

ABSTRAK
ANALISIS MAQASHID SYARIAH TERHADAP JUAL BELI PAKAIAN
BEKAS IMPOR (*THRIFTING*) DI YOGYAKARTA (Studi Kasus di Sederek
Store Yogyakarta)

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Fenomena *thrifting* semakin populer di Indonesia dan banyak digemari oleh berbagai kalangan. Tren ini terkait dengan munculnya fenomena *hypethrift* dalam dunia fashion. Menurut survei Goodstats, sekitar 49,4% responden mengaku pernah membeli pakaian bekas melalui *thrifting*. Perdagangan pakaian bekas impor pun semakin meningkat, seiring dengan tingginya permintaan pasar dan kebutuhan konsumen. Namun, di sisi lain, pemerintah Indonesia melarang impor pakaian bekas karena bertentangan dengan regulasi perdagangan dan dapat merugikan industri tekstil lokal, sebagaimana diatur dalam Permendag No. 51/M-DAG/PER/7/2015 tentang Larangan Impor Pakaian Bekas. Meskipun demikian, praktik *thrifting* tetap berkembang pesat dan menjadi tren yang sulit untuk dihentikan.

Tujuan penelitian ini untuk mengetahui bagaimana praktek *thrifting* di Sederek Store Yogyakarta dan dianalisis menggunakan maqashid Syariah. Penelitian ini menggunakan pendekatan deskriptif-kualitatif dengan Teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Kemudian Teknik analisis data menggunakan analisis deskriptif menurut Miles dan Huberman yang terdiri dari tiga alur yaitu reduksi data, penyajian data dan penarikan kesimpulan.

Hasil temuan dalam penelitian ini menunjukkan bahwa praktik *thrifting* di Sederek Store Yogyakarta selain memiliki toko fisik ia juga memanfaatkan Instagram dan TikTok untuk menjangkau konsumen lebih luas. Dengan demikian jual beli pakaian bekas impor di Sederek Store dijual secara *online* maupun *offline*, dengan pakaian yang sudah dibersihkan sebelum dijual di toko. Praktik jual beli pakaian bekas di Sederek Store bertentangan dengan pemeliharaan harta (*hifdzu al-mal*). Namun, kegiatan ini sudah sesuai dengan *maqashid syariah* dalam empat pemeliharaan, yaitu melindungi agama, jiwa, akal, dan keturunan.

Dalam penelitian ini peneliti menyarankan Sederek Store untuk terus menjaga kebersihan barang sebelum dijual serta terus memegang prinsip-prinsip Syariah dalam menjalankan bisnis agar berkembang dan mendapatkan kepercayaan konsumen. Konsumen diharapkan lebih cermat dalam memilih barang, tidak hanya mempertimbangkan harga murah tetapi juga manfaat serta kebutuhannya. Pemerintah perlu menerapkan peraturan secara efektif dengan memberi arahan kepada penjual serta mempertimbangkan alasan dari pihak penjual dan pembeli terkait larangan penjualan pakaian bekas impor.

Kata Kunci: *Thrifting, Maqashid Syariah, Sederek Store.*

ABSTRACT

Maqashid Sharia Analysis of Buying and Selling Imported Secondhand Clothes (Thrifting) in Yogyakarta (Case Study at Sederek Store Yogyakarta)

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The thrifting phenomenon is increasingly popular in Indonesia and is favored by many people. This trend is related to the emergence of the hype-thrift phenomenon in the fashion world. According to a Goodstats survey, around 49.4% of respondents claimed to have bought used clothes through thrifting. The trade of imported second-hand clothing and the high market demand and consumer needs are also increasing. However, on the other hand, the Indonesian government prohibits the import of used clothing as it contradicts trade regulations and may harm the local textile industry, as stipulated in MOT 51/M-DAG/PER/7/2015 on the Import Ban of Used Clothing. Despite this, the practice of thrifting continues to grow rapidly and is a trend that is difficult to stop.

The purpose of this research is to find out how the practice of thrifting at Sederek Store Yogyakarta is analyzed using *maqashid sharia*. This research uses a descriptive-qualitative approach, with data collection techniques including observation, interviews, and documentation. Furthermore, the data analysis technique follows the descriptive analysis method proposed by Miles and Huberman, which consists of three stages: data reduction, data presentation, and conclusion drawing.

The findings of this study reveal that the thrifting practices at Sederek Store Yogyakarta, in addition to operating a physical store, also leverage Instagram and TikTok to reach a wider audience. Consequently, the sale of imported secondhand clothing at Sederek Store is conducted both online and offline, with all garments cleaned before being offered in the store. The practice of trading secondhand clothing at Sederek Store contradicts the preservation of wealth (*hifdzu al-mal*). However, this activity aligns with the objectives of Islamic law (*maqashid syariah*) in four areas of preservation: safeguarding religion, life, intellect, and lineage.

In this study, the researcher recommends that Sederek Store consistently maintain the cleanliness of its products before sale and uphold Sharia principles in business operations to ensure growth and foster consumer trust. Consumers are encouraged to be more discerning when selecting items, considering not only low prices but also the benefits and their actual needs. The government should implement regulations effectively by providing guidance to sellers and taking into account the perspectives of both sellers and buyers regarding the prohibition of imported second-hand clothing.

Keywords: *Thrifting, Maqashid al-Sharia, Sederek Store.*