

ABSTRAK

Isu ekspansi industri kelapa sawit di Papua menimbulkan potensi dampak buruk yang diterima oleh masyarakat adat setempat, termasuk Suku Awyu yang berhadapan dengan PT Indo Asiana Lestari (IAL) dalam konflik agraria. Dengan izin lingkungan PT IAL seluas 36.094,4 Hektar yang didapat dari Surat Keputusan Kepala Dinas Penanaman Modal Dan Pelayanan Terpadu Satu Pintu (DPMPTSP) Provinsi Papua Nomor 82 Tahun 2021, membuat Suku Awyu mengambil langkah untuk mempertahankan haknya dan mencapai keadilan lingkungan bagi mereka. Greenpeace Indonesia terlibat aktif dalam isu tanah adat Suku Awyu dengan strategi advokasinya yang dapat dijelaskan dengan menggunakan kerangka *Transnational Advocacy Networks* (TAN). Penelitian ini bertujuan menganalisis strategi Greenpeace Indonesia dalam mendukung upaya Suku Awyu mencapai keadilan lingkungan pada periode 2022–2024 melalui empat komponen strategi TAN: *information politics*, *symbolic politics*, *leverage politics*, dan *accountability politics*. Metode penelitian yang digunakan adalah kualitatif deskriptif dengan studi kepustakaan, analisis laporan resmi, publikasi media, serta wawancara dengan representasi NGO yang bergerak di isu lingkungan. Hasil penelitian menunjukkan bahwa Greenpeace Indonesia berhasil mengimplementasikan keempat strategi TAN. *Information politics* diwujudkan melalui publikasi laporan investigasi serta kampanye digital #AllEyesOnPapua yang meningkatkan visibilitas isu. *Symbolic politics* tampak dalam aksi damai Suku Awyu dengan ritual adat yang membangun opini publik. Pada *Leverage politics*, Greenpeace Indonesia menggalang dukungan jaringan NGO dan opini internasional untuk menekan pemerintah dan perusahaan. Sedangkan *Accountability politics* dilakukan dengan mendorong transparansi proses hukum dan menuntut pemerintah konsisten menjalankan regulasi lingkungan.

Kata kunci: **Greenpeace Indonesia, Transnational Advocacy Network (TAN), Suku Awyu, Keadilan Lingkungan, PT Indo Asiana Lestari (IAL)**

ABSTRACT

The issue of palm oil industry expansion in Papua has the potential to adversely affect local indigenous communities, including the Awyu tribe, which is involved in an agrarian conflict with PT Indo Asiana Lestari (IAL). With PT IAL's environmental permit covering 36,094.4 hectares, obtained from the Decision Letter of the Head of the Investment and Integrated One-Stop Service Agency (DPMPTSP) of Papua Province No. 82 of 2021, the Awyu Tribe has taken steps to defend their rights and achieve environmental justice for themselves. Greenpeace Indonesia is actively involved in the issue of the Awyu tribe's customary land through its advocacy strategy, which can be explained using the Transnational Advocacy Networks (TAN) framework. This study aims to analyze Greenpeace Indonesia's strategy in supporting the Awyu tribe's efforts to achieve environmental justice in the period 2022–2024 through four components of the TAN strategy: information politics, symbolic politics, leverage politics, and accountability politics. The research method used is descriptive qualitative with literature study, analysis of official reports, media publications, and interviews with representatives of NGOs working on environmental issues. The results of the study show that Greenpeace Indonesia has successfully implemented all four TAN strategies. Information politics was realized through the publication of investigative reports and the #AllEyesOnPapua digital campaign, which increased the visibility of the issue. Symbolic politics was evident in the Awyu Tribe's peaceful protests, which incorporated traditional rituals to shape public opinion. In terms of Leverage politics, Greenpeace Indonesia mobilized support from NGO networks and international opinion to pressure the government and companies. Accountability politics was carried out by promoting transparency in legal processes and demanding that the government consistently enforce environmental regulations.

Keywords: *Greenpeace Indonesia, Transnational Advocacy Networks (TAN), Awyu Tribe, Environmental Justice, PT Indo Asiana Lestari (PT IAL)*