

ABSTRAK

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FENOMENA *GREENWASHING* DALAM DINAMIKA EKONOMI HIJAU: STRATEGI UNI EROPA SEBAGAI KEKUATAN EKONOMI GLOBAL

(xiv + 93 Halaman; 12 Gambar; 1 Tabel; 3 Lampiran)

Kata Kunci: *Greenwashing*, Kebijakan Ekonomi Hijau, Pembangunan Berkelanjutan, Institusionalisme, Perusahaan Multinasional

Pergerakan ekonomi dalam dunia internasional kini telah mengarah pada perekonomian hijau. Semakin tingginya kesadaran konsumen terhadap lingkungan, maka semakin menarik penawaran yang tampak hijau bagi konsumen. Disinilah politik berperan, di mana fenomena *greenwashing* terjadi sebagai bentuk klaim yang manipulatif untuk mencerminkan kesan ramah lingkungan. Melalui penelitian ini, penulis hendak memperkenalkan fenomena *greenwashing* beserta segala dinamika politik-ekonomi yang terjadi. Dengan perspektif neoliberalisme institusionalisme, peneliti menekankan konsep interdependensi, kerja sama internasional, agenda global hijau, dan *Sustainable Development Goals* (SDGs) ke-12 untuk meraih kepentingan bersama bagi produksi dan konsumsi bertanggungjawab secara optimal dan terintegrasi. Penelitian dikaji menggunakan pendekatan kualitatif, metode studi kasus, berdasarkan data sekunder studi literatur dan data primer melalui wawancara daring. Sebagai institusi supranasional, kontribusi Uni Eropa telah memimpin tren ekonomi global yang progresif terhadap kebijakan hijaunya dalam mengatasi *greenwashing*. Secara ringkas penelitian ini memperkenalkan kebijakan hijau Uni Eropa bagi *greenwashing* yakni terdapat *EU Ecolabel*, *EU Taxonomy*, *Green Bond Standard*, *Eco-Management Audit Scheme*, *Sustainable Finance Disclosure Regulation*, *Unfair Commercial Practices Directive*, *Corporate Sustainability Reporting Directive*, *Green Claims Directive*, dan *Green Transitions Directive*. Penelitian kemudian diproses secara naratif, dengan penulis menemukan bahwa kebijakan yang diterapkan tidak hanya bersifat penting untuk diaplikasikan, namun juga perlu mempertimbangkan keseimbangan dan kesetaraan keuntungan kolektif dari setiap kebijakan yang akan diterapkan.

Referensi: 10 Buku (2004-2020), 26 Jurnal, 13 Publikasi Pemerintahan/Organisasi Internasional, 29 Sumber Daring, 1 Transkrip Wawancara

ABSTRACT

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PHENOMENA OF GREENWASHING IN THE DYNAMICS OF GREEN ECONOMY: STRATEGY OF EUROPEAN UNION AS A GLOBAL ECONOMIC POWER

(xiv + 93 Pages; 12 Images; 1 Tables; 3 Appendices)

Keywords: *Greenwashing, Green Economy Policy, Sustainable Development, Institutionalism, Multinational Corporations*

International economy in the modern era currently are moving forwards into green economy trends. As the environmental awareness arises, the more attractive offers that appear green to consumers. It is where politics comes into the fields, where the greenwashing phenomena occurs as a form of manipulative claims to reflect the impression of being environmentally friendly. This research aims to introduce greenwashing phenomenon with each political-economic dynamics that occur. Based with perspective of neoliberal institutionalism, researcher emphasize the concepts of interdependence, international cooperation, the green global agenda, and the 12th Sustainable Development Goals (SDGs) to achieve common interests and integrated responsible production-consumption systemation. This research was analyzed through qualitative approach, case study method, secondary data (literature studies), and primary data (online interview). As a powerful supranational institutions, the European Union (EU) contribution has led the global trend towards progressive environmental policy to resolve greenwashing. This research briefly introduced EU's green policies related to greenwashing, namely the EU Ecolabel, EU Taxonomy, Green Bond Standard, Eco-Management Audit Scheme, Sustainable Finance Disclosure Regulation, Unfair Commercial Practices Directive, Corporate Sustainability Reporting Directive, Green Claims Directive, and Green Transitions Directive. The research was then processed narratively, with the author figures out that the policies were not only urgent and substantial, but also needed to consider the balance and equality of collective advantages from each policy to be implemented.

Reference: *10 Books (2004-2020), 26 Journal, 13 Government/International Organization Publications, 29 Online Sources, 1 Interview Transcript*