

ABSTRAK

Penelitian ini mengkaji bagaimana kontestasi domestik berperan dalam internalisasi norma internasional, sebagai bagian dari tahap difusi norma internasional, melalui studi kasus kontestasi Industri Kecil dan Menengah (IKM) terhadap norma legalitas kayu dalam sistem SVLK di Indonesia pada periode 2014–2016. Hasil penelitian menunjukkan bahwa difusi norma tidak berlangsung secara linear dan otomatis, melainkan selalu melalui kontestasi di tingkat politik domestik yang justru membuka ruang bagi kontekstualisasi norma—sehingga memungkinkan norma internasional untuk semakin menyebar dan terinternalisasi. Kontestasi terhadap SVLK, terutama terkait beban biaya dan keterjangkauan bagi IKM, menghasilkan penyesuaian kebijakan seperti sertifikasi kelompok, Deklarasi Kesesuaian Pemasok (DKP), dan Deklarasi Ekspor (DE). Penyesuaian ini terjadi karena kontestasi dilakukan dalam ruang deliberatif yang rutin dan terinstitusionalisasi, bersifat aplikatif alih-alih menolak norma, serta direspons secara selektif oleh audiens domestik dan internasional. Temuan ini memperkuat argumen bahwa *applicatory contestation* dalam konteks *contestedness* yang tinggi merupakan mekanisme penting dalam proses internalisasi norma. Penelitian ini berkontribusi terhadap studi difusi norma internasional dengan menegaskan bahwa proses difusi norma selalu melibatkan kontestasi di tingkat politik domestik, dan bahwa keberhasilan internalisasi norma justru sangat bergantung pada bagaimana kontestasi tersebut berlangsung.

Kata Kunci: difusi norma internasional, internalisasi norma, kontestasi norma, SVLK, EU-FLEGT VPA, IKM

ABSTRACT

This study examines how domestic contestation plays a role in the internalization of international norms, as part of the broader process of international norm diffusion, through a case study of contestation by Small and Medium Industries (SMEs) toward the timber legality norm embedded in Indonesia's Timber Legality Assurance System (SVLK) during the 2014–2016 period. The findings show that norm diffusion does not occur in a linear or automatic manner, but rather inevitably involves contestation at the domestic political level, which in turn enables the contextualization of norms—ultimately allowing international norms to spread more widely and become internalized. The contestation of SVLK, particularly regarding the cost burden and accessibility for SMEs, led to policy adjustments such as group certification schemes, the Supplier's Declaration of Conformity (DKP), and the Export Declaration (DE). These adjustments were made possible because the contestation occurred within a regular and institutionalized deliberative space, was applicatory rather than rejecting the norm itself, and received selective responses from both domestic and international audiences. These findings reinforce the argument that applicatory contestation under conditions of high contestedness serves as a key mechanism in the internalization of norms. This research contributes to the study of international norm diffusion by asserting that the diffusion process always involves contestation at the level of domestic politics, and that the extent to which norms become internalized depends heavily on how such contestation unfolds.

Keywords: international norm diffusion, norm internalization, norm contestation, SVLK, EU-FLEGT VPA, SMEs