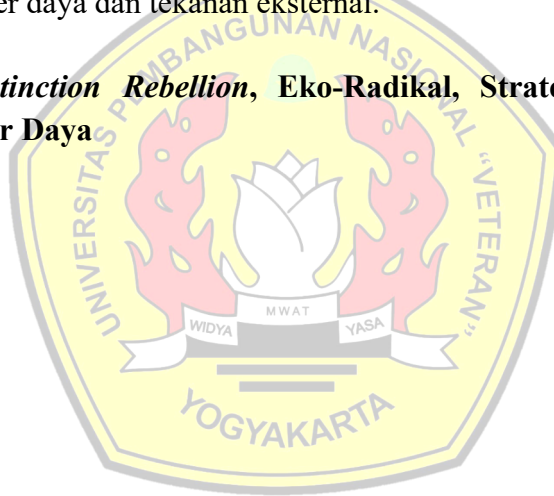


## ABSTRAK

Penelitian ini bertujuan menganalisis strategi gerakan eko-radikal Extinction Rebellion (XR) dalam menangani degradasi lingkungan di Inggris periode 2019–2023. Menggunakan teori Mobilisasi Sumber Daya dari McCarthy dan Zald serta metode kualitatif berbasis studi pustaka dan eksplorasi web, penelitian menemukan bahwa strategi XR berevolusi dalam tiga fase. Fase pertama (2018–2019) mengandalkan pembangkangan sipil massal dan penangkapan publik sebagai aset moral, yang berhasil memaksa pemerintah Inggris mendeklarasikan darurat iklim. Fase kedua (2020–2021) saat pandemi COVID-19, XR beralih ke taktik komunikatif berbasis sumber daya budaya seperti blokade percetakan media dan kampanye digital. Fase ketiga (2022–2023) menunjukkan fragmentasi internal: faksi radikal mengintensifkan aksi disruptif yang menguras simpati publik, sementara XR arus utama bertransisi ke aksi non-disruptif (The Big One). Kesimpulannya, strategi XR bersifat adaptif, ditentukan oleh fluktuasi ketersediaan sumber daya dan tekanan eksternal.

**Kata Kunci:** *Extinction Rebellion*, Eko-Radikal, Strategi, Inggris, Teori Mobilisasi Sumber Daya



## **ABSTRACT**

*This study aims to analyse the strategies of the eco-radical movement Extinction Rebellion (XR) in addressing environmental degradation in the UK during the period 2019–2023. Using McCarthy and Zald’s Resource Mobilisation Theory and qualitative methods based on literature review and web exploration, this study found that XR’s strategies evolved through three phases. The first phase (2018–2019) relied on mass civil disobedience and public arrests as moral assets, which successfully forced the UK government to declare a climate emergency. During the second phase (2020–2021), amidst the COVID-19 pandemic, XR shifted to communicative tactics based on cultural resources, such as blockades of media printing presses and digital campaigns. The third phase (2022–2023) revealed internal fragmentation: radical factions intensified disruptive actions that eroded public sympathy, whilst mainstream XR shifted to non-disruptive actions (The Big One). In conclusion, XR’s strategy is adaptive, determined by fluctuations in resource availability and external pressures.*

**Keywords:** *Extinction Rebellion, Eco-radical, Strategy, United Kingdom, Resource Mobilisation.*

