

The Impact of Environmental Consciousness on Consumer Choices of Sasirangan: A Review and Research Gap Analysis

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ABSTRACT

This literature study explores the intricate relationship between environmental consciousness and consumer choices, focusing on the traditional tie-dye fabric known as Sasirangan in South Borneo, Indonesia. A Google Scholar search yielded 189 papers. A literature review of 39 papers published between 2016 and 2023 was carried out to focus the investigation. The review involved formulating research objectives, identifying relevant studies, extracting and assessing data for bias, synthesizing data, and summarizing and interpreting findings. The paper delves into the evolving dynamics of consumer preferences, shedding light on the influence of environmental awareness in shaping decisions related to the consumption of cultural and traditional artifacts. By examining the case of Sasirangan, a centuries-old craft deeply rooted in the cultural heritage of South Borneo, we seek to understand how environmental considerations impact the market for this traditional tie-dye fabric.

Keywords: Environmental awareness, environmental consciousness, consumer, Sasirangan, South Borneo

INTRODUCTION

The mounting awareness of environmental challenges has spurred a transformation in consumer behavior worldwide, with an increasing emphasis on eco-friendly products and services. This paper aims to investigate the impact of environmental consciousness on the choices made by consumers regarding the Sasirangan tie-dye fabric. South Borneo's rich cultural tapestry is interwoven with the history of Sasirangan, making it an ideal case study to explore the intersection of tradition, culture, and environmental sustainability.

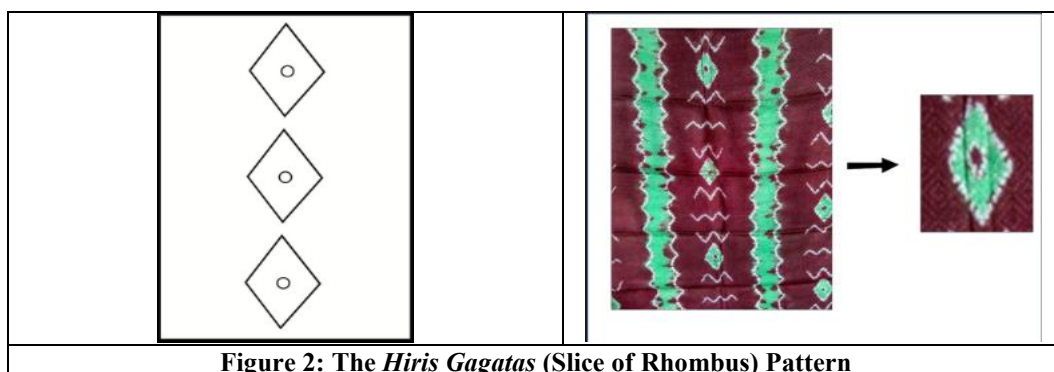
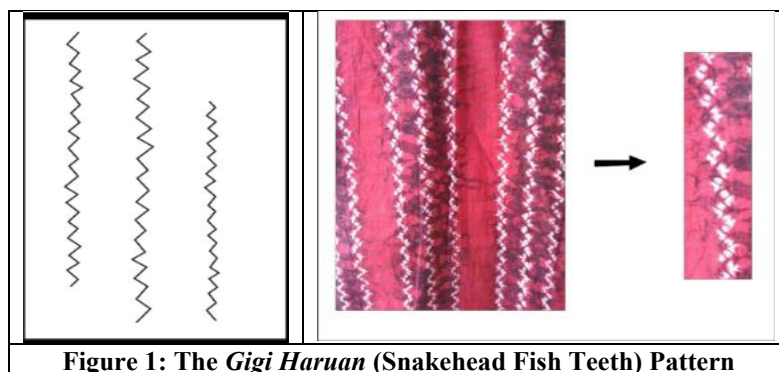
As the world grapples with environmental challenges, the production and consumption of traditional crafts like Sasirangan face the scrutiny of environmentally conscious consumers. However, no one has reviewed the relationship between environmental consciousness and Sasirangan's consumer choices. The review study aims to present a comprehensive overview of current research to pinpoint areas lacking information addressing the research questions: 1. What are the primary discoveries of the present research on the relationship between environmental consciousness and Sasirangan's consumer choices? 2. What approaches were employed in the sample papers? 3. What are the areas lacking information in these papers?

This current study aspires to contribute significantly to the ongoing discourse on sustainable practices through a literature study, providing actionable insights for local and global stakeholders.

The South Borneo wetland region stands at the intersection of ecological richness and economic vitality, hosting a multitude of Small and Medium-sized Enterprises (SMEs) that contribute to the region's socio-economic material. Studying consumer behavior in this unique wetland setting holds profound implications against a changing global climate and the urgent need for sustainable practices. The region's delicate ecological balance, coupled with the economic activities of SMEs, necessitates a nuanced understanding of how environmental consciousness influences consumer choices. While existing literature provides valuable insights into global patterns of environmentally conscious consumption, the South Kalimantan wetland region presents a distinctive case study due to its rich biodiversity and the coexistence of traditional SMEs.

Of Indonesia's various cultures and arts, one art is distinctive and unique, namely Sasirangan (a traditional pattern of tie-dye fabric) or, in ancient times, *pamintaan* fabric. In the Banjar tribe language, *pamintaan* means request. Sasirangan or pamintan cloth is used when someone is undergoing treatment for seclusion. Seclusion disease originates from the actions of the ancestor spirit of the nobles who are said to live in the pantheon or spirit realm [1]. Sasirangan is a native South Borneo fabric used as outfit material for kings and the nobility at the beginning of its existence. Currently, Sasirangan is widely used at all levels of society.

The meaning of the word Sasirangan is taken from the words "sa", which means "one", and "sirang" which means "stretch". The name is based on the creation process: basting, tying the basting knots, and then dyeing for coloring [2]. Sasirangan pattern fabric is a unique craft with several value elements, such as belief, cultural, and economic values [3]. Several traditional Sasirangan patterns have been compiled as follows [4].



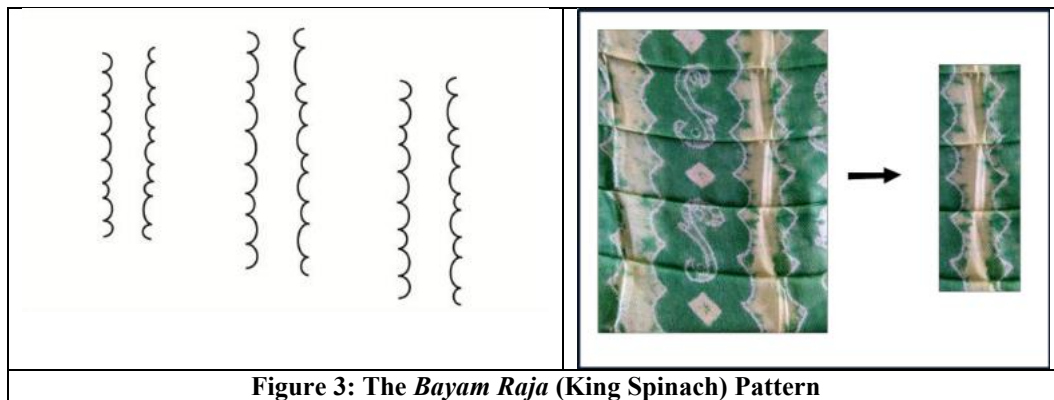


Figure 3: The *Bayam Raja* (King Spinach) Pattern

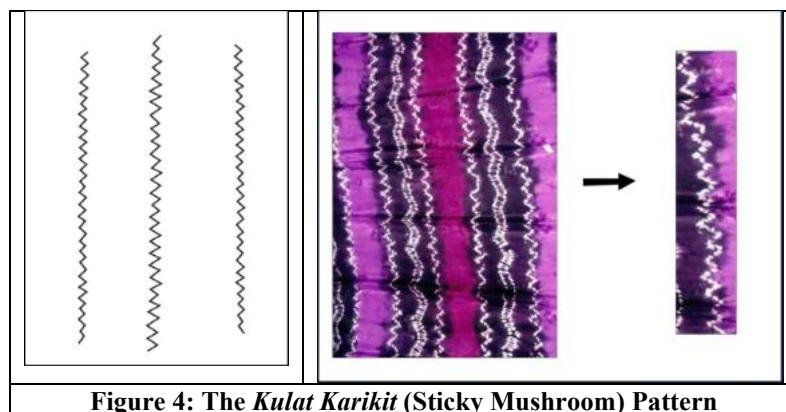


Figure 4: The *Kulat Karikit* (Sticky Mushroom) Pattern

Figure 1 shows the *gigi haruan* or snakehead fish teeth pattern. The shape of this pattern is effortless, taking it from one part of the fish, namely its sharp and pointy teeth. In Figure 2, the *hiris gagatas* pattern is taken from the shape of a cake slice from South Borneo, namely the *gagatas* cake in diamond-shaped/rhombus form. Another pattern in Figure 3 is the *bayam raja* or king spinach pattern. The Banjar tribes used to draw this pattern based on the flower part of the king spinach plant because the flower part is the most beautiful. Lastly, *Skulat karikit*, or sticky mushrooms, represent mushrooms that stick to trees and are difficult to remove (Figure 4).

Sasirangan has been integral to South Borneo's cultural heritage for generations. The intricate patterns and vibrant colors of Sasirangan reflect the region's unique identity. As the world grapples with environmental challenges, the production and consumption of traditional crafts like Sasirangan face the scrutiny of

environmentally conscious consumers. Understanding the factors influencing consumer choices in this context is crucial for preserving cultural heritage while embracing sustainability.

Factors such as increased awareness of climate change, sustainable development goals, and the circular economy have shifted consumer preferences. A study found that environmental awareness influences consumers' purchasing intentions towards environmentally friendly products, with consumer perceptions acting as a positive and significant mediator in influencing purchasing intentions [5]. Consumer perceptions of product quality and value also play an important role in purchasing decisions about environmentally friendly products. A study showed that consumer perceptions of product innovation, quality, and value significantly impact purchasing decisions, with environmental awareness influencing consumer purchase intentions [6]. A high level of environmental awareness

can increase consumer purchase intentions and purchasing behavior toward products that are considered environmentally friendly [7].

On the other hand, a study showed that environmental knowledge influences the behavior of Small-Medium Enterprises (SMEs) in implementing a green economy and that understanding environmental issues influences sustainable business decisions [8]. The perception of SMEs also has an essential role in implementing a green economy. Positive perceptions of environmentally friendly business practices correlate with behavior that supports implementing a green economy [9]. Studies show that SMEs in South Borneo have reasonably good environmental knowledge, perception, and behavior regarding implementing a green economy. However, technical and management aspects still need to be improved to support more sustainable business practices [9].

A previous study discussed the implementation of green marketing and corporate social responsibility in the context of the Sasirangan industry in South Borneo [10]. It emphasizes the importance of green marketing strategies, such as managing industrial waste responsibly and using natural dyes, to reduce negative environmental impacts and meet the increasing consumer demand for environmentally friendly products.

METHODOLOGY

This paper analyzes the existing literature on the relationship between environmental consciousness and Sasirangan's consumer choices through literature analysis. The initial step was identifying the research questions to address a knowledge gap. Choosing keywords for the literature review's search strategy was the subsequent task in formulating a search query. Keywords play a critical role in determining the information retrieved by the database, making this phase essential for referencing

relevant works in consumer research. An advanced search was performed on Google Scholar using the search terms "sasirangan" AND "environmental consciousness" AND "environmental awareness" across the database.

The search found one hundred and eighty-nine papers published between 2016 and 2023. After eliminating non-journal publications, duplicate papers, and unavailable full texts, 102 papers were left to be reviewed. The papers were evaluated based on the research questions. After reviewing the abstract, methods, and results based on the inclusion and exclusion criteria, sixty-three papers were excluded. Reading these papers enhanced comprehension of the subject and facilitated the identification of literature gaps. Criteria for inclusion and exclusion were determined according to the review questions. Articles containing information relevant to the study themes were incorporated. Finally, 39 papers that satisfied the inclusion criteria remained.

RESULTS AND DISCUSSION

Sasirangan Production and Environmental Impact

Business activities are closely related to industrialization. Industry aims to increase economic potential in improving people's lives, but we must still be aware of the impact of industrialization, namely the existence of waste produced. An analysis of the traditional production methods of Sasirangan is vital to understanding its environmental footprint. This section explores the materials, techniques, and processes of creating Sasirangan, evaluating their ecological implications. The production of Sasirangan may cause adverse environmental impacts due to inadequate waste handling by Sasirangan artisans, leading to pollution of the river and surrounding areas.

The Sasirangan industry in South Borneo positively contributes to the local economy by increasing economic potential and

improving livelihoods. The Sasirangan business in South Borneo consists of sellers and home industries (producers) and sellers themselves. Data of business players of Sasirangan in Banjarmasin, the capital city of South Borneo, are presented in Table 1 [11].

Table 1 Number of Sasirangan business players in Banjarmasin City

Business player	Number	
Seller	15	43%
Producer and Seller	20	57%
Total	35	100%

In 2017, the Banjarmasin government recognized Sasirangan Natural Dyes as a top product in the creative economy area. The position of natural dye Sasirangan products as premium products implies this variety's higher price. Study findings indicated that pricing is still a consideration besides consumers' primary preferences for the blend of colors, patterns, comfort, fashion trends, and brand names [12]. The study's respondents prefer either dye kind (natural or synthetic) [12]. Unfortunately, the study does not include environmental consciousness variables in determining whether Sasirangan should be used with natural or synthetic dyes according to consumer choice.

The Influence of Environmental Consciousness on Sasirangan Consumers

Environmental awareness or consciousness positively influences consumer perceptions of Sasirangan products. Based on previous studies, environmental awareness influences consumers' purchasing intentions towards environmentally friendly products such as Sasirangan. The research provides a deeper understanding of how environmental awareness influences consumer choices for Sasirangan products, emphasizing the importance of education and awareness of environmental issues in shaping consumer behavior that supports environmental sustainability.

Recommendations for Sustainable Development

Several recommendations may include adopting eco-friendly materials, implementing sustainable practices, and marketing strategies that emphasize the environmental and cultural value of Sasirangan. Expressly, Sasirangan can adopt specific green marketing strategies such as using natural dyes that are more environmentally friendly, implementing proper waste management practices to reduce pollution, and promoting the eco-friendly aspects of their products to appeal to environmentally conscious consumers. These strategies can help align the business with environmental values and consumer preferences for sustainable and eco-friendly products.

CONCLUSION

The impact of environmental consciousness on consumer choices is significant. Environmental awareness influences consumer decisions to purchase natural color Sasirangan, especially in areas like wetlands, which are crucial for biodiversity and ecosystem health. The paper concludes by synthesizing the findings and emphasizing the importance of aligning traditional crafts like Sasirangan with contemporary environmental values. It underscores the need for a delicate balance between preserving cultural heritage and adapting to the evolving landscape of environmentally conscious consumer choices. These findings collectively emphasize the importance of environmental consciousness in shaping consumer choices and highlight the need for sustainable practices to preserve South Borneo wetland ecosystems and support the livelihoods of communities dependent on these environments.

This paper offers valuable insights for policymakers, businesses, and consumers, fostering a more sustainable and mutually beneficial coexistence between economic activities and environmental conservation in the South Borneo wetland region. The study

contributes to the broader discourse on sustainable development and cultural preservation in the face of global environmental challenges.

Declaration by Authors

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