

**DARI KONSUMERISME MENUJU KEBERLANJUTAN:
ANALISIS KAMPANYE GREENPEACE “*DETOX MY FASHION*”
DALAM MENANGANI KRISIS LINGKUNGAN
AKIBAT INDUSTRI *FAST FASHION* DI TIONGKOK**

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ABSTRAK

Penelitian ini menganalisis peran kampanye *Detox My Fashion* oleh Greenpeace dalam mendorong perubahan lingkungan di industri fast fashion Tiongkok melalui kerangka *Transnational Advocacy Networkss* (TAN) dalam konteks *global environmental governance* (GEG). Sebagai pusat produksi tekstil terbesar di dunia, Tiongkok menjadi fokus utama kampanye karena tingginya penggunaan bahan kimia berbahaya dalam proses manufaktur. Melalui analisis literatur terhadap laporan investigatif Greenpeace, regulasi lingkungan Tiongkok, serta penelitian akademik, studi ini menemukan bahwa kampanye Detox berhasil meningkatkan transparansi rantai pasok, mempercepat adopsi *Zero Discharge of Hazardous Chemicals* (ZDHC), dan mendorong perbaikan teknologi produksi di kawasan industri tekstil seperti Zhejiang dan Guangdong. Namun, pengaruh TAN dalam GEG tetap dipengaruhi oleh kompleksitas rantai pasok Tiongkok serta ketidaksamaan standar penegakan lingkungan antarprovinsi. Penelitian ini menunjukkan bahwa kampanye transnasional memiliki kapasitas nyata untuk menekan aktor industri dalam sistem GEG, meskipun hasil akhirnya bergantung pada respons negara dan dinamika domestik.

Kata Kunci: Kampanye Transnasional, *Transnational Advocacy Networkss* (TAN), *Global Environmental Governance* (GEG), Greenpeace, *Detox My Fashion*, *Fast Fashion*.

***FROM CONSUMERISM TO SUSTAINABILITY: AN ANALYSIS
OF THE GREENPEACE “DETOX MY FASHION” CAMPAIGN
IN ADDRESSING THE ENVIRONMENTAL CRISIS CAUSED BY
THE FAST FASHION INDUSTRY IN CHINA***

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ABSTRACT

This study examines the role of Greenpeace’s Detox My Fashion campaign in influencing environmental practices within China’s fast fashion industry by applying the Transnational Advocacy Networkss (TAN) framework alongside the broader context of global environmental governance (GEG). As the world’s largest textile manufacturing hub, China serves as the central focus due to its extensive use of hazardous chemicals in production processes. Through a literature review of Greenpeace investigative reports, Chinese environmental regulations, and academic studies, the research finds that the campaign strengthened supply-chain transparency, accelerated the adoption of the Zero Discharge of Hazardous Chemicals (ZDHC) framework, and stimulated cleaner production technologies in major textile regions such as Zhejiang and Guangdong. However, the influence of TAN within GEG remains shaped by China’s complex supply-chain structures and uneven provincial enforcement. This study demonstrates that transnational campaigns can impact industry behavior within global governance systems, though their effectiveness depends on domestic regulatory and political responses.

Keywords: Transnational Campaigns, Transnational Advocacy Networkss (TAN), Global Environmental Governance (GEG), Greenpeace, Detox My Fashion, Fast Fashion.