

**GREENPEACE'S ROLE IN THE PROTESTS TOWARDS NESTLÉ FROM
BUYING PALM OIL FROM SINAR MAS GROUP 2008-2015**

UNDERGRADUATE THESIS



**UNIVERSITAS
ISLAM
INDONESIA**

Written by:

GHINA APRILIA SAFITRI

19323038

**DEPARTMENT OF INTERNATIONAL RELATIONS
FACULTY OF PSYCHOLOGY AND SOCIO-CULTURAL SCIENCES**

UNIVERSITAS ISLAM INDONESIA

2023

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Proposed to the Department of International Relations
Faculty of Psychology and Socio-Cultural Sciences

Universitas Islam Indonesia

As a partial fulfillment of requirement to earn

Bachelor Degree in International Relations



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AUTHORIZATION PAGE

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Defended in front of Board of Examiners
in the Department of International Relations
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Validated by

Department of International Relations
Faculty of Psychology and Socio-Cultural Sciences
Universitas Islam Indonesia

Head of Department



Board of Examiners

- 1 Masitoh Nur Rohma, S.Hub.Int., M.A.
- 2 Mohamad Rezky Utama, S.I.P., M.Si.
- 3 Hadza Min Fadhli Robby, S.I.P., M.Sc.

Signature

STATEMENT OF ACADEMIC INTEGRITY

I hereby declare that this undergraduate thesis is the result of my own independent scientific work, and that all material from the work of others (in books, articles, essays, dissertations, and on the internet) has been stated, and quotations and paraphrases are clearly indicated.

No other materials are used other than those contained. I have read and understood the university's rules and procedures regarding plagiarism.

Making false statements is considered a violation of academic integrity.

July, 27th 2023,

The image shows a handwritten signature in black ink that reads "Ghina". To the right of the signature is a rectangular Indonesian postage stamp. The stamp is yellow and features the Garuda Pancasila emblem. It includes the text "10000" in large red numbers, "METERAI TEMPEL" in black, and the alphanumeric code "45005AKX484975377" at the bottom.

Ghina Aprilia Safitri

DEDICATION PAGE

I dedicate this research to:

My Mother and Father

Thank you for all the prayers and support that has been given.

My brother

Thank you for your support.

My Closest friends

Thank you for always being there when the writer needs it.

HI UII Class 2019 colleagues

Thank you for the togetherness, support, and struggle with him during college.

Myself

Great job Ghina, thank you.

INTRODUCTION WORDS

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LIST OF ABBREVIATION

UK	: United Kingdom
HSBC	: Hongkong Shanghai Bank Corporations
NGO	: Non-governmental Organizations
RSPO	: Roundtable on Sustainable Palm Oil
CGF	: Consumer Goods Forum
POCG	: Palm Oil Collaboration Group
POTC	: Palm Oil Transparency Coalitions
TFT	: The Forest Trust
REDD+	: Reducing emissions from deforestation and forest degradation in developing countries
INPRES	: Instruksi Presiden
APRIL	: Asia Pacific Resources International Holding Ltd
APP	: Asia Pulp and Paper

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ABSTRACT

Environmental damage due to deforestation for the sake of obtaining forest products has had a negative impact on the environment and its contents. It is the Sinar Mas Group as a supplier of palm oil that is deforesting in order to be able to plant palm oil, but the actions taken by the Sinar Mas Group are supported by Nestle because they buy palm oil in large quantities to make their famous products, one of which is KitKat. Greenpeace took various actions to stop Nestle from buying unsustainable palm oil. Therefore, this study aims to analyze the role played by Greenpeace in the movements carried out by Greenpeace in its protest against Nestle, analyze what has been done by Nestle and the Sinar Mas Group in deforestation and to understand the importance of the environment for all living things on earth. This analysis is based on the Green Political theory by Matthew Paterson where there are 4 indicators regarding Green Political Theory.

Keywords: Greenpeace, Nestle, Sinar Mas Group, deforestation, palm oil

CHAPTER I

INTRODUCTION

1.1 Background

The environment is an important aspect that of course can affect the economy and politics of a country. In an environment, there are natural resources and these resources are a source of wealth from the nature that has many uses for all the living things in the world. Natural resources can be utilized by humans for various things and with that, often the natural resources are used excessively without being treated after so that in the end, it can cause lots of damage to the nature. There are a lot of sources of natural resources. For example, we can get natural resources from the sea and the land but natural resources are usually obtained from the rainforests. Rainforests are the forests located in tropical areas such as the Amazon Forest and forests in Indonesia and one of the damages that usually happens to the forest is deforestation. Deforestation is one of the environmental destructions in order to have a land to turn the forest into a place that can be usable and this action is usually carried out by humans for them to have a space or land to build construction, plantation, and many more. This action can affect many things such as the climate, surrounding communities, as well as the animals that make forests as their habitat. One of the reasons why deforestation is happening is because people often want to make oil palm plantations, so they destroy and clear the forest to have the space of land to plant palm oil (Karakoro, 2015). So far, Indonesia and Malaysia are among the largest palm oil producers in

the world. In 2019, Indonesia produced 42.5 million tons, which accounted for 58 percent of world production, while Malaysia supplied 19 million tons, accounted for 26% of world supply (McCarthy, 2020). Natural disasters such as floods and landslides usually occur in the development of oil palm plantations. This is also because oil palm trees need to absorb quite a lot of water. Then, another issue of deforestation can come from burning lands in the forests in order to open plantations, this kind of action can pollute the air and soil.

There is an organization that is known for tackling environmental problems and it is known as Greenpeace. Greenpeace is an independent institution that usually uses a nonviolent campaign system with the aim of keeping the environment healthy and green by providing solutions and taking action in stating environmental problems faced in the world (Greenpeace, n.d.). Greenpeace was founded in 1971 by a small group who sailed to the island of Amchitka off the coast of Alaska to try to stop United States nuclear weapons testing and at the time the boat that they used was called "The Greenpeace" so, by the name of the boat, this non-governmental organization was formed (Greenpeace UK, n.d.). Greenpeace was originally inspired by the movement of people who are passionate about protecting nature from destruction where the goal of Greenpeace itself is to fight for a greener, healthier and more peaceful planet that can sustain life for future generations on earth. Greenpeace activists take action in defending nature from destruction by investigating, documenting and uncovering the causes of environmental damage to protect our Earth and promote solutions for a green and peaceful future (Greenpeace UK, n.d.). Greenpeace is also divided into Greenpeace International and also national and regional Greenpeace which is divided in 40 countries around the

world. As Greenpeace first arrived in Southeast Asia in 2000, many of the region's plants and animals have been threatened by factors such as climate change, deforestation, pollution, and unsustainable industrial agriculture (Greenpeace Southeast Asia, n.d.).

In 2010, Greenpeace protested against Nestlé in several offices and factories located in several countries such as Germany, UK, and China (Greenpeace, 2013). Nestlé itself is a fairly large and well-known food and beverage company (Yusrifan, 2017). In this case, Nestlé has to produce palm oil on a large scale to make its products; one of Nestlé's well-known products and needs to use palm oil is KitKat (Nicholls, 2018). This caused Nestle to have to buy palm oil and also made Nestlé have to work closely with the Sinar Mas Group to produce it. In 2008, Greenpeace found the evidence of Sinar Mas Group carrying out forest logging where the Greenpeace investigation team found evidence of forest burning to clear land for oil palm plantations in the forests in Papua (Greenpeace, n.d). Later than that, Greenpeace has also got the evidence of Sinar Mas Group doing the deforestation in Kalimantan's Forests where they destroying the habitat of a lot of flora and fauna which one of them is Orangutans. Then Greenpeace found that they expand the deforestation to the Sumatra's Forest where there are a lot of almost extinct animals such as Sumatran tiger (Greenpeace, 2010). Sinar Mas Group is a large company that produces palm oil, pulp and paper in Indonesia. This company has a very large area of oil palm plantations located in Kalimantan and Papua and the Sinar Mas Group has also done environmental damage, more specifically deforestation of oil palm plantations. Greenpeace had released a report suggesting that Sinar Mas was cutting rainforest and peatland without an authorization from

the government, and Nestlé promptly responded by finding a new supplier. But, despite of all of these, Greenpeace has not given any kind of recommendation on what could be the alternatives for palm oil or the substitute of palm oil. So, in this case, Greenpeace is only protesting on the deforestation because of the palm oil plantation and most of the reason why deforestation is happening in Indonesia is because of all the supply chain in palm oil, not on the palm oil directly (The Jakarta Post, 2018).

By 2015, Nestlé had pledged to use solely "certified sustainable palm oil" (Tabacek, 2010). In obtaining palm oil, there is no need to destroy rainforests by deforestation and palm oil production can actually save land in other, better ways by following existing and applicable laws other than deforestation. Companies like the Sinar Mas Group work by clearing and destroying new land in rainforests to expand oil palm plantations. We can see that not only the Sinar Mas Group but also big companies that produce palm oil by destroying the forest will not change until other companies like Nestlé stop buying its palm oil for their products and that is why Greenpeace is protesting against Nestlé so that Nestlé will stop buying palm oil from the Sinar Mas Group.

This research is interesting to examine since it intends to analyze Greenpeace's role in the protests against Nestlé as a partner that purchases palm oil from the Sinar Mas Group. Furthermore, since the Sinar Mas Group has cleared the forests in Indonesia's forests, this research aims to investigate what actions Greenpeace has taken against Nestlé to address environmental issues as we discussed namely deforestation. It will be interesting to see how Greenpeace is continuing to fight for environmental sustainability by seeing the movements by

Greenpeace towards Nestlé to stop buying palm oil from the Sinar Mas Group. Also, the purpose of this research is to assist and guide the community to acknowledge that the negative causes of deforestation are becoming more common throughout the world, and that this is a conflict that must be addressed in order for the earth to remain healthy and the living creatures that live in it can live in peace.

1.2 Research Question

Based on the background that has been described by the author, the problem that can be formulated is: how is the role of Greenpeace in its protest against Nestle who is buying palm oil from the Sinar Mas Group?

1.3 Research Objectives

The objectives of this research are:

1. To analyze the role and actions taken by Greenpeace in its protest against Nestle.
2. To analyze what has been done by Nestle and the Sinar Mas group in the deforestation.
3. To understand the importance of the environment in life for all living things on earth.

1.4 Research Scope

Based on the theme discussed, the author will conduct the research and focus more on the role of Greenpeace in protesting against Nestle that buys palm oil from Sinar Mas Group and the author will use the green political theory. The author starts the research by choosing the timeline from 2008 because at that time,

based on the report made by Greenpeace with a title “Caught Red Handed” the forest destruction carried out by Sinar Mas in Papua began then Sinas Mas Group has also expanded their logging to Kalimantan which later they also expand it to Sumatra (Greenpeace, 2010). Then Greenpeace researchers began to do the research in order to have various evidence of the deforestation carried out by Sinar Mas. However, the research ended in 2015 because at that time, Greenpeace has succeeded in stopping Nestle from buying unsustainable palm oil, also inviting the community and as well as the Indonesian government to commit to protect Indonesia's forests. Therefore, a more thorough examination is needed in this regard.

1.5 Literature Review

This research is a continuation of previous studies that have been carried out by other researchers. The author uses previous research as a comparison with the research topics regarding Greenpeace and its role.

First, according to a journal written by Lalu Putrawandi Karjaya, Rezki Satris, and Suspiati in 2019 with a title “*Greenpeace, Corporations and Deforestation Crimes: A Case study of Hongkong Shanghai Bank Corporation (HSBC) in Indonesia*”, discussing about Greenpeace's role in promoting a non-deforestation policy and focusing on HSBC in Indonesia. In the journal, the authors argue that the campaign carried out by Greenpeace so that HSBC instills a zero-deforestation system which has produced very impressive results that provides benefits for both parties (Karjaya, Satris, & Suspiati, 2019). However, this journal discussed on how successful Greenpeace is without mentioning what is the

weakness of Greenpeace. Therefore, in this research the author will mention the weakness of Greenpeace during its campaign towards Nestle who buys palm oil from Sinar Mas Group.

Second, there is also a journal that discusses Greenpeace's strategy to protect Indonesia's forests. According to another journal written by Fuaza Yusrifan in 2017 entitled "*Strategi Greenpeace Melindungi Hutan Indonesia Tahun 2007-2015*", Yusrifan argues that Greenpeace is successful in its efforts to protect Indonesia's forests by taking action with its programs and also ceasing cooperation with companies that are directly related to deforestation (Yusrifan, 2017). However, the author believes that there must be failure or at least deficiency made by Greenpeace in their strategies and the journal did not mention it. So, in this research the author will try to find the deficiency of Greenpeace in their strategies that they use during its campaign towards Nestle who buys palm oil from Sinar Mas Group so that it will not look like promoting the only good thing about Greenpeace too much.

However, in the third journal written by Grace Frestisa Irena Hutabara in 2022 entitled "*Kajian Green Politic Theory Dalam Upaya Menangani Deforestasi Papua Terkait Aktivitas Ekspansi*" which discusses deforestation in Papua by using the perspective of green politics theory where Hutabarat argues that the government should be given an approach in building new awareness about the environment so that there will be no failure to eradicate deforestation (Hutabarat, 2022). However, the author believes that this journal did not provide a specific discussion about the effort made by NGO, instead this journal talks more about effort made by the

government. So, in this research the author will mention about the effort by one of the NGOs which is Greenpeace.

Then, the fourth journal written by Muhammad Arief Virgy, Yusa Djuyandi, and Wawan Budi Darmawan in 2020 entitled "*Strategi Jaringan Advokasi Transnasional Greenpeace Indonesia Terkait Isu Deforestasi Hutan Indonesia oleh Wilmar International*" discusses the establishment of a transnational advocacy network by Greenpeace Indonesia as a strategy on the issue of deforestation by Wilmar International. The authors argue that Greenpeace Indonesia has optimally formed a transnational advocacy network in countries that have concerns about environmental issues even though Greenpeace Indonesia is not optimal in carrying out some of the strategies from the theory of transnational advocacy networks (Virgy, Djuyandi, & Darmawan, 2020). However, this journal did not mention how to handle the non-optimal strategies by Greenpeace, so the author will mention how to handle it by implementing it in the research about Greenpeace role in the protest toward Nestle who buys palm oil from Sinar Mas Group.

The fifth journal was written by David Ardhian, Soeryo Adiwibowo, and Ekawati Sri Wahyuni in 2016 entitled "*Peran dan Strategi Organisasi Non Pemerintah dalam Arena Politik Lingkungan Hidup*" discusses the role and strategy of NGOs in Indonesia at the national levels in responding to cases of deforestation. The authors argue that NGOs provide a lot of influence and are able to provide roles and strategies in the context of strengthening natural resource governance in Indonesia (Ardhian, Adiwibowo, & Wahyuni, 2016). However, in

this journal, it needs to provide more explanation about the failure of the NGO. Therefore, the author will mention the deficiency of NGOs strategies in handling the environment issues.

From several studies that have been carried out by several authors, it shows that the actions taken by Greenpeace in reducing deforestation tend to be successful. However, it is not enough to prove for big companies if they really stop buying palm oil where deforestation is carried out by the big companies. In other words, they still do not understand the dangers of deforestation so that further efforts are needed on this issue and also, there has been no further research on the role of Greenpeace in its protest against Nestle buying palm oil from the Sinar Mas Group and also, in the absence of explanation that the movement by Greenpeace can cause shortages. Therefore, this research will analyze further about Greenpeace's role in the protests towards Nestlé from buying palm oil from Sinar Mas Group in 2008-2015.

1.6 Research Framework

Environmental issues are a problem that should get more attention where usually the factors that cause environmental problems to occur are humans. In responding to this, human's thought and action are needed to overcome these problems. Humans cannot live without nature, while nature will be fine without humans that is what happens in deforestation. Several solutions have been made such as policies or regulations, for example the Indonesia Palm Oil Pledge (IPOP); No deforestation, No peat, No exploitation, also laws. However, deforestation still occurs so that existing policies are not effective in reducing environmental damage.

In analyzing the role of Greenpeace in its protest against Nestle buying palm oil from the Sinar Mas Group, the author will use the concept of green political theory in the analysis. Green political theory explains how they criticize the traditional perspective in handling the environment issues and also on how to challenge perceptions about the meaning of terms such as conflict encountered in providing solutions to environmental problems. According to green political theory, if existing policies are not effective, new actions or policies must be updated in this deforestation problem. Here, the author will add a green political theory explanation based on the book with a title “Theories of International Relations” which was written by Matthew Paterson. There are 4 indicators that we need to take a look at.

First is global ecology. In the explanation of global ecology according to the book, global ecology emphasizes that radical social and political change is needed to face the environmental problem. This book also explains that any kind of social institution needs to be new and developed.

Second is ecocentrism. In ecocentrism there are 4 aspects that need to be considered, namely, first, the conservation of resources where various human interests are in the non-human world, as opposed to narrowly instrumental economic interests in the use of resources. Second, the ecology of human welfare where ecocentrism believes that there are community interests that are also non-humans. Third, preservation, which means ecocentrism recognizes the interests of future human and non-human generations. and finally, animal liberation by adopting a holistic perspective by respecting populations, species, ecosystems and the ecosphere as a whole, as well as organisms individually. Ecocentrism in green political theory explains that there is an ecological relationship between humans

and the environment and other living things where they have their own rights regarding life and they all can contribute (Paterson, 2005) therefore, they need to be listened to. Environment must be protected and human welfare also needs to be achieved while ecocentrism means meeting the needs of all living things on earth. There is also anthropocentric which means fulfilling needs only for humans where all things in nature belong to humans, causing humans to enjoy natural products in excess to meet their needs.

The third one is limits to growth where according to green political theory, all of the problems on earth were originally due to population growth or we could say that the economy and population growth are the source of the problem. As we know, the size of the earth does not change and if the population continues to increase it will lead to conflict due to fighting over human needs since population grows faster than food supplies, causing us to run out of resources. So, a solution is needed to maximize our ability to produce something effectively without damaging the environment and while maintaining environmental sustainability so that the environment can tolerate minor damage in human activities. Exponential growth which means that if a problem is left in place for a long period of time, over time it will cause a disaster that cannot be handled by the earth, so technology-based solutions may be able to delay the disaster, although not prevent it from occurring (Paterson, 2005).

And the fourth is green rejections of the state system where the green political theory does not believe in centralization and a centralized structure. However, they believe in decentralization. They believe that authority is fully held by individuals or society and not fully held by the state as the main actor because if

it is held by the state, it means it is structured. Arguments about the state being the highest actor are causing the current environmental crisis where the state can produce economic relations that develop technologies that can damage the environment. We don't just see how existing regulations or regimes are made or implemented, but also how people carry out mitigation by means of indigenous peoples who have traditions, for example when deforestation happens, they will do reforestation. Thus, the image of green political theory is 'think globally, act locally', how does green political theory work where in dealing with problems in the global era a global insight is needed but in action it requires local action in accordance with the wisdom understood in the local environment to respect social standards. This indicator also shows that it is freedom and selfishness that cause the environmental crisis, and with the state as the main actor, they can use the economy of the state to even worsen the environmental problems by buying technology to destroy the environment. This explanation is also the most reasonable and representative explanation of what the Green Party believes according to the book (Paterson, 2005).

Besides of those indicators, the book also explained about the objection to green arguments for decentralization. Those who don't believe in green political theory see that the nature of green political theory can become anarchy without structure, so that if this situation occurs when carrying out cooperation or coordination it will cause confusion for the actors which can lead to question of its effectiveness again. They think that nation states are the source of problems which then raises questions about their global relevance. If those who believe in green political theory are only authorities or individuals, then those who do not support

this theory are questioning its transnational or global relevance, how to bring problems to a global level where the system or concept used is in the form of a nation state.

The efforts to overcome deforestation cannot only be carried out by Greenpeace itself. Considering that the issue of deforestation is a threat to all living things, it is necessary to do coalitions with other organizations or any party to control the issue so that it does not get bigger. Green politics theory is related to the topic discussed because the essence of green politics is the importance of the relationship between humans and nature where it is also explained that the actor of this theory is an organization, and in this discussion, Greenpeace is the organization. Therefore, it is important to pay attention to the environment to prevent environmental damage such as deforestation.

1.7 Provisional Argument

When the human population increases, the required land will also increase where in this case humans need land for oil palm plantations to get oil palm but deforestation is not a solution. So based on the predetermined framework, the author assumes that in accordance with the indicators of green political theory, the role of Greenpeace in its protest against Nestle who bought palm oil from the Sinar Mas Group can be seen through 4 indicators which are first, global ecology where Greenpeace movements are new and developed. The second one is the ecocentrism indicator where Greenpeace conducted an investigation against Unilever which ultimately led to a protest against Nestle for the sake of ecological relations where all living things are equal and have the right to have an opinion. Then the third one is with the limit to growth indicator, where technology-based solutions may be able

to delay problems, although they do not prevent crises from occurring and we know that Greenpeace took actions that caused Nestle's branding on social media to drop which ultimately caused Nestle to stop its collaboration with the Sinar Mas Group. Finally, an indicator of green rejection of the state system which is green political theory believes that authority is fully held by individuals or communities and not fully held by the state and the state which is the highest actor can only cause environmental problems using the technology they buy. In this case, the protests by Greenpeace brought this issue into the hands of the community where the public used social media to get involved in efforts to stop Nestle from buying palm oil from the Sinar Mas Group. This indicator also discusses freedom and selfishness which cause environmental problems, and in this case it is the selfishness of the Sinar Mas Group in planting oil palm trees with deforestation coupled with large companies such as Nestle which are free to buy palm oil from the Sinar Mas Group which causes problems for the environment. Even so, there must be a shortage of Greenpeace in carrying out its goal in reducing deforestation where Greenpeace does not have binding legal and they also use protest as their movement which it can lead to question the effectiveness.

1.8 Research Method

1.8.1 The Types of Research Methodology

In this research, the author uses a qualitative method which is a variety of literature-based types of research that focuses on description and analysis. Through this type of research, the author will collect the data by researching more deeply so that he can find or understand what is being

studied. Therefore, this research is good to use qualitative research types because the author needs to find the data that will be used by finding the news, reports, journal, etc.

1.8.2 The Subject and Object of the Research

It is important to determine the subject and object of this research so that it will be easier to understand the research. The research subject of this study is Greenpeace as the organization that does the campaign, Nestle and Sinar Mas Group as the parties that support and do the deforestation to build an area for palm oil plantation. While the object of this research is the role of Greenpeace as a Non-governmental Organization in its campaign to protect the environment.

1.8.3 Data Collection Methods

The method used in this research is using the library method, namely by selecting and collecting sources from books, journals, mass media articles, google scholar, reports, news and official websites like Greenpeace.org. as long as the resources can be justified and are also in line with the issue of deforestation or campaigns that are made by Greenpeace.

1.8.4 Research Process

During the research process, the author will select the data based on the reliable sources and also ensure that the answers the author gets have clear sources to quote by reading and observing the data to make it easier to

understand and then from the reading process the author takes the appropriate points to get more accurate data. The author will also pick the source of the research method based on the study topic so that it can answer the problem formulation and can be understood as well as to describe the data that has been analyzed and enter it into the research.

1.9 Thesis Outline

This research is divided into 4 chapters. Some of each chapter has sub-chapters. The chapters are:

1. Chapter I: Introduction.

This chapter includes the background, research question, research objectives, research scope, literature review, research framework, provisional argument, and also research methodology.

2. Chapter II: The progress of Greenpeace movement.

In this chapter, the author will discuss the progress and situation of the issue which is the protest or campaigns by Greenpeace towards Nestle that buys palm oil from Sinar Mas Group. The author will start by discussing deforestation and palm oil in Indonesia and continue by discussing deforestation and palm oil by Sinar Mas Group. The author will also discuss Nestle's action and the government of Indonesia handles the issue.

3. Chapter III: The analysis of Greenpeace's role in handling the issue using green political theory.

This chapter will discuss Greenpeace's movement and its role in handling the issue namely deforestation made by Sinar Mas Group to plant palm oil by doing deforestation which was bought by Nestle with the 4 indicators of green political theory. The author will also discuss the shortages for Greenpeace in this case.

1. Chapter IV: Conclusion

CHAPTER II

DEFORESTATION AND THE PALM OIL INDUSTRY IN INDONESIA

The deforestation that has occurred was triggered by the existence of large companies that had the desire to plant palm trees incorrectly. The movement carried out by Greenpeace was just one of the movements carried out to ensure these companies do not consume land excessively. Deforestation is not uncommon and was not uncommon even before the Nestle and Sinar Mas Group case. Deforestation has been happening for a very long time. Indonesia is no stranger to deforestation. It is a country with a rich natural resource of rainforests and so has been experiencing deforestation for a long time.

Chapter 2 discusses deforestation and the palm oil industry in Indonesia, starting from the explanation of deforestation before shifting to the palm oil industry which has led to deforestation. This chapter will also discuss the deforestation done by the Sinar Mas Group for the purpose of clearing land for palm oil plantations and briefly discuss the history of Greenpeace and how they protect the environment as a non-governmental organization. This chapter also will specifically discuss the actions that were taken by Nestle and the government's response to the deforestation in Indonesia. This chapter is an important basis to the analysis of Greenpeace's role in handling the deforestation case involving the Sinar Mas Group and the purchase of the palm oil by Nestlé.

2.1 Deforestation and The Palm Oil Industry in Indonesia

Deforestation is something that generally occurs during development and is done to meet needs for land for industrial development or expanding residential areas. Deforestation continues to be on the rise although some sources state that deforestation is normal. Of course, there are limits to what amount of deforestation is considered normal and if it happens excessively, it could have negative impacts on the environment and all living things in it (Purba and Sipayung, 2018). According to the Regulation of the Minister of Environment and Forestry of Indonesia Number 30/2019, deforestation is a permanent change from forested areas to non-forested areas caused by human activities (Farah, 2022) considered to be negative activities. Factors that cause deforestation are humans clearing land for agriculture or plantations. Often this land is cleared in a destructive way, such as burning the forest land in order to shorten the time for land clearing (Putra, Oktari, and Putriana, 2019). The impact of deforestation is diverse: it can endanger both living things and the environment they are living in. It endangers not only flora and fauna, but can also cause natural disasters, global warming, and so on.

Forests in Indonesia are often referred to as the lungs of the world as these forests are one of the largest ecosystems in the world. The lung reference is due to provision of oxygen to humans through absorption by trees in the forest (Shafitri, Prasetyo, and Haniah, 2018). In terms of the wealth of tropical forests, Indonesia is ranked third in the world. Forests also constitute a habitat for various kinds of animals to live and breed (Shafitri, Prasetyo, and Haniah, 2018). In Indonesia, deforestation happens because of on-going development in Indonesia. In the mid-1960s, Indonesia was one of the world's largest exporters of timber. Over time, the

holders of forest concession rights in Indonesia have reached 445 and wood products generate export revenues in the billions for Indonesia. This has given many people the opinion that the timber industry is the cause of the high rate of deforestation (Sunderlin and Resosudarmo, 1997). The rate of deforestation in Indonesia in 2013-2014 was said to decrease, according to the Ministry of Environment and Forestry, but then increased again in 2014-2015 before decreasing again in 2015-2016 (Wahyuni and Suranto, 2021).

The planet needs trees as its source of oxygen to protect all living things on earth and a high rate of deforestation will result in minimal forest land. This will have a negative impact on the environment and living things in the future. However, as we know deforestation can occur not only because of the timber industry, but also for several other reasons, one of which is the clearing on land for palm oil plantations (Farah, 2022). Palm oil is an edible vegetable oil that comes from the fruit of the oil palm tree. Palm fruit flesh is used to make the main product which is palm oil. Palm oil is used in a large variety of products including food, shampoos, and biofuels. The reason why it is so extensively used is because palm oil is a very versatile oil. This versatility includes its texture, shelf-life, and lack of color, which is an advantage for food products. Palm oil is the most resource efficient vegetable oil. It requires much less land to produce the same crop productivity as other oils, and the nutrient content produced is also much greater meaning that palm oil can be used as a cosmetic. Farmers also rely a lot on income from palm oil because palm oil is an efficient crop that can produce a lot of palm oil in a small area (WWF UK, n.d.). The main producers of palm oil are Indonesia and Malaysia since both these countries are very rich in forest. In 2005 to 2012, clearing of forest land to

make way for palm oil plantations was the main factor of deforestation, which led to non-governmental organizations conducting campaigns to reduce deforestation (The Sustainable Palm Oil Choice 2021). However, it should be noted that in 2011 many parties who bought palm oil began implementing zero deforestation and sustainable palm oil plans (The Sustainable Palm Oil Choice 2021). Reducing deforestation rates will of course have a good impact on the environment and living things because uncontrolled deforestation will lead to impacts, sooner or later, that could be as severe as extinction.

Meanwhile, it cannot be denied that in the Indonesian economy, the palm oil industry has a large role. On the one hand, the development of palm oil plantations in Indonesia is considered unsustainable and causes deforestation and loss of wildlife habitat. But on the other hand, palm oil plantations have a positive function in which they contribute to the nation economically, socially, and ecologically. Palm oil plantations increase economic growth of the region concerned. The social contribution made is in the form of reducing poverty due to the creation of jobs in this sector, and the ecological contribution is in the form of contributing to sustainable development through its role in absorbing carbon dioxide and producing oxygen. So, it basically can be a great thing for all living things on earth (Purba and Sipayung, 2018). Having said that, we need to remember that deforestation for the purpose of a palm plantation involves destroying what already lives in the area, such as the animals that depend on the habitat of the forest, the plants that exist in the forest, and any future form of life in the area.

2.1.1 Deforestation and Palm Oil Production by the Sinar Mas Group

The Sinar Mas Group is one of Indonesia's largest companies across a lot of sectors with products including pulp and paper, food, and many more. The Sinar Mas Group has been involved in clearing forests and destroying peatlands for several of their businesses, including Asia Pulp and Paper which is a subsidiary of the Sinar Mas Group. Asia Pulp and Paper is Indonesia's largest pulp and paper producer. Since 2008, palm oil plantations owned by the Sinar Mas Group in Kalimantan have consumed habitats belonging to orangutans, at the very least. Their logging has caused destruction of forest housing many kinds of animal habitat. The Sinar Mas Group later expanded their forest logging to Sumatra where there are protected animals, such as the Sumatran tiger, which is almost extinct, and the Sumatran elephant. The Sinar Mas Group also cleared land for palm oil in Jayapura by burning forests, which violates Indonesian law (Greenpeace, n.d.). Asia Pulp and Paper promised to stop deforestation and not destroy Indonesian rainforests in 2013 (Maitar and Greenpeace International, 2013).

The Sinar Mas Group is involved in deforestation and the evidence has shown that they cleared land without an environmental impact analysis or a timber utilization permit, and on deep peatlands. These actions violate Indonesian law as well as the Roundtable on Sustainable Palm Oil (RSPO) principle and it must be noted that several Sinar Mas Group subsidiaries are members of the RSPO. Under Indonesian law, plantation companies must meet several legal requirements before they can clear forests and use the land for palm oil plantations (Greenpeace, n.d.).

The Sinar Mas Group, obviously, benefits a lot from the deforestation they do. The group carries out deforestation with the aim of obtaining the results of

planting palm oil and logging with the aim of utilizing wood. The Sinar Mas Group can sell its products to other large companies. This encourages the Sinar Mas Group to continue deforestation in order to obtain land so that their palm oil industry can continue to grow and obtain more income. In the case of Nestle buying palm oil from Sinar Mas Group, the Sinar Mas Group is the main actor in environmental damage caused by deforestation, and because of this, Greenpeace has been trying to stop Nestle from buying more palm oil and from collaborating with the Sinar Mas Group.

2.2 Actions Taken by Nestle and the Government's Response.

As can be seen on the Nestle website, Nestle conveys its concern for the environment quite well (Nestle, n.d.). For example, we can see their progress in tackling deforestation by using sustainably sourced ingredients in order to achieve deforestation free supply chains and so on. The case being discussed here is the one in which Nestle started a collaboration with the Sinar Mas Group as the company who did deforestation to buy palm oil from them to use as an ingredient in one of their most well-known products, KitKat. Nestle is a very big and well-known company with its products being available almost everywhere in the world. Thus, it basically needs to buy a lot of palm oil for its products. Because of this issue, activists have made actions to end these kinds of environmental problems supported by Nestle. In this case, there were actions taken by Nestle so that the company could keep going, and these actions are not only on their website.

On March 19th 2010, Nestle expressed its desire to use sustainable palm oil on Facebook and decided to stop its collaboration with Sinar Mas, one of the

sources of damage to rainforests, in shipping palm oil. Unfortunately, Nestle is still collaborating with Cargill which obtains most of its palm oil from the Sinar Mas Group. This resulted in activists continuing to demand that Nestle completely stop collaborating with companies that carry out deforestation for the sake of palm oil (Chaudari, 2011). Even the video campaign that was made by Greenpeace in order to mock Nestle was removed by Nestle, proving that Nestle is covering up its actions. This caused Nestle to lose the trust of its buyers.

As a result, Nestle began trying to keep its buyers by promoting its products with announcements that it was in the middle of trying to make its products from solely sustainable sources. Nestle stopped its collaboration with the Sinar Mas Group on April 13th 2010 and declared it would use palm oil suppliers from companies that implement the applicable regulations, such as not violating local laws and protecting forests. In order to have the trust of its buyer, Nestle was making promises and also set a goal where they said that by 2015, they would only use 100% sustainable palm oil (Nestle. n.d.) and it is recorded on the Roundtable on Sustainable Palm Oil (RSPO) website that Nestle eventually became a member of the RSPO. Nestle also became a board member of the Consumer Goods Forum (CGF) and now works with other members of CGF to address environmental challenges at the industry level. Nestle also became a member of the Palm Oil Collaboration Group (POCG) and works with these members to achieve the No Deforestation, No Peat, No Exploitation commitment. In addition, the company became a member of Palm Oil Transparency Coalitions (POTC) in order to develop their plans and achieve lasting sustainability of these plans (Nestle, n.d). Nestle pledged to use only certified sustainable palm oil and cooperated with The Forest

Trust (TFT) by becoming a member of TFT. The reason for all this was Nestle wanting to ensure a responsible supply chain (Nestle, 2010). On Nestle's website they have also stated an aim to be deforestation free by 2025 (Nestle, n.d). All these actions taken by Nestle prove its seriousness in the commitment to achieve zero deforestation (RSPO, n.d.).

As deforestation has occurred extensively, the government has also responded. On November 23th 2011, a focus group discussion was held to identify the causes of deforestation and forest degradation. This activity involved representatives of the government, the private sector, NGOs and other relevant actors (Kementerian Kehutanan, 2013). The formation of Reducing Emissions from Deforestation and Forest Degradation (REDD) has also helped reduce deforestation in Indonesia with the strategy being to manage natural resources in a sustainable manner. The Government of Indonesia is also collaborating with the Government of Norway and Norway was supporting the collaboration by providing performance-based support of USD 1 billion for REDD+ to facilitate Indonesia's forestry and climate strategy. This is to ensure that Indonesia is ready to contribute to the reduction of gas emissions caused by deforestation and take initiatives to mitigate problems at the provincial level. This agreement was signed in May 2010 (Direktorat Jenderal Pengendalian Perubahan Iklim, n.d.)

The Indonesian government made a regulation regarding delays in granting new permits and improvement of the management of primary natural forests and peatlands which resulted in reduced deforestation in 2011. This regulation is known as Instruksi Presiden (INPRES) Number 10, 2011 (JDIH BPK 2011) and was signed by the President of Indonesia on May 20th 2011 (Direktorat Jenderal Pengendalian

Perubahan Iklim, n.d.). This presidential regulation contains instructions made by the President of the Republic of Indonesia addressed to relevant actors to ensure balanced economic, social, cultural and environmental development as well as efforts to reduce emissions from deforestation and forest degradation (JDIH BPK 2011). In accordance with what has been regulated by INPRES Number 10, 2011, the Indonesian government also committed to a two-year suspension for the release of new permits for primary forests and peatlands, which later became known as a moratorium (Direktorat Jenderal Pengendalian Perubahan Iklim, n.d.). This INPRES was valid from 2011 to 2013 and the Indonesian government held a meeting with Greenpeace International who did lobbying in 2012 to discuss the INPRES that was made (Yusrifan, 2017).

CHAPTER III

GREENPEACE'S ROLE IN HANDLING THE CASE OF NESTLE BUYING PALM OIL FROM THE SINAR MAS GROUP USING GREEN POLITICAL THEORY

The Greenpeace movement against Nestle was driven by Nestle, the largest food and beverages company in the world, continuing to purchase palm oil from the Sinar Mas Group, who continued to plant and produce palm oil through deforestation. Greenpeace, as a non-governmental organization, is a social institution whose movements fight for the environment.

This chapter will present the analysis of the role played by Greenpeace from the green political theory perspective. This theory was explained in chapter 1 in the research framework section. Four concepts have been used from green political theory, namely global ecology, ecocentrism, limits to growth, and green rejections to the state system. The author will begin discussion of the analysis by discussing the actions taken by Greenpeace in its efforts to reduce deforestation through its protests against Nestle. The author will also discuss the shortcomings of this Greenpeace movement.

3.1 Global Ecology

The first concept used is global ecology. This concept believes that new and developed institutions are needed to solve environmental problems. In 1992, there was an earth summit carried out with the aim of inviting politicians to take part in taking environmental problems more seriously, but this ended up receiving

criticism as this movement failed as an environmental movement because the form of cooperation forged was in the form of accepting new elements in leadership and organizational implementation in order to avoid conflict carried out by the ruling elite (Paterson, 2005). This was concerning, so global ecology states that radical social and political change is needed to face environmental problems, and that social institutions need to be new and developed (Paterson, 2005).

In this case, the movement carried out by Greenpeace was driven by Nestle, a well-known company and the second largest beverage company in the world, and several of its well-known brands (Food Industry, 2022). Greenpeace sued the Sinar Mas Group and urged the Indonesian government to implement a moratorium on forests and peatlands. Eventually, the Indonesian government responded to this problem by issuing an INPRES (Asri, n.d). In 2012, the Indonesian government held a meeting with Greenpeace International in which Greenpeace lobbied the Indonesian president to discuss the INPRES, and Greenpeace also stated support for the movement made by the Indonesian government which stated that Indonesia was committed to becoming an environment-based economy (Yusrifan, 2017). The Indonesian government also mediated between Greenpeace and the Sinar Mas Group as the Sinar Mas Group refuted reports and accusations provided by Greenpeace saying they were inaccurate. However, not much has come from the forest moratorium imposed. Companies that appear to be following the regulations given by the government are still clearing natural forests and peatlands, so it can be said that the Indonesian government is still not performing optimally in its efforts to tackle this issue (Asri, n.d).

This is evident in Greenpeace's ongoing actions. In this case, Greenpeace always has new actions aimed at preventing the environmental damage caused by the Sinar Mas Group. Greenpeace is using their social media campaign to decrease the number of Nestle's followers and, ultimately, to stop Nestle buying unsustainable palm oil from the Sinar Mas Group. Greenpeace made a parody ad to satirize KitKat which was then uploaded to YouTube. The content of this advertisement shows Greenpeace using the KitKat slogan, one of Nestle's products, which reads "Have a break? Have a Kitkat " but is parodied to "Have a break? Give orangutans a break" with video content featuring orangutans as the party affected by environmental damage due to deforestation. Clearly, there is something wrong with the policy systems of Indonesia because the regulations made have not resulted in changes in the issue of deforestation. This is evidenced by the Sinar Mas Group still being able to continue with its deforestation.

That is why change to the system, such as enforcement of the rules in Indonesia regarding deforestation, needs to be carried out. Greenpeace can be an actor here by opening up opportunities for change through its actions and movements. Global ecology states that radical social and political change is needed, and Greenpeace has pursued this through its protests at Nestlé offices, radically demanding changes in order to protect the environment. Furthermore, Greenpeace has held meetings with government officials and lobbied politicians to support policies that reduce deforestation (Yusrifan, 2017), one of which was the urging of the government to implement a forest and peatland moratorium (Asri, n.d.). Greenpeace also conducts monitoring and documentation of companies involved in deforestation and publishes its findings. It monitors and supervises deforestation

activities in Indonesia, especially in Kalimantan and Sumatra (Nestle, n.d). This led Greenpeace to lobbying the government resulting in the INPRES policy being made in which all parties involved in protecting forests had to commit to reducing deforestation. Even though the INPRES was not very effective at that time, Greenpeace's efforts are still ongoing with the aim of accelerating the reduction of deforestation and forest degradation in Indonesia.

3.2 Ecocentrism

In this case, environmental damage, specifically deforestation, has happened because the Sinar Mas Group has been clearing forests to create oil palm plantations to produce palm oil. The fact that Nestle buys palm oil for its products from the Sinar Mas Group confirms that Nestle supports the Sinar Mas Group. Greenpeace's actions in handling this issue have involved making campaigns, advertisements and reports.

As mentioned earlier, there are 4 aspects of ecocentrism that need to be considered. First, conservation of resources where according to the Green Political Theory believes that various interests owned by humans are in the non-human world such as forests, and this is contrary to narrowly instrumental economic interests in the use of resources but often found in environmental problems because humans are using instrumental economic to have the resources without considering on the impacts that can be happening to the environment (Paterson, 2005). It does not matter which side you are on - the people's, the companies', the government's or whatever else's in this world - we all need the environment as we depend on nature so much. This is why everything in this world has an interest in the non-

human world and Greenpeace is an organization that promotes protection of the non-human world through its movement and actions, such as protests, making videos, and lobbying. In this case, Nestle has attempted to convey its concern for the environment by becoming a member of RSPO, CGF, and POCG and also by making a promise to use only sustainable palm oil in the future and end cooperation with companies that do not support natural sustainability. Through these actions, Nestle hopes to show its interest in the non-human world. The Indonesian government has also conveyed its concern for the environment by making regulations, such as INPRES.

Instrumental economic interests are used as tools or means to achieve certain goals or results. Indonesia could take advantage of the economic cooperation between Nestle and the Sinar Mas Group during 2008-2015, especially in terms of investment and exports. In 2010, Nestle announced that they are investing \$100 million in Indonesia to expand production capacity, increase product availability in the domestic market, and build new Nestle factories (Nestle, n.d.) since Nestle is a well-known global company and more factories are made from the investment by Nestle, this would have allowed the cooperation between Nestle and Sinar Mas Group to be categorized as supporting the instrumental economic interest. Instrumental economic interest can also be seen in how the regulation applied in Indonesia and how this regulation was good in theory but less effective in practice. For example, the INPRES that was made has not been very effective because deforestation and illegal logging still occur. Thus, the instrumental economic interests oppose the interests of conservation of resources in the non-human world because the instrumental economic interests as mentioned above only

consider the economy and not the risks and impacts that can occur on the environment. The manufacturing factories of Nestle at Kejayan Factory, East Java and also West Java have a negative impact on the environment through pollution, waste, and the possibility of deforestation for the sake of expanding factory land (Nestle, n.d.). The regulations are actually good, but they are ineffective in practice leaving them contrary to the non-human world.

The second aspect is the ecology of human welfare where ecocentrism argues that there are community interests that are also non-humans. It is not only all living things in this world that have their own interests, but even forests do. For forests, we know that natural preservation and natural balance are very important because if they are not maintained, damage and adverse impacts will result (Paterson, 2005). This is evident in the case of the Sinar Mas Group which damaged forests through deforestation disrupting natural sustainability and impacting non-humans, such as the forests in this world. This behavior prompted Greenpeace to conduct an investigation and later campaigns in the form of demonstrations in 2008 at Unilever offices in England, Italy and the Netherlands. Then in 2009, Greenpeace activists staged another demonstration against the Sinar Mas Group and APRIL in the Riau forest, as well as at the Sinar Mas Group and the Ministry of Forestry offices in Jakarta (Yusrifan, 2017). In 2010, Greenpeace began protesting against Nestle at Nestlé offices and factories in several countries, including Germany, Switzerland and England (Entine, 2010).

The third aspect is preservation in which ecocentrism recognizes the interests of future humans in this entire world and non-human generations in the future (Paterson, 2005), such as the environment, the forests, and animals.

Ecocentrism can be understood as an indicator that recognizes that all living things, humans and non-humans, have an interest in the future and they have the right to fight for their life (Paterson, 2005). In the Nestle and Sinar Mas Group case, it can be seen that Greenpeace has been fighting for the equality of living things by holding protests for those who cannot defend themselves against human recklessness therefore, The protests by Greenpeace in 2010 at Nestlé offices and factories in several countries, including Germany, Switzerland and England (Entine, 2010), in relation to Nestle buying palm oil from the Sinar Mas Group is an example of how the actions of Greenpeace are in accordance with the idea of preservation of the environment for future generations.

The final aspect is animal liberation which adopts a holistic perspective by respecting populations, species, ecosystems and the ecosphere as a whole, as well as organisms individually (Paterson, 2005). Ecocentrism holds that all living things, such as humans, animals, and plants, have the right to live and contribute on Earth with respect for one another regardless of species (Paterson, 2005). This concept also recognizes the interests of all living things in the future by respecting populations and all species (Paterson, 2005). In this case, the Sinar Mas Group has cleared forests with the aim of planting palm oil to be sold to other companies to be used in their products. Nestle has bought palm oil from the Sinar Mas Group in quantities so large that Greenpeace protested against Nestle in the hope that Nestle would stop purchasing unsustainable palm oil from the Sinar Mas Group. There are animals whose survival was threatened by the deforestation committed by the Sinar Mas Group, primarily orangutans. The Sinar Mas Group cleared forests in Kalimantan and Sumatra which are orangutan habitats. Humans in this world,

especially humans in Kalimantan and Sumatra, and animals, in this case orangutans, should respect each other because they coexist. Humans should respect the habitat of orangutans by letting them live in the forest undisturbed. The same goes for plants. Forests are homes for animals and plants and the destruction of rainforests in Kalimantan and Sumatra endangers the life of plants in the forests. The existence of animals and plants is not an issue for the environment because animals and plants help maintain the balance of the ecosystem. Animals eat plants, eat other animals, and even help decomposition. Plants produce oxygen that is needed by other living things, absorb carbon dioxide, and provide shelter for animals. Both animals and plants have no sense or mind, so in order to maintain the balance of nature, it is important for humans to understand the essential role animals and plants play in the environment, and to keep the human population from growing excessively without any understanding of the importance of environment or in this case destroying the surrounding environment through deforestation.

One of the actions carried out by Greenpeace was in the form of advertising. An advertisement made by Greenpeace activists in 2010 as one of their campaigns contained content satirizing one of Nestle's biggest brands, namely KitKat (Greenpeace Media, 2010). They made a parody video of a KitKat commercial on YouTube called "Have a Break?" which in the video, Greenpeace is showing a very disturbing video of a guy eating the KitKat that was parodied and changed into the fingers of orangutans.

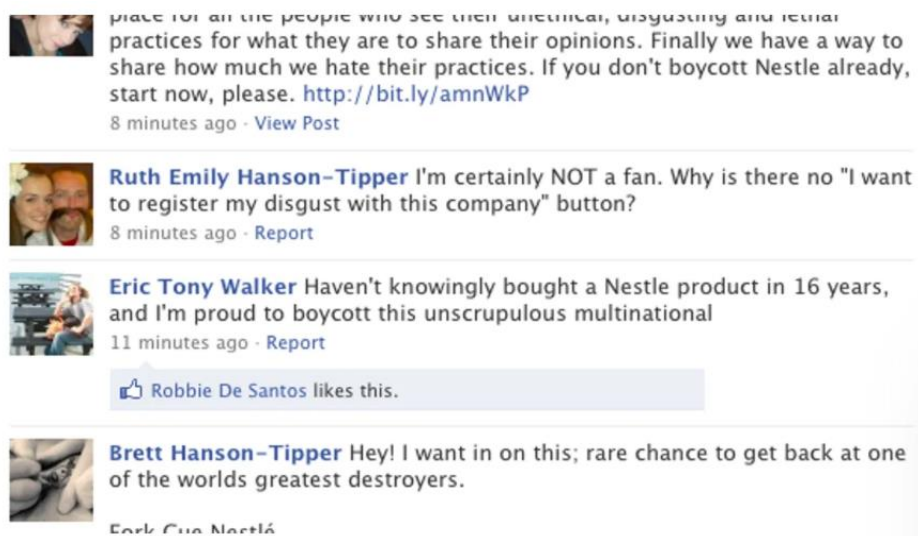
Picture 3.1 “Have a Break” video on YouTube.



Source: YouTube (2010)

On the social media platform Facebook, in 2011, Nestle also received lots of negative comments from people about what Nestle had done. Some examples of these comments are as follows:

Picture 3.1 Some of the negative comments on Nestle’s Facebook page.



Source: CNET (2010)

This is happening because at that time a lot of people are still using Facebook as the social media that they are using and after seeing the video parody, lots of people are giving those negative comments. They are making a group on Facebook, invited Nestle in it and just starting to put those negative comment in it (Presley, 2010).

Picture 3.2 Negative comments on Nestle’s Facebook page in the Group They are Making.



Source: Global Voices Advox (2010)

One of the Nestle logos, a Kitkat candy bar logo, was also edited to “Killer” by the Facebook users who supported Greenpeace’s movements to stop Nestle

buying palm oil from the Sinar Mas Group. This logo suggested that Nestle supported the Sinar Mas Group in destroying the orangutan's habitat and thereby killing the orangutans. The Facebook users are using the logo as their profile picture on Facebook. This gave more heat to this problem because Nestle responded with "we welcome your comments, but please don't post using an altered version of any of our logos as your profile pic - they will be deleted." (Fox 2010). **Indeed, Nestle are deleting those comments and proof so that we cannot find any legit proof on Facebook anymore.**

Picture 3.3The logo that was used by the Facebook users that support Greenpeace's movement.



Source: CNET (2010)

Picture 3.4 The Proof That Nestle Wanted to Delete The Negative Comments and People Who Commented While Using The Altered Logo of KitKat.



Source: Nestle Network (2011)

Greenpeace used this opportunity to participate in making posts about Nestle buying palm oil from companies that destroy orangutan habitat (Chaudari, 2011). Greenpeace also made reports fighting for the living things to live just fine. One of the organization's most famous reports is about orangutan equality in light of the forest destruction at the hands of the Sinar Mas Group. Not only orangutans live in the affected area, but also other animals. In summary, Greenpeace has demonstrated several of the indicators of green political theory, namely ecocentrism.

3.3 Limits to Growth

The third indicator is limits to growth. In this indicator, limits to growth explains that economic growth and population growth are the roots of environmental problems (Paterson, 2005). With high economic and population growth, all living things will be short of resources as the size of the earth will forever remain. Continual population growth will need more economy and natural resources but the space for this is not available. This will result in a situation where the world will quickly run out of resources or raw materials for sustainable industrial growth (Paterson, 2005). In this case, the Sinar Mas Group engaged in deforestation using their power to destroy forests, and Nestle used their economy to buy palm oil from the Sinar Mas Group.

Collaborating with the aim of improving the economy in a company is indeed a very reasonable thing. However, the economic benefit obtained by the Sinar Mas Group and Nestle is not comparable to the degradation of Indonesia's forests (Greenpeace, 2010). There has also been quite a lot of environmental pollution caused by the actions of the Sinar Mas Group. Deforestation is causing global climate change and Greenpeace has estimated that the annual average emissions in Sumatra are equivalent to the annual average emissions of nearly half a million cars. In addition, the Sinar Mas Group burned forests which released carbon substances into the atmosphere making it difficult for the ecosystem to recover. As evidence of this burning, Greenpeace found a number of burning points of the Sinar Mas Group that constituted violations of Indonesian law (Greenpeace, 2010). The rapid increase in population growth will also have a very diverse impact on natural resources and the environment, causing a gap between human needs and

available natural resources. The conversion of land which was originally agricultural land used to meet the food stock needs of the population to land used for other purposes is often unavoidable. Sometimes it switches functions to become a place for industrial activities to take place. When population density cannot be handled as a result of increasing population growth, it causes the development of settlements with uncontrolled management. In this case, the Sinar Mas Group acquired land and converted it into a place to plant oil palm.

Solutions to deal with problems like this are needed, and limits to growth believes that technology-based solutions can help such problems, although not 100% solve them. In this case, Greenpeace uses technology, namely social media, in its protest process and in the campaigns carried out against Nestle. Social media has a very high influence since almost all generations on Earth are now using it. The result of the technology that Greenpeace used is that people who used to be fans of Nestle chose to attack Nestle's social media because of the crimes Nestle committed. This caused a drastic drop in Nestle's performance. Because of the financial risk for Nestle, the company promised to stop sourcing palm oil from the Sinar Mas Group and other unsustainable palm oil companies. This promise was shared on the company's social media platforms to get its supporters back. Using social media as a place to carry out protests is a way of bringing public attention to environmental problems being caused. Even in the current era, the latest innovations are needed to carry out protests when people cannot protest radically or loudly demand change. Protests must be carried out cooperatively and according to the times. With the movement carried out by Greenpeace, we can see how the

public responded to an environmental issue and how the community could actively participate in the movement to protect the environment.

Palm oil are used for a lot of things, not only food but other things too. One of Nestle's reason in using palm oil is for their well-known products which is KitKat. Greenpeace might reduce deforestation, but they cannot stop it since we also know that there is a normal range of deforestation. It must be noted also that Greenpeace here is not against the palm oil, but they are against deforestation. It must be noted that palm oil plantation is the best kind of oil that can be used but, if palm oil cannot be used, other companies can use another type of oil plantation and this could lead to a better or maybe even worse way of deforestation (The Jakarta Post, 2018). That is why Greenpeace is supporting palm oil as long as it is sustainable.

3.4 Green Rejections of The State System

The fourth indicator is green rejection of the state system. In the indicator of green rejection of the state system, green political theory believes that authority can be held by other actors, such as society, and not only held by the state (Paterson, 2005). This is evident in this case where Greenpeace protested the deforestation problem happening, and then also became an actor, alongside Indonesia as the state, by carrying out protests, campaigns, and so on. Here, we can also see that Greenpeace was positioned as the "green rejection" and Indonesia was positioned as the "state system". Greenpeace tried to defend the environment by opposing the existing regulations in Indonesia through its movements. Greenpeace repeatedly opposed these regulations, arguing that they were not effective enough to stop

significant deforestation. They pushed for tighter regulations and tougher actions to protect forests and reduce deforestation. Some of the Indonesian regulations that were opposed by Greenpeace included the INPRES in 2011, which was considered ineffective as it still allowed illegal forest clearing to happen, and REDD+ in 2010, which aimed to to reduce carbon emissions from deforestation and forest degradation. However, Greenpeace also criticized this program because it considered the program insufficient to address the root causes of deforestation and did not pay attention to the rights of indigenous peoples.

This indicator also explains that the image of green political theory is often referred to as “think globally, act locally”. What is meant by this is that green political theory deals with an environmental problem by considering it on a global scale because environmental problems are global problems, or common problems, and they require local customary actions at the site of the problem in order to respect the standards of these local customs (Paterson, 2005).

In this case, Greenpeace tried to fight for this through their actions and movements, evidenced by the reports made by Greenpeace. One of the reports made by Greenpeace for Nestle was a report entitled "Caught Red Handed" which detailed the victims of deforestation for the purpose of planting palm oil. One group of victims was the local communities who faced a lot of conflict, including social conflicts regarding land rights (Greenpeace, 2010). Another social conflict that arose among the local communities in areas where forests were cleared by the Sinar Mas Group, such as West Kalimantan, was the threat to the livelihoods of people who depended on these forests for their livelihoods (Greenpeace, 2010). They faced disputes caused by deforestation of protected forests that pushed them into

monocultures and forced the people to change their way of life. Most of the locals had previously been taking advantage of what the forests provided for the basis of their lives. Deforestation can impact local people who depend on forests for their livelihoods, such as indigenous tribes and local communities who rely on forests for their survival, affecting food, water, traditional medicines, and their culture and identity. Deforestation can also disrupt the customary forest management system and impact on the lives of indigenous peoples, reducing the availability of natural resources and affecting people's economic life, disrupting customary rituals and eliminating cultural values that have been passed down from generation to generation. There are several customs related to forest sustainability, and deforestation can threaten the land ownership rights of local communities and have an impact on their socio-economic life. That is why environmental issues need to respect the local standards or local customs so conflict with the community can be avoided. Greenpeace raised awareness of the problems by making reports and allowing the local communities to impart and gain knowledge that would further allow them to participate in the prevention of forest destruction by companies who use deforestation practice to plant palm oil.

This indicator also explains that it is freedom and selfishness that cause environmental problems (Paterson, 2005). The freedom and selfishness of the Sinar Mas Group in its deforestation is what allowed them to grow palm oil trees, but it came at the cost of habitats for animals in the forests and environmental damage. Nestle supported this through its action of buying palm oil from the Sinar Mas Group.

Table 3.1. Implementation of Green Political Theory in Greenpeace's role in the Nestle case.

GPT's Indicators	Explanation	How Greenpeace handled it.
Global Ecology	New and Developed rules because sometimes the rules existed are not manage to succeed.	<p>Greenpeace movements are new and developed. It makes use of technological advancements when carrying out its movements.</p> <p>Change to the system needs to be carried out, Greenpeace has held meetings with government officials and lobbied politicians to support policies that reduce deforestation resulting in the INPRES policy being made in which all parties involved in protecting forests had to commit to reducing deforestation.</p>
Ecocentrism	Uphold the rights of living beings with 4 aspects.	<p>Greenpeace movements, such as protests and campaigns, have the purpose of defending all living things (animals and plants). Animals and plants have no sense to fight for their lives. Greenpeace also defends non-humans in the form of forests.</p> <p>Conservation of resources: various interests owned by humans are in the non-human world such as forests. Humans are using instrumental economic to have the resources without considering on the impacts that can be happening to the environment. So here Nestle and Sinar Mas Group is basically using instrumental economic while Greenpeace is implementing the conservation of resources with their movements.</p> <p>Ecology of human welfare: ecocentrism argues that there are community interests that are also non-humans. For example, non-humans are forests, forests cannot defend themselves so Greenpeace has the action to defend them by the movements that they did.</p>

		<p>Preservation: ecocentrism recognizes the interests of future humans in this entire world and non-human generations in the future. Greenpeace has been fighting for the equality of living things by holding protests for those who cannot defend themselves against human recklessness.</p> <p>Animal liberation: Ecocentrism holds that all living things, such as humans, animals, and plants, have the right to live and contribute on Earth with respect for one another regardless of species. Greenpeace implementing this for the animals in the forest especially Orangutan.</p>
Limits to Growth	Economy and population growth, technology-based solutions.	Greenpeace used social media as the technological tool to solve this issue. Nestle used its economy to buy palm oil from the Sinar Mas Group which converted land into oil palm plantations. Such actions, along with population growth, will leave no land for nature and its contents.
Green Rejections of the state system	“Think globally, act locally”	<p>Greenpeace fought for community rights to the land the community owned that was destroyed by the Sinar Mas Group. This was outlined in its reports. Greenpeace groups in other countries joined the movement to take this problem global. Greenpeace movements were one of the best ways to prevent this issue and also for the inclusion of locals to have their say on the environments they rely upon.</p> <p>Greenpeace was positioned as the “green rejection” and Indonesia was positioned as the “state system”. Greenpeace raised awareness of the problems by making reports and allowing the local communities to impart and gain knowledge that would further allow them to participate in the prevention of forest destruction by companies who use deforestation practice to plant palm oil.</p>

Sources: Analysis made by the author using several resources.

Based on the four indicators of green political theory, Greenpeace's role in protesting Nestle buying palm oil from the Sinar Mas Group can be said to reflect the perspective of green political theory. In accordance with Green Political Theory, any activity related to the environment cannot be carried out in a way that damages the environment. Here, Greenpeace was successful in reducing environmental problems by stopping Nestle from buying unsustainable palm oil.

Table 3.2. Timeline of movements carried out by actors

Year	Movements made.	Results
2008	Greenpeace conducted an investigation into the Sinar Mas Group's deforestation.	It was found that the Sinar Mas Group did indeed clear forests in Papua.
2009	Greenpeace conducted demonstrations against the Sinar Mas Group and APRIL in the Riau forest, at the Sinar Mas Group office, and at the Ministry of Forestry office in Jakarta.	The demonstration was successful but was dispersed by the security forces of the Sinar Mas Group.
2010	<ul style="list-style-type: none"> - Greenpeace made a video that offended Nestle. - Reports were made on crimes committed by Nestle. - Greenpeace activists staged demonstrations at several Nestle offices and factories. 	Nestle announced its apology on social media and began to stop collaborating with Sinar Mas group.

2011	<ul style="list-style-type: none"> - Greenpeace takes advantage of the opportunity for Nestle's branding to decline due to crimes committed by Nestle by participating in making posts such as reports, lobbying, etc. - The reports were continued to be made by Greenpeace. - A forest moratorium policy was formulated through INPRES. 	<p>The strength of Nestle's brand decreased as it received a lot of negative comments on social media and lost a lot of social media followers.</p>
2012	<ul style="list-style-type: none"> - The forest moratorium policy was ongoing through INPRES. - A meeting between the leadership of Greenpeace International and the President of Indonesia took place to discuss the INPRES. 	<p>All parties involved in protecting the forest and environment implemented commitments of INPRES for the reduction of deforestation.</p> <p>Greenpeace supported the movement made by the Indonesian government.</p>
2013	<ul style="list-style-type: none"> - The forest moratorium policy through INPRES ended. - APP promised to stop the deforestation of Indonesia's forests. 	<p>Greenpeace stopped its campaign against the Sinar Mas subsidiary but continued to review the company's progress to determine whether promises were kept or not.</p>
2014	<p>Greenpeace carried out many movements aimed at other issues and parties while still monitoring the issue of cooperation between Nestle and the Sinar Mas Group.</p>	<p>Deforestation began to decrease in 2013-2014.</p>

2015	Greenpeace continued to monitor the issue of collaboration between Nestle and the Sinar Mas Group.	Nestle terminated its partnership with the Sinar Mas Group and promised to use sustainable palm oil. Nestle also became a member of an organization that upholds sustainable palm oil.
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Sources: Analysis made by the author using several resources.

3.5 Possible Shortages for Greenpeace in Its Movement.

Even though it is evident that Greenpeace fought for the environment, there were still shortcomings and even criticism received by Greenpeace. A possible shortcoming Greenpeace faces in its movements is the perception that these movements are not beneficial to the public. For example, when Greenpeace carries out a campaign against industries, this causes some people to lose jobs because the industries concerned may need to lay off employees due to Greenpeace's Campaigns causing financial loss. Greenpeace has also not given any recommendation or alternatives on what could be a substitute of palm oil which it could be better if Greenpeace has also given the substitute of palm oil to reduce deforestation on Indonesia's forests.

In his book "Theories of International Relations", Matthew Paterson explains the objection to green arguments for decentralization. Greenpeace's protest actions may also raise questions about the effectiveness of Greenpeace itself. This is due to the mindset in which protests are often viewed as negative activities. Paterson explains that in objection of green arguments for decentralization, green political theory can become anarchy without structure.

CHAPTER IV

CONCLUSION

4.1 Conclusion

Environmental damage that occurs due to deforestation in Indonesian forests is a phenomenon caused by actors such as big companies that have the power to do it. In the case described in this study, the Sinar Mas Group produced palm oil by planting oil palm on land that was cleared through deforestation. These actions have indeed helped the wheels of the economy, but the increase in the economy has not been proportional to the environmental damage caused. The impact was not just on the plants of this environment, but also the animals that lived on the land which lost their habitats. Damage was also done to the air environment through air pollution. All of these activities were supported by Nestle through its purchasing of palm oil from the perpetrator of the deforestation, namely the Sinar Mas Group.

In chapter 2, the author explained the progress of the movements carried out by Greenpeace, starting from the deforestation in Indonesia, a tropical country which is often considered the lungs of the world, and moving through how the palm oil industry in Indonesia causes deforestation even though it has a sizeable impact on the economy, social and ecology of Indonesia.

In chapter 3, the author analyzed the role of Greenpeace through its movements using the perspective of green political theory which has 4 concepts. In this chapter, the author saw that the movements carried out by Greenpeace are representative of the first indicator, namely global ecology, evidenced by how Greenpeace used a new and developed movement in order to achieve environmental

sustainability. Then, the second indicator, ecocentrism, has been proven by Greenpeace protesting with the aim of equality for all living things on Earth. The actions of Greenpeace are also in line with the third indicator, namely limits to growth, as evidenced by Greenpeace utilizing social media to reduce Nestle's performance and cause people to lose interest in Nestle. For the final indicator, green rejection of the state system, Greenpeace's actions aligned as it carried out its movement by instilling local customs in the reports produced.

Given the results of the analysis, it can be concluded that the role of Greenpeace successfully stopped Nestle from cooperating with the Sinar Mas Group and shift to using and buying sustainable palm oil. It has also been proven that the community also gained awareness and the opportunity to participate in this issue by commenting on Nestle's social media accounts which eventually became one of the factors behind Nestle stopping its collaboration with the Sinar Mas Group. Deforestation in Indonesia did increase 2 million hectares during the 2000s, but finally decreased in 2015 (BPS, 2022).

4.2 Recommendation

Based on the results of the conclusions in this chapter, the author has succeeded in proving the significance of the role of Greenpeace in the environment with its movement against Nestle through the perspective of green political theory with the three indicators described in the previous chapters. However, the author sees damage to the environment, specifically deforestation, still occurring after 2015 and the potential for it to continue to happen into the future if there is no self-

awareness from the actors who have the power. Thus, the author makes the following suggestions and recommendations for further research:

1. The author recommends to conduct research on adding the substitute of palm oil by other Institution because it could be a good way to reduce deforestation from a high rate of palm oil plantation.

2. The author recommends continuing to conduct research on Nestle because similar problems may recur. These Similar problems may not only recur with Nestle, but also with other companies that have power and authority over any unsustainable natural resources.

3. The author also recommends that future research is conducted on other large companies that are negatively impacting the environment through deforestation, either as a result of planting palm oil or other factors.

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