

## Strategi gerakan sosial kelompok yellow shirt di Thailand dalam menjatuhkan Pemerintahan Yingluck Shinawatra (2011-2014) = Social movement strategy of yellow shirt group in Thailand to overthrow Yingluck Shinawatra government (2011-2014)

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### Abstrak

Penelitian ini meneliti tentang strategi gerakan sosial kelompok yellow shirt di Thailand dalam menjatuhkan pemerintahan Yingluck Shinawatra. Metode yang digunakan adalah metode kualitatif melalui studi literatur. Teori yang digunakan yaitu teori gerakan sosial social movement dari Doug McAdam, Sydney Tarrow, dan Charles Tilly. Mereka menegaskan tiga strategi penting dalam menentukan keberhasilan sebuah gerakan sosial yaitu framing, resource mobilization, dan political process. Kelompok yellow shirt menyusun strategi gerakan sosial untuk menjatuhkan pemerintahan Yingluck Shinawatra yang dianggap melakukan berbagai tindakan kontroversi. Hasil penelitian ini menunjukkan bahwa strategi gerakan sosial kelompok yellow shirt di Thailand melalui strategi framing, resource mobilization, dan political process, telah terbukti berhasil menjatuhkan pemerintahan Yingluck Shinawatra.

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This research examines about social movement strategy of yellow shirt group to overthrow Yingluck Shinawatra government in Thailand. Qualitative method used in this research through study literature. Social movement theory used in this research from Doug McAdam, Sydney Tarrow, and Charles Tilly. They describe three strategies to determine the success of social movement such as framing, resource mobilization, and political process. The yellow shirt group arranged the social movement strategy to overthrow Yingluck Shinawatra government which reputed to carry out controversial acts. The result of this research show that the social movement of yellow shirt group in Thailand through framing, resource mobilization, and political process strategy was succeed to overthrow Yingluck Shinawatra government.