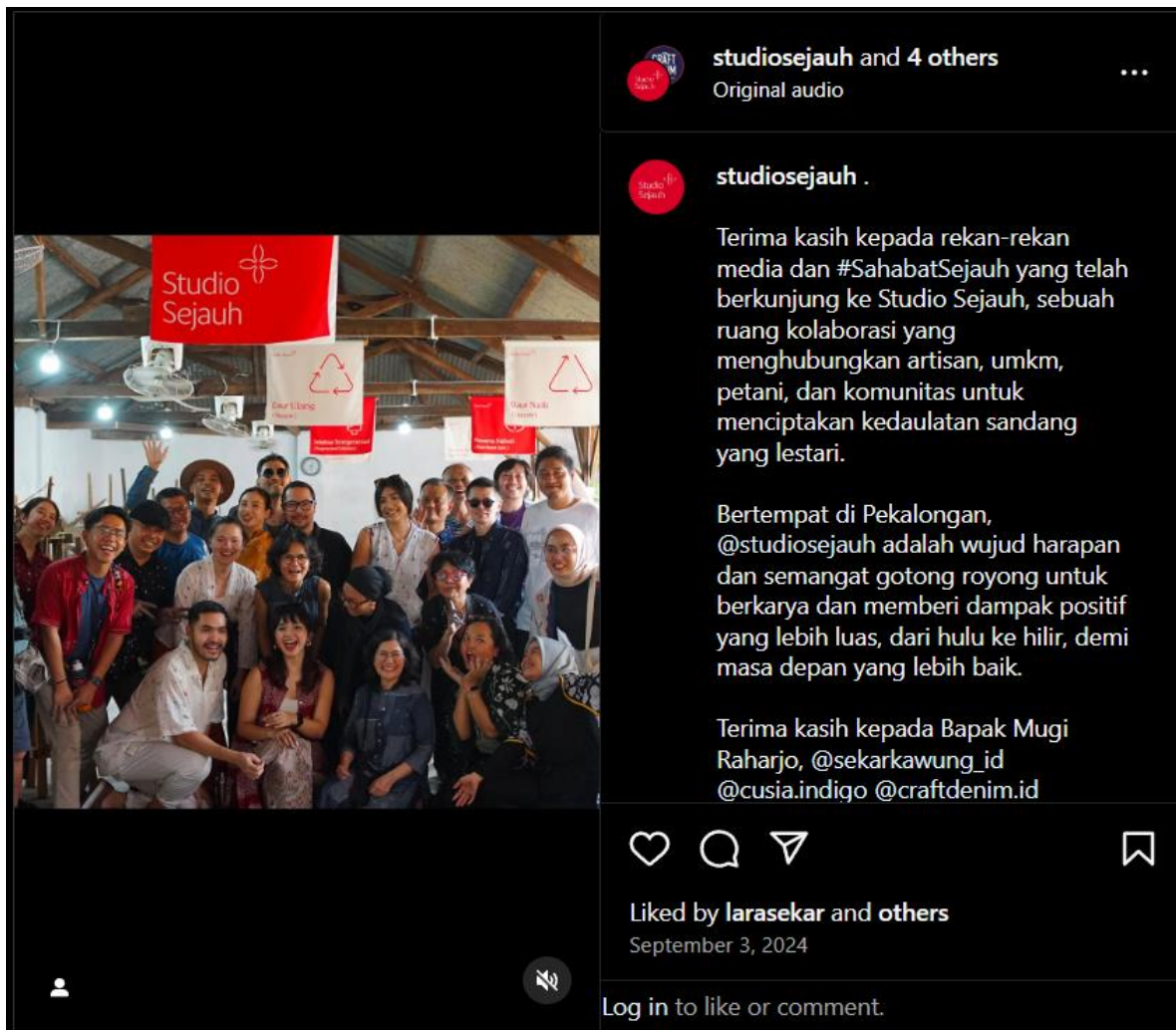


Figure 1 Collaboration Studio Sejah and Sejah Mata Memandang

Source : Instagram Studio Sejah

This collaboration offers numerous benefits for business development, providing inspiration for the appropriate steps to remain creative and innovative while generating new ideas and finding solutions to various challenges. Collaboration is a unique approach used in marketing to increase customer attention. Collaboration expands market share, with small companies leveraging the fame or branding of large companies. It also enhances networking and stakeholders (Akmal Musyadat Cholil, 2020).

An increasing number of companies, institutions, and organizations, both local and international, have partnered with Sejauh Mata Memandang, including NatGeo, Grand Indonesia, Greenpeace, Tencel, Leinzing, Canopy Planet, the David Attenborough Foundation, Yayasan Haka, Bapak Mugi Rahardjo, and @sekarkawung\_id, @cusia.indigo, @craftdenim.id, @wibowoahmad.id, @thesidji, @magnifique.id, and @itsmybase. More companies are drawing inspiration for their CSR initiatives from this sustainability awareness movement. Informant 1 explained that several large brands, such as banks, have expressed interest in collaborating with Sejauh Mata Memandang under conditions such as donating machinery or trees, with funds transferred directly to Sejauh Mata Memandang's partners.

Although the collaborations have begun to attract attention from various groups, the engagement levels on Sejauh Mata Memandang's Instagram posts—such as views, likes, and shares—remain low, with less than 20% of the total 249K followers engaging with each piece of content. This observation became a focal point for the researcher in examining the collaborations undertaken by Sejauh Mata Memandang.

In this context, the effort is made by providing a stimulus to pay attention to, reflect upon, and think critically about an issue—the fast fashion lifestyle. The researcher then analyzes this problem with Sejauh Mata Memandang's Instagram posts, offering a problem solver through the slow fashion movement. The initiative, "Waste Becomes Clothing," involves melting down old clothes, transforming them into yarn, and turning them back into new garments. As of December 26, 2024, 26 tons of clothing waste have been collected by Sejauh Mata Memandang's partners, including Sahabat Sejauh/donors in Bandung and Tanjung Duren, West Jakarta, as well as EcoTouch, a partner of Sejauh Mata Memandang in applying slow fashion principles. These actions are reflected in three Instagram posts shared on the Sejauh Mata Memandang feed, aiming to use social media as a platform to inform and encourage new ways of thinking about managing lifestyle choices through the application of slow fashion. The more problems you can identify and relate to your product, the better approach it is for marketing (Akmal Musyadat Cholil, 2020).

Testimonials, or reviews in the context of social media, serve as valuable input for brand awareness. Despite Sejauh Mata Memandang approach of collaborating with NGOs, public figures, and influencers who are active in environmental issues, the feedback and impact have not been significantly transformative. The number of viewers does not exceed 20% of the total followers, and the comments or shares of the Instagram content are minimal. However, the testimonials that do exist are generally positive and are welcomed by the social media administrators, who remain interactive. Testimonials undeniably influence consumer experiences with a product and have a significant impact, as this is related to word of mouth or recommendations from friends (Akmal Musyadat Cholil, 2020).

Sejauh Mata Memandang's Instagram, established in early 2014, has accumulated 247K followers and has posted 2,879 times. One notable example of a testimonial is the active involvement of followers in campaigns run by Sejauh Mata Memandang. Followers not only donate clothing but, when they encounter clothing waste on the beach or while diving, they tag Sejauh Mata Memandang, Greenpeace, and other organizations. Clearly, Sejauh Mata Memandang considers this an accomplishment in building brand awareness, as followers are increasingly aware of the issue thanks to the brand's efforts. This engagement provides deeper insights and demonstrates a stronger, more tangible connection between followers and the brand, with people now associating textile waste with Sejauh Mata Memandang.



Figure 2 Sejauh Mata Memandang Feed Post

Source : Instagram Sejauh Mata Memandang

Sejauh Mata Memandang is committed to addressing clothing waste to prevent it from polluting the Earth and harming health. Figure 4.1 illustrates how the brand addresses sustainability issues by creating the slow fashion program: Recycling/Circularity, ‘Waste Becomes Clothing.’ Sejauh Mata Memandang acknowledges that the ideal application of sustainability is not always achievable; therefore, the brand opts for responsibility and collaboration. The use of hashtags such as #sejauhmanakamupeduli, #haripedulisampahnasional, #reuse, #reduce, #recycle, #pengolahanlimbahfesyen, and #kisahsahabatnatgeoinonesia strengthens Sejauh Mata Memandang’s brand awareness from the perspective of Image Creation. Image creation that positions the product as more special than competitor products, such as fashion items processed in an environmentally conscious way and involving potential consumers in the process, is known as sustainable fashion (Akmal Musyadat Cholil, 2020).

Partnering with well-established NGOs can help reach potential consumers who embrace the slow fashion lifestyle. Various social activities can also increase brand exposure by incorporating logos into such events, which may contribute to boosting customer loyalty. Joining an organization, whether local or international, can increase brand awareness (Akmal Musyadat Cholil, 2020).



Sejauh Mata Memandang's vision for slow fashion awareness aims to establish Indonesia's sovereignty and independence in the textile sector. This refers to the ability of Indonesia to produce its own products, such as traditional Indonesian fabrics, without relying on imported threads or polyester. The concept of slow fashion—Waste Becomes Clothing/Recycling/Circularity—also signifies a slow, deliberate process of finding solutions, collaborating, and exercising patience throughout the journey. The impact of slow fashion by Sejauh Mata Memandang can be seen in the themes of Collaboration, Creation, and Impact. All activities are carried out collectively and reflect the spirit of gotong royong (mutual cooperation). Market education involves creating syllabi to educate the market, so that the market gains knowledge, and sales are subtly driven through that education (Akmal Musyadat Cholil, 2020).



Figure 3 AI Video on Reels

Source: Instagram Sejauh Mata Memandang

Informative, entertaining content that resonates with the audience can quickly capture attention and personalize brand value based on customer preferences. In the AI content shown in Figure 4.2, featured in Sejauh Mata Memandang's Instagram Reels, the brand addresses environmental issues with the message, "Earth, Our Future," focusing on a sustainable future. Creating an issue doesn't always have to be a negative one; there can also be positive issues, such as raising awareness about textile waste that harms the environment and can only be solved through sustainable fashion (Akmal Musyadat Cholil, 2020).

In celebration of World Environment Day, Sejauh Mata Memandang used Instagram Reels to highlight environmental efforts ahead of their exhibition on Earth care and Circular Fashion at Grand Indonesia. The post raised awareness about sustainability using the hashtags #REPAIR, #RESELL, and #RECYCLE to engage the audience and encourage participation in the event. The aim was to promote slow fashion and circular fashion (#circularfashion, #collaboration, #sandangsirkular) as a lifestyle choice.



Figure 4 Series of Mini Expo Activities “Bumi, Masa Depan Kita”

Source : Instagram Sejauh Mata Memandang

The mini expo or exhibition serves as an effective strategy for enhancing brand awareness. The selection of the venue, an engaging concept, the discounts offered, and the promotional methods (whether through traditional or new media) must be carefully planned to ensure the success of the exhibition. The “Earth, Our Future” exhibition, held at Grand Indonesia from June 13 to July 21, 2024, acted as a branding platform for Sejauh Mata Memandang, significantly boosting its awareness. Visitors to the exhibition were encouraged to take photos, as the exhibition’s design was intentionally crafted to be as Instagrammable as possible. By simply taking photos at the exhibition, visitors absorbed some information about the event. A mini expo here refers to a company setting up a booth or holding a small-scale exhibition, but on a regular basis (Akmal Musyadat Cholil, 2020).

Creating the exhibition posed a challenge for Sejauh Mata Memandang, as the brand needed to transform the narrative of fast fashion's impact into a positive one. Consequently, the exhibition was designed to be playful, fun, and engaging in order to capture attention and draw visitors.

## CONCLUSION AND RECOMMENDATIONS

In conclusion, the slow fashion movement presents a viable alternative to the detrimental impacts of fast fashion by promoting sustainability, ethical production, and consumer awareness. The case of Sejauh Mata Memandang illustrates how a fashion brand can successfully implement circular economy principles and engage with the public through both offline and online initiatives. However, for slow fashion to achieve long-term success, continued efforts in affordability, scalability, and consumer education will be necessary. Future research should explore the role of government policies, technological advancements in sustainable materials, and the evolving attitudes of consumers toward ethical fashion consumption.

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