

ABSTRAK

ANALISIS KEBIJAKAN AGEK PADA INDUSTRI *FAST FASHION* DI PRANCIS DALAM MENANGGAPI *OVERCONSUMPTION*

Oleh

KHARANIA LENADA PUTRI

Industri *fast fashion* menjadi tantangan besar bagi keberlanjutan global karena mendorong *overconsumption* dan peningkatan limbah tekstil. Sebagai pusat mode dunia, Prancis merespons dengan kebijakan berbasis keberlanjutan melalui implementasi Undang-Undang *Anti-Gaspillage pour une Économie Circulaire* (AGEC). Penelitian ini bertujuan menganalisis implementasi kebijakan AGEK oleh pemerintah Prancis dalam merespons *overconsumption fast fashion* periode 2020–2024 serta menelaah implementasi kebijakan tersebut dalam 5 dimensi teori keberlanjutan yaitu dimensi lingkungan, ekonomi, sosial, budaya, dan politik.

Analisis menggunakan teori keberlanjutan Fletcher dan konsep implementasi kebijakan lingkungan dengan pendekatan kualitatif deskriptif melalui studi literatur. Data diperoleh dari dokumen resmi, publikasi akademik, dan laporan lembaga, kemudian dianalisis menggunakan model Miles, Huberman, dan Saldana. Fokus penelitian diarahkan pada empat instrumen utama AGEK: larangan pemusnahan produk, kewajiban transparansi informasi, *Extended Producer Responsibility* (EPR), dan *eco-modulation fees*.

Hasil penelitian menunjukkan bahwa implementasi AGEK berhasil membangun kerangka regulasi komprehensif dengan mendorong transparansi, tanggung jawab produsen, serta pelarangan pemusnahan barang tak terjual melalui koordinasi ADEME, *Refashion*, dan kementerian terkait. Kebijakan ini berkontribusi terhadap peningkatan daur ulang tekstil dan penciptaan lapangan kerja baru, serta memperkuat kesadaran sosial dan politik tentang pentingnya keberlanjutan. Namun, peningkatan konsumsi pakaian menunjukkan bahwa perubahan budaya konsumtif masyarakat masih menjadi tantangan utama menuju industri *fashion* yang benar-benar berkelanjutan.

Kata kunci: *Fast fashion*, Kebijakan, *Overconsumption*, Prancis.

ABSTRACT

AN ANALYSIS OF FRANCE'S FAST FASHION POLICIES AGECE IN RESPONDING TO OVERCONSUMPTION

By

KHARANIA LENADA PUTRI

The fast fashion industry poses a major challenge to global sustainability because it drives overconsumption and increases textile waste. As a global fashion hub, France has responded with sustainability-based policies through the implementation of the Anti-Gaspillage pour une Économie Circulaire (AGEC) Law. This study aims to analyze the French government's implementation of the AGEC policy in response to fast fashion overconsumption for the 2020–2024 period and examine its implementation within five dimensions of sustainability theory: environmental, economic, social, cultural, and political. The analysis utilizes Fletcher's sustainability theory and the concept of environmental policy implementation, using a descriptive qualitative approach through literature review. Data were obtained from official documents, academic publications, and institutional reports, then analyzed using the Miles, Huberman, and Saldana model. The research focuses on four main AGEC instruments: the ban on product destruction, information transparency obligations, Extended Producer Responsibility (EPR), and eco-modulation fees. The research results show that the implementation of AGEC has successfully established a comprehensive regulatory framework by promoting transparency, producer responsibility, and prohibiting the destruction of unsold goods through coordination between ADEME, Refashion, and relevant ministries. This policy has contributed to increased textile recycling and the creation of new jobs, as well as strengthening social and political awareness of the importance of sustainability. However, the increase in clothing consumption indicates that changing consumer culture remains a major challenge towards a truly sustainable fashion industry.

Keywords: Fast fashion, France, Policies, Overconsumption.