

**STRATEGI AMNESTY INTERNATIONAL INDONESIA
SEBAGAI *NORM ENTREPRENEUR* DALAM ADVOKASI
KEBEBASAN BEREKSPRESI: KAMPANYE DIGITAL
#ALLOUT PADA PEMILU 2024**

Paulina Lewi Maria Riyanto

ABSTRAK

Pemilu 2024 di Indonesia diwarnai oleh kesenjangan antara norma kebebasan berekspresi yang telah diratifikasi dengan realita di lapangan. Kesenjangan ditandai dengan kriminalisasi melalui pasal multitafsir UU ITE dan penyempitan ruang sipil. Dalam kesenjangan ini, Amnesty International Indonesia (AII) hadir sebagai *norm entrepreneur* yang berupaya menagih kepatuhan negara. Penelitian ini menganalisis strategi AII sebagai *norm entrepreneur* dalam mengadvokasi norma kebebasan berekspresi melalui kampanye digital #AllOut pada Pemilu 2024. Penelitian ini menggunakan metode kualitatif dengan teknik pengumpulan data berupa studi dokumentasi digital, wawancara mendalam, dan studi pustaka. Penelitian ini menggunakan konsep *Norm entrepreneur* dari Finnemore dan Sikkink (1998) serta teori *Strategic Framing* dari Benford dan Snow (2000). Hasil penelitian menunjukkan bahwa AII menjalankan peran sebagai *norm entrepreneur* dengan mengintegrasikan tiga tugas pembedakan secara sistematis, yaitu *diagnostic*, *prognostic*, dan *motivational framing*, yang dipengaruhi oleh faktor kultural, audiens, dan politik. Keberhasilan kampanye diukur melalui akumulasi *small wins*, seperti dokumen agenda kebijakan bagi pemerintah terpilih dan terkumpulnya 1.751 surat aspirasi.

Kata Kunci: Amnesty International Indonesia, Kebebasan Berekspresi, *Norm Entrepreneur*, Kampanye Digital #AllOut, *Strategic Framing*, Pemilu 2024.

AMNESTY INTERNATIONAL INDONESIA'S STRATEGY AS A NORM ENTREPRENEUR IN ADVOCATING FREEDOM OF EXPRESSION: THE #ALLOUT DIGITAL CAMPAIGN IN THE 2024 ELECTION

Paulina Lewi Maria Riyanto

ABSTRACT

The 2024 Indonesian elections were marked by a gap between the ratified norms of freedom of expression and the reality on the ground. This gap was marked by criminalization through the multi-interpretable articles of the ITE Law and the narrowing of civil space. In this gap, Amnesty International Indonesia (AII) emerged as a norm entrepreneur seeking to demand state compliance. This study analyzes AII's strategy as a norm entrepreneur in advocating for the norms of freedom of expression through the #AllOut digital campaign in the 2024 elections. This study used qualitative methods with data collection techniques in the form of digital documentation studies, in-depth interviews, and literature studies. This study utilized the concept of Norm entrepreneur from Finnemore and Sikkink (1998) and the Strategic Framing theory from Benford and Snow (2000). The results showed that AII carried out its role as a norm entrepreneur by systematically integrating three framing tasks: diagnostic, prognostic, and motivational framing, which were influenced by cultural, audience, and political factors. The campaign's success was measured through the accumulation of small wins, such as the policy agenda document for the elected government and the collection of 1,751 letters of aspiration.

Keywords: *Amnesty International Indonesia, Freedom of Expression, Norm Entrepreneur, #AllOut Digital Campaign, Strategic Framing, 2024 Election.*