

Strategi Invisible Children dalam memengaruhi kebijakan Lord's Resistance Army Disarmament and Northern Uganda Recovery Act di Amerika Serikat (2009-2010) = The strategies of Invisible Children in Influencing the Lord's Resistance Army Disarmament and Northern Uganda Recovery Act in the United States of America (2009-2010)

Jiwo Damar Anarkie, author

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Abstrak

Skripsi ini merupakan hasil penelitian kualitatif yang mengidentifikasi strategi Invisible Children sebagai civil society dalam memengaruhi Lord's Resistance Army Disarmament and Northern Uganda Recovery Act di Amerika Serikat tahun 2009 - 2010. Studi ini menemukan bahwa perpaduan antara pilihan strategi di luar saluran politik formal (outside track) melalui berbagai pendidikan, kampanye, dan advokasi serta strategi di dalam saluran politik formal (inside track) dalam bentuk lobi-lobi politik berimplikasi positif memengaruhi legislasi undang-undang ini. Perpaduan strategi ini dipengaruhi oleh berbagai macam kepentingan dan nilai organisasi maupun hasil riset dan fakta di lapangan. Pada akhirnya, pilihan strategi ini berpengaruh pada persuasanaan publik terhadap isu (sensitizing) serta dukungan anggota Kongres terhadap legislasi undang-undang tersebut (structural).

.....This thesis is a result of a qualitative research which identified the strategies of the Invisible Children in influencing the Lord's Resistance Army and Northern Uganda Recovery Act of 2010. This study found that the combination between outside track strategies, such as education, campaign and advocacy, and inside tracks, such as political lobbying, had a positive impact in influencing that policy. The combination of these strategies is influenced by a wide range of the organization's interests and values, as well as results of research and facts of the real condition. In the end, the combination of these strategies resulted in public sensitizing and the Congress' structural support on this legislation.