UNIVERSITI TEKNOLOGI MARA
FACULTY OF ART AND DESIGN

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ACADEMIC WRITING

RECYCLING CLOTHES AWARENESS CAMPAIGN

Thesis submitted in fulfillment of the requirements for

BACHELOR DEGREE IN GRAPHIC DESIGN (HONS)

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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Textile recycling is the process of recycling old clothes and other textiles for reuse or material recovery from trash. Malaysians dumped a record 195,300 tons of textile waste in 2018, and S.W.Corp. Malaysia revealed that the amount of textile waste entering our landfills had doubled from 2.8 percent in 2012 to 6.3 percent in 2018. The impact of textile recycling is becoming more generally recognized. Globally, an estimated 100 billion garments are produced each year. Natural fibres can take a few weeks to a few years to decompose and may release methane and CO_2 gas into the atmosphere. It also might release toxic substances into groundwater and surrounding soil. Old clothes are also hard to reuse due to the variety of fabrics used, even though every shirt we bought was labelled as 100 percent cotton, it makes separation difficult, so it is labour-intensive, slow, and involves a skilled workforce. One of the main reasons people buy a lot of clothes is because of their lifestyle, occupation, and desire to keep up with the latest trends (Dhan, 2022). Those in the entertainment, fashion, and corporate industries are supposed to dress more presentably and likely to abandon more clothes. Therefore, this study is aimed at identifying the new methods that have been used to reuse old clothes among youth and teenagers online. 50 youth and teenager respondents in total participated in this study. In this recycling clothes campaign, innovative techniques for reusing old clothes have been employed by youth and teenagers. To learn more about these techniques, questionnaires and observation were used as methodologies.

Keyword: Reuse, Textile Waste, Clothes

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