

The New Consumption of Sustainability for Green Capitalism

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Abstract : Today, globalization encourages the global culture acceleration in the middle of accelerated industrialization that leads to the transformation of consumption pattern. Consumption is not only considered as a need but also lifestyle, moreover, plays a role as an ideology supported by global shopping system. This paper is aimed at analyzing how global society directed to support sustainability consumption, this is line with Sustainable Development Goals (SDGs) that prioritise sustainable program for environmental preservation to cope with economic growth impact. The paper applies qualitative method to analyze through literature studies. As a result, we attempt to discuss the relationship of various concepts among globalization, consumption, and risk society that produce green capitalism. There are three points related with green capitalism: Sustainable agenda, political ecology, and sustainable commodities that show sustainable consumption pattern supported by Capitalism. Sustainability consumption system is an ideal instrument to be implemented, nevertheless, this is not only solely a modernity of ecology politics to hidden Capitalist`s interest.

Keywords : consumption, sustainability, capitalist, environmental

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