

ABSTRAK

STRATEGI ADVOKASI TRANSNASIONAL CLEAN CLOTHES CAMPAIGN (CCC) DALAM MENDORONG PERLINDUNGAN BURUH INDUSTRI FAST FASHION DI BANGLADESH PASCA COVID-19 (2022-2025)

Industri fast fashion di Bangladesh merupakan salah satu sektor utama yang mendorong pertumbuhan ekonomi nasional, namun masih dihadapkan pada berbagai pelanggaran hak-hak buruh yang semakin mengemuka pasca pandemi COVID-19. Penelitian ini bertujuan menganalisis strategi advokasi transnasional yang dilakukan oleh Clean Clothes Campaign (CCC) dalam mendorong perlindungan hak-hak buruh industri fast fashion di Bangladesh pada periode 2022–2025. Penelitian menggunakan metode kualitatif dengan pendekatan deskriptif melalui studi kepustakaan. Analisis dilakukan menggunakan teori Transnational Advocacy Network (TAN) dari Keck dan Sikkink yang meliputi information politics, symbolic politics, leverage politics, dan accountability politics. Hasil penelitian menunjukkan bahwa CCC mengoperasikan empat mekanisme strategi Transnational Advocacy Network (TAN), yaitu Information Politics, Symbolic Politics, Leverage Politics, dan Accountability Politics secara terintegrasi melalui advokasi berbasis data, pembungkaman isu, pemanfaatan tekanan regulasi Uni Eropa, serta dorongan terhadap mekanisme hukum yang mengikat, strategi advokasi CCC mengalami transformasi dari pendekatan berbasis tekanan moral menuju advokasi berbasis bukti dan instrumen hukum transnasional. Sinergi keempat mekanisme advokasi tersebut berhasil menembus hambatan domestik dan berkontribusi pada perlindungan hak-hak buruh industri fast fashion di Bangladesh. Temuan ini menunjukkan adanya perkembangan strategi advokasi CCC dari peningkatan kesadaran publik menuju penguatan akuntabilitas korporasi melalui pendekatan berbasis bukti dan instrumen hukum.

Kata kunci: Clean Clothes Campaign, Transnational Advocacy Network, NGO, Fast Fashion, Bangladesh, Hak Buruh.

ABSTRACT

TRANSNATIONAL ADVOCACY STRATEGIES OF THE CLEAN CLOTHES CAMPAIGN (CCC) IN PROMOTING LABOR PROTECTION IN THE BANGLADESH FAST FASHION INDUSTRY POST-COVID-19 (2022-2025)

The fast fashion industry in Bangladesh is one of the country's main economic drivers, yet it continues to face persistent labor rights violations that worsened during the COVID-19 pandemic. This study examines the transnational advocacy strategy employed by the Clean Clothes Campaign (CCC) in promoting the protection of garment workers' rights in Bangladesh during the post-pandemic period (2022–2025). Using a qualitative descriptive approach and a literature-based research method, this study analyzes reports, campaign documents, policy papers, and relevant academic literature. The analysis applies Keck and Sikkink's Transnational Advocacy Network (TAN) framework, focusing on four advocacy mechanisms: information politics, symbolic politics, leverage politics, and accountability politics. The findings show that CCC's advocacy strategy evolved significantly after the pandemic. Information politics shifted toward evidence-based advocacy through research and transparency tools; symbolic politics reframed labor exploitation using narratives such as wage theft and living wage; leverage politics increasingly relied on legal and institutional pressure, particularly through support for the Corporate Sustainability Due Diligence Directive (CSDDD) and accountability politics emphasized binding corporate obligations rather than voluntary commitments. Overall, CCC's advocacy demonstrates a transition from awareness-raising campaigns to a more systematic and legally oriented approach aimed at strengthening corporate accountability across global supply chains.

Keywords: *Clean Clothes Campaign, Transnational Advocacy Network, NGO, Fast Fashion, Bangladesh, Labor Rights*