

## ABSTRAK

Pakaian atau busana memiliki peran penting dalam kehidupan manusia sejak zaman kuno. Selain sebagai pelindung tubuh, busana juga merupakan medium ekspresi identitas, kultur, dan diri. Dalam dunia seni, busana memiliki peran yang signifikan dan dapat dianggap sebagai karya seni. Seni dan mode saling mempengaruhi, menghasilkan karya unik dengan menggabungkan elemen dari kedua bidang tersebut. Desainer busana dapat memanfaatkan seni untuk menciptakan karya orisinal dan inovatif, sedangkan seniman dapat menggunakan busana sebagai media ekspresi kreatif. Kolaborasi seni dan mode juga menghasilkan karya-karya kompleks dalam bentuk fashion show, pameran, dan instalasi seni. Dalam era digital, teknologi seperti augmented reality dan virtual reality digunakan untuk menciptakan karya inovatif. Busana dapat dianggap sebagai instalasi tiga dimensi yang memperluas aspek seni rupa, dengan memberikan pengalaman visual dan sensorik yang unik. Desain busana inovatif dan eksperimental juga dapat digunakan untuk menyampaikan pesan dan isu-isu penting dalam masyarakat. Praktik trifting atau membeli pakaian bekas merupakan bagian dari gaya hidup di kota besar, namun masih perlu disosialisasikan praktik yang berkelanjutan. Import pakaian bekas memiliki dampak pada lingkungan dan industri fashion. Dalam konteks seni rupa, busana menjadi media ekspresi yang mencerminkan ide-ide kreatif dan dapat menjadi karya yang indah dan bermanfaat.

**Kata kunci :** Pakaian, Busana, Identitas, Seni, Trifling, Dampak lingkungan

## **ABSTRAK**

*Clothing or apparel has played a significant role in human life since ancient times. Beyond its utilitarian purpose of providing bodily protection, clothing serves as a medium for expressing identity, culture, and individuality. Within the realm of art, clothing holds a prominent position and can be regarded as a work of art itself. Art and fashion mutually influence each other, resulting in unique creations that blend elements from both domains. Fashion designers harness art to craft original and innovative pieces, while artists utilize clothing as a canvas for creative expression. Collaborations between art and fashion yield intricate works in the form of fashion shows, exhibitions, and art installations. In the digital era, technologies like augmented reality and virtual reality are harnessed to craft innovative pieces. Clothing can be perceived as a three-dimensional installation that extends the realm of visual and sensory experience, offering a unique encounter. Innovative and experimental fashion design can also be employed to convey essential messages and societal issues. The practice of thrifting or buying second-hand garments has become a facet of urban lifestyle, necessitating sustainable practices to be promoted. Imported second-hand clothing significantly impacts the environment and the fashion industry. Within the context of fine arts, clothing serves as a medium of expression that reflects creative ideas, capable of transforming into exquisite and meaningful creations. Innovative and experimental fashion design can also be employed to convey essential messages and societal issues. The practice of thrifting or buying second-hand garments has become a facet of urban lifestyle, necessitating sustainable practices to be promoted. Imported second-hand clothing significantly impacts the environment and the fashion industry. Within the context of fine arts, clothing serves as a medium of expression that reflects creative ideas, capable of transforming into exquisite and meaningful creations.*

**Keywords:** Clothing, Fashion, Identity, Art, Trifing, Environmental impact