

ABSTRAK

Indonesia menjadi salah satu negara tujuan utama ekspor limbah plastik sejak 2018 ketika Tiongkok menutup impor limbah. Sebagian besar limbah plastik dari Australia yang masuk ke Indonesia ditemukan terkontaminasi bahan berbahaya sehingga menciptakan ancaman ekologis dan kesehatan. Menghadapi lemahnya respons pemerintah dalam mengawasi impor limbah, ECOTON melakukan advokasi dengan memperluas isu lokal ke tingkat internasional melalui strategi jejaring transnasional. Kampanye ini melibatkan riset lapangan, dokumentasi pencemaran, forum multilateral, serta kerja sama dengan organisasi lingkungan global untuk menekan pemerintah Indonesia dan Australia. Penelitian ini membahas peran ECOTON Foundation dalam menghentikan limbah plastik impor Australia melalui mekanisme *Transnational Advocacy Network* (TAN). Dengan pendekatan kualitatif deskriptif yang didasarkan pada wawancara dengan salah satu perwakilan ECOTON dan studi literatur, penelitian ini menemukan advokasi ECOTON berkontribusi pada peningkatan pengawasan impor limbah di Indonesia, penerbitan SKB Tiga Menteri mengenai batasan impuritas, serta meningkatnya perhatian internasional terhadap praktik ekspor limbah Australia. Selain perubahan kebijakan, advokasi ECOTON juga mendorong pergeseran diskursus internasional dari narasi perdagangan daur ulang menuju isu keadilan ekologis dan kolonialisme sampah. Dengan demikian, penelitian ini menegaskan efektivitas advokasi transnasional sebagai instrumen pengaruh bagi aktor non-negara dalam isu lingkungan global.

Kata kunci: Limbah Plastik, Organisasi Non-Pemerintah, Advokasi, Jaringan Transnasional

ABSTRACT

Indonesia has emerged as one of the main destinations for plastic waste exports since 2018, as Tiongkok has closed its doors to waste imports. The majority of plastic waste from Australia has been discovered to be contaminated with hazardous materials, threatening both the environment and public health. ECOTON has advocated for the lack of government commitment to ensuring waste imports are properly monitored by raising awareness internationally. The campaign has involves field research, documentation of pollution, multilateral forums, and cooperation with global environmental organizations. This study examines the ECOTON Foundation's role in ending Australian plastic waste imports through the Transnational Advocacy Network (TAN) mechanism. By using a descriptive qualitative approach based on interviews and a literature review, this study found that ECOTON's advocacy contributed to increased oversight of waste imports in Indonesia, the issuance of a Joint Ministerial Decree on impurity limits, and increased international attention to Australia's waste export practices. Furthermore, ECOTON's advocacy has also encouraged a shift in international discourse from the narrative of recycling trade to issues of ecological justice and waste colonialism. Thus, this study confirms the effectiveness of transnational advocacy as an instrument of influence for non-state actors in global environmental issues.

Key Word: Plastic Waste, Non-Governmental Organizations, Advocacy, Transnational Networks