



**Analysis The Effectiveness of Greenpeace in Preventing Air Pollution in
Indonesia through Chasing The Shadow Campaign**

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Abstract

The ever-increasing population has a negative effect on the environment, such as the production of air pollution from our daily activities. Due to the state's limited ability to address environmental issues, non-state actors have emerged alongside the growing problem of air pollution. Greenpeace Indonesia as one of the Environment Non-Governmental Organization (ENGO) are very concerned about the various elements and contribute to synergizing in reducing environmental issues. This research aims to examine the role of NGOs in environmental policymaking and public awareness in reducing air pollution in Indonesia through the Chasing The Shadow (CaTS) Campaign. To achieve its first objective, this paper essentially adopts the semiotic analysis concept to unpack what strategy Greenpeace has to increase public awareness in reducing the air pollution matter that has been a prominent issue among state and non-state actors. Hence, the author fills up the gaps in this study with more research on Indonesian air pollution and discusses more the methods utilized by environmental NGOs in the policy-making process regarding the air pollution problem in Indonesia using qualitative research methodologies and literature studies. Therefore, from the previous studies, many scholars agree that the presence of environment NGOs is very influential in the environmental policy-making process.

Keyword: *NGO, Greenpeace, Air Pollution, Chasing The Shadow, Climate Crisis Campaign, Social Media Campaign*

Abstrak

Populasi yang terus meningkat memberikan efek negatif terhadap lingkungan, seperti produksi polusi udara dari aktivitas kita sehari-hari. Karena kemampuan negara yang terbatas untuk mengatasi masalah lingkungan, aktor non-negara muncul bersamaan dengan meningkatnya masalah polusi udara. Greenpeace Indonesia sebagai salah satu Lembaga Swadaya Masyarakat (LSM) Lingkungan sangat peduli dengan berbagai elemen dan berkontribusi untuk bersinergi

dalam mengurangi masalah lingkungan. Penelitian ini bertujuan untuk mengkaji peran LSM dalam pengambilan kebijakan lingkungan dan kesadaran masyarakat dalam mengurangi pencemaran udara di Indonesia melalui Kampanye *Chasing The Shadow (CaTS)*. Untuk mencapai tujuan pertamanya, tulisan ini pada dasarnya mengadopsi konsep analisis semiotik untuk membongkar strategi apa yang dimiliki Greenpeace untuk meningkatkan *public awareness* dalam mengurangi masalah polusi udara yang selama ini menjadi isu utama di kalangan aktor negara. Oleh karena itu, penelitian akan membahas lebih lanjut tentang pencemaran udara di Indonesia, metode yang digunakan oleh LSM lingkungan dalam proses pengambilan kebijakan mengenai masalah pencemaran udara di Indonesia menggunakan metodologi penelitian kualitatif dan studi literatur. Berdasarkan kajian terdahulu, banyak ahli yang sepakat bahwa keberadaan LSM lingkungan sangat berpengaruh dalam proses pengambilan kebijakan lingkungan.

Kata Kunci: *NGO, Greenpeace, Polusi Udara, Mengejar Bayangan, Kampanye Krisis Iklim, Kampanye Media Sosial*