

**STRATEGI ADVOKASI TRANSNASIONAL PALESTINE SOLIDARITY
CAMPAIGN (PSC) TERHADAP PEMERINTAH *UNITED KINGDOM*
DALAM ISU GENCATAN SENJATA DI GAZA TAHUN 2023-2024**

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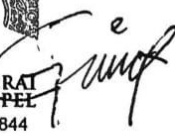
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ABSTRACT

Pramesvari, Ghea Azzura Adhy. “*The Palestine Solidarity Campaign’s Transnational Advocacy Strategy toward the United Kingdom Government on the 2023-2024 Gaza Ceasefire Issue.*” Universitas Islam Negeri Sunan Ampel Surabaya, 2025.

This research analyzes the transnational advocacy strategy by the PSC in urging the UK government to call for a ceasefire in Gaza, for one year since the conflict emerged. A qualitative-descriptive approach was used to explain the phenomenon with documentation techniques, Palestine Solidarity Campaign (PSC) as the subject of research at the group level, and data analysis through Miles and Huberman's techniques. The theory used to analyze this research is the Transnational Advocacy Network proposed by Keck and Sikkink in four strategies. First, the information politics stage seeks to provide information related to Palestine and connect it with the government's response. Second, symbolic politics uses symbols attached to Palestine, such as keffiyeh, flags, placards, banners, slogans, etc. Third, leverage politics through two stages: material by urging the government to impose military and economic sanctions; and moral by questioning and shaming the government's morals through the Vote Palestine campaign. Last, the accountability politics as the government's accountability to national and international law and its words. Research shows the presence of a boomerang pattern.

Keywords: *transnational advocacy networks (TAN); Palestine Solidarity Campaign (PSC); ceasefire; Gaza*

ABSTRAK

Pramesvari, Ghea Azzura Adhy. “*Strategi Advokasi Transnasional Palestine Solidarity Campaign (PSC) terhadap Pemerintah United Kingdom dalam Isu Gencatan Senjata di Gaza Tahun 2023-2024.*” Universitas Islam Negeri Sunan Ampel Surabaya, 2025.

Penelitian ini menganalisis strategi advokasi transnasional oleh PSC dalam mendesak pemerintah UK untuk menyuarakan gencatan senjata di Gaza selama satu tahun sejak konflik muncul. Pendekatan kualitatif-deskriptif digunakan untuk menjelaskan fenomena dengan teknik dokumentasi, unit analisisnya yaitu Palestine Solidarity Campaign (PSC) dalam tingkat kelompok, dan analisis data melalui teknik milik Miles dan Huberman. Teori yang digunakan untuk menganalisis penelitian ini yaitu Jaringan Advokasi Transnasional yang dikemukakan Keck dan Sikkink dalam empat strategi. Pertama, tahap politik informasi berusaha memberikan informasi terkait Palestina dan menghubungkannya dengan respons pemerintah. Kedua, politik simbolik menggunakan simbol-simbol yang melekat dengan Palestina, seperti *keffiyeh*, bendera, plakat, *banner*, slogan, dll. Ketiga, politik pengaruh melalui dua tahapan yaitu material dengan mendesak pemerintah memberikan sanksi militer dan ekonomi, serta moral yang mempertanyakan dan mempermalukan moral pemerintah melalui kampanye *Vote Palestine*. Terakhir, politik akuntabilitas sebagai pertanggungjawaban pemerintah terhadap hukum nasional, internasional, dan ucapannya. Penelitian menunjukkan adanya pola bumerang.

Kata Kunci: jaringan advokasi transnasional; Palestine Solidarity Campaign (PSC); gencatan senjata; Gaza

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