

INTISARI

Konsumsi etis di Freiburg, Jerman, terlihat jelas dalam kehidupan sehari-hari berkat tata kelola kota yang mendukung gaya hidup hijau dan berkelanjutan. Fokus penelitian ini meliputi bagaimana individu memilih produk etis dari supermarket, alasan di balik pilihan tersebut, dan keterhubungannya dengan kehidupan sehari-hari. Data dikumpulkan melalui observasi partisipatoris di berbagai tempat berbelanja dan wawancara semi-terstruktur.

Meskipun konsumen berusaha memilih produk etis yang organik, *fair trade*, musiman, lokal, vegan/vegetarian, nihil sampah, mereka sering menghadapi ketidakkonsistenan dalam praktek konsumsi etis dan keterbatasan ekonomi yang membatasi akses terhadap produk etis. Konsumsi etis juga menciptakan kesenjangan sosial jika hanya dapat diakses oleh kelompok elit. Kapitalisme hijau bermanifestasi dalam konsumsi etis dengan memasukkan nilai keberlanjutan dalam logika pasar eksploitatif, menjadikan seakan-akan konsumen etis memilih produk etis melalui eko-label karena pilihan bebasnya sendiri untuk merubah dunia dan menyelamatkan lingkungan.

Kata kunci : Konsumsi Etis, Eko-label, Kapitalisme Hijau, Freiburg

ABSTRACT

Ethical consumption in Freiburg, Germany, is evident in daily life due to the city's governance that supports a green and sustainable lifestyle. This research focuses on how individuals choose ethical products from supermarkets, the reasons behind these choices, and their connection to daily life. Data were collected through participatory observation at various shopping locations and semi-structured interviews.

Although consumers strive to choose ethical products that are organic, fair trade, seasonal, local, vegan/vegetarian, and zero-waste, they often face inconsistencies in ethical consumption practices and economic limitations that restrict access to ethical products. Ethical consumption also creates social disparities if it is only accessible to elite groups. Green capitalism manifests in ethical consumption by incorporating sustainability values into the logic of exploitative markets, making it seem as though ethical consumers choose ethical products through eco-labels due to their own free choice to change the world and save the environment.

Keywords : Ethical Consumption, Eco-label, Green Capitalism, Freiburg