

ABSTRACT

This undergraduate thesis aims to explain how Greenpeace as international actor especially as one of influential International Non-Governmental Organizations has a big role to put pressure on the Indonesian Government in environmental issue particularly nuclear issue in the case of the establishment of Muria Nuclear Power Plant. To give the comprehensive understanding in this minithesis, I explained the dynamic of Muria Nuclear Power Plant, Greenpeace position toward energy project and also the power of Greenpeace in shaping public opinion and counter discourse. In the end of this minithesis, I found that Greenpeace succeed to achieve its goal to prevent the establishment of Muria Nuclear Power Plant through succeed run out its role, that are information distribution, education and advocacy's roles. Moreover, the strong characteristic of Greenpeace as INGOs also influence the success of Greenpeace campaign. Finally, the counter discourse and the solution from Greenpeace that is energy [r]evolution strengthening the success of Greenpeace to gain the public support in rejecting the establishment of Muria NPP, so that Indonesian Government can not established the NPP because did not get public acceptance.

Key words: INGOs, Power, Discourse, Public Opinion, and NPP.