

Consumption of signs in preloved cultural practices among Generation Z in market places

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Abstract

This research aims to determine the form of sign consumption in preloved cultural practices among Generation Z at the Shopee marketplace. This research uses the ethnographic method to collect data using observation, interview, and documentation techniques and also applies a literature review from books, journals, and online media to highlight community activities in a virtual space. In this case, Generation Z, aged 19-26, is active in the preloved culture at the Shopee marketplace. Massively increasing preloved practices among Generation Z marketplace users have brought a new discourse. Preloved is a term used to define and classify privately owned clothing that is resold. Usually, preloved goods offer quality from well-known brands, thereby attracting consumer appeal, especially for Generation Z. Generation Z consumers have a decision-making style that is sensitive to brands, prices, perfectionists, emphasizes quality, hedonic, impulsive, and loyal, so that in practice they often target branded goods, even though they are not new or can be called preloved. Symbolically, preloved fashion items, often the target of Generation Z, become an alternative to fulfill their desire to show their self-image through the brand they wear. Jean Baudrillard's perspective on consumption society is used in this study to see how this practice is not only done to meet needs but is simultaneously used to consume signs and symbols that emphasize the brand attached to the goods. Furthermore, in the line of capital Bourdieu, the consumption of signs by the Z gene shows the form of social capital to building networking, economic capital to financial security, cultural capital to show interpersonal skills, and symbolic capital to accumulate recognition, where this capital becomes capital accumulation for gen Z in its efforts to adapt and social mobility in the digital age.

Keywords: consumption of signs, preloved, generation z, market place, shopee

Introduction

Changes in people's consumption patterns primarily drive the complexity of socio-cultural changes in the digital era. It is a consequence of the triple disruption era, namely digital disruption, pandemic disruption, and millennial disruption. The digital revolution or disruption is among the most felt and significant impacts on the information and communication circulation sector. Digital disruption is accompanied by shifts in people's consumption patterns in obtaining information and purchasing goods (Winanti et al., 2021). The shift in shopping directly online in the marketplace (Utami et al., 2021) marks a phenomenon regarding culture and media closely related to modern society's daily life.

Massively increasing preloved practices among marketplace users have brought a new discourse in the last decade. Preloved is a term used to define and classify clothing that is not new (Veerman, 2020). Usually, preloved items are private property deliberately sold to reduce private collections. This preloved collection has various forms, such as clothing, and household goods, including electronic equipment and children's toys. According to the CNN Indonesia article preloved differs from thrift, identical to used goods imported from abroad in large quantities (CNN Indonesia, 2020). In addition, preloved goods usually offer quality from well-known brands such as Uniqlo, H&M, ZARA, Adidas, Nike, Converse, and others, which makes the enthusiasts interested, one of which is the Z generation, which spends most of its time online.

In the report submitted by Muazam on the www.alinea.id page, ages 18-35 years do more transactions in e-commerce, with a percentage of 85% (Muazam, 2020). People aged 10-24 years are Generation Z (Utamanyu & Darmastuti, 2022). Nadila, in his report on the brin.go.id page, explained that Generation Z is the most significant proportion of the population according to the

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2020 population census conducted by BPS, namely 27.94% of the total population of Indonesia. This generation is those born in the range of 1997-2012 (Nadila, 2022). This generation, also called the Net generation, was born and developed in the digital world (Christiani & Ikasari, 2020). Gen Z has familiar with various digital platforms, including marketplaces and e-commerce. In terms of online shopping, generation Z has a decision-making style sensitive to brands, prices, and perfectionists, emphasizing quality, hedonic, impulsive, and loyal (Santoso & Triwijayati, 2018).

Generation Z is very close to preloved practices. The massive consumption of preloved goods creates a feeling of addiction to the point where consumers fail to distinguish between wants and needs. In line with Putri's research, Generation Z's interest in preloved goods, especially fashion products, is very high (Putri, 2023). Decision-making by Generation Z has become a preloved cultural practice in the marketplace, which has also increased because online shopping has another function as a filler in free time (Sazali & Rozi, 2020). On the other hand, data submitted by the Kementrian Komunikasi dan Informatika shows that e-commerce growth in Indonesia has increased by 78%, which places Indonesia in the first place and is the 10th largest country in terms of e-commerce growth (KOMINFO, 2019).

The characteristics of a consumer society, especially Generation Z, the largest consumer of preloved goods, can provide a reference for the marketplace to reach a wider market share. Kuwado, in his report on *kompas.com*, explained that one of the most popular e-commerce markets among Gen Z is Shopee, with a lift of 71.46%, based on the Universitas Multimedia Nusantara Consulting survey. This figure is higher than its rival Tokopedia, earning only 19.45%. Shopee is a popular marketplace because it has close affiliations with several popular social media such as Instagram, Twitter, YouTube, and Tik Tok which are social media platforms favored by Gen Z (Kuwado, 2022). This is also a consideration and reason for choosing Shopee to be the study in this research. Besides that, considering Shopee's closeness to social media platforms, Generation Z makes the opportunity to increase preloved practices even more massive. For Generation Z, who are sensitive to brands, especially in the field of fashion, preloved is not only done to meet needs but simultaneously is used as a practice of consuming signs and symbols in the form of brands to meet the need for recognition from many people. The increase in the growth of preloved practices among Generation Z is related to explorative interest, which is the tendency of the Z gene to always want to find information related to preloved products (Putri, 2023).

This research uses three studies conducted by several other researchers as a basis for viewing paradigms and determining the standing position of the research. In the study of consumer society, Purwanti and Mas'ud, through their research entitled *Consumption Practice In The Baudrillard Perspective*, explained the focus of their research on the consumption styles of the newly rich (OKB) in the interior of Indonesia, precisely located in the Samarinda region. The subject of this research is the OKB artisan group named Ganbatte. Results of the research show that this orientation group's consumption practices are towards sign consumption, where the consumption orientation is no longer the object itself but the meaning and value attached to the object, where consumption becomes very important. It makes them perpetuates a global lifestyle and has threatened the existence of various forms of traditional inheritance, customs, values, identities, and symbols originating from local cultures (Purwanti & Mas'ud, 2019).

In contrast to previous research, Veerman, in his research entitled *Luxurizing Preloved Clothes: A Material and Emotional Future of Luxury*, precisely suggests that the means of showing new luxury is by consuming preloved goods. The subject of this research is the Swedish used clothing boutique Adornment, located in Styrmansgatan Stockholm. Here, shop owner Pauline Cappelen sells a selection of used clothing made from leftover fabric, which she then designs into vintage clothes with a luxurious feel. The results of this research show that used clothing have a lot to offer consumers as a luxury in the future, regardless of its value, not least because of its sustainability (Veerman, 2020).

On the other hand, Grundberg and Nassab's study entitled *Consumers' Perception Towards Preloved Activewear and Factors Influencing* explains explicitly how the perceptions of young people tend to consume preloved goods in their daily lives in Sweden. Results of the research show that the millennial generation, who are the subjects of this study, makes much use of preloved items

as an environmentally friendly lifestyle. It is in line with the characteristics of millennials, who have a sustainable lifestyle compared to other generations (Grundberg & Nassab, 2022).

Research related to the practice of preloved and consumption of signs has been carried out several times by Purwanti & Mas'ud (2019), Verman (2020), and Grundberg & Nasab (2022), has provided interesting discussions about people's consumption signs and preloved branded goods. However, the research above does not categorize and identify the sign consumption behind the massive consumption style of branded goods. This identification is needed considering that preloved is not just about the trend of consumption issues, but a digital disruption issue as a challenge and a strategy for Generation Z through digital transformation. Apart from that, preloved also signifies how Generation Z struggles to exist in the social media era. Therefore, we need to know the forms of consumption of signs implied in preloved practices among Generation Z, added Capital perspective by Bourdieu (social capital, cultural capital, economic capital, and symbolic capital), to determine the capabilities of Generation Z in preloved activities carried out. That way, this research can complement previous research

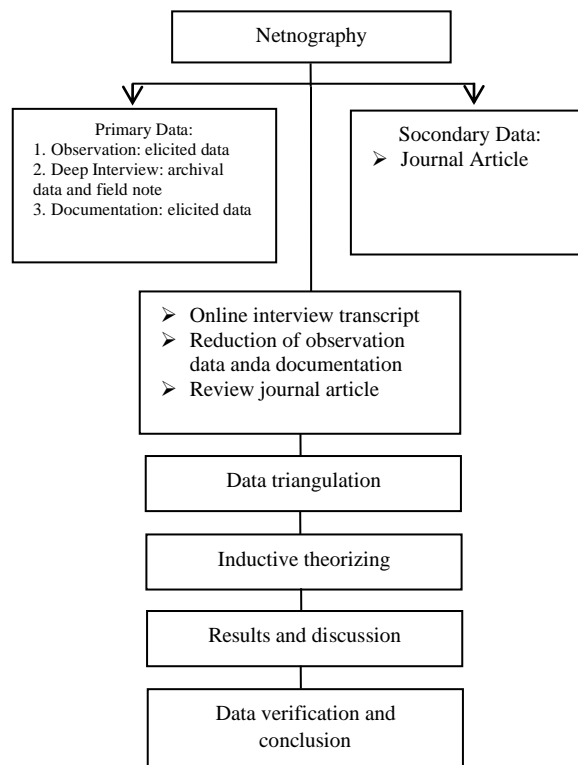
Furthermore, in Masduki's analysis, Communication Science research was considered static/stagnant (running in place) for more than 20 years (1998-2021) (Masduki, 2022). The factor causing this stagnation is the lack of critical theory studies and the celebrity syndrome phenomenon among academics after the opening of the digital public space. This research is urgently out to respond to and complement the limitations of previous studies, using the critical theory put forward by Jean Baudrillard on Consumption Society and the concept of capital according to Pierre Bourdieu.

Method

This research uses a qualitative approach, with ethnographic methods, to describe thoroughly and in-depth the preconditions that occur in social phenomena in cyberspace. Netnography was developed by Social Media Marketing Researcher and Professor at the University of Southern California and Marketing Science, Robert Kozinets in 1995, to analyze the phenomenon of online fans. Data collection in the ethnographic method involves collecting field data based on online communities on social media, including in marketplaces or e-commerce (Sari, 2022). The objects in this study are all Generation Z, aged 19-26 years, who have been actively buying and selling preloved goods using the Shopee platform within the past year. This study took 13 informants as research subjects.

Meanwhile, the subjects in this study are Generation Z, who are the most consumptive in carrying out activities or practices to preloved on the Shopee marketplace within three months. It is to show how dependent the Z gene is on preloved in the market place. The research used observation, interview, and documentation techniques and also applies a literature review from books, journals, and online media to highlight preloved activities in a virtual space. Data collection for this research was conducted on the Shopee marketplace platform and through direct online interviews with informants on their social media platforms, such as WhatsApp and Instagram. This study uses data analysis techniques according to the following chart:

Figure 1. Research Data Analysis Flow
 (Source: Researchers, 2023)



Results and Discussion

Generation Z's Preloved Cultural Practices on the Shopee Market Place

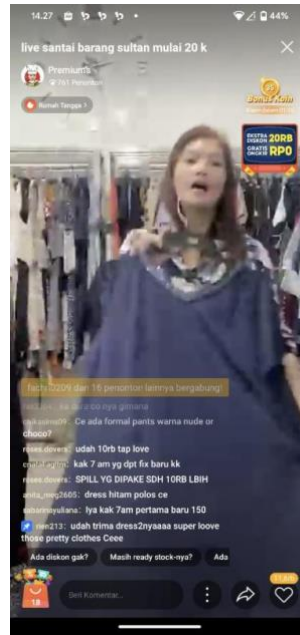
Preloved items are suitable for use and deliberately sold to reduce private collections (Veerman, 2020). This preloved collection has various forms, such as clothing, and household goods, including electronic equipment and children's toys. Reporting to the CNN Indonesia team article, preloved differs from thrift which is identical to used goods imported from abroad in large quantities (CNN Indonesia, 2020). In addition, preloved goods usually offer quality from well-known brands such as Uniqlo, H&M, ZARA, New Balance, and others. Apart from the more affordable prices, it is one of its main attractions, especially for the Z generation.

The increase in online buying and selling behavior in Indonesia has led to developments for digital industry players. Reporting to the Idris report on the kompas.com page, a marketplace is a platform where sellers gather to make buying and selling transactions of goods or services to customers without meeting physically (Idris, 2022). This consumption practice increased during the pandemic, marked by increased online sales. One of the marketplaces that experienced an increase in transactions during the pandemic was Shopee (Suswanto & Setiawati, 2020). Digital natives also pioneered the development of online business in the marketplace; in this case, one of them is Generation Z, who massively uses online shopping platforms daily. Based on snapcart research on online shopping behavior reported by Ramdhani on the liputan6.com page, he explained that until now, Shopee is still the marketplace with the highest number of visitors, 147 million, compared to Tokopedia, Lazada, and TikTok Shop. As the most frequently visited marketplace, Shopee provides a variety of needs, including preloved goods in various types of clusters (Ramdhani, 2023).

Buying and selling preloved goods differs from buying goods at the marketplace. Preloved items are usually offered live streaming through the Shopee live feature, with preloved or familiar information using the PL code. This feature allows buyers to see the actual condition of the goods with a video call system and to have discussions or questions and answers directly with the seller in the comments column provided. Usually, the seller will immediately read this comment, which will

answer in turn. Based on observations, selling preloved goods is more accessible via live streaming than only being displayed in store windows. Preloved goods will be more transparent, and it will be easier to explain the details and physical form to buyers through live streaming. This figure shows preloved activity during Shopee live streaming :

Picture 2. Preloved Live Streaming Activity
(Source: Researchers, 2023)



The image above shows preloved activity at the Premium's store through the Shopee live streaming feature. Consumers, in this case, can order goods through the comments column. Meanwhile, for the payment method, they will be directed to buy a receipt according to the nominal amount of the goods ordered. This live streaming system is flexible and competitive with first-come-first-served rules, so when consumers want to buy, make sure the user must have a stable internet connection and must, as soon as possible, type the order code mentioned by the streamer or seller via the comments column. The streamer will determine who managed to get the item by checking the account of the user who wrote the code the fastest in the comments column of the live stream.

Meanwhile, safe transactions, reasonable handling fees, and attractive promos, such as cashback and free shipping, make this platform able to create mutual trust among Generation Z, who like to shop online with transactions of up to Rp. 1,500,000.00. In general, in one transaction of preloved goods, Gen Z can spend around IDR 150,000 to around IDR 1,500,00.00. Gen Z is used to buy items included in branded fashion needs, such as bags, clothes, watches, shoes, and other accessories. One of the informants gave the following statement:

"I believe this because shopping at Shopee has clear transactions and reasonable handling fees. If the items that I ordered do not match, the customer can submit a return. Interestingly, Shopee provides consistent cash back and promos. I usually spend around Rp. 150,000.00 to Rp. 1,500,000.00 for one transaction" (Tf, 22 years old).

During massive online shopping, the reason why fashion needs are the dominant factor for preloved goods is much sought after by Generation Z. Access to easy transactions is the main factor for preloved shopping at Shopee much loved by this generation. The Shopee transaction system fully uses digital payments, which are very close and identically carried out by Generation Z in everyday life (Faddila et al., 2022). In its development, Shopee not only provides digital payment transactions in cash through Shopee Pay or pays directly through the COD system but also provides a credit or installment payment system through the Shopee PayLatter feature, which allows buyers to make

any transactions, anytime and anywhere without having to have cash. Users can use the Shopee Pay Later feature and its limits by filling in the data and the loan approval form submitted by quickly using the user's fingerprint or by entering a PIN, just like making payment transactions via m-banking. Informants in this study acknowledged it:

"I still feel comfortable shopping at Shopee, especially because there is a Pay Later feature that makes it easier for us to buy preloved items, especially when we don't have enough cash." (Ay, 21 years old).

The ease of the Pay Later feature, which is recognized by Generation Z, on the one hand, can increase people's productivity and purchasing power. However, on the other hand, this phenomenon shows the vulnerability and dependence of Gen Z on increasingly varied types of debt in the digital era. Waliyuddin, in his article published on theconversation.com page, explains that this issue is also related to the phenomenon of "precarity," which refers to aspects of vulnerability, difficulty in including an environment, and work character that increasingly does not support financial stability. This phenomenon, further, can give birth to a precarious-proletariat class that works in conditions full of uncertainty (Waliyuddin, 2023).

Preloved: A Consumption of Signs of Generation Z

In practice, no regulation explicitly regulates the sale of used privately owned goods such as preloved, especially in the country. The government, through the Minister of Trade, only prohibits the import of used clothing into Indonesia. So, in this case, preloved is not considered a violation as long as the items sold are private collections, not used goods that are intentionally imported into Indonesia (Santika & Bagiastra, 2021). Preloved is a popular culture that developed among young people, especially those interested in fashion.

The habit of buying goods online has placed Generation Z as the most sought-after golden consumer cluster in the digital market. In line with Gallagher's report on the www.fashionsfinest.com page explains that unique shopping trends and challenging ways of adapting make Generation Z supposed to the target market for every fashion brand, especially in the preloved industry. Generation Z, 40% of the UK, has shown a consumer base with a selective trend toward the form of price offerings the digital market provides (Gallagher, 2023). In practice, the Z generation tends to consider whether the price obtained is equivalent to the brand and condition of the clothes they will receive later. The characteristics of Generation Z, which are identical to selective consumers and, of course, sensitive to brands, place them in sign consumption. In Baudrillard's theory of consumer society, this consumption practice tends to place meaning, values, and symbols as the primary orientation of consumption. It shows that the purpose of consumption is no longer based on the object's use but on the brand attached to the object (Purwanti & Mas'ud, 2019). It shows in the following interview session:

"In my opinion, sometimes the people feels like the brand attached to the product is more important than it's used" (Nw, 21 years old).

Other informants also conveyed the same thing:

"The reason I buy preloved items is that they are branded items and it's selling lower prices. So it's all worth it to buy" (Bny, 21 years old).

"Nowadays, are there people who skip branded goods cheaply? I feel it's back to each person. Maybe there are also people out there who are more concerned with usability than a brand like a preloved" (Ang, 23 years old).

Focusing on the study of sign consumption in the practice of preloved Generation Z in the marketplace, Baudrillard's point of view is that this research focuses on consumer society. Baudrillard and his perspective on consumer society try to criticize Karl Marx's point of view, which emphasizes production methods so that other aspects of capitalism, namely consumers and culture, are detached from his thoughts. In his works entitled *The System of Objects*, *The Society of Consumption*, and *For a Critique of the Political Economy of the Sign*, Baudrillard combines semiotic and structuralist cultural studies with neo-Marxist analysis. For Marx, an object becomes a commodity and has a natural use value; it also has an exchange value and can be exchanged for money. However, Marx ignored the symbolic and semiotic aspects of the object. On the other hand, Baudrillard describes an object with a semiotic analysis based on meaning, where an object has a sign value for him. Marx assesses objects based on utility, value, and durability, emphasizing use

value. At the same time, Baudrillard argues that value is in the sign attached to the item or object (Habib, 2018).

Contemporary culture, as a phenomenon in the era of postmodern society, is often marked by the consumption and manipulation of signs, plurality, diversion, fragmentation, commercialization, and media construction. Baudrillard finds that the mass media can create demands and enticements to manipulate the desires of contemporary society to become a strong consumer society. Consequently, people in the modern era have lost the ability to distinguish between their needs and wants, or what Baudrillard calls a hyperreality condition. Hyperreality directs Generation Z to become consumptive agents, which ultimately directs them in a circle of sign consumption to fulfill desires. It is what happened in the practice of preloved generation Z. Preloved consumption often does not require explicit consideration of needs and wants. The motive or purpose of consumption is precisely to fulfill the desires and expectations of other people or market trends. As stated by the informant in the following interview session:

"I need to buy preloved items. But sometimes, I feel like that's just what I want when I have too much money" (Lf, 21 years old).

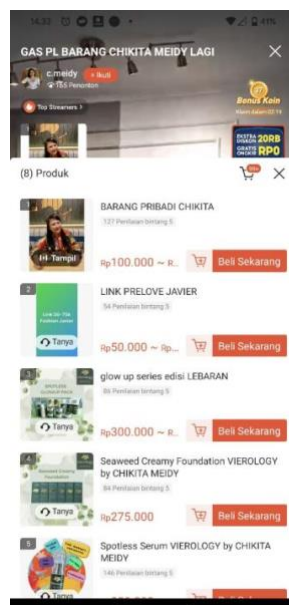
Meanwhile, another informant added:

"I think fashion has become my need, especially for young people who like to follow trends. I'm one of the young people who follow the trend. So buying preloved things is my need, even though I have to be very consumptive. But, so far I have never make a problem with it" (Gm, 22 years old).

Even though they are called consumers with various price considerations and unique shopping trends, this does not allow Generation Z to recognize their needs and wants. According to Baudrillard, this condition brings Gen Z into a state of hyperreality where a situation occurs, which makes them lose their ability to distinguish between reality and fantasy, so they no longer recognize their needs and desires. Furthermore, Baudrillard describes the concept of hyperreality as a condition where reality, as it is and reality as it should be, is lost.

Simulations and simulacra often cause hyperreality effects in virtual space. Simulation creates reality through a conceptual model that influences our views in determining reality. Simulations in preloved products offered at the Shopee marketplace are represented through camera effects and ideal models to attract Generation Z's interest in fashion needs. Meanwhile, simulacra or immediate/undignified is an image of imitation or imitation that makes the simulation look like objective reality (Rajagukguk & Sofianto, 2020). The image below shows the way the simulation works in the following preloved activity images :

Picture 3. Simulation in Preloved Activities on Live Shopee
(Source: Researchers, 2023)



The image above shows the store's preloved products in its live streaming. The simulation shows the product imaging a photo of an artist model wearing a preloved shirt. Similarly, simulacra create consumer preferences supported by features and algorithms that attract preloved consumers, in this case, generation Z, to buy the goods offered. Then simulacra work to manipulate desire and ensure that the simulation looks real.

Picture 4. Simulacra in Preloved Activities on Live Shopee
(Source: Researchers, 2023)



The image above shows how Simulacra works in preloved practice on Shopee live streaming. The picture shows a seller or streamer presenting the product and describing it in various ways to convince the buyer (Gen Z) that the product he is selling is the same as what he shows in the photo. The concept of simulation and simulacra directs Generation Z to consume signs massively to the point of losing the ability to distinguish between wants and needs, or what Baudrillard calls hyperreality. At the same time, it confirms that preloved consumption carried out in the Shopee marketplace has undergone a semiotic shift, in the sense that consumers no longer appear as a reasonable goal of use value but are more oriented towards fulfilling symbolic value desires (Ulhaq, 2022).

Consumption Forms of Gen Z Signs in Preloved Cultural Practices

Consumption of signs in preloved practice is a Generation Z strategy in raising capital or capital to maintain existence and follow market trends. Bourdieu describes capital or capital as part of the social space that marks capabilities and signs and symbols attached to an action. Capital position lies in the space of competition, representing a form of struggle. Each individual in Bourdieu's calculations has a capital portfolio. In the context of capital, Richardus (Udasmoro, 2020). Eexplains several types of capital or capital described by Bourdieu, including:

a. Social Capital

Social capital is capital that is inherent in the framework of forming relationships or networking, both between individuals and groups in a social space. In this case, preloved practices by Generation Z become a strategy and a means of building relationships with peers and various anonymous people through social media.

"In my opinion, appearance can affect our relationships with others in real life and on social media. Sometimes people can judge by the look we show, so when we look bad, smell, or are dirty, people may not like to approach and communicate with us" (Fr, 23 years old).

The interview excerpt above shows that Gen Z, identical in appearance, uses sign consumption through the preloved goods they consume to build relationships with the broader community, both in the real world and in virtual space.

b. Economic Capital

Economic capital refers to the capability to collect channels of wealth owned by individuals or groups. Preloved goods with well-known brands have the potential to show one's economic status. A brand attached to an item worn as a standard for classifying people's social stratification into certain social classes. In this context, brands attached to preloved goods often become a strategy for Generation Z to obscure their valid social class.

"When people use branded goods, it will usually reflect their social and economic status. Sometimes it can also fascinate people. People will not know that the branded items we use are preloved. So that in the eyes of people, we are rich" (An, 23 years old).

Another informant added:

"If people don't know that the branded items I use are preloved, maybe they think that I come from a high social class. Even though economically, I come from the middle social class. In my opinion, for those who are consent with the world of creator content, branded preloved items help my appearance to increase the number of followers on social media. Because on social media, people will consider what we use" (Rf, 22 years old).

The interview excerpt above confirms that, in general, the image of preloved goods lies in the brand attached to the item, which can be used as a venue to show the social and economic status of the wearer. However, on the other hand, this can also be a strategy for Gen Z, who are concerned with the digital industry, to gather followers through the fashion shows they show on social media, considering that media is a means of showing commodities that seem never to end.

c. Culture Capital

Culture Capital refers to abilities that identify mastery of skills in a particular field; it can also show an overview of intellectuality or skills, such as writing, singing, or dancing. Preloved items used among Generation Z are inseparable from their strategy to display specific skills and disguise skills that are not.

"I feel more confident communicating with people when I feel that my appearance is gorgeous when I use the branded items" (Fr, 23 years old).

In studying social interaction, appearance is a symbolic and political message someone tries to convey to others. Interaction is not neutral because sometimes it requires a person to be someone other than himself in order to give an excellent impression to the other person. Generation Z wants to convey it to their peers and the wider virtual community. Brands attached to their clothes can increase self-confidence, which becomes a strategy and one of the determining factors for the success of interpersonal communication with others.

d. Symbolic Capital

Symbolic capital is an accumulation of economic, social, and cultural capital, where this capital represents efforts to seek social recognition. Generation Z's orientation in buying pre-loved goods based on the fulfillment of desires rather than the use value of the goods themselves emphasizes the existence of an effort to obtain a self-image that is by the standards and expectations of others. In this context, the consumption of signs becomes a strategy to gain and collect social, economic, and cultural recognition from others.

"I always want to be seen as a good person, flexible and fashionable. For me, the clothes we used to show in real life and on social media will be judged by many people. So as much as possible we have to show our best, one of which is by using preloved items. I want to be looking like a good person, flexible and fashionable. For me, the appearance we show in real life and on social media will accumulate comments from many people. So as much as possible we have to show our best, one of which is by using preloved items" (Ang, 23 years old).

As explained above, social capital, economic and cultural capital have a role in increasing Gen Z's self-image through preloved items. The form of symbolic capital needs to be visible by involving political symbols and signs whose meaning could be more straightforward to see on the surface. Through preloved items, Gen Z wants to show himself as a young person with a good

personality, intelligence, and flexibility, as evidenced by an attractive physical appearance. However, the symbolic message that is displayed precisely emphasizes that they are experiencing an identity crisis due to being carried away by the standards and constructions created by the media.

In the consumption society initiated by Baudrillard, consumption is the most important part of modern society. Consumption is not just a phenomenon of economic exchange but can determine our class, status, position, and identity in society. It is the reason why people always want to buy things. From the Generation Z perspective, preloved practices are not just economic exchanges and rational choices to meet needs, but a means for them to build an identity as young people who live between real space and virtual space. On the other hand, preloved can be a movement to respond to fast fashion trends. Fast fashion is synonymous with the production of clothing made from materials that are not environmentally friendly and tend to be potentially damaging to the environment (Rizkila et al., 2021). Fast fashion is inspired by celebrity styles and catwalk styles, in which turning them into store-bought clothing with a quick and voluminous supply chain process and production. The goal is for consumers to buy their products more frequently and continuously. A fashion can be said to be fast fashion because of its fast-moving distribution, mass production, competitive price, and cheap materials so that it is bought faster and thrown away fastest when conditions are not good (Humaira & Fitriani, 2021).

Fast fashion produces ready-to-wear goods/clothes with the principle of low quality and high volume. Companies use cheap synthetic materials or polyester and produce goods in large quantities using cheaper labor in some developing countries. Fashion actors are companies with well-known and popular brands among Generation Z such as H&M, Adidas, Nike, Uniqlo, Converse, and so on (Nugraheni et al., 2022).

Awareness of the impact of fast fashion has emerged among young people. Some of them use secondhand clothing to support eco-friendly fashion in several countries, such as Sweden, the United States, and France (Fu & Liang, 2019; Grundberg & Nassab, 2022; Tyson et al., 2021). It's different in Indonesia, enlightenment about eco-friendly fashion consumption does not go with a feeling of having enough to buy goods. Thus, many young people use preloved items only to fulfill their shopping desires.

Conclusion

The practice of preloved consumption among Generation Z has the same consumption pattern with the principles of low quality and high volume, where goods sold are second-hand goods with declining quality and part of fast fashion goods which are produced in mass quantities. Even though they realize that preloved practices can be environmentally friendly consumption behavior, in reality, the motives carried out by Generation Z still need to be made aware of responding to these environmental issues. As explained in the discussion, preloved by the Z gen is more oriented towards the consumption of signs and fulfillment of symbolic desires, compared to the use value of the item itself.

Consumption practices like this, in turn, will direct Generation Z to become an impulsive and consumptive generation, which implies continuing the negative impacts of fast fashion, which is not environmentally friendly. As agents of change, generation Z needs to improve to reduce the addiction to consuming preloved goods that are only brand oriented. Massive consumption of preloved will cause Generation Z to be a generation that is vulnerable and dependent on the market. This dependence will precisely make Gen Z become a precariat class, namely the working class, which is full of uncertainty due to the loss of critical reasoning and innovation. Avoiding this, it seems that Gen Z needs to consider changing consumption patterns that are more environmentally friendly and sustainable.

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