ABSTRAK

Saat ini, model ekonomi linear yang diterapkan di Indonesia masih mengandalkan pola "ambil-pakai-buang" yang tidak berkelanjutan. Sebaliknya, ekonomi sirkular menekankan upaya untuk memperpanjang siklus hidup bahan baku dan sumber daya produk, meminimalkan limbah, dan mendukung regenerasi sistem alam. Penelitian ini menganalisis peran penting *supplier* dalam mendukung keberhasilan ekonomi sirkular di industri *fashion retail*. Tujuan penelitian ini adalah menseleksi dan memvalidasi kriteria dan subkriteria prioritas sebagai *framework* pemeringkatan kinerja *supplier* industri *fashion retail* dengan metode *Fuzzy AHP* dan *TOPSIS*. Hasil analisis *Fuzzy AHP* menunjukkan bahwa kriteria *Quality*, *Delivery, Cost, Cooperation Ability*, dan *Environmental Performance* menjadi prioritas pemeringkatan kinerja *supplier* pada industri *fashion retail* dengan bobot terbesar ada di kriteria *Quality*. Hasil validasi framework pemeringkatan kinerja *supplier fashion retail* dengan metode *TOPSIS* menunjukkan bahwa *Cost* menghasilkan bobot terbesar. Rekomendasi ini dapat membantu dalam pengambilan keputusan yang lebih efektif dalam pemilihan *supplier fashion retail*, dengan mempertimbangkan aspek ekonomi sirkular dan kinerja yang berkelanjutan.

Kata Kunci: Pemilihan *Supplier*, *Fashion Retail*, Ekonomi Sirkular, *Fuzzy AHP*, *TOPSIS*

ABSTRACT

Currently, the linear economic model applied in Indonesia still relies on an unsustainable "take-use-dispose" pattern. In contrast, the circular economy forces efforts to extend the life cycles of raw materials and product resources, minimize waste, and support the regeneration of natural systems. This research analyzes the important role of suppliers in supporting the success of the circular economy in the fashion retail industry. The aim of this research is to select and validate priority criteria and sub-criteria as a framework for ranking supplier performance in the fashion retail industry using the Fuzzy AHP and TOPSIS methods. The results of the Fuzzy AHP analysis show that the criteria for Quality, Delivery, Cost, Cooperation ability, and Environmental Performance are priorities for ranking supplier performance in the fashion retail industry with the greatest weight being in the Quality criteria. The validation results of the fashion retail supplier performance ranking framework using the TOPSIS method show that Cost produces the largest weight. These recommendations can help in making more effective decisions in selecting fashion retail suppliers, by considering circular economy aspects and sustainable performance.

Key Words: Supplier Selection, Fashion Retail, Circular Economy, Fuzzy AHP, TOPSIS

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