

## ABSTRAK

Skripsi ini menjelaskan bagaimana proses mobilisasi Greenpeace dalam kampanye anti perburuan paus di Jepang. Penelitian ini menunjukkan Greenpeace melalui beberapa tahap sebelum klaim yang telah dipilih dikomunikasikan. Greenpeace sebagai sebuah gerakan sosial yang bergerak dalam bidang lingkungan hidup melihat legalisasi perburuan paus yang ditutupi keperluan penelitian dinilai menyalahi tujuan dari Greenpeace. Proses mobilisasi dilalui dengan mengidentifikasi tujuan utama, mengumpulkan sumberdaya internal, mengamati peluang dan ancaman, menentukan identitas kolektif, dan mengimplementasikan repertoar aksi yang menyasar lawan-lawan Greenpeace. Perlawanan balik dari pemerintah Jepang, Institute of Cetacean Research (ICR), dan *Kyodo Senpaku* menimbulkan dinamika politik perseteruan.

Kata kunci: interaksi perseteruan, gerakan sosial, mobilisasi, kampanye anti perburuan paus, repertoar perseteruan.

## ABSTRACT

This undergraduate thesis examines how mobilisation process of Greenpeace in the anti-whaling campaign in Japan. This research demonstrates Greenpeace undergoes various stages before the conveyed claims are communicated. Greenpeace as a social movement who endeavours in environmental scope possesses perspective that whaling legalisation, which is constructed by scientific interest, is on the contrary to the goal of Greenpeace. Mobilisation process is encountered with understanding the aimed objective, accumulating internal resources, observing the opportunity and obstacle, determining collective identity, and implementing the actions of repertoire, which engender anti-claim from the targeted parties. Anti-claim from the government of Japan, Institute of Cetacean Research (ICR), and *Kyodo Senpaku* establishes dynamics of contentious politics.

Keywords: contentious interaction, social movement, mobilisation, anti-whaling campaign, repertoire of contention