

ABSTRACT

The Government of Lombok Utara Regency (KLU) appointed PT Tiara Cipta Nirwana (TCN) as the service provider for clean water supply in Gili Meno. However, the implementation of the water procurement method by the company has caused environmental damage to the marine ecosystem and deteriorated the quality of water sources used by the local community. This situation prompted the community to launch an advocacy movement against the policy. Local advocacy efforts involve various stakeholders, including the residents, non-governmental organizations (NGOs), and other actors who oppose the clean water policy in Gili Meno. This study aims to analyze the narrative strategies of the counter-policy coalition against PT TCN in Gili Meno, as well as to evaluate the effectiveness of narrative and localization tactics in influencing public policy related to clean water management. A descriptive qualitative approach is employed, using documents (such as policy briefs, petitions, transcripts of hearings, and scientific articles) as primary sources. Semi-structured interviews were conducted with representatives from the community, NGOs, and relevant officials. Data were analyzed using the Narrative Policy Framework (NPF) to identify key narrative elements, including characters, plots, and moral lessons, as well as the Advocacy Coalition Framework (ACF) to examine the dynamics and formation of the advocacy coalition. Key findings reveal that the narrative “Kami Menolak PT TCN,” enriched with symbolic visuals such as murals and banners, significantly strengthened community solidarity and expanded political support. The localization strategy adapting messages to local cultural values, using the local dialect, and ensuring direct community participation in demonstrations; demonstrated clear success in enhancing the legitimacy and responsiveness of the regional government. In conclusion, narrative-based and locality driven coalition strategies in Gili Meno have proven highly effective in empowering the community to challenge environmentally harmful corporate policies. These strategies have also opened the door for more equitable and sustainable water governance. This study recommends replicating this coalition model in other small islands facing similar challenges related to natural resource management.

Keywords: Policy Advocacy, Water, Gili Meno

ABSTRAK

Pemerintah Kabupaten Lombok Utara (KLU) menunjuk PT Tiara Cipta Nirwana (TCN) sebagai perusahaan penyedia air bersih di Gili Meno. Namun implementasi pengadaan air bersih dengan metode yang dilakukan perusahaan tersebut menyebabkan kerusakan lingkungan laut dan menurunnya kualitas sumber air bagi masyarakat setempat. Hal inilah yang menyebabkan masyarakat melakukan gerakan advokasi terhadap kebijakan tersebut. Upaya advokasi lokal melibatkan berbagai aktor seperti masyarakat, lembaga swadaya masyarakat (LSM), serta beberapa aktor lain yang menolak kebijakan pengadaan air bersih di Gili Meno. Penelitian ini bertujuan menganalisis strategi naratif koalisi kontra-kebijakan PT TCN di Gili Meno, serta mengevaluasi efektivitas taktik-taktik naratif dan lokalisasi dalam mempengaruhi kebijakan publik terkait pengelolaan air bersih. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan sumber studi berupa dokumen (policy brief, petisi, transkrip audiensi, artikel ilmiah) serta wawancara semi-terstruktur dengan perwakilan masyarakat, LSM, dan pejabat terkait. Data dianalisis dengan Narrative Policy Framework (NPF) untuk mengidentifikasi karakter, plot, dan moral dalam narasi advokasi serta Advocacy Coalition Framework (ACF) untuk menganalisis dinamika serta bagaimana koalisi dalam advokasi terbentuk. Adapun temuan dari penelitian ini yakni narasi “kami menolak PT TCN” yang diperkaya dengan simbol/visual (mural, banner) meningkatkan solidaritas komunitas dan memperluas dukungan politik. Pendekatan lokalitas (penyesuaian pesan dengan nilai budaya, penggunaan bahasa setempat, serta partisipasi langsung dalam demo) terbukti meningkatkan legitimasi dan respons pemerintah daerah. Strategi koalisi berbasis naratif dan lokalisasi di Gili Meno efektif memperkuat posisi masyarakat dalam menentang kebijakan perusahaan yang merusak lingkungan, serta membuka peluang kebijakan air bersih yang lebih adil dan berkelanjutan. Penelitian ini menyarankan replikasi model koalisi serupa pada pulau-pulau kecil lain dengan masalah sumber daya alam yang serupa.

Kata Kunci: Advokasi Kebijakan, Air Bersih, Gili Meno