

## ABSTRACT

This thesis discusses about Bloomberg Philanthropies efforts to influence tobacco control policy in Indonesia because of the high levels of active smokers as well as the adverse effects of smoking on society. Tobacco control efforts is accomplished through two steps , first, through the advocacy role, using direct channels to the Indonesian government. The second effort, through an operational role, using the indirect channel as Bloomberg Philanthropies building public opinion, with reports in the media and launched a campaign. The effort started from 2003 until 2012. Where the 2003 Tobacco Control Framework introduced by the World Health Organization (WHO), in 2007, Bloomberg Philanthropies officially launched the program in collaboration with the WHO called Bloomberg Initiative to Reduce Tobacco Use.

Keywords : Interventions, Policy, International Organization