

# Greenpeace detox campaign on fashion: advokasi polusi air di Tiongkok 2011-2013 = Greenpeace detox campaign on fashion water pollution advocacy in China 2011-2013 / Puti Parameswari

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## Abstrak

[<b>ABSTRAK</b><br>

Penelitian ini bertujuan untuk memahami kekuatan NGO melalui strategi advokasi kampanye yang dilakukan untuk mengubah perilaku atau kebijakan aktor-aktor lain. Dalam penelitian ini akan dianalisa strategi advokasi Greenpeace Detox Campaign on Fashion dalam mengadvokasi polusi air di Tiongkok tahun 2011 hingga 2013. Strategi advokasi yang digunakan oleh Greenpeace adalah kampanye?meliputi information politics, leverage politics, symbolic politics serta accountability politics. Dalam penelitian ini juga dianalisa bagaimana hubungan antar aktor, terutama Greenpeace sebagai aktor NGO dengan aktor target kampanye, yaitu perusahaan fashion global, masyarakat global dan Tiongkok. Penelitian ini menemukan bahwa strategi advokasi berupa kampanye berhasil mempengaruhi kebijakan aktor target kampanye terkait persoalan polusi air di Tiongkok.

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<b>ABSTRACT</b><br>

This study aims to understand the power of NGOs through advocacy campaign strategies to change the behavior or policies of other actors. This study analyzed Greenpeace advocacy on Detox Campaign on Fashion in China, in the period of 2011 to 2013. The main advocacy strategies used by Greenpeace is campaign?include information politics, leverage politics, symbolic politics and accountability politics. This research also analyzed the relations between Greenpeace as NGO and targeted actors, namely global brand fashion, global society and state actors, China. This study found that the campaign strategy success in influencing targeted actors to change their behavior and policies regard to the issue of water pollution in China., This study aims to understand the power of NGOs through advocacy campaign strategies to change the behavior or policies of other actors. This study analyzed Greenpeace advocacy on Detox Campaign on Fashion in China, in the period of 2011 to 2013. The main advocacy strategies used by Greenpeace is campaign—including information politics, leverage politics, symbolic politics and accountability politics. This research also analyzed the relations between Greenpeace as NGO and targeted actors, namely global brand fashion, global society and state actors, China. This

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