

## CHAPTER II

### PROLOGUE

#### 2.1 About Sejauh Mata Memandang

Sejauh Mata Memandang is an Indonesian textile label founded in 2014 by Chitra Subyakto, a designer and an entrepreneur from Indonesia that has concern towards environment and culture. Chitra was inspired by the beauty of Indonesian nature and small things in surrounding such as fabric foods, and many more and wants to preserve it through her work. The work itself embodies a slow and circular fashion principles that seamlessly blend traditional Indonesian textiles with contemporary flair which makes them prioritizing quality over quantity. The circular fashion itself refers to when designing product, we must think of the result whether it will be waste, recyclable, or become a decomposed waste.

Chitra was first introduced by her mother about traditional clothing of Indonesia as a daily wear and traditional dance costume. By that, Chitra had a thought to create a clothing brand for Indonesian people that can be used for everyday wearing. In 2014, Sejauh Mata Memandang was founded with the focus of producing woman's clothing that is made out of organic cotton. The name behind "Sejauh Mata Memandang" is because the words were frequently used whenever Chitra go to remote places in Indonesia such 'Sejauh Mata Memandang the ocean is so beautiful' and also as a representation of a hope that everything will be better. In 2015, Sejauh Mata Memandang started to use

Indonesian traditional textile on the design. By that, most of the design represents batik that is written and printed techniques with unique patterns.

Until now, each piece in Sejauh Mata Memandang collection is intended to be timeless, versatile, and wearable for daily use. Sejauh Mata Memandang has become one of the well-known fashion brand in Indonesia especially after Cinta from ‘Ada Apa dengan Cinta 2’ movie where Cinta (Dian Sastro) was using the ‘Ayam Scarf’ as her wardrobe. Sejauh Mata Memandang tried to always create an innovation and thrive to give the positive impact for the environment and Indonesian people.

In addition, The aspect that makes Sejauh Mata Memandang interesting is the brand's big campaign entitled #SejauhManaKamuPeduli which has become their signature to focus on caring for the surrounding environment.

## **2.2 The Campaign of #SejauhManaKamuPeduli by Sejauh Mata Memandang**

In a world facing pressing environmental challenges, Sejauh Mata Memandang as a leading Indonesian fashion brand has taken a bold step with #SejauhManaKamuPeduli campaign. This initiative goes beyond marketing that serves as a powerful call to action for individual reflecting their impact towards the environment. This simple yet profound calls encourage consumers to really consider their environmental footprint and choices they make daily. By that, Sejauh Mata Memandang recognizes that individual action and combined it to create a collective shift towards more sustainable future.

The campaign itself extends beyond social media that encompasses range of initiatives that foster environmental consciousness. Workshops,

collaboration with eco-conscious organization, as well as support sustainability demonstrate the brands a genuine commitment to sustainability and understand that fashion can be a force for positive change with slow fashion concept when fast fashion concept rises.

#SejauhManaKamuPeduli is not merely just a campaign rather than it's a movement that encapsulates Sejauh Mata Memandang core values and inspirations. This campaign serves as a beacon of hope to remind the consumer about small steps to protect the environment can collectively create a ripple effect of positive change and ensure a healthier planet for future generations.

## **2.3 #SejauhManaKamuPeduli Marketing Activities by Sejauh Mata Memandang**

### **a. Social Media**

#### **- Instagram**

Sejauh Mata Memandang's #SejauhManaKamuPeduli campaign on Instagram shows the effective use of social media for environmental advocacy in the field of fashion industry. The campaign itself employed a hashtag mobilization as their own post as well as encouraging their audience with the hashtag.

Daur ulang bukanlah solusi terbaik, namun layak dilakukan agar mengurangi sampah tekstil di Tempat Pemrosesan Akhir (TPA), laut, sungai atau dibakar yang akhirnya mengotori bumi dan merusak kesehatan kita.

Mari bijak dalam berkonsumsi 🌍🙏🏻😊

Untuk informasi selengkapnya bisa baca keterangan di unggahan ini dan di highlight kami. Mohon perhatiannya untuk tidak mengirim pakaian berbahan polyster dan benda lain bukan pakaian.

#sejauhmanakamupedul  
#haripedulisampahnasional  
#reuse #reduce #recycle  
#pengolahanlimbahfesyen  
#kisahsahabatnatgeoindonesia

💚 100% BENANG DAUR ULANG #recyclethreads pada Koleksi eksklusif "TARUM" motif Muara.

💚 25,6 ton pakaian bekas tidak layak pakai (post-consumer waste) terkumpul untuk didaur ulang bersama kolaborator @ecotouch\_id menjadi serat penyekat, insulator, peredam suara, benang dan kain baru sebagai upaya penerapan prinsip SIRKULARITAS #circular

Bersama, mari kita berusaha untuk lebih bertanggung jawab, bertindak lebih bijaksana, dan berbuat baik untuk Bumi rumah kita 🌍🙏🏻😊

#sejauhmanakamupedul #circularfashion #recycle  
#upcycle #reuse #collaboration #euserecosystem

## ***Figure 2. 1 The use of #SejauhManaKamuPeduli on Sejauh Mata***

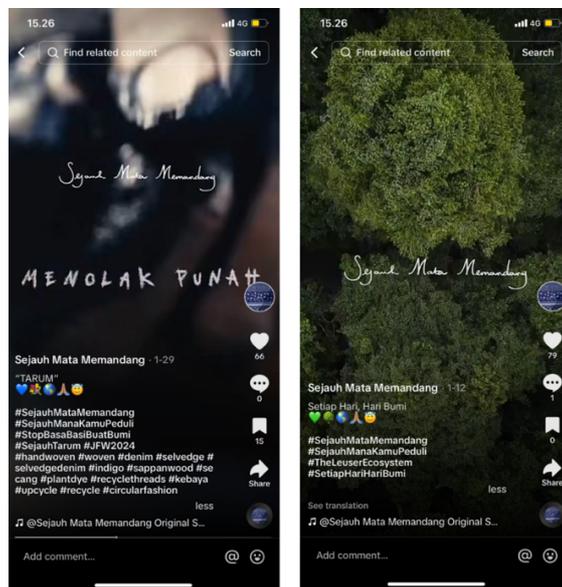
### ***Memandang's Instagram Post***

As being shown on several pictures above, Sejauh Mata Memandang employs #SejauhManaKamuPeduli in the hashtag page and cultivate consumers awareness about environmental issues and promote sustainable fashion practice. The evocative campaign that is included in their Instagram post likely carries a powerful message that compels viewer to engage in introspection and consider their level of concern towards surroundings. This campaign extends beyond simply feeling of sympathy where it delves into the realm of action as well as responsibility.

By using #SejauhManaKamuPeduli, it might urge the viewer to see their surroundings better widely and it might also become a starting point towards a sustainable and compassionate way of living. It can also serves as a powerful Call to Action to raise awareness. By sharing the campaign on each post of Sejauh Mata Memandang's Instagram become one of the ways for the brand to inspire the viewer do the same.

## - TikTok

Sejauh Mata Memandang uses TikTok's short-form video format to deliver an impactful messages regarding sustainability and environmental issue through their engaging contents along with the use of #SejauhManaKamuPeduli in the caption.



*Figure 2. 2 The use of #SejauhManaKamuPeduli On Sejauh Mata Memandang's TikTok Post*

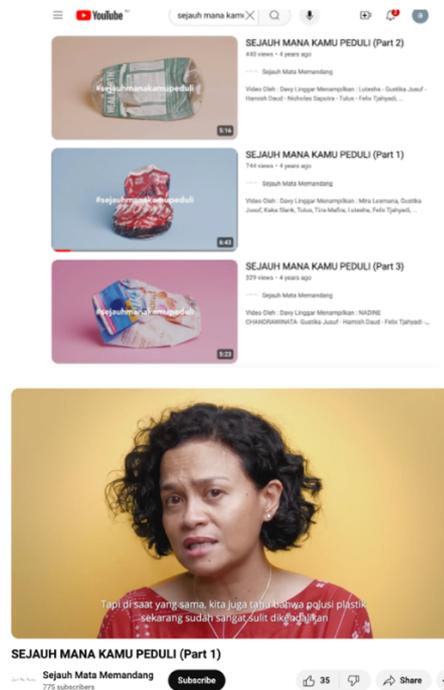
Sejauh Mata Memandang realizes the importance of entertainment gain through TikTok where they might uses a relatable experience or reality illustration that fosters a sense with the audience, making the educational message is more acceptable. The heart of the message lies within the name of the campaign itself that raises the concern for environmental issue and foster a willingness to engage with the

campaign's core which makes consumers reflect on how much they care about the environment.

Furthermore, by using TikTok trends can create a participatory challenges that encourage the consumer to share their own sustainable fashion choices or upcycling tips. In consequence, the collaborative content creation foster a sense of community and empowers consumer to become more active and updated about current environmental situation.

#### - **YouTube**

The third social media that are used by Sejauh Mata Memandang to promote #SejauhManaKamuPeduli can also be seen through their YouTube channel where Sejauh Mata Memandang utilize YouTube to become part of their sustainability journey. YouTube allows Sejauh Mata Memandang to create an in-depth documentaries or vlogs that dives into the environmental impact of the fashion industry where videos that are uploaded through YouTube might employ a narrative technique and foster an emotional connection because of the visual. Other than that, YouTube also foster an interactive communication process where the consumer can share their own experiences through the comment section. By that, the strategy of Sejauh Mata Memandang to use social media to give the knowledge of responsible consumption can be understood as well as an Education for Sustainable Development (ESD).



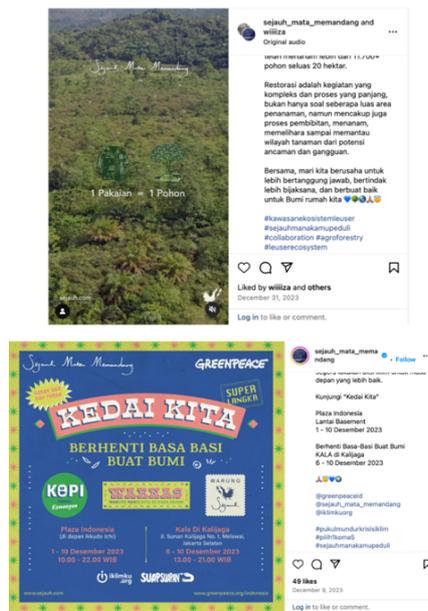
***Figure 2. 3 The Use of #SejauhManaKamuPeduli On Sejauh Mata Memandang’s YouTube***

This effort in raising people’s awareness towards the environmental issue wrapped by Sejauh Mata Memandang through their YouTube contents titled “#SejauhManaKamuPeduli” with the concept of storytelling to convey the message. The video does not only provide information that might encourage people to be more aware but also giving solution and alternatives for plastic consumption. Other than that, what makes the video is more interesting is how Sejauh Mata Memandang invited several public figures such as Nadine Chandrawinata, Hamish Daud, Kaka Slank, Melly Goeslaw to provide

information about plastic which is dangerous not only for being on the land but also for those in the sea.

## b. Partnership

Other than using social media, #SejauhManaKamuPeduli campaign also can be seen through Sejauh Mata Memandang collaborations with certain NGO, KOL, as well as certain movements. By fostering strategic partnership, they can deliver the message to reach wider audience and can effectively raise consumer awareness.



*Figure 2. 4 The Use of #SejauhManaKamuPeduli on Sejauh Mata Memandang Partnership Post*

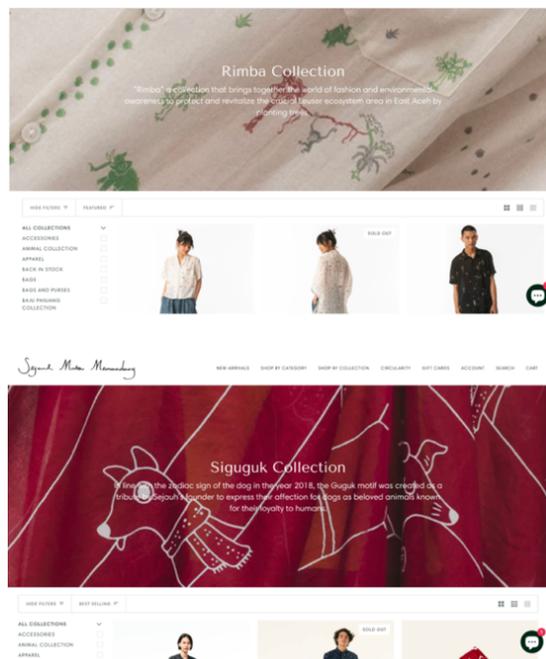
The picture above are some of the example of #SejauhManaKamuPeduli in Sejauh Mata Memandang's few partnership such as with *Kawasan Ekosistem Leuser* in East Aceh and Greenpace. By conducting a partnership, it can possess deeper understanding of specific consumer segment as well as tailoring message and content to specific needs and concerns.

Sejauh Mata Memandang recognize the expertise of NGO's. By partnering with these organization, Sejauh Mata Memandang can gain valuable insights about consumer behavior as well as the landscape of sustainability in general. The information allows Sejauh Mata Memandang to create more creative space to reach larger audience in many sectors. Other than expressing environmental crisis, Sejauh Mata Memandang also had partnership with Greenpace Indonesia to awakens the awareness of food crisis through a mini exhibition called '*Kedai Kita*'. The exhibition aims to raise awareness and motivate real action in response of climate crisis and as a part of '*Berhenti Basa Basi Buat Bumi*' campaign by Greenpace Indonesia.

These kind of exhibition held by Sejauh Mata Memandang and their partnership creates a memorable message not only for both parties but also for the consumer because it raises their brand recognition as well as encouraging the consumer to take a look on the exhibition and might create a sense of awareness towards the environmental issue.

### c. Product Collection Segmentation

The product collection segmentation become one of the strategy for Sejauh Mata Memandang marketize their product. The use of segmentation itself are to dive more of consumer behavior and to understand diverse motivation of sustainable fashion choices.



***Figure 2. 5 The Explanation of Sejauh Mata Memandang's 'Rimba' and 'Siguguk Collection' Product Collection Segmentation***

In each of their segmentation collections through their website, they always provide an explanation of where the inspiration about the collection name comes from. As the example in the picture above explains, the “Rimba” collection is motivated to bring together the world

of fashion and raise environmental awareness to revitalize the crucial Leuser ecosystem area in East aceh by planting trees. The second one is “Siguguk Collection” as a tribute of Sejauh Mata Memandang’s founder expressing their affection for dogs which are known as loyal to human.

Since Sejauh Mata Memandang also introduces a slow fashion concept, the segmentation itself become part of the slow fashion introduction because each of the collection always have its own meaningful meaning for Sejauh Mata Memandang. By that, this segmentation help consumer to find their own style easily and it strengthened the brand’s credibility and help them to understand deeper of consumers behavior on fashion product.