

ABSTRACT

Fashion trends that continue to change and develop rapidly along with technological developments have an impact on the emergence of the fast fashion phenomenon. Although on the one hand, this phenomenon provides consumers with more affordable and diverse clothing options. However, based on data from the EDGE Fashion Intelligence website, this phenomenon also causes an increase in the amount of textile waste that pollutes the environment and many usable clothes end up in landfills. Pable, a company that recycles textile waste into new fabrics, can be a solution to this problem, especially through the Dropbox program which allows people to store clothes that are no longer used for recycling. However, the limitations of access to information and location and the absence of media that can accommodate this program are problems faced by Pable. This research aims to design a mobile application prototype as a medium that can accommodate the Pable program which will later be used for usability testing to test its visuals and functions. The research method used to analyse and obtain the necessary data is mixed method. Through this research, it can be summarized that mobile applications can be a medium used for information to accommodate Pable programs and make it easier to recycle unused clothes.

Keywords: Mobile Application, Textile Waste, Recycle, Pable.