

ANALISIS DAMPAK STRATEGI OFFSHORE OUTSOURCING DALAM BISNIS FAST FASHION TERHADAP DEGRADASI LINGKUNGAN DI BANGLADESH

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ABSTRACT

Due to its massive influence to the consumers around the world, fast fashion is probably a very familiar term that most of us have heard. Other than its influence, fast fashion is also well known as a business model that possess a very complicated supply chain. Because of that nature, they are often caught up in non ethical practices towards its workers as well as the environment. Unfortunately, as one of the biggest producing fast fashion countries in the world, Bangladesh doesn't seem to mind about the destructive nature of fast fashion and turn a blind eye towards its effect. Therefore, this research was aimed to provide an explanation of how offshore outsourcing dynamics in fast fashion supply chain causing decline to Bangladesh's environmental quality through ready made garment sector and how the government involved in the case under neoliberal influence using qualitative methods and study case approach. As a result, researcher found that offshore outsourcing strategy in fast fashion business caused a numerous effect on environment such as water contamination, air pollution, and waste buildup on the ground.

Keyword: Fast Fashion, Neoliberal, Non Ethical, Offshore Outsourcing

IMPACT ANALYSIS OF OFFSHORE OUTSOURCING STRATEGY IN FAST FASHION BUSINESS TOWARDS BANGLADESH ENVIRONMENTAL DEGRADATION

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ABSTRAK

Berkat pengaruhnya yang besar terhadap konsumen di seluruh dunia, fast fashion mungkin adalah istilah yang sangat akrab di telinga banyak orang. Selain terkenal karena pengaruhnya, fast fashion juga dikenal sebagai model bisnis yang memiliki rantai pasokan yang sangat rumit. Karena proses rantai pasokan yang kompleks itu, mereka diketahui sering melakukan praktik non etikal terhadap para pekerjanya dan juga lingkungan. Sayangnya, sebagai salah satu negara pemasok fast fashion terbesar di dunia, Bangladesh tampaknya tidak keberatan dengan sifat destruktif fast fashion dan terkesan menutup mata terhadap dampak yang diciptakan oleh model bisnis tersebut. Oleh karena itu, penelitian ini bertujuan untuk memberikan penjelasan tentang bagaimana dinamika offshore outsourcing dalam rantai pasokan fast fashion menyebabkan penurunan kualitas lingkungan Bangladesh melalui sektor pakaian jadi dan bagaimana pemerintah terlibat dalam kasus ini di bawah pengaruh neoliberal menggunakan metode kualitatif dan pendekatan studi kasus. Hasilnya, peneliti menemukan bahwa strategi offshore outsourcing dalam bisnis fast fashion menyebabkan banyak dampak buruk terhadap lingkungan seperti kontaminasi air, polusi udara, dan penumpukan limbah padat di atas permukaan tanah.

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