

**STRATEGI KERJASAMA ECPAT UK DAN ANTI SLAVERY
INTERNASIONAL DALAM MENGADVOKASI PERDAGANGAN
MANUSIA RUTE VIETNAM-EROPA (2017-2019)**

Penelitian ini bertujuan untuk menganalisis peran ECPAT UK dan Anti-Slavery International dalam mengadvokasi perdagangan manusia pada jalur Vietnam-Eropa menggunakan kerangka Transnational Advocacy Networks (TAN) milik Keck dan Sikkink (1998). Menggunakan pendekatan kualitatif dengan metode studi kasus, data dikumpulkan melalui analisis laporan *Precarious Journeys* (ECPAT UK, Anti-Slavery International, & Pacific Links Foundation, 2019) dan wawancara mendalam dengan author laporan *Precarious Journeys*, *Researcher advocacy* Anti-Slavery International serta Koordinator ECPAT Indonesia. Temuan menunjukkan bahwa advokasi kedua organisasi muncul sebagai respons terhadap blocked channels, yakni kegagalan akumulatif perlindungan domestik di negara asal, transit, dan tujuan, yang mendorong terbentuknya boomerang pattern melalui keterlibatan Pacific Links Foundation sebagai mitra lokal di Vietnam. Hasil penelitian menunjukkan Strategi ECPAT UK & Anti Slavery International dalam mengadvokasi perdagangan manusia Vietnam-Eropa sesuai analisis TANs yang dijalankan secara terintegrasi: *Information Politics* melalui kerangka End-to-End Vulnerability Mapping; *Symbolic Politics* melalui pembingkai ulang kerentanan sebagai produk struktural dan penggunaan kesaksian korban; *Leverage Politics* melalui kolaborasi tiga pihak dan pemanfaatan rezim hukum internasional; serta *Accountability Politics* melalui pendokumentasian kesenjangan antara komitmen formal negara dan implementasi aktual perlindungan korban

Kata Kunci: *Transnational Advocacy Networks*, Perdagangan Manusia, Vietnam Eropa,, *Blocked Channels*, *Boomerang Pattern*

**ECPAT UK AND ANTI SLAVERY INTERNATIONAL'S
COLLABORATION STRATEGY IN ADVOCATING AGAINST HUMAN
TRAFFICKING IN VIETNAM AND EUROPE (2017-2019)**

This study examines the advocacy strategies employed by ECPAT UK and Anti-Slavery International in addressing human trafficking along the Vietnam–Europe route through the Transnational Advocacy Networks (TAN) framework developed by Keck and Sikkink (1998). Using a qualitative case study approach, data were collected through document analysis of the Precarious Journeys report (ECPAT UK, Anti-Slavery International, & Pacific Links Foundation, 2019) and in-depth interviews with the author of the Precarious Journeys report, a researcher and advocacy officer from Anti-Slavery International, and the Coordinator of ECPAT Indonesia. The findings reveal that the advocacy initiatives of both organisations emerged as a response to blocked channels, referring to the cumulative failure of domestic protection mechanisms across countries of origin, transit, and destination, which subsequently triggered a boomerang pattern through the involvement of Pacific Links Foundation as a local partner in Vietnam. Furthermore, the study finds that the advocacy strategies implemented by ECPAT UK and Anti-Slavery International reflect the integrated application of the four core strategies within the TAN framework: Information Politics through the End-to-End Vulnerability Mapping (EEVM) approach; Symbolic Politics through the reframing of vulnerability as a structural condition and the strategic use of survivor testimonies; Leverage Politics through tripartite collaboration and the mobilisation of international legal frameworks; and Accountability Politics through documenting the gap between states' formal commitments and the actual implementation of victim protection.

Keywords: *Transnational Advocacy Networks, Human Trafficking, Vietnam Eropa,, Blocked Channels, Boomerang Pattern*