

Strategi lobi kelompok netcoalition terhadap rancangan legislasi stop online piracy act sopa dan preventing online threats to economic creativity and theft of intellectual property act pipa di amerika serikat pada tahun 2011 - 2012 = Lobbying strategy bynetcoalition against the stop online piracy act sopa and preventing online threats to economic creativity and theft of intellectual property act pipa legislation in the united states in 2011 - 2012

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Abstrak

ABSTRAK

Tulisan ini menjelaskan tentang strategi proses lobi yang dilakukan oleh kelompok NetCoalition sebagai upaya menggagalkan legislasi Stop Online Piracy Act (SOPA) dan Preventing Online Threats to Economic Creativity and Theft of Intellectual Property Act (PIPA) di Amerika Serikat pada tahun 2011-2012. Melalui studi ini penulis menggunakan teori kelompok kepentingan menurut Janda, Berry dan Goldman untuk menganalisis empat macam strategi lobi yang digunakan NetCoalition yaitu lobi langsung, lobi secara grassroots, membangun koalisi, dan kampanye informasi serta dampak dari keempat strategi lobi tersebut. Berdasarkan hasil penelitian penulis, kampanye informasi yang dilaksanakan NetCoalition merupakan strategi lobi yang memiliki dampak paling besar terhadap legislasi Stop Online Piracy Act (SOPA) dan Preventing Online Threats to Economic Creativity and Theft of Intellectual Property Act (PIPA) yang pada akhirnya tidak lolos menjadi undang-undang.

ABSTRACT

This study attempts to analyze the lobbying strategy done by NetCoalition in an attempt to stop the legislation Stop Online Piracy Act (SOPA) and Preventing Online Threats to Economic Creativity and Theft of Intellectual Property Act (PIPA) in the US in 2011-2012. Through this study the author uses the theory of interest groups according to Janda, Berry and Goldman. This theory helps to analyze four different lobbying strategies used by NetCoalition namely direct lobbying, grassroots lobbying, coalition building, and information campaigns as well as the impact of all four lobbying strategy. Based on the results of the study, the author concurs that the information campaign conducted by NetCoalition have the greatest impact on the legislation Stop Online Piracy Act (SOPA) and Preventing Online Threats to Economic Creativity and Theft of Intellectual Property Act (PIPA), which ultimately did not pass into law.