**KAJIAN PERAN *WORLD WIDE FUND FOR NATURE* TERHADAP PERMASALAHAN SAMPAH PLASTIK DI INDONESIA**

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# ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran *World Wide Fund For Nature* terhadap permasalahan sampah plastik di Indonesia dengan metode penelitian kualitatif-deskriptif. Sebagai pisau analisis, penelitian ini menggunakan konsep peran *International Non-Governmental Organization* yang dikemukakan oleh Gemmill dan Bamidele-Izu dan pola relasi NGO dengan pemerintah serta perspektif Ekosentrisme yang bersumber pada studi kepustakaan. Hasil dari penelitian ini menunjukkan bahwa WWF sebagai salah satu INGO yang memiliki fokus kerja pada bidang konservasi alam dan spesies serta mendorong ekosistem berkelanjutan memiliki peran dalam upaya penanganan sampah plastik di Indonesia yang terwujud dalam beberapa program kerja seperti, CSN (*Citizen Science Network*), PFON *(Plastic Free Ocean Network*), dan PSC (*Plastic Smart Cities*). Selain itu, WWF juga membentuk *community based groups* yang melibatkan masyarakat lokal seperti *Rethinking Recycling* dan *Youth Activist* untuk membantu menyebarkan urgensi penanganan sampah plastik di Indonesia. Adapun pola relasi yang terbentuk antara WWF sebagai INGO dan pemerintah Indonesia dalam penanganan isu sampah plastik ini yaitu pola *Collaboration* atau *Cooperation.*

**Kata Kunci: INGO, *World Wide Fund For Nature*, Sampah Plastik, Ekosentrisme, *Collaboration***

***STUDY ON THE ROLE OF THE WORLD WIDE FUND FOR NATURE IN THE PROBLEM OF PLASTIC WASTE IN INDONESIA***

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# *ABSTRACT*

*This research aims to analyze the role of the World Wide Fund For Nature in the plastic waste problem in Indonesia using qualitative-descriptive research methods. As an analytical tool, this research uses the concept of the role of International Non-Governmental Organizations proposed by Gemmill and Bamidele-Izu and the relationship patterns of NGOs with the government as well as the Ecocentrism perspective which originates from literature studies. The results of this research show that WWF as an INGO which has a work focus on nature and species conservation and encouraging sustainable ecosystems has a role in efforts to handle plastic waste in Indonesia which is manifested in several work programs such as CSN (Citizen Science Network), PFON (Plastic Free Ocean Network), and PSC (Plastic Smart Cities). Apart from that, WWF also formed community based groups involving local communities such as Rethinking Recycling and Youth Activists to help spread the urgency of handling plastic waste in Indonesia. The relationship pattern formed between WWF as an INGO and the Indonesian government in handling the plastic waste issue is a Collaboration or Cooperation pattern.*

***Keywords: INGO, World Wide Fund For Nature, Plastic Waste, Ecocentrism, Collaboration***