



UTILIZATION OF USED CLOTHES FOR RESALE THROUGH THE THRIFT MODEL IN BOOSTING THE CREATIVE ECONOMY

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Abstrak

Kegiatan pengabdian kepada masyarakat ini bertujuan untuk meningkatkan kemandirian ekonomi anggota Majelis Ketenagakerjaan 'Aisyiyah Jatisampurna Bekasi melalui pemanfaatan pakaian bekas dengan model usaha thrift dan upcycling sebagai bagian dari pengembangan ekonomi kreatif berbasis keberlanjutan. Metode pelaksanaan kegiatan dilakukan melalui beberapa tahapan, meliputi tahap persiapan dengan observasi dan wawancara untuk mengidentifikasi permasalahan dan potensi mitra, tahap implementasi berupa edukasi dan penyuluhan tentang dampak limbah tekstil, kesehatan dan kebersihan produk, aspek legalitas, pelatihan praktik upcycling, serta pendampingan pemasaran produk baik secara daring maupun luring, dan tahap evaluasi untuk menilai efektivitas kegiatan. Hasil kegiatan menunjukkan adanya peningkatan pengetahuan dan keterampilan peserta dalam mengelola pakaian bekas menjadi produk bernilai jual, perubahan sikap dan pola pikir terhadap pakaian bekas sebagai sumber peluang usaha, serta meningkatnya motivasi dan kepercayaan diri peserta dalam memulai usaha thrift dan upcycling. Selain itu, peserta mampu menghasilkan produk kreatif siap jual dan memahami strategi pemasaran sederhana melalui media sosial dan kegiatan bazar. Kontribusi kegiatan pengabdian ini tidak hanya terletak pada peningkatan kapasitas individu peserta, tetapi juga pada penguatan peran kelembagaan Majelis Ketenagakerjaan 'Aisyiyah Jatisampurna dalam pemberdayaan ekonomi anggotanya. Kegiatan ini diharapkan dapat menjadi model pemberdayaan ekonomi kreatif berbasis pemanfaatan pakaian bekas yang berkelanjutan dan dapat direplikasi di komunitas lain dengan karakteristik serupa.

Kata kunci: Pemanfaatan Pakaian Bekas; Dijual Kembali; Model Thrift; Ekonomi Kreatif.

Abstract

This community service activity aims to increase the economic independence of members of the 'Aisyiyah Jatisampurna Bekasi Manpower Council through the use of used clothes with thrift and upcycling business models as part of the development of a sustainability-based creative economy. The method of implementing activities is carried out through several stages, including the preparation stage with observation and interviews to identify problems and potential partners, the implementation stage in the form of education and counseling on the impact of textile waste, product health and hygiene, legality aspects, upcycling practice training, as well as product marketing assistance both online and offline, and evaluation stage to assess the effectiveness of activities. The activity results showed increased participants' knowledge and skills in transforming used clothes into products with commercial value, a shift in attitudes and mindsets toward used clothes as a source of business opportunities, and greater motivation and confidence to start a thrift and upcycling business. In addition, participants were able to produce ready-to-sell creative products and understand simple marketing strategies through social media and bazaar activities. The contribution of this service activity lies not only in increasing the individual capacity of participants, but also in strengthening the institutional role of the 'Aisyiyah

Jatisampurna Manpower Council in the economic empowerment of its members. This activity is expected to serve as a model for empowering the creative economy through the sustainable use of used clothing and can be replicated in other communities with similar characteristics.

Keywords: Utilization of Used Clothing; Resale; Thrift Model; Creative Economy.

INTRODUCTION

The current global and national economic development demands continuous innovation in an effort to improve people's welfare, especially in the midst of economic challenges such as limited employment and declining purchasing power (Mutmainnah et al. 2025). In this context, the creative economy is present as a strategic sector that is able to encourage economic growth based on ideas, creativity, and community innovation (Anissa et al., 2024). Along with changes in consumption patterns that increasingly lead to sustainable lifestyles, people are starting to be more selective in choosing products that are not only useful but also environmentally friendly (Tarigan et al., 2022). This condition opens up opportunities for the development of creative micro businesses that utilize the resources around the community, as well as answer economic and environmental challenges (Sahputri et al. 2023). Through the use of local creativity and innovation, the creative economy sector is believed to be able to become an alternative solution in creating economic independence and improving people's welfare in a sustainable manner (Ghifari et al., 2024).

One of the real problems faced by the community today is the increasing number of used clothes that are no longer used and end up as household waste (Erdiana et al. 2024). Used clothes are often perceived as worthless items so they are only stored, discarded, or sold at a very low price without going through a proper management process (Nurliah et al., 2022). In fact, most of these clothes are still suitable for use and have economic value if selected, cared for, and packaged creatively (Alimudin et al., 2022). The lack of knowledge and skills of the community in utilizing used clothes causes this potential to not be optimally exploited, so that the opportunity to increase income based on the use of suitable goods is neglected (Imansyah, 2025). This condition shows that there is a gap between the availability of resources in the form of used clothes and the ability of the community to process them into products with selling value, which in turn has an impact on the increase in textile waste and the loss of creative economy opportunities (Purwani et al. 2024).

The thrift business model is one of the relevant solutions in answering the problem of waste used clothes as well as the economic challenges of the community (Siagian et al., 2020). The thrift business is an activity of buying and selling used clothes that are suitable for use which is carried out through the process of selection, maintenance, and repackaging so that it has a higher attractiveness and selling value (Rakhmawati et al., 2021). In recent years, this business model has experienced

rapid development in the community, along with increasing awareness of sustainable lifestyles and interest in unique and affordable fashion products (Siagian et al., 2020). The advantages of thrift businesses lie in the relatively low capital requirements, abundant availability of raw materials, and promising profit opportunities if managed creatively and innovatively (Candra et al., 2024). This condition makes the thrift business a potential business opportunity for the community, especially the younger generation and productive economic groups, to be actively involved in the development of a sustainability-based creative economy that is able to have a simultaneous economic and environmental impact (Nurazizah et al., 2023).

Based on the results of initial observations, the 'Aisyiyah Jatisampurna Manpower Council as a service partner faces a number of obstacles in an effort to increase the economic independence of its members. Despite having the potential for active and productive human resources, most of the members still experience limited skills in managing creative economy-based businesses, especially the use of used clothes into products with selling value. In addition, knowledge about marketing strategies, pricing, and the use of digital media as a means of promotion and sales is still relatively low. This condition causes potential business opportunities that have not been optimally utilized. Therefore, educational and applicative service activities are needed to increase the capacity of partners, so that they are able to develop the thrift business independently and sustainably.

This community service activity aims to increase the capacity and economic independence of members of the 'Aisyiyah Jatisampurna Manpower Council through the use of used clothes with a thrift business model as part of creative economy development. The program is designed not only in the form of technical training, but also ongoing mentoring that includes improving product management skills, marketing strategies, and effective use of digital media. The contribution of this activity is the creation of sustainability-based creative businesses that are able to increase community income while reducing textile waste. Thus, this service activity can provide economic and social benefits in a sustainable manner and encourage the formation of an independent, innovative, and adaptive society to the development of the creative economy.

METHODS

The method of implementation to the community focuses on identifying and utilizing the assets and strengths of the community itself, not on its shortcomings or problems. This approach encourages self-reliance and partnership by relying on individual talents, social connections, and internal resources to create sustainable, positive change (Gabriela et al., 2022).

The method of implementing community service activities with the theme, "the use of used clothes for resale through the thrift model in improving the creative

economy, as a partner of the economic and employment council 'Aisyiyah Jatisampurna Bekasi. The selection of the 'Aisyiyah Jatisampurna Bekasi Manpower Council as a partner in community service activities is based on several strategic considerations. This organization is a forum for women's empowerment that has an active role in improving the economic welfare of families and communities in the Jatisampurna area. The members of the assembly are dominated by the productive age group who have an entrepreneurial spirit, but have not been fully supported by skills and knowledge in the development of creative economy businesses. In addition, the 'Aisyiyah Jatisampurna Manpower Council has a strong and sustainable social network, so it has the potential to become a driving force in disseminating thrift business practices to the wider community. These conditions make this partner suitable to be developed through service programs that are oriented towards empowerment, capacity building, and sustainability-based economic independence. This service activity can be explained as follows:

Implementation Preparation Stage

This preparation stage, by coordinating intensively with team members before the implementation of the activity, with the aim that the implementation of community service activities can run smoothly. Preparation includes the preparation of facilities and infrastructure, places and documentation as well as the collection of used clothes and the selection of product quality.

Stages of Community Service Implementation

The implementation of these activities was carried out on Saturday, November 1, 2025 in the courtyard of the Nurul Huda Jatisampurna mosque in Bekasi, while the activities carried out in the implementation of the activity were: (1) Education to conduct counseling to partners. (2) Hands-on training, namely upcycling, which is training participants to make motifs as new innovations. (3) Product marketing and promotion (sales strategy). (4) Providing assistance and coaching. The community service team provides counseling to partners in serving buyers, encouraging participants to start selling or designing their own upcycled products, through mentoring programs to 'Aisyiyah partners.

Evaluation Stage

The evaluation stage is carried out to assess the achievement of the goals of community service activities and the effectiveness of the methods that have been applied. The evaluation was carried out after the entire series of training and mentoring activities were completed. The evaluation process includes an assessment of the improvement of participants' knowledge, skills, and attitudes in utilizing used clothes through the thrift business model. The evaluation techniques used include direct observation during the activity, reflective discussions with participants, and the collection of feedback related to the understanding of the material and its application. In addition, the evaluation was also carried out by reviewing the results of participants' practices in the form of thrift products

produced and participants' readiness to implement simple marketing strategies. The results of the evaluation are used as a basis for determining the success of activities, identifying obstacles faced, and formulating follow-up recommendations to ensure the sustainability of creative economy empowerment programs in partner environments.

RESULTS AND DISCUSSION

Results

The preparation stage began with field observation activities carried out by the service team to the 'Aisyiyah Jatisampurna Bekasi Manpower Council. The observation aims to obtain a clear picture of the social, economic, and business potential conditions owned by the members of the assembly. The results of observations show that most of the members are housewives and women of productive age who have an important role in supporting the family economy. However, the economic activities carried out are still informal and have not been optimally managed. The team also found that used clothes that are suitable for use are quite abundant in the environment around members, both from personal needs and family donations, but have not been used as sustainable business opportunities.

In addition to observation, the preparation stage was strengthened by in-depth interviews with the management and several members of the 'Aisyiyah Jatisampurna Manpower Council. The results of the interview revealed that limited knowledge and skills are the main obstacles in starting a creative economy business. One of the administrators said,

"Actually, many members want to do business, but are confused about where to start and how to sell it".

This statement shows the existence of entrepreneurial motivation, but it has not been balanced with adequate technical and managerial capacity.

Interviews with other members also revealed that used clothes have only been stored or given to others without clear economic value. One member stated,

"If I usually just keep used clothes or share them, I don't think I can sell them again at a better price".

These findings confirm that the perception of used clothes is still limited to leftover goods, not as an economic commodity. In addition, members also admitted that they did not understand the concept of thrift business and marketing strategies that are in accordance with the current development of digital technology. The results of the interviews also show the low use of digital media in members' economic activities. Most members only use social media for personal

communication and do not yet understand the potential of digital platforms as a means of promotion and sales. A member revealed,

"We have WhatsApp and Facebook, but we don't know how to use them for sale."

This condition shows that there is a digital literacy gap that needs to be bridged through educational and applicable service activities. Based on the results of these observations and interviews, the service team concluded that the 'Aisyiyah Jatisampurna Manpower Council has great potential to be developed as a partner in the creative economy empowerment program based on the use of used clothes through the thrift business model. The findings at this preparation stage are the basis for the preparation of materials, methods, and strategies for the implementation of service activities to suit the needs and characteristics of partners. Thus, the preparation stage not only serves as an initial data collection, but also as an important foothold in designing a targeted and sustainable empowerment program.

The implementation of community service activities was carried out in the courtyard of the Nurul Huda Jatisampurna Mosque in Bekasi and was attended by members of the 'Aisyiyah Jatisampurna Manpower Council. This activity began with an education and counseling session aimed at increasing participants' awareness of environmental problems, especially the negative impact of textile waste. In this session, the service team delivered material on the dangers of textile waste to the environment and the importance of applying the concept of thrifting and upcycling as an alternative solution to reduce waste while creating economic value. This activity was opened with the inauguration of the activity described in Figure 1.



Figure 1. Opening of Mentoring Activities

In addition to environmental education, the service team also provides counseling on health and hygiene aspects in the management of used clothes. Participants are equipped with an understanding of the correct cleaning and maintenance techniques for used clothes, starting from the washing, drying, to storage processes, to prevent the risk of skin diseases and maintain product quality. The results of the implementation showed an increase in participants' awareness of the importance of product hygiene before being marketed. Participants stated that this information was very useful because so far they did not know the right hygiene standards in processing used clothes.

Implementation activities also include counseling related to aspects of business legality, especially regarding the regulation of the import of used clothes. In this session, the service team emphasized the importance of complying with applicable legal provisions and encouraged participants to focus on developing local preloved products and upcycling results. The results of the activity showed that participants became more aware of the legal risks that can arise from the sale of illegal imported used clothes and began to realize the importance of developing products based on local resources as a safe and sustainable form of business.

Furthermore, the activity continued with hands-on training which focused on creative upcycling skills. Participants were trained to create product innovations through simple techniques, such as making motifs using bleaching techniques, changing clothing models (for example, turning jeans into bags), and making accessories from patchwork. The results of the practical sessions showed that participants were able to produce a variety of upcycled products that have aesthetic value and selling potential. In addition, participants were also equipped with basic sewing skills and patchwork processing techniques, which became the initial provision in developing creative products based on used clothes.

In terms of marketing and product promotion, the service team provides assistance related to sales strategies both online and offline. Participants were introduced to the use of social media such as Instagram, TikTok, and Facebook as a means of digital marketing. In addition, participants are also encouraged to take advantage of the e-commerce development plan that is being designed by the 'Aisyiyah Economic Council to reach a wider market. For offline marketing, participants were given a simulation of sales strategies through bazaar or flea market activities with attractive product arrangement and affordable pricing as described in Figure 2. The results of the activity showed that participants began to understand the importance of the right marketing strategy in increasing the competitiveness of thrift and upcycled products.



Figure 2. Offline Marketing Practices

The stage of implementing activities was closed with assistance and coaching to partners. The service team provides direction regarding service techniques to buyers, marketing communication, and motivation to start marketing products independently. This assistance aims to encourage the courage and independence of participants in running thrift and upcycling businesses as explained in Figure 3. The results of the implementation showed an increase in participants' confidence and commitment to continue developing products and sales activities as part of the economic empowerment program of the 'Aisyiyah Jatisampurna Manpower Council.



Figure 3. Practice of Running a Thrift and Upcycling Business



The evaluation stage is carried out after the entire series of education, practical training, marketing, and mentoring activities are completed. The evaluation aims to assess the level of achievement of service goals, changes in participants' knowledge and skills, as well as the potential sustainability of the program within the 'Aisyiyah Jatisampurna Bekasi Manpower Council. Evaluation was carried out through direct observation during the activity, in-depth interviews with participants and assembly management, and reflective discussions to explore participants' experiences and perceptions of the benefits of the activity.

Based on the observation results, there was a significant increase in participants' understanding of the concepts of thrifting, upcycling, and sustainability-based creative economy. Participants who previously viewed used clothes as leftovers began to show a change in perspective by seeing them as a source of business opportunities. This can be seen from the enthusiasm of the participants in discussing advanced product ideas and their seriousness in participating in each activity session. One of the participants said,

"Now I understand that used clothes are not garbage, but can be a good selling item if processed correctly".

This statement shows a change in attitude and mindset which is an important indicator of the success of service activities. The results of the interviews also showed an increase in participants' practical skills in managing used clothes. Participants were able to explain the stages of selection, cleaning, and packaging of thrift and upcycled products independently. One participant revealed,

"I used to only know how to wash and fold, now I know how to clean safely, choose clothes that are worth selling, and make the appearance of the product more attractive".

These findings indicate that the materials and practices provided have been understood and can be applied by participants in real business activities. From the marketing aspect, the evaluation shows that participants are beginning to understand the importance of promotional strategies both online and offline. Observations of sales simulations and group discussions showed that participants were able to develop a simple plan for product marketing through social media and bazaar activities. One of the administrators of the Manpower Council 'Aisyiyah Jatisampurna said,

"This activity opened our insights, especially about online marketing. So far we haven't thought of that far".

This confirms that service activities make a real contribution to improving digital literacy and partners' readiness to face the wider market. The evaluation also

highlighted the motivation and confidence aspects of participants in entrepreneurship. The results of the interviews showed that most of the participants felt more confident to start a thrift or upcycling business independently or in groups. One participant stated,

"After participating in this activity, I became brave to start selling, even though it was small first".

The statement shows that service activities not only improve technical skills, but also strengthen the entrepreneurial mentality of the participants. Institutionally, the evaluation shows the commitment of the 'Aisyiyah Jatisampurna Manpower Council to follow up on this service activity as a sustainable economic empowerment program. The assembly management expressed hope that similar activities can continue to be developed through follow-up assistance and the formation of joint business groups. Thus, the results of the evaluation confirm that service activities have a positive impact both individually and institutionally, and have great potential to be developed as a model for empowering the creative economy based on the use of used clothes.

Discussion

The use of used clothes through the thrift and upcycling business model in this service activity is in line with the concept of sustainability-based creative economy development. The creative economy is understood as an economic activity that relies on creativity, innovation, and the use of local resources (Siagian et al., 2021) (Kia, et al., 2020). In the context of sustainability, thrifting and upcycling practices contribute to reducing textile waste while creating new economic value (Adiputra et al., 2024) (Tajibu et al., 2023). The findings of the activity show that the change in participants' mindset towards used clothes supports that environmental awareness can be the entrance to strengthening the community's economy (Wijayanti et al., 2025). Thus, this service activity strengthens the role of the creative economy as an integrative solution between economic and environmental issues.

The results of the activity also show that increasing participants' knowledge and skills is a key factor in encouraging economic independence. Community empowerment through training and mentoring has been proven to be able to increase individual capacity in managing their economic potential (Richardo et al., 2025) (La Niampe et al., 2024). In line with the research of Alhazami et al., (2025) the improvement of technical and managerial skills in creative micro enterprises has a direct impact on increasing confidence and entrepreneurial motivation. In addition, the participatory approach applied in this activity is in accordance with the views of Nugraheny et al., (2021) who emphasize the importance of active community involvement in the empowerment process so that the results achieved are more sustainable.

The use of digital media and simple sales strategies introduced in this activity support the transformation of micro businesses towards a digital economy. Aripadono et al., (2020) state that digital marketing provides a great opportunity for small businesses to reach a wider market at a relatively low cost. The findings of this activity are also in line with the opinion of Saulu et al., (2020) who emphasize the importance of marketing strategies that are adaptive to changes in consumer behavior. In addition, the use of social media as a means of promoting thrift and upcycled products supports the research results of Ratnasari et al., (2025) and Novita et al., (2025) which stated that social media is effective in building consumer interaction and trust, especially for community-based businesses.

The involvement of the 'Aisyiyah Jatisampurna Manpower Council shows that community organizations have a strategic role in supporting the sustainability of economic empowerment programs. According to Dewi et al., (2020), local institutions function as the main driver in maintaining the sustainability of community-based programs. The findings of this activity are also in line with the opinion of Pramulya, et al., (2020) who stated that strengthening institutional capacity is an important factor in the success of community service programs. The support of organizational structure, social networks, and the commitment of the assembly management strengthens the opportunity for replication and sustainable development of thrift businesses, as also emphasized by Titi et al., (2020) in a study of community-based economic empowerment.

CONCLUSIONS AND SUGGESTIONS

Community service activities through the use of used clothes with thrift and upcycling business models carried out with the 'Aisyiyah Jatisampurna Bekasi Manpower Council showed positive and significant results. This program has succeeded in increasing participants' knowledge, skills, and awareness of the potential of a sustainability-based creative economy. Participants are not only able to process used clothes into products with selling value, but also show changes in mindset, entrepreneurial motivation, and readiness to market products both online and offline. Through educational, practical, and sustainable mentoring approaches, this activity contributes to encouraging community economic independence while supporting efforts to reduce textile waste in a sustainable manner.

Based on the results of the activities that have been carried out, it is recommended that this service program be continued through continuous assistance, especially in strengthening business management and digital marketing. In addition, support from various parties, including local governments and related institutions, is needed to expand marketing networks and facilitate access to capital for business groups formed. The development of cooperation with local business actors and the regular implementation of bazaars are also expected to increase the sustainability of thrift and upcycling businesses. Thus, this program not only has a

short-term impact but is able to become a model of creative economy empowerment that is sustainable and can be replicated in other regions.

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