

ABSTRAK

Berdasarkan penelitian dari Jambeck dkk. Indonesia menduduki peringkat kedua sebagai penyumbang sampah plastik terbanyak ke lautan dunia, dengan total 1.29 juta ton metrik per tahunnya. Berdasarkan data dari Direktorat Jenderal Pengelolaan Sampah Limbah dan B3 KLHK, hal ini diakibatkan karena rendahnya pengelolaan sampah plastik di Indonesia, dimana mayoritas 60-70% sampah plastik ditimbun di TPA tanpa dikelola. Maka dari itu, berbagai upaya dilakukan oleh berbagai aktor hubungan internasional untuk mengatasi masalah tersebut, salah satunya aktor non-negara yang perannya semakin penting dalam sistem dunia kontemporer ini. Dalam penelitian ini kasus yang diambil ialah kolaborasi antara Ancora Foundation dan Coca Cola dalam mengatasi masalah pengelolaan sampah di Indonesia. Melalui penelitian ini, peneliti akan berupaya menjelaskan bagaimana implementasi Tata Kelola Kolaborasi antara Ancora Foundation dan Coca Cola dalam upaya pengelolaan sampah plastik melalui program Plastic Reborn di Indonesia periode 2016-2020. Penelitian ini adalah penelitian kualitatif dengan menggunakan metode penelitian deskriptif. Data penelitian dikumpulkan melalui metode wawancara, dokumen, dan internet, dengan data primer yang bersumber dari hasil wawancara dengan narasumber dari Ancora Foundation serta laporan resmi dari berbagai sumber. Hasil akhir dari penelitian ini menunjukkan bahwa aktor non-negara yang terlibat dalam program Plastic Reborn ini memiliki peran yang penting dalam mengatasi isu pengelolaan sampah plastik di Indonesia melalui program-program yang dilaksanakannya, dimana Plastic Reborn berhasil mencapai target dalam mengedukasi, mendaur-ulang, serta menciptakan Ekonomi Sirkular digital sampah plastik di Indonesia.

Kata kunci: Sampah Plastik, Aktor Non-Negara, Ancora Foundation, Coca Cola Tata Kelola Kolaboratif, Plastic Reborn.

ABSTRACT

Based on research from Jambeck et al. Indonesia is ranked second as the largest contributor of plastic waste to the world's oceans, with a total of 1.29 million metric tons per year. Based on data from the Directorate General of Waste Management and B3 KLHK, this is due to the low management of plastic waste in Indonesia, where the majority of 60-70% of plastic waste is being dumped in landfills without being managed. Therefore, various efforts have been made by various international relations actors to overcome this problem, one of which is non-state actors whose role is increasingly important in the contemporary world system. In this research, the case taken is the collaboration between Ancora Foundation and Coca Cola in overcoming the problem of waste management in Indonesia. Through this research, the author will attempt to explain how the implementation of Collaborative Governance between Ancora Foundation and Coca Cola in an effort to manage plastic waste through the Plastic Reborn program in Indonesia for the 2016-2020 period. This research is a qualitative research using descriptive research method. The research data was collected through an interview, documents, and the internet, with primary data sourced from an interview with a resource person from Ancora Foundation as well as official reports from various sources. The final result of this research shows that non-state actors involved in the Plastic Reborn program have an important role in addressing the issue of plastic waste management in Indonesia through the programs implemented, where Plastic Reborn has successfully achieved its target in educating, recycling, and creating a digital circular economy of plastic waste in Indonesia.

Keywords: *Plastic Waste, Non-State Actors, Ancora Foundation, Coca Cola Collaborative Governance, Plastic Reborn.*