

ABSTRAK

Penelitian ini bertujuan untuk menganalisis dinamika gerakan *#BringBackOurGirls* (BBOG) sebagai gerakan sosial transnasional dalam memperjuangkan hak perempuan di Nigeria pasca penculikan siswi Chibok tahun 2014. Penelitian ini menggunakan kerangka *Transnational Feminist Networks (TFN)* dari Valentine M. Moghadam dan konsep *boomerang pattern* dari Keck dan Sikkink. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan teknik analisis deskriptif-analitis melalui studi literatur dan data sekunder. Hasil penelitian menunjukkan bahwa gerakan *#BringBackOurGirls* berkembang sebagai jaringan advokasi transnasional yang terbentuk melalui dinamika *globalization from below* dan *globalization from above*. Melalui mobilisasi masyarakat sipil, aktivisme digital, jaringan diaspora, media internasional, serta keterlibatan aktor global dan institusi internasional, gerakan ini berhasil mentransformasikan penculikan Chibok dari isu domestik menjadi perhatian global. Dalam proses tersebut, mekanisme *boomerang pattern* terlihat melalui kondisi *blocked channels*, proses *bypassing the state* melalui jaringan advokasi transnasional, hingga munculnya *return pressure* yang mendorong respons pemerintah Nigeria. Dukungan dari media internasional, organisasi internasional, tokoh global, serta negara-negara seperti Amerika Serikat, Inggris, dan Prancis kemudian menghasilkan tekanan internasional terhadap pemerintah Nigeria. Penelitian ini menemukan bahwa keberhasilan gerakan *#BringBackOurGirls* lebih terlihat pada peningkatan visibilitas global, solidaritas transnasional, dan tekanan internasional terhadap negara dibandingkan perubahan struktural yang signifikan terhadap kondisi perempuan di Nigeria. Dengan demikian, penelitian ini menunjukkan bahwa advokasi transnasional memiliki kemampuan dalam membangun solidaritas global dan menekan negara, tetapi perubahan substantif terhadap posisi perempuan tetap dipengaruhi oleh kondisi historis dan struktural domestik yang membentuk kerentanan perempuan dalam masyarakat.

Kata Kunci: *#BringBackOurGirls*, perempuan, Boko Haram, Nigeria, gerakan sosial transnasional, *Transnational Feminist Networks*, *boomerang pattern*

ABSTRACT

This study aims to analyze the dynamics of the #BringBackOurGirls (BBOG) movement as a transnational social movement advocating for women's rights in Nigeria following the 2014 Chibok schoolgirls abduction. The study employs the framework of Transnational Feminist Networks (TFN) proposed by Valentine M. Moghadam and the concept of the boomerang pattern developed by Keck and Sikkink. A qualitative approach is applied through descriptive-analytical methods based on literature review and secondary data. The findings reveal that #BringBackOurGirls evolved as a transnational advocacy network shaped through the dynamics of globalization from below and globalization from above. Through civil society mobilization, digital activism, diaspora networks, international media, and the involvement of global actors and international institutions, the movement successfully transformed the Chibok abduction from a domestic issue into a global concern. In this process, the boomerang pattern operated through conditions of blocked channels, the process of bypassing the state through transnational advocacy networks, and the emergence of return pressure that encouraged responses from the Nigerian government. Support from international media, international organizations, global public figures, and states such as the United States, the United Kingdom, and France subsequently generated international pressure on the Nigerian government. This study finds that the success of #BringBackOurGirls was more evident in increasing global visibility, transnational solidarity, and international pressure on the state than in producing significant structural changes in the condition of women in Nigeria. Therefore, this study demonstrates that transnational advocacy possesses the capacity to build global solidarity and exert pressure on states, yet substantive changes in women's conditions continue to be shaped by deeper historical and structural domestic realities.

Keywords: #BringBackOurGirls, women, Boko Haram, Nigeria, transnational social movement, Transnational Feminist Networks, boomerang pattern