

ABSTRACT

Greenpeace Indonesia's role in tackling air pollution in Jakarta through the Transnational Advocacy Network is the main topic in the discussion of this research. Because the main environmental issue that the world is facing is pollution or air pollution. Air is an important element for life on earth, which also functions as a medium for conducting sound and helps maintain the earth's temperature through the heat energy cycle. The current poor air conditions have a big impact on public health in Jakarta. To overcome these problems, advanced knowledge about air pollution is needed by utilizing existing technology. When pollutants that adversely affect the environment and human health mix with the air that humans breathe regularly, then this is known as air pollution.

The condition of air pollution in Jakarta in the range of 2021 to 2023 is the main focus in this study. This study describes Greenpeace Indonesia's role as a pressure actor to deal with air pollution, using the strategy of the Keck and Sikkink Transnational Advocacy Network and expanding and approaching with other actors involved. This network is a network formed around the world by collaborating to advance ideals and address specific global issues. TAN is made up of individuals, interest groups, and non-governmental organizations that work together to achieve common goals and ideals through regular communication and cooperation.

The method used in this study is a qualitative descriptive method with the main concepts, namely, the concept of International Non-Governmental Organization (INGO), Transnational Advocacy Network (TAN), and Environmental Security. Greenpeace Indonesia is an INGO that focuses on the environment, and one of the issues that is being fought is the issue of air pollution, in this case air pollution has entered a bad level and threatens human life. Therefore, Greenpeace Indonesia encourages the public and the government to immediately address this air pollution issue, using Greenpeace's transnational advocacy network.

Greenpeace Indonesia has successfully used its function as a group that pressures the government over air pollution in Jakarta by conducting campaigns, expanding advocacy networks with political information, then using symbolic political strategies with the use of creative tools, and the leverage of political politics that Greenpeace uses to get partners such as the Coalition Inisiatif Bersihkan Udara Koalisi Semesta (IBUKOTA), and conducting Accountability politics by continuing to control the policies issued by the government to deal with air pollution.

Keywords: Jakarta Air Pollution, Transnational Advocacy Network, Greenpeace Indonesia, INGO.