

ABSTRAK

UPAYA UNIQLO DITENGAH BERBAGAI KRITIK TERKAIT LIMBAH TEKSTIL DAN KOMITMEN KEBERLANJUTAN

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Krisis limbah global menjadi salah satu persoalan lingkungan paling mendesak di abad ke-21, di mana industri *fast fashion* berkontribusi besar terhadap peningkatan volume limbah tekstil. UNIQLO, sebagai salah satu perusahaan multinasional terbesar di industri *fast fashion* global, kerap menjadi sorotan dan menerima berbagai kritik terkait produksi limbah tekstil, penggunaan bahan sintetis, emisi karbon, serta dugaan praktik *greenwashing*. Di sisi lain, UNIQLO juga menunjukkan komitmen terhadap isu keberlanjutan melalui berbagai kebijakan.

Penelitian ini bertujuan untuk mendeskripsikan berbagai kritik yang ditujukan kepada UNIQLO terkait limbah tekstil dan komitmen keberlanjutan, serta menganalisis upaya-upaya yang dilakukan UNIQLO ditengah kritik tersebut. Penelitian ini menggunakan metode kualitatif-deskriptif dengan pendekatan studi kepustakaan, yang bersumber dari data sekunder berupa laporan keberlanjutan perusahaan, laporan organisasi non-pemerintah, publikasi organisasi internasional, artikel ilmiah, serta berita dan dokumen resmi terkait. Analisis penelitian ini menggunakan perspektif Politik Lingkungan Global untuk memahami peran UNIQLO sebagai aktor non-negara dalam tata kelola lingkungan global.

Hasil penelitian menunjukkan bahwa UNIQLO melakukan berbagai upaya ditengah tekanan dan kritik global melalui berbagai strategi, seperti penerapan program-program keberlanjutan, keterlibatan dalam rezim dan norma lingkungan internasional, serta kolaborasi dengan berbagai aktor global. Namun, upaya tersebut masih menghadapi keterbatasan karena model bisnis *fast fashion* yang berbasis produksi massal tetap berpotensi memperbesar krisis limbah tekstil. Penelitian ini

menyimpulkan bahwa terdapat kesenjangan antara kepentingan ekonomi dan komitmen ekologis UNIQLO.

Kata kunci: UNIQLO, limbah tekstil, *fast fashion*, keberlanjutan, politik lingkungan global.

ABSTRACT

UNIQLO'S EFFORTS AMID VARIOUS CRITICISMS RELATED TO TEXTILE WASTE AND SUSTAINABILITY COMMITMENTS

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The global waste crisis has become one of the most pressing environmental challenges of the twenty-first century, with the fast fashion industry contributing significantly to the increasing volume of textile waste. UNIQLO, as one of the largest multinational corporations in the global fast fashion industry, has frequently been under public scrutiny and has received various criticisms regarding its textile waste production, use of synthetic materials, carbon emissions, and alleged greenwashing practices. On the other hand, UNIQLO has also demonstrated its commitment to sustainability issues through various policies. This research aims to describe the various criticisms directed at UNIQLO concerning textile waste and its sustainability commitments, as well as to analyze the efforts undertaken by UNIQLO in the middle of these criticisms. This study employs a qualitative descriptive method with a library research approach, drawing on secondary data sources such as corporate sustainability reports, reports from non-governmental organizations, publications by international organizations, academic articles, as well as relevant news and official documents. The analysis is conducted using the perspective of Global Environmental Politics to understand UNIQLO's role as a non-state actor in global environmental governance. The findings indicate that UNIQLO has undertaken various efforts amid global pressure and criticism through multiple strategies, including the implementation of sustainability programs, engagement in international environmental regimes and norms, and collaboration with various global actors. However, these efforts remain constrained by the fast fashion business model, which is based on mass production and continues to pose the risk of exacerbating the textile waste crisis. This study

concludes that there is a gap between UNIQLO's economic interests and its ecological commitments.

Keywords: UNIQLO, textile waste, fast fashion, sustainability, global environmental politics.