

ABSTRAK

Penelitian ini bertujuan untuk memahami disonansi kognitif Gen Z dalam merasionalkan praktik *thrifting* di tengah regulasi larangan impor pakaian bekas di Kecamatan Purwokerto Utara, yakni ketika pemaknaan atas praktik tersebut berhadapan dengan pengetahuan mengenai larangan impor pakaian bekas. Penelitian menggunakan pendekatan kualitatif deskriptif dengan Teori Disonansi Kognitif Festinger sebagai pisau analisis. Data dikumpulkan melalui wawancara mendalam, observasi, dan dokumentasi terhadap tujuh informan utama yang terdiri atas lima konsumen dan dua pemilik *thrift shop*, serta dua informan pendukung dari pihak regulator, yaitu Bea Cukai dan Dinas Perdagangan, Koperasi, dan Usaha Kecil Menengah. Analisis data mengikuti model Miles dan Huberman, dengan keabsahan data diuji melalui triangulasi sumber dan member check. Hasil penelitian menunjukkan bahwa Generasi Z memaknai *thrifting* terutama sebagai strategi berhemat dan penanda gaya, sementara nilai keberlanjutan hanya menjadi pembenaran sekunder. Disonansi yang dialami membentuk spektrum intensitas yang direduksi melalui beragam strategi, mulai dari perubahan perilaku hingga rasionalisasi dan *selective exposure*. Penelitian ini menyimpulkan bahwa disonansi bekerja pada dua tataran yang saling terkait, yaitu tataran psikologis pada level individu dan tataran struktural pada level kebijakan yang tidak koheren, ketika larangan impor berdampingan dengan *event thrifting* yang difasilitasi pemerintah daerah. Ketidakkoherenan kebijakan inilah yang justru menjadi sumber daya bagi pelaku untuk meredakan disonansi kognitifnya.

Kata kunci: *thrifting*, disonansi kognitif, Generasi Z, rasionalisasi, regulasi larangan impor pakaian bekas.

ABSTRACT

This study aims to understand the cognitive dissonance experienced by Generation Z in rationalizing thrifting practices amidst the regulation banning imported used clothing in North Purwokerto District, specifically when their interpretation of this practice conflicts with their knowledge of the import ban. The research employs a descriptive qualitative approach, using Festinger's Cognitive Dissonance Theory as the analytical framework. Data were collected through in-depth interviews, observation, and documentation involving seven key informants comprising five consumers and two thrift shop owners as well as two supporting informants from the regulatory bodies, namely Customs and Excise and the Office of Trade, Cooperatives, and Small and Medium Enterprises. Data analysis followed the Miles and Huberman model, with data validity ensured through source triangulation and member checking. The findings reveal that Generation Z primarily interprets thrifting as a strategy for saving money and as a style marker, while sustainability values serve only as a secondary justification. The dissonance experienced forms a spectrum of intensity that is reduced through various strategies, ranging from behavioral changes to rationalization and selective exposure. This study concludes that dissonance operates on two interrelated levels: the psychological level at the individual level and the structural level at the policy level, which is characterized by incoherence, as the import ban coexists with thrifting events facilitated by the local government. This policy incoherence, in turn, serves as a resource for actors to alleviate their cognitive dissonance.

Keywords: thrifting, cognitive dissonance, Generation Z, rationalization, regulation banning imported used clothing.