

ABSTRACT

This thesis discuss about the role of WWF in an effort to reduce greenhouse gas emissions in Indonesia. Environmental issues during the current globalization is increasingly have a very broad scope, starting from the issue of damage and forest fires, biodiversity, pollution of rivers and seas, coastal damage, air pollution due to carbon emissions from industry and motor vehicles, and waste disposal nuclear also be in the scope of environmental issues to individuals and groups in society. WWF made several attempts through environmental programs to urge people to participate in reducing emissions Indonesia. Such efforts are carried out in an effort to reduce the impact that may occur as a result of greenhouse gas emissions, global warming. Global warming is a threat to all mankind on Earth. Therefore, WWF in collaboration with the government of Indonesia to invite the public to participate in environmental programs that initiate by WWF.

Keywords : WWF, greenhouse, global warming