

ABSTRAK

Perdebatan seputar industri minyak sawit berkelanjutan antara para produsen dan konsumen minyak sawit merupakan cerminan bahwa kekuatan material tidak dapat menjadi jaminan tunggal atas posisi aktor dalam institusi. Terlepas dari besarnya kekuatan material yang dimiliki, ide dan kepentingan dari para produsen minyak sawit masih belum didukung secara luas karena produsen seringkali dipandang tidak mampu mengelola industri minyak sawit secara berkelanjutan. Skripsi ini kemudian mendiskusikan pengaruh *Council of Palm Oil Producing Countries* (CPOPC), selaku organisasi antar pemerintahan yang merepresentasikan negara-negara produsen minyak sawit, terhadap dinamika diskursus institusi minyak sawit berkelanjutan global mengenai citra negara produsen minyak sawit. Dengan berpijak kepada konsep kekuatan ideasional dari Carstensen dan Schmidt, skripsi memusatkan analisa terhadap strategi awal CPOPC dalam memanfaatkan elemen ideasional untuk melawan *Roundtable of Sustainable Palm Oil* (RSPO) dan kebijakan *Renewable Energy Directive* (RED) Uni Eropa yang saat ini dinilai memperkuat citra negatif produsen minyak sawit secara signifikan. Meski kekuatan ideasional CPOPC mampu menghasilkan perdebatan dan koalisi diskursus baru dari berbagai aktor dalam institusi, CPOPC masih harus menghadapi tantangan dari koalisi diskursus lama yang lebih kuat baik untuk menanggalkan citra negatif produsen minyak sawit maupun mengubah institusi minyak sawit berkelanjutan global secara lebih luas.

Kata Kunci: Institusi Minyak Sawit Berkelanjutan Global, *Council of Palm Oil Producing Countries* (CPOPC), *Roundtable of Sustainable Palm Oil* (RSPO), *Renewable Energy Directive* (RED), Konsep Kekuatan Ideasional, Pendekatan Institusionalisme Diskursif

ABSTRACT

The sustainable palm oil industry debate between palm oil producers and consumers reflects the inability of material power to act as a sole guarantor of an actor's institutional position. Despite possessing stronger material power, the ideas and interests of palm oil producers are still not widely accepted due to the frequent perception that palm oil producers are incapable to sustainably manage the palm oil industry. This undergraduate thesis hence discusses the impact of Council of Palm Oil Producing Countries (CPOPC), an intergovernmental organization for palm oil producing countries, on the dynamics of global sustainable palm oil institutional discourse regarding the image of palm oil producing countries. Based on Carstensen and Schmidt's ideational power concept, this thesis carries its main analysis on CPOPC's initial strategy in utilizing ideational elements to counter Roundtable of Sustainable Palm Oil (RSPO) and European Union's Renewable Energy Directive (RED) policy which are currently seen as the significant cause of palm oil producers' perpetuating negative image. Although CPOPC's ideational power is able to spark newer debates and discourse coalitions from some actors, CPOPC still has to face the challenges from the older and stronger discourse coalitions in order to restore the image of palm oil producers and initiate some changes in global sustainable palm oil institution.

Keywords: *Global Sustainable Palm Oil Institution, Council of Palm Oil Producing Countries (CPOPC), Roundtable of Sustainable Palm Oil (RSPO), Renewable Energy Directive (RED), Ideational Power Concept, Discursive Institutionalism Approach*