

Peran Monsanto Company dalam kegagalan proposisi 37 tentang pelabelan produk pangan transgenik di California 2012 = Monsanto company role in the failure of proposition 37 about labeling of genetically modified food products in California 2012

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Abstrak

[ABSTRAK
Tugas Karya Akhir ini membahas peran dari Monsanto Company terkait kegagalan proposisi 37 tentang pelabelan produk pangan transgenik di California pada tahun 2012 Peranan tersebut dapat dilihat dari aktivitas Monsanto yaitu dengan membangun koalisi penentang melakukan kampanye informasi serta mendonorkan sejumlah dana untuk kegiatan kampanye tersebut Untuk menjelaskan peranan Monsanto dalam studi kasus ini digunakan teori kelompok kepentingan terutama tentang taktik lobi Metode penelitian yang dipakai adalah kualitatif dengan teknik studi kepustakaan dan studi dokumen Hasil dari penelitian menunjukkan bahwa ketiga taktik lobi dari Monsanto berperan dalam kegagalan proposisi 37 untuk menjadi peraturan hukum di California

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ABSTRACT
This paper discusses the role of Monsanto Company related to failure of proposition 37 on the labeling of genetically modified food products in California 2012 Monsanto role can be identify from its lobbying tactics such as coalition building information campaign and funding the campaign Theory of interest groups are applied to explain the role of Monsanto in this case study especially on lobbying tactics concept The research methodology was qualitative through literature study and documents study techniques The research shows that three of Monsanto lobbying tactics play a role in the failure of proposition 37 to become a state law in California , This paper discusses the role of Monsanto Company related to failure of proposition 37 on the labeling of genetically modified food products in California 2012 Monsanto role can be identify from its lobbying tactics such as coalition building information campaign and funding the campaign Theory of interest groups are applied to explain the role of Monsanto in this case study especially on lobbying tactics concept The research methodology was qualitative through literature study and documents study techniques The research shows that three of Monsanto lobbying tactics play a role in the failure of proposition 37 to become a state law in California]