

**UPAYA *PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS*
UNTUK MENGHENTIKAN KEKEJAMAN DALAM PRODUKSI
FOIE GRAS DI EROPA**

SKIRPSI

Diajukan kepada Universitas Islam Negeri Sunan Ampel Surabaya untuk memenuhi salah satu persyaratan memperoleh Gelar Sarjana Ilmu Sosial (S.Sos.) dalam bidang Hubungan Internasional



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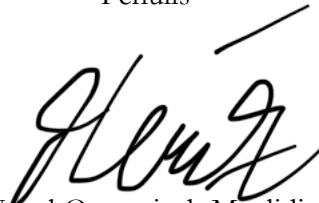
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ABSTRACT

Maulidina, Nurul Qomariyah. *“People for the Ethical Treatment of Animals' Efforts to Stop Cruelty in Foie Gras Production in Europe.”* Sunan Ampel State Islamic University Surabaya, 2020.

This research discusses the efforts of INGO People for the Ethical Treatment of Animals (PETA) to stop cruelty in the production of Foie Gras in Europe. The purpose of this research is to describe the efforts made by INGO PETA in stopping the production of Foie Gras in Europe. This research uses a qualitative approach with a descriptive type of question. Data collection techniques were conducted through interviews and documentation, while data analysis techniques used the interactive analysis model from Miles & Huberman. Based on the data that has been obtained, the researcher concludes that there are several efforts made by PETA to stop the cruelty in the production of Foie Gras in Europe, such as the anti-Foie Gras campaign through the representation of duck costumes, urging the government, collaborating with other organizations that also care about animal rights, collaborating with celebrities and influential politicians in Europe, as well as holding demonstrations and sending official letters so that restaurants and large companies immediately stop providing Foie Gras.

Keywords: Efforts, People for The Ethical Treatment of Animals, Foie Gras, Europe

ABSTRAK

Maulidina, Nurul Qomariyah. *“Upaya People for The Ethical Treatment of Animals untuk Menghentikan Kekejaman dalam Produksi Foie Gras di Eropa.”* Universitas Islam Negeri Sunan Ampel Surabaya, 2020.

Penelitian ini membahas tentang upaya INGO *People for The Ethical Treatment of Animals* (PETA) untuk menghentikan kekejaman dalam produksi Foie Gras di Eropa. Tujuan dari penelitian ini adalah untuk menggambarkan upaya apa saja yang dilakukan INGO PETA dalam menghentikan produksi Foie Gras di Eropa. Penelitian ini menggunakan pendekatan kualitatif dengan jenis pertanyaan deskriptif. Teknik pengumpulan data dilakukan melalui wawancara dan dokumentasi, sedangkan teknik analisis data menggunakan model analisis interaktif dari Miles & Huberman. Berdasarkan data yang telah diperoleh, peneliti menyimpulkan bahwa terdapat beberapa upaya yang dilakukan oleh PETA untuk menghentikan kekejaman dalam produksi Foie Gras di Eropa, seperti kampanye anti Foie Gras melalui representasi kostum bebek, mendesak pemerintah, bekerjasama dengan organisasi lainnya yang juga peduli pada hak-hak hewan, menggandeng para selebriti dan politisi berpengaruh di Eropa, serta mengadakan demonstrasi dan mengirimkan surat resmi supaya restoran dan perusahaan-perusahaan besar segera berhenti menyediakan Foie Gras.

Kata Kunci: Upaya, *People for The Ethical Treatment of Animals*, Foie Gras, Eropa

DAFTAR ISI

JUDUL	i
PERSETUJUAN DOSEN PEMBIMBING	ii
MOTTO	iii
PERTANGGUNGJAWABAN PENULISAN SKRIPSI.....	v
ABSTRAK	vi
KATA PENGANTAR.....	vii
DAFTAR ISI.....	viii
DAFTAR GAMBAR.....	x
DAFTAR SINGKATAN.....	xi
BAB I PENDAHULUAN.....	1
A. Latar Belakang Masalah	1
B. Fokus Penelitian	9
C. Tujuan Penelitian.....	10
D. Manfaat Penelitian.....	10
E. Kajian Pustaka	11
F. Sistematika Penulisan Skripsi.....	19
BAB II PERSPEKTIF TEORITIS & ARGUMENTASI UTAMA.....	22
A. Definisi Konseptual.....	22
1. Upaya.....	22
2. <i>People for The Ethical Treatment of Animals</i>	23
3. Produksi Foie Gras.....	31
4. Eropa	32
B. Landasan Konseptual	33
1. <i>International non-Government Organization</i>	33
2. INGO yang Bergerak dalam <i>Animal Welfare</i>	36

3. <i>Animal Welfare</i>	38
C. Argumentasi Utama.....	42
BAB III METODE PENELITIAN	43
A. Jenis dan Problema Penelitian.....	43
B. Unit dan Peringkat Analisis	43
C. Situasi Sosial dan Sampel.....	45
D. Teknik Pengumpulan Data	48
E. Teknik Analisis Data.....	49
F. Teknik Validasi Data	51
BAB IV HASIL DAN PEMBAHASAN	53
A. Peran INGO PETA Menghentikan Kekejaman Produksi Foie Gras.....	53
B. Strategi INGO PETA dalam Menghentikan Produksi Foie Gras di Eropa.....	57
BAB V PENUTUP.....	93
A. Kesimpulan.....	93
B. Saran	96
DAFTAR PUSTAKA.....	97
LAMPIRAN.....	104

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S U R A B A Y A

DAFTAR GAMBAR

Gambar 1: Hidangan Mewah Foie Gras oleh David Leite.....	2
Gambar 2: Proses <i>Gavage</i>	4
Gambar 3: Kampanye PETA di Rhode Island.....	55
Gambar 4: Kampanye PETA Mendesak Parlemen Uni Eropa.....	59
Gambar 5: Kiriman PETA untuk Therese Coffey.....	61
Gambar 6: Kampanye PETA Menggunakan Mobil Truk.....	62
Gambar 7: Aktivis PETA dengan Aktivis <i>Compassion in World Farming</i>	67
Gambar 8: Sir Roger Moore Menjadi Model Iklan PETA.....	70
Gambar 9: Tokoh Politisi Bergabung dengan Kampanye PETA di F&M.....	76
Gambar 10: Kampanye anti-Foie Gras di <i>International Business Awards</i> 2016.....	77
Gambar 11: Iklan PETA untuk <i>Selfridges</i>	82
Gambar 12: Kampanye PETA untuk F&M di Tahun 2013.....	89
Gambar 13: Kampanye PETA bersama Aktor Bill Oddie.....	90
Gambar 14: Kampanye Aktivis PETA di F&M.....	91
Gambar 15: Kampanye Aktivis PETA di F&M.....	91

UIN SUNAN AMPEL
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