

# MINIMALIST LIFESTYLE OF *LYFE WITH LESS* COMMUNITY AS EFFORT TO MAINTAIN A SUSTAINABLE ENVIRONMENT



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## Abstract

This study was carried out to discover the minimalist lifestyle of members of the *Lyfe With Less* Community in their everyday activities and efforts to protect the environment. The method used is qualitative with a netnography approach, which involves examining the culture of a specific group or community virtually by leveraging information gathered through digital platforms. Data was gathered through netnographic observation, interviews, and documentation, while data analysis employed Max Weber's social action theory. The study's findings indicate that members of the *Lyfe With Less* Community practice a minimalist lifestyle through decluttering, utilizing items until they are finished or worn out, making thoughtful consumption choices, and opting for products made from eco-friendly materials. A minimalist approach positively influences the environment. First, it decreases waste generation by adopting mindful consumption habits. Second, it fosters a sustainable lifestyle through the use of eco-friendly products. Third, it minimizes the carbon footprint by embracing the principle of living "just enough. Fourth, it encourages the shift from a linear economy to a circular economy, emphasising sustainable and environmentally considerate materials.

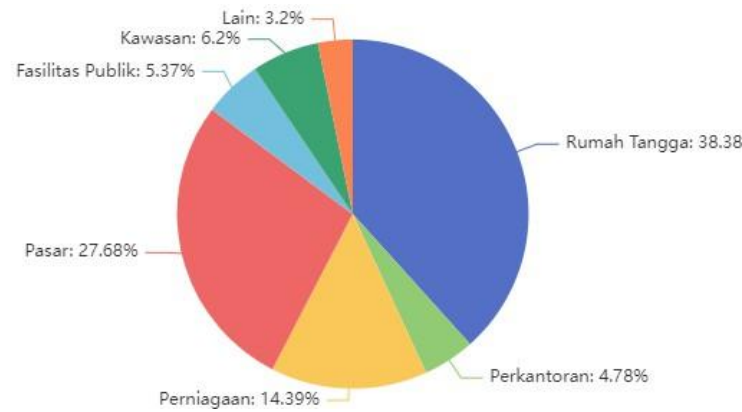
**Keywords:** Minimalist life style, *Lyfe With Less* Community, Sustainable Environmrnt

## INTRODUCTION

Technological advances in the world can change life in various aspects, increasing the use of digital platforms to meet society's daily needs. The rise of online shopping is strongly influenced by e-commerce, which alters consumer behavior. Meanwhile, for society, consumerist behavior affects and negatively impacts the environment. This economic model is environmentally unfriendly and unsustainable, as its implementation generates new waste. The development of technological advances in the world can change life in various aspects, including the economic sector. This can be seen in increasingly using digital platforms such as Shopee, Tokopedia, Bukalapak, Lazada, and others to meet society's daily needs. The rise of online shopping is strongly influenced by e-commerce, which in turn alters consumer behavior (Wicaksono at.all, 2021).

Consumerist behavior in society has negative impacts on both individuals and the community. For individuals, consumerist behavior is a form of self-harm, particularly causing disorganization in prioritization (Warsidi, 2010). Meanwhile, for society, consumerist behavior affects and negatively impacts the environment because human behavior is closely related to the environment (Erfahmi, 2020). Consumerist behavior is also closely linked to a linear economic system, a model that operates in a one-way direction, characterized by producing goods with a definite end-of-use point, ultimately becoming waste. This economic model is environmentally unfriendly and unsustainable, as its implementation generates new waste (Sasetyaningtyas, 2019).

Waste remains an unresolved issue from daily human activities (Ningsih, 2018). According to data from the National Waste Management Information System (SIPSN) of the Ministry of Environment and Forestry (KLHK) in 2022, input from 202 regencies/cities across Indonesia indicated that the total stored national waste reached 21.1 million tons. Of the total national waste production, 65.71% (13.9 million tons) can be managed, while the remaining 34.29% (7.2 million tons) has not been effectively handled (Kemenkopmk.go.id, 2023). There are many kinds of waste generated by society, and home waste accounts for the majority of waste in Indonesia, as in the diagram below:



**Figure 1. Waste Composition Diagram Based on Source**

As can be seen from the accompanying graphic, households, markets, and commerce are the main sources of garbage. The primary locations for consumption activity are these three sources. The issue of garbage is frequently linked to individuals who pollute the environment by failing to dispose of waste properly. On the other hand, consumer behavior can also play a role in trash buildup. As an NGO involved in the environmental sector, WALHI (environmental vehicle) believes that consumer behavior has the potential to harm both the earth and natural resources (Marbun, 2014). This is a result of consumer society's propensity to purchase commodities just to satisfy lifestyle wants, disregarding more important needs. The numerous items consumed will eventually turn into mountains of trash, which could harm the ecosystem in the long run. WALHI believes individual consumption habits can deplete natural resources and endanger the planet. Consumerist individuals purchase products solely to fulfil lifestyle needs without considering priority necessities. Collective efforts are needed to minimize and manage waste effectively to overcome it.

One strategy to reduce waste production is to avoid a culture of excessive consumerism. A study by Vijay et al. found that adopting a minimalist lifestyle can help reduce consumerism, positively impact the environment and inspire society to understand the importance of environmental preservation. This consumption behaviour can be mitigated by understanding and implementing a minimalist lifestyle. Practising minimalism reduces environmental harm, as it requires limited resources for production and generates minimal waste (Musman, 2022). The minimalist lifestyle is characterized by the idea that less means more. This concept promotes the minimization of personal possessions to only the most essential items. One group actively promoting minimalism through Instagram is Lyfe With Less, known by its account name @lyfewithless. It serves

as a platform for sharing information and advice on adopting a minimalist lifestyle, with slogans such as #LearnSoMinimalist, #UseUntilYouHabis, #SalingSilang, and #WiseConsuming as part of its initiatives. In addition to providing information via Instagram, this community engages in various activities to spread awareness. The idea of "Lyfe With Less" reflects a growing global trend toward sustainable living and simplicity that is visible in many nations. In order to fight consumerism and advance sustainability, this way of life strongly emphasizes cutting back on consumption and encouraging community involvement.

Consumption theory and the idea of "Lyfe With Less" are closely related, especially regarding minimalism and sustainable living. This online community is a perfect example of how people can embrace a minimalist lifestyle that prioritizes poverty and minimizing consumption as a response to consumerism. The "Lyfe With Less" group actively combats consumerism by exchanging advice and holding conversations about minimalism. Many people view minimalism as a movement that fights against excessive consumerism and promotes a way of life that values experiences over material belongings (Soenarno et al., 2022).

According to research, living with less is a life-changing experience that restructures priorities beyond financial concerns (Schreurs et al., 2012). The Transformation Model highlights consumption's psychological and social aspects and shows how people can undergo substantial lifestyle changes by reducing spending (Schreurs et al., 2012). "Lyfe With Less" highlights the difficulty of avoiding consumer culture while simultaneously reinforcing minimalism to combat consumerism. Community efforts can sometimes be contradictory, whereby while encouraging savings, they inadvertently encourage new consumption habits (Schreurs et al., 2012).

Several studies have been conducted on Lyfe With Less. For instance, research by (Nuruzzaman et al., (2021) found that the Lyfe With Less community exhibits a significant anti-consumerist ideology, including cross-over initiatives (Brodjonegoro, 2024). As a social media-based online community, Lyfe With Less interacts and collaborates to develop ideals of minimalist and sustainable consumption habits. A study by Hanathasia et al., (2024) discovered that millennials are transforming their lifestyles by reducing consumer habits and adopting a minimalist approach through engagement with like-minded individuals in the Lyfe With Less community. Furthermore, (Yunita et al., 2023) emphasized the effectiveness of compelling visual messaging in campaigns. Promoting beauty products until they are completely finished—highlighted through

auditory cues and music—was a key element in attracting followers to embrace and understand the campaign.

Based on the mentioned studies, this research focuses on the relationship between the activities of the Lyfe With Less community and environmental sustainability. The study aims to complement previous research by concentrating on how Lyfe With Less community members integrate minimalism into their daily routines and the role of a minimalist lifestyle in environmental sustainability initiatives.

A minimalist lifestyle can significantly enhance the development of sociological theories of community and social cohesion by encouraging deeper interpersonal relationships and local engagement and encouraging individuals to participate in community activities, thereby strengthening social ties and collective identity. Life With Less is essential in the environmental context because people's current habits lead to environmental damage. The lives of future communities face extreme challenges, so a movement for environmental sustainability change is needed to ensure sustainability in the future era. Ruiu and Ragnedda's idea of habits also explains how social and cultural values influence consumer decisions and lifestyle choices that contribute to the environment (Ruiu et al., 2024).

## **RESEARCH METHODS**

This study employs a qualitative approach using the netnographic method. Essentially, the netnographic method is an application of ethnographic methods that study culture within a specific group or community. However, unlike traditional ethnography, netnography is conducted virtually by utilizing information collected through digital media (Priyowidodo, 2020). Online tracking systems are represented in various formats, including text, graphics, photography, audiovisual content, music, commercial advertisements, and other media forms (Eriyanto, 2021). Knowledge about the life and culture of a community is obtained through the researcher's active participation within the studied group.

This study was carried out on Telegram's Lyfe With Less Community. The Instagram handle @Lyfewithless was used to launch this community in 2018. Those who wish to learn more about or expand on a minimalist lifestyle can do so in this group. Additionally, this community created a Telegram group that serves as a forum for exchanging knowledge, insights, and experiences related to living a minimalist lifestyle.

One method of gathering data is netnographic observation, which involves watching and documenting the state or behavior of the subject of the study. In this case, researchers watched discussions and exchanges inside the Telegram community of Lyfe With Less. Additionally, researchers participated by listening in on talks, downloading conversations, and conversing with informants. Researchers used this exercise to get the necessary data, which they further examined using the selected theory. Interviews were conducted virtually by asking questions and answers. Using purposive sampling techniques, researchers chose informants as one of their data sources based on three criteria. First, they must actively participate in the Lyfe With Less Telegram group. Second, they must have adopted the principles of a minimalist lifestyle. Third, they must possess knowledge and information related to the research theme.

Researchers take a proactive approach by joining the community to obtain access and working with the administrator of the Lyfe With Less Telegram group. Based on field experience, not all Lyfe With Less community members are willing to become informants, while others are willing but do not meet the criteria.

Some informants who are willing and meet the criteria are as in the table:

No.	Name	Age	Domicile
1.	Dian	28 years old	Bogor
2.	Ima	33 years old	Surabaya
3.	Siti	21 years old	Samarinda
4.	Titin	46 years old	Yogyakarta
5.	Ina	28 years old	Bekasi

**Table 1. Informant data**

The documentation process involves looking for information or data on websites, blogs, and media sites relevant to the research issue. Written information or data in the form of audio is also gathered, as are online documents in the form of images, graphics, illustrations, photos, or media. Triangulation, which included comparing the testimonies of community members who served as informant subjects with those of the actual owners through online interviews, was used to validate the data.

## RESULTS AND DISCUSSION

### Results

#### Minimalist Lifestyle in the Lyfe With Less Community

The minimalist lifestyle embraces the "less is more" principle, emphasizing that individuals should minimize their possessions. There are various ways to adopt minimalism. Based on findings from the Lyfe With Less community, there are four key approaches to implementing a minimalist lifestyle: decluttering, maximizing the use of items until they are completely worn out or damaged, practising mindful consumption, and choosing products made from environmentally friendly materials. These approaches are detailed as follows:

First is Decluttering, a technique for organizing or eliminating unnecessary items. This practice is evident in discussions within the Telegram group, where individuals share their efforts and results in tackling clutter-related issues.



**Figure 2. Discussion in Community Group**

Dian, one of the informants, gets rid of unnecessary clothes and household furniture. She cleans her clothes every three months. The results of this decluttering will then be sold or donated to others in need as expressed:

*"My husband and I focused on reducing items such as clothes that we had not used for three months by giving them away for free, either to family members or neighbors. We utilized the furniture that was needed. I did not emphasize appearance, but I prioritized the purpose of an item."*

Ima also declutters by embracing letting go and accepting ownership of unused items.

*"I utilize available items by applying the concept of letting go, adopting, and minimizing decluttering. I also involve my children in discussions about*

*decluttering, encouraging them to reduce their possessions, fostering a sense of relief when items are not accumulating."*

Siti has a different way. She sorts out the items and whether they are worth it or not, then she commits that if she buys one, then there must be one less too, as she says:

*"I have been sorting out some items like clothes and tools that are not worth keeping for a few months. I also try to implement the idea that if I buy clothes, I have to reduce my old clothes, either donated or thrown away if they are no longer fit to wear."*

Meanwhile, Ina practices decluttering by developing the habit of making choices and using substitute items. She creates choices between favorite products and alternative products. She has to think about the decision-making process before getting something, both in terms of needs and desires. Some informants adopt a minimalist lifestyle by throwing away unused items and clothes or giving them to those in need. Some informants choose to resell the items if they still have value by holding a free market event called #SalingSilang.

Second, using Items Until They Are Fully Utilized or Damaged, The Lyfe With Less community promotes four key campaigns, one frequently highlighted: #UseUntilIt'sGone, disseminated through social media. The #UseUntilUltimately campaign encourages individuals to use a product until it is completely consumed or no longer serves its functional purpose.



**Figure 3. Using items until they are worn**

This campaign reminds the public to practice responsibility and appreciation for the value of the items they own. Titin applies #PakaiSampaiHabis, especially on skincare.



Titin is committed to using skincare until it runs out. If you want to change the use of skin care products, wait until the skincare used previously runs out.

*“Now, I’m trying the principle of using everything until it runs out. For example, if my skincare hasn’t run out, I won’t replace it. So, by being minimalist, besides holding back the desire to buy skincare. I also have to face consequences to finish the skincare that has been opened. If you want to change brands, you have to wait until it runs out. What made me successfully stop buying, one of which is making a financial target so that I try to be economical and not easily glance at and buy unimportant items.”*

Dian expressed that she already has it and does not need to buy another one because the model is different. She should not purchase a whole set of items; she only uses them once a week. The usefulness of an item lasts until it is fully consumed; do not let it turn into wasted resources. Ima and Siti also maximize the use of their items until they are completely worn out or lose their functionality. They rotate between a few items until their usefulness is fully exhausted. They prefer using fewer items, for example, when it comes to shoes or sandals. They own a maximum of two pairs, which they wear alternately until they fall apart. They switch between them when one gets wet or needs washing. Titin applies the #UseUntilFinished principle, particularly in skincare. She is dedicated to using skincare products until they are finished. If she intends to replace a product, she postpones the purchase until the previous one is entirely used. This principle also extends to food consumption, where she follows #UseUntilFinished to avoid impulsive buying and acquiring unnecessary items..

Third Being Wise in Consumption, The Lyfe With Less community has launched the #UseUntilUsed and #WiseConsuming campaigns, encouraging individuals to become conscious consumers—understanding their needs and wants while making mindful purchasing decisions. Siti applies a minimalist lifestyle wisely when consuming. According to her, implementing a minimalist lifestyle has changed her. The change experienced by Siti is a change in priority in buying goods in her life. Since implementing a minimalist lifestyle, Siti buys goods that are indeed a necessity and not just because of her desires.

*“There are many things that I have to change. For example, the priority of things that are needed or things that are just wanted, I have to prioritize things that I really need, and put aside things that I want.”*

Meanwhile, Ina also talked about implementing a minimalist life by wisely consuming by making a list of needs and considering it. This is also done to find out between needs and wants.

*"I try to be wise in consuming, including by making a list of needs, making options for selected goods and substitute goods, weighing price, quality, features, and urgency, as well as deciding on desires. I have to consider them similarly."*

From the statements of several informants above, it can be seen that in implementing a minimalist lifestyle, being wise in consuming can be observed by distinguishing between wants and needs in buying goods. In addition, the priority is meeting needs. The implementation of the #BijaksanaBerkonsumsi campaign also keeps away from impulsive buyer behavior and FOMO (Fear Of Missing Out), which often occurs in today's life.

Fourth, using Environmentally Friendly Products, The Lyfe With Less community encourages individuals to choose eco-friendly products that are more easily recyclable and do not contribute to harmful waste. This approach fosters a greater awareness of sustainability principles and motivates people to use items that support environmental conservation. Using environmentally friendly products has significant benefits, such as reducing waste and promoting a sustainable lifestyle. These products are typically made from renewable resources and biodegradable materials.

Dian incorporates eco-friendly products into her daily routine, as she explains:

*"I have started using loofahs and wooden toothbrushes for bathing and washing. After my postpartum period, I also switched to menstrual pads (menspad) during my period. Instead of disposable cotton pads, I use reusable fabric pads for facial cleansing. Since giving birth, I have also used cloth diapers (clodi) for my baby. I rarely buy products in small packaging, especially soap, because I don't know how to process the waste properly and haven't found a recycling facility nearby. I choose eco-friendly options for detergent like soap made from lerak (soap nuts)."*

Siti and Ina adopt similar practices using eco-friendly household items, such as reusable food containers and cutlery sets. Additionally, they replace plastic bags with reusable shopping bags. Ina, in particular, opts for personal care products made from

natural ingredients. They believe that using environmentally friendly products is a meaningful way to contribute to environmental preservation.

## **Discussion**

### **From a Personal Digital diary to a social media-based community platform**

Lyfe With Less is the largest community in Indonesia dedicated to promoting a minimalist lifestyle. The community was established in 2018 by Cynthia Suci Lestari, its founder. Initially, Lyfe With Less was not a community but a secondary social media platform used by Cynthia as her personal digital diary. Before evolving into a social media-based community, this platform served merely as a space for sharing experiences and documenting her minimalist lifestyle. Over time, this "alternative social media" platform attracted followers in similar situations, leading them to share their stories and experiences. In 2018, Cynthia's friends and the Lyfe With Less platform transformed this "alternative social media" into a community. Lyfe With Less emerged as a community that serves as a platform for connecting individuals interested in adopting a minimalist lifestyle.

Lyfe With Less effectively utilizes social media and online platforms to raise awareness about environmental issues and promote sustainable practices among its members. The community fosters value co-creation by leveraging platforms such as Instagram and Telegram, allowing members to engage in discussions and exchange insights on sustainable consumption. This approach not only educates users but also encourages collective action toward sustainability. Observation and examination of Lyfewithless' Instagram and Telegram accounts reveal that Lyfewithless, as a digital community, is notably engaged and enthusiastic about sustainable living, and the community truly functions as a value co-creation platform that aids in realizing a more sustainable lifestyle – one individual at a time. The results and discussion will commence with the idea of minimalism as an alternative to the 'sustainability' terminology that has become somewhat overutilized, succeeded by an exploration of how LWL fits into the sustainability co-creation framework proposed by (Priharsari, et al, 2020).

### **Minimalism as a Substitute for 'Sustainable' Jargon**

Although the minimalist lifestyle as a concept faces criticism for emphasizing issues with ambiguous phrases like 'too much', 'clutter', and 'busy' while 'leaving the economic system itself unexamined' (Meissner, 2019), it remains important to advocate

for more sustainable practices in the long run and to motivate companies and manufacturers to explore methods to enhance their production practices to align with the customers' minimalist lifestyle (Andries, 2014). Considering the timeframe when Lyfe With Less was founded – the year 2018 – Lyfe With Less 's employment of the term 'minimalist' might be seen as a strategy to distinguish itself from other comparable online communities and initiatives that arose during that time. At that moment, the term 'sustainability' was popular, and numerous new online communities or initiatives adopted terminology and jargon associated with it, including Sustaination, Sustainable Indonesia, ZeroWasteID, and Zero Waste Nusantara.

The phrase 'minimalist' can be interpreted in various behaviors and actions primarily associated with sustainable consumption, mindful consumption, and waste reduction or zero-waste. Even though they do not include the term 'sustainable' in their title or description, when Lyfe With Less 's principles and goals align with those of the other communities mentioned previously, and they frequently work together or endorse the same initiatives. One example of this partnership is the #PakaiSampaiHabis campaign initiated by Lyfe With Less and ZeroWasteID, which continued until August 2022. It is these values and behaviors that when Lyfe With Less advocates and informs through their communication channels.

According to data from the National Waste Management Information System (SIPSN) of the Ministry of Environment and Forestry (KLHK) in 2022, the total waste accumulation in Indonesia reached 21.1 million tons. Of this amount, approximately 7.2 million tons remained unmanaged. Furthermore, research conducted by Sustainable Waste Indonesia revealed that around 15 million tons of waste pollute ecosystems and the environment due to the absence of proper waste management. Unmanaged waste poses significant risks, including contamination of rivers, soil, and groundwater. Additionally, unprocessed organic waste can generate greenhouse gases such as methane and carbon dioxide, contributing to climate change (Sasetyaningtyas, 2019).

Indonesia's high volume of waste is closely linked to society's excessive consumer behavior regarding goods, clothing, and services. According to WALHI, reducing consumerism is a crucial step in mitigating environmental damage caused by waste. In this context, adopting a minimalist lifestyle presents an effective alternative to preventing environmental degradation. Minimalism adheres to the *less is more* principle, encouraging individuals to reduce material possessions and limit the consumption of unnecessary services.

The awareness cultivated through minimalism fosters more mindful consumption behaviors, ultimately contributing positively to environmental sustainability. These positive impacts will be further elaborated below:

### **Contribution of Minimalist Lifestyle as an Effort to Protect the Environment**

Living a minimalist lifestyle also encourages attention or awareness of oneself and the environment, allowing one to make good decisions and concentrate only on what is necessary. People are encouraged to make sensible consumption choices through this knowledge or mindfulness. Individuals who adopt a minimalist lifestyle can help preserve environmental sustainability in the ways that will be discussed below:

#### **Minimalist Lifestyle as a Means to Reduce Waste**

The issue of waste accumulation is closely linked to consumerist behavior, which generates a significant amount of waste. According to research conducted by Crisol Palafox, (2019) high consumption levels harm the environment. Consumerist behavior must be reduced by adopting a minimalist lifestyle, which adheres to the *less is more* principle. A minimalist lifestyle encourages individuals to reduce material possessions and limit the use of non-essential services. Moreover, minimalism fosters awareness and mindfulness regarding oneself and the surrounding environment, allowing individuals to make well-considered decisions and focus on essential matters. This awareness helps individuals manage their consumption more wisely and supports the development of a sustainable way of life.

Adopting a minimalist lifestyle through mindful consumption can significantly impact the environment. Reducing consumption is not solely about purchasing fewer items; it also involves a critical decision-making process and heightened awareness in assessing whether a product is genuinely needed before acquiring it. By making more conscious consumption choices and limiting the purchase of non-essential goods, the overall amount of waste generated can be significantly reduced.

#### **The Use of Environmentally Friendly Materials**

A minimalist lifestyle encourages individuals to own fewer possessions and promotes sustainable living. Sustainable living is a lifestyle that aims to reduce environmental impact at both personal and societal levels by making positive changes to counter climate change and environmental issues (Bell, 2023). Within the framework of minimalism, sustainable living encourages individuals to reduce their consumption of Earth's resources and minimize the environmental damage caused by human interactions

with nature. According to Universal Eco, adopting sustainable living is a commitment to environmental preservation. Its implementation can begin with minor changes in daily life, such as “green consumption”, which involves consuming environmentally friendly products (Eco, 2023). Green products are an efficient solution to current environmental and human health issues. According to the United States Environmental Protection Agency (EPA), green products are defined as those that pose fewer risks to human health or the environment compared to other products with similar functions (Agency, 2023). Environmentally friendly products are generally reusable and designed to reduce environmental degradation.

### **A Minimalist Lifestyle Can Reduce Carbon Footprint**

Every human activity has an impact on the environment. Humans influence environmental conditions through their carbon footprint, which refers to the amount of carbon or greenhouse gas emissions produced from various activities over a specific period. According to the United States Environmental Protection Agency (EPA), the carbon footprint measures an individual's environmental impact, which is calculated based on activities that generate carbon emissions at home, through transportation, and waste production.

A professor from Lancaster University in the United Kingdom, who is also the author of “The Carbon Footprint of Everything”, explains that the carbon footprint refers to the total amount of greenhouse gas emissions produced during the manufacturing process of a product or the execution of an activity (Mulvaney, 2022). Various human activities—such as household energy consumption, transportation, food consumption, and the use of purchased goods including clothing, cars, and electronic devices—all contribute to the carbon footprint. Activities that generate waste also contribute to greenhouse gas emissions. These greenhouse gases cause *global warming*, which negatively impacts the environment. Given this reality, it is crucial for individuals and communities to take action to reduce their carbon footprint. Each individual can contribute to reducing their carbon footprint depending on the lifestyle they choose (Crisol Palafox, 2019).

Reducing the carbon footprint is closely linked to a minimalist lifestyle. Adopting a minimalist lifestyle, which involves reducing the consumption of goods and food, can reduce carbon emissions. According to research conducted by Palafox, one way to address the increasing carbon footprint is by adopting a minimalist lifestyle. His study indicates that embracing minimalism can significantly reduce carbon emissions,

particularly in constructing minimalist homes. Houses built following minimalist principles automatically decrease energy consumption for daily living, such as water and gas. Calculations show that minimalist homes can reduce energy consumption by up to 45 percent.

Additionally, the environmental awareness fostered by a minimalist lifestyle—such as purchasing only necessary items, using environmentally friendly materials, and living simply—can reduce the global carbon footprint. Minimalism is not just about owning only essential and functional items but also about raising awareness of the deteriorating environmental conditions. This awareness encourages individuals to consider the waste generated from their products or food and calculate their carbon footprint. These two actions lead individuals toward adopting behaviors that positively impact the environment while avoiding actions that harm ecological sustainability.

### **From a Linear to a Circular Economic System**

Environmental issues cannot be separated from the underlying economic system. According to the book *Sustainability*, modern society operates within a linear economic system. A linear economic system can be understood as an economic model that aims to produce goods or services using raw materials that are not reprocessed. In short, products manufactured within a linear economy have a finite lifespan and eventually become waste. Although this system is considered efficient, it is not environmentally sustainable.

Many countries worldwide have begun designing a circular economic system as an alternative to address this issue. A circular economy is an approach that encourages economic actors to ensure that resources are used for as long as possible, maximize their utility, and ultimately recover and regenerate products and materials at the end of their lifecycle (Geissdoerfer et al., 2017). The circular economy is a regenerative system that integrates resources and waste while minimizing emissions and energy leakage by slowing, closing, and narrowing material and energy loops. This can be achieved through durable design, maintenance, repair, reuse, remanufacturing, refurbishment, and recycling. The explanation above shows that the circular economic system adopts the zero-waste principle as its foundation. In line with Geissdoerfer et al., the Indonesian Ministry of Industry also emphasizes that the core principles of the circular economy revolve around the 5Rs: Reduce, Reuse, Recover, Repair, and Recycle.

### **Minimalist Lifestyle from Max Weber's Perspective**

Max Weber's theory of social action provides a framework for understanding human behavior based on the meaning and intention behind actions. According to Weber,

social actions are not merely reactive behaviors but rather meaningful actions influenced by individual motives and societal structures. (Turner, 1984) He categorizes social actions into four types: instrumental-rational action (*zweckrational*), value-rational action (*wertrational*), affective action (*affektuelles Handeln*), and traditional action (*traditionales Handeln*). Analyzing the minimalist lifestyle through this perspective allows us to explore the motivations behind individuals' adoption of minimalism and how it aligns with Weber's typology of actions.

Based on field data, findings indicate that members of the Lyfe With Less community who adopt a minimalist lifestyle reflect three types of social action: instrumental-rational action, value-rational action, and traditional action.

**Social Action Table in Max Weber's Perspective**

No	Action Type	Findings In Research
1	Instrumental Rational Action	Living a minimalist life shows in their behavior and speech. They have their own goals, including living a useful and economical life and aiming to achieve a sufficient life.
2	Value Action	They believe religion teaches us to live simply, aligning with a minimalist lifestyle. They feel that humans are responsible for protecting and managing the planet according to its needs in addition to living.
3	Traditional Action	Demonstrating behavior beyond personal beliefs, such as adopting a minimalist lifestyle due to habits developed over time and unconsciously.

The table above indicates that the adoption of a minimalist lifestyle by members of Lyfe With Less constitutes a form of social action. Their activities are given "meaning" and purpose in embracing minimalist existence. The role of the Lyfe With Less community, which utilizes social media campaigns to promote a more conscious minimalist lifestyle, is also closely linked to this action.

Instrumental-rational action is observed in Dian, Ima, and Titin, who apply a minimalist lifestyle with specific goals in mind. Dian adopts minimalism to maximize the use of her possessions and avoid excessive consumption. She joined the Lyfe With Less community to achieve this objective, motivating her to use her belongings wisely and be more mindful of her consumption habits. Ima's practice of minimalism aligns with her goal of improving environmental conditions and recognizing the current environmental crisis. To support this aim, she joined the Lyfe With Less community, which she perceives



aligned with the principles of the zero-waste lifestyle and environmental sustainability. Additionally, Ima consciously chooses eco-friendly products, considering their environmental impact when making purchasing decisions.

On the other hand, Titin adopts minimalism to live a sufficient and balanced life, particularly regarding material possessions. This principle of "sufficiency" extends beyond material goods to her social interactions, as she believes it contributes to her overall well-being. She joined the Lyfe With Less community to deepen her understanding of minimalism and gain further knowledge of its application. Titin is also actively involved in "Kon Mari classes," where she learns minimalist principles and their practical implementation. Through these classes, she hopes to expand her understanding of minimalism.

To achieve her goal of a sufficient lifestyle, Titin has adopted a firm stance in her consumption habits. She refuses unnecessary items offered by friends and has stopped accepting souvenirs that serve only an aesthetic purpose when attending events. By taking these measures, Titin ensures that she only retains items and experiences that hold genuine necessity and value in her life. The instrumental-rational action demonstrated by Dian, Ima, and Titin can be understood as a deliberate decision-making process to achieve specific objectives. These three informants adopted a minimalist lifestyle with goals aligned with their needs and beliefs. They acted rationally by considering how minimalism could help them accomplish their objectives.

Additionally, value-rational action was observed in Ima, Titin, Siti, and Ina. These four informants practised minimalism based on certain principles or values they upheld. Ima, for instance, not only sought to improve environmental conditions but also believed that everything in this world would be accounted for in the afterlife. She adheres to the Islamic teaching that every human action will be evaluated in the hereafter. Consequently, she considers adopting a minimalist lifestyle as part of her individual responsibility. Similarly, Titin stated that minimalism aligns with Islamic teachings, emphasising simplicity and discouraging wastefulness. Islam promotes the principle of living sufficiently (*qana'ah*), instructing believers to avoid excess and consume only what is necessary. This principle closely aligns with minimalist values, encouraging individuals to lead a simple life and reduce non-essential consumption. Siti also mentioned that her motivation for embracing minimalism stems from Qur'anic teachings, which advocate for moderation and sufficiency in life.

Based on the informants' statements, it can be understood that the adoption of minimalism may occur subconsciously, influencing their behavior to resist mainstream consumerist culture, which often promotes excessive consumption. In relation to Max Weber's social action theory, the actions undertaken by individuals in adopting a minimalist lifestyle are not always fully planned or consciously considered. Instead, such actions can emerge from habits or deeply ingrained values, which naturally shape individual lifestyles over time.

## **Conclusion**

Technological advances can change life in various aspects, increasing the use of digital platforms to meet society's daily needs. The rise of online shopping is strongly influenced by e-commerce, which alters consumer behavior. Meanwhile, for society, consumerist behavior affects and negatively impacts the environment. This economic model is environmentally unfriendly and unsustainable, as its implementation generates new waste. One way to reduce this shopping habit is to adopt a minimalist lifestyle. There are four forms of minimalist lifestyle implementation among Lyfe With Less community members. First is decluttering, which involves sorting and reducing unused items. Second, maximizing the use of items until they are completely worn out or damaged before replacing them. Third, adopting mindful consumption by distinguishing between needs and wants. Fourth, choosing environmentally friendly products to support a sustainable lifestyle and reduce waste. A minimalist lifestyle has a positive impact on the environment. First, it reduces waste by promoting mindful consumption patterns. Second, it creates a sustainable way of living through eco-friendly products. Third, it lowers carbon footprint by embracing the principle of sufficiency. Fourth, it supports the transition from a linear to a circular economy, focusing on sustainable and environmentally friendly resource utilization.

However, this study has several limitations. First, because the study only looked at one social media platform telegram, its findings might not apply to other platforms in their entirety. Second, this study cannot capture the real lives of community members because it focuses more on the social interactions observed in virtual communities. Third, this study solely describes the lifestyle of a specific period because it was carried out during that time. As a suggestion for more research, it is crucial to carry out more studies on community lifestyles using a variety of social media platforms and extend the time frame in order to provide a more thorough description of the community lifestyle.

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