

ABSTRAK

ADVOCACY DAN PENANGANAN PENINGKATAN *ILLEGAL WILD-ANIMAL TRADE* DI ASIA TIMUR OLEH WORLD WILDLIFE FUND (WWF)

Oleh

MUHAMMAD MALEBI FUKRON

Tujuan penelitian ini adalah mengetahui fungsi WWF menangani kasus peningkatan *illegal wild-animal trade* di Jepang, Tiongkok, dan Korea Selatan tahun 2015-2018. Teori yang digunakan dalam penelitian ini adalah *social movement* dengan konsep *Non-Governmental Organization operational* dan *NGO advocacy*. Metode penelitian ini adalah kualitatif menggunakan metode pengumpulan data dari dokumen seperti *annual report*, berita, buku, artikel, dan situs website resmi negara. Kajian terhadap dokumen dilakukan dengan seleksi dan kategorisasi menggunakan alat bantu NVIVO, dan *critical reading*.

Hasil penelitian yang diperoleh dari fungsi WWF adalah; 1) di Jepang, berdasarkan konsep *NGO operational* WWF melakukan *initiatives for ivory*, dan *support for the development of adequate legal systems and law enforcement in Japan*, dan berdasarkan konsep *NGO advocacy* adalah *initiatives for ivory*, *initiatives for pet trading*, *collaboration with companies*, dan *Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) advocacy*; 2) di Tiongkok, WWF bekerjasama dengan TRAFFIC berdasarkan konsep *NGO operational* yaitu *early warning*, *flagship species*, dan *hotspots – China's growing impact on Asian biodiversity*, dan berdasarkan konsep *NGO advocacy* adalah *resource security and wildlife trade*, dan kampanye WWF yang bekerjasama dengan instansi lainnya; serta 3) di Korea Selatan, berdasarkan konsep *NGO operational* WWF membentuk tiga belas rancangan, dan berdasarkan konsep *NGO advocacy* WWF bekerjasama dengan perusahaan nasional dan internasional di Korea Selatan.

Kata kunci: peningkatan *illegal wild-animal trade*, advokasi, dan operasional.

ABSTRACT

ADVOCACY AND HANDLING OF ILLEGAL WILD-ANIMAL TRADE INCREASE IN EAST ASIA BY WORLD WILDLIFE FUND (WWF)

By

MUHAMMAD MALEBI FUKRON

This study aims to determine the function of WWF's in handle cases of increasing illegal wild-animal trade in Japan, China, and South Korea in 2015-2018. The theory used in this research is a social movement with the concept of Non-Governmental Organization operational and NGO advocacy. This research method is qualitative using data collection methods from documents such as annual reports, news, books, articles, and official state websites. The study of documents is carried out by selection and categorization using NVIVO tools, and critical reading. The research results obtained from WWF's function are; 1) in Japan, based on the concept of NGO operational WWF carried out initiatives for ivory, and support for the development of adequate legal systems and law enforcement in Japan, and based on the NGO advocacy concept are initiatives for ivory, initiatives for pet trading, collaboration with companies, and Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) advocacy; 2) in China, WWF cooperates with TRAFFIC based on the NGO operational concept, namely early warning, flagship species, and hotspots – China's growing impact on Asian biodiversity, and based on the NGO advocacy concept, resource security and wildlife trade, and WWF campaigns in collaboration with other agencies; and 3) in South Korea, based on the NGO operational concept WWF formed thirteen designs, and based on the WWF NGO advocacy concept in collaboration with national and international companies in South Korea.

Key words: increase in illegal wild-animal trade, advocacy, and operational.