

Optimizing The Role Of Greenpeace In The Citarum River Conservation Program, West Java

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ABSTRACT

The river is a source of clean water for the survival of living things. Unfortunately, this source of life is not well guarded. Indonesia has rivers that irrigate the mainland and are divided into main rivers and tributaries. The Citarum River is one of the longest main rivers in the Java region, originating in Cisanti, the slopes of Mount Wayang, one of the children of Mount Malabar, in the South Bandung area and empties into the Java Sea. Therefore the Citarum river has a lot of potential for harmony in the lives of many people. In fact, the condition of the Citarum river is very worrying with the many environmental pollution violations committed by irresponsible people. This research was conducted using the qualitative analysis content method based on secondary data to describe and analyze the concept of environment and development. Data collection was carried out by means of literature studies and interviews. The paper aims to analyze the role played by Greenpeace in reducing violations of environmental pollution and rehabilitating the Citarum river basin (DAS). In general, Greenpeace carries out its role as a world organization that cares about environmental issues by carrying out the rule application and socialization functions which are expected to reduce toxic waste in the Citarum river basin. The expected outputs of this research are scientific journals and intellectual property rights as a form of the results of this research so that they are more useful for science, especially in the field of NGOs and the environment.

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1. INTRODUCTION

In 2013, the West Java Provincial Government formed the Citarum DAS forum and formed a program called Citarum Bestari (Clean, Healthy, Beautiful, Sustainable) which was carried out with the hope that water from the Citarum River could be drunk by 2018. The program was implemented by dividing the four parts of the river based on distance to carry out the program with the target that each part can be completed in one year, which means that if added up, it means that the 4-year target for the Citarum River, which covers a distance of 0–77-kilometers, is drinkable. The first segment is at kilometers 0-20, and the fourth segment ends at kilometer 77. If you look at the number of kilometers being handled, this program certainly does not cover the entire Citarum River which is more than 200 kilometers long. However, along the 77-kilometre, the funds spent were enormous, reaching 80 billion rupiah.

In 2016, the West Java Provincial Government again disbursed funds for the Citarum Bestari program of 120 billion rupiah as a "new format" in carrying out the program. With this budget, the West Java Provincial Government stated that the funds could move massively advocating for the community, factories, breeders and households. Until the time came in 2018, the Citarum River was still as before, rotten and undrinkable. (Teguh, 2019)

Greenpeace in 2013 started a program called the Detox Campaign which aims to reduce the increasingly severe levels of water and air pollution throughout the world, so Greenpeace has taken

various actions, one of which is a campaign on the issue of environmental damage. In this case a campaign is being carried out regarding pollution that occurs in the air and water which is called the Detox Campaign. Where this action was carried out after Greenpeace found out and conducted an investigation about the toxic content of the Citarum river which caused all aspects of the water flow to be contaminated with industrial waste toxins.

Greenpeace conducts wastewater sampling on the Citarum River. The samples identified a variety of chemicals, many of which contained hazardous elements. Some are toxic to aquatic life and are persistent, meaning they will last for a long time after being released into the environment. Greenpeace International's investigation revealed that several international fashion brands had business relationships with at least one part of PT. Gistex Group, a company associated with a polluting factory (PT. Gistex Textile Division) in Indonesia. To help overcome the problem of pollution of hazardous chemicals, requiring companies to disclose information between suppliers/suppliers and brands, as well as efforts to embrace supplier participation through inventories of the use of hazardous substances is very important. Corporate and government policies to eliminate the disposal of hazardous and toxic materials and search for safer alternative substitutions must be enforced. (Greenpeace, Toxic Threads: Poisoning Heaven, 2013)

Industrial effluents are currently spiraling out of control releasing hazardous chemicals and severely affecting valuable water resources causing long term damage to human health and the environment. With 2,700 medium and large industries discharging waste into their water bodies, more than 3% is not managed, Citarum's pollution burden exceeds its capacity (Greenpeace, Greenpeace.org, 2018). Under these conditions, of course, restoration of the Citarum River's water quality has never been successful.

Based on this presentation, the author wants to study further about the problem of environmental pollution, one of which is caused by industrial waste that occurs in the Citarum River Basin area through the Detox Campaign conducted by Greenpeace. The results of this study are expected to be used as one of the considerations for the competent institution in making policies related to its support for solving environmental pollution problems that occur in the Citarum River Basin.

2. METHOD

This study uses a qualitative method. Qualitative methods are ways to discover what people do, what they know, think and feel through observation and analysis of documents (Patton 1990:94). This study records and analyzes symptoms or events as well as facts which can be in the form of documents and observes phenomena that occur in relation to existing data. In this study, researchers recorded and investigated objects, symptoms, or events and facts that explained the role of Greenpeace as an NGO through programs in overcoming environmental problems specifically in the Citarum watershed. This data can be in the form of documents and phenomena obtained by researchers considering that in this study, researchers collected data about the role of Greenpeace through programs in reducing toxic waste in the Citarum river, through documents and information from informants obtained in data collection which will be examined and checked. and will be the main data source

3. LITERATURE REVIEW

Environmental Issues in International Relations

Today, the environment has become one of the issues studied along with the expansion of the scope of international relations. In the beginning, it only focused on traditional security elements, but after the Cold War experienced a transition to non-traditional security, in which there were environmental elements that received more attention from the international community, in addition to the economy, terrorism, human rights (HAM). , and so forth. In line with that, the impact of human activities that continue to exploit nature has a major impact on the environment, and the impact can disrupt the sustainability of ecosystems on earth. One of the case studies regarding environmental damage, is massively caused by industrial activities, especially manufacturing companies that dispose

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of their waste carelessly. Moreover, these wastes contain hazardous chemicals. Thus resulting in pollution of the world's waters, soil and air in it. Which has a negative impact on the sustainability of human life and other living things.

Historically in the 19th century environmental issues had their own space in international politics, which was contained in the form of agreements regarding the regulation of natural resources, and one example is the River Commissions for the Rhine and the Danube which were originally formed to facilitate rivers as the area of water transportation in the economic sphere, which is now increasingly concerned about issues in the political sphere. (Greene, 1996)

Environmentalisme

Environmentalism or Thinking green means that the world has faced an environmental crisis, as evidenced by the occurrence of various global phenomena, such as global warming, diminishing natural resources, environmental degradation and pollution. Some of these problems clearly threaten ecological security, including the sustainability of the human race in it. Therefore it is very appropriate if environmental issues are raised in international forums, which means that they are included in the realm of international political studies.

Since the 1960s the international community's attention to environmental issues has increased, with awareness of re-understanding the relationship between humans and nature. Then a manifestation of public concern for the environment was born through the "Green Movement" or Environmentalism. In addition, international cooperation is also being intensified to create legitimate international norms for environmental interests.

In this case Thinking green in a limited sense is a process of manifesting environmental issues into other theoretical perspectives. Meanwhile, Green Thought or ecology includes information about the fundamental challenges of environmental issues, along with the problem solving process. In this case, the problems of the contemporary world create paradoxes of economic growth and standards of progress for a country. Furthermore, it opens the horizons of thinking about the correlation contained with environmental capital which must be sacrificed to support only the needs of part of society. holistically. Likewise with modern science and technology which is considered as a necessity in overcoming environmental problems, it can be said that it has also contributed greatly to environmental decline on a global scale. Therefore, modernization is not only about advancing infrastructure and superstructure, but there is another disadvantaged side, namely the environment. Then this can be a threat to the sustainability of the earth in the future. A perspective based on Green Thought draws a line of connection between the damage that is happening to the environment today and the activities of life that affect it. So that it can be said that various factors that are not bound by space and time also play a role in the emergence of environmental damage.

In this case, green thought has demands for changes based on efforts in socio-political organizations. Aims to provide justice for other living things as a whole. This is generally indicated by its involvement in:

1. A refusal to reexamine anthropocentric views
2. A rejection of development strategies that encourage economic growth, far above the priority of education quality.
3. The belief that human intervention in the laws of nature is currently threatening the lives of humans and other species.
4. An insistence on the need for a fundamental change in social, economic, and technological structures and ideological or value systems.
5. A separation of vital and non-vital needs.
6. An ethic based on a theory of value that cares for the environment that places intrinsic value in non-human life.
7. An active commitment to implementing the changes necessary to achieve a green future, which includes the promotion of alternative lifestyles, values and a decentralization of power. (Pettiford, 2009).

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The reality is the crisis of the environment affects the level of human awareness of the importance of protecting the environment. And efforts to maintain an irreplaceable earth, in line with the perception of "earth as a single biosphere" (earth as the only place to live)

Greenpeace

Greenpeace is an international organization spread all over the world. At first Greenpeace was formed as an accumulation of concerns about the impact of nuclear. Then along with the expansion of environmental issues in international relations, the component of concern is also growing. Actors from Greenpeace are not only countries, but involve non-state actors, such as a group of individuals (civil society) or communities who have concern for environmental sustainability.

As assumed by the pluralism approach, the state is not a single actor, but there are other actors outside the state. Universally, Greenpeace, which exists in various countries, has the same goals and interests, namely to protect and preserve nature to ensure the survival of living things. Collaboration is also carried out to support the achievement of shared goals

4. RESULT AND DISCUSSION

Greenpeace Indonesia

Greenpeace, which is an international non-governmental organization engaged in the environmental sector, carries out every agenda of its activities based on the principles of solving environmental problems. Greenpeace has a wide network coverage in various countries, by contributing to solving environmental problems faced domestically to globally. History records that Greenpeace has started its social movement since 1970, and continues to develop along with the campaign movement on environmental issues that are of concern. It cannot be left out, that in carrying out campaign activities, Greenpeace refers to five main values, including; responsibility and nonviolence, independence, having no permanent allies or enemies, promoting solutions, as well as transparency and public accountability.

The approach taken by Greenpeace to support campaigns and other activities is carried out by way of investigation, documentation, exposure, action and negotiation. This process is supported through regional networks, representative offices in countries, research laboratories based in Amsterdam, the Netherlands. Greenpeace has 26 independent national and regional offices around the world, covering operations in more than 55 countries (www.greenpeace.org, accessed 16/6/21 at 16:56).

Several Greenpeace principles can be implemented in an effort to save environmental conditions in Indonesia, especially in this case in the Citarum River Basin (DAS).

Greenpeace Core Principles

Greenpeace has a foundation of principles and basic values that are reflected in every action of our environmental campaigns, all over the world. These principles are: (Greenpeace, 2010) a. Become a 'witness to environmental damage in a peaceful way without violence; b. Using non-violent confrontation to increase public attention and debate on environmental issues; c. In exposing threats to the environment and seeking solutions, we have neither permanent allies nor opponents. d. Ensure the independence of financial sources from political or commercial interests; e. Seeking solutions to widely promote and inform the development of options for the environment in and around communities. Greenpeace develops campaign strategies and policies based on democratic values, in order to obtain progressive solutions in improving global environmental justice.

Greenpeace Vision and Mission

Greenpeace has a mission to create a world that is balanced with environmental ecosystems, with the hope of creating harmonization or peace on earth. Greenpeace is also open to the development of globalization which can go hand in hand with civilization, based on environmental sustainability. Because Greenpeace's struggle to protect the environment is not only carried out in developed countries, but also in developing countries. The shared vision and mission of Greenpeace is

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“Greenpeace is an independent, campaigning organization that uses non-violent, creative confrontation to expose global environmental problems, and to force 25 solutions for a green and peaceful future. Greenpeace's goal is to ensure the ability of the Earth to nurture life in all its diversity.” (Greenpeace, 2007) (Greenpeace is an independent campaigning organization that uses creative and non-violent ways of confrontation to raise global environmental problems and provide solutions for a peaceful future and a green earth. Greenpeace's goal is to guarantee the earth's ability to conserve the diversity of living things on earth).

Apart from Greenpeace International, Greenpeace Southeast Asia also has a Mission in carrying out environmental preservation activities namely "Protecting environmental rights, Exposing and stopping environmental crimes, Prioritizing clean development". In carrying out its actions, Greenpeace prioritizes an independent campaign approach. The goal is that Greenpeace's struggle does not deviate from its main principle to protect the environment. This is also a preventive effort from irresponsible MNC distraction. Apart from that, it is a step for Greenpeace to maintain its critical power towards all government policies related to environmental sustainability.

In the last decade Greenpeace has used a new media medium, namely the internet to support the dissemination of ideas, ideas and campaigns. One of the major campaigns that has succeeded in becoming a global campaign is the campaign against the use of hazardous and toxic chemicals (B3) in the textile industry which causes water pollution in Indonesia to be precise in the Citarum watershed.

The role of Greenpeace Indonesia

Greenpeace has been present in Indonesia since 2005, and is officially registered with the Ministry of Justice and Human Rights as a non-governmental organization, which was officially founded by six founders according to the statement in its founding deed. Greenpeace Indonesia pays attention to its campaign on several crucial issues, namely forestry, energy, water and marine issues. Forestry campaigns, especially peat forests, are related to global warming/climate change (Lestari, 2011). In addition to conducting forest campaigns in the territory of Indonesia, which incidentally is a developing country. Greenpeace also focuses on forest protection campaigns in several developed countries, such as Canada, Brazil, Russia and others, and has succeeded in improving millions of hectares in the areas of these countries. On the other hand Greenpeace is also promoting a campaign on the energy revolution, as a crucial component of climate change disaster management. The strategic step is to strive for a transition from using fossil energy to renewable energy that is more sustainable. So that energy efficiency can continue to be called upon to provide awareness to stakeholders, as well as the companies involved in it.

Greenpeace focuses on many environmental issues in Indonesia, such as providing protection for flora and fauna, especially the Sumatran tiger. During the last decade the population of this species has decreased and even experienced scarcity. The main factor causing this is the practice of deforestation which results in land conversion. So Greenpeace is also at the forefront of pressing stakeholders to stop activities that harm the environment and the species in it that have taken their natural habitat.

Talking about deforestation, it cannot be separated from the way to make it happen, namely by burning forests. Even though Indonesia as a country in Southeast Asia is considered the lungs of the world, because it consists of many forests which are a source of oxygen for the life of the world's people. But ironically, on Indonesian soil, forest fires are also very common. One of the causes of forest fires in Indonesia is the result of the attitude of the perpetrators of clearing land for oil palm, and it is done illegally. And the company that has the most massive practice of burning forests is Wilmar, especially in the Riau region of Sumatra. They are one of the largest producers of palm oil in Indonesia.

Furthermore, the aspect of life that is a source of community needs is water. However, along with the times, economic growth with increasing industrial activity has an impact on the cleanliness of water that has been contaminated by chemicals that are harmful to the health of living things. Therefore, water as an essential natural resource has entered a threatened stage, and thus deserves more consistent attention in order to avoid toxins that harm the ecology.

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In 2011 Greenpeace started a campaign for Clean Water Free of Toxic Chemicals in Indonesia by launching the Save the Citarum River campaign, entitled “Citarum Nadiku, Let's Reclaim it”. On the other hand, Greenpeace has progressively expanded its reach by holding a Marine Campaign in Indonesia. to end overfishing, then unlawful fishing practices, where reports and regulations are not carried out on this matter or referred to as Illegal, Unreported and Unregulated (IUU) fishing, as a form of threat in the process of managing marine resources and fisheries Various countermeasures carried out by Greenpeace in Indonesia are part of Greenpeace's global campaign in order to save the sea from the impacts of climate change, pollution and destructive fishing.

In this regard, Greenpeace Indonesia and other organizations have declared Indonesia's Joint Maritime Vision 2025 on 31 May 2013, as the basis for preparing the Indonesian Ocean Recovery Roadmap (Greenpeace Indonesia, 2007). The official launch of Greenpeace Indonesia's marine campaign was marked by the arrival of the Rainbow Warrior (III) ship in May-June 2013 as part of the Ocean Defender Tour in the Southeast Asia region. In addition, Greenpeace also launched a report on the urgency of threats currently being faced by Indonesia's seas, entitled: Indonesian Seas in Crisis. Finally, the case in the Citarum watershed became the author's concentration in research.

Greenpeace Indonesia program

Greenpeace as an organization outside the government that balances power has various strategies to influence policy, one of which is through the boomerang pattern. When the channel between a country and domestic actors such as local NGOs is blocked, a boomerang pattern appears which shows the characteristics of a transnational network. Because then local NGOs will seek international alliances to gain support, thus increasing external pressure on the country concerned. Thus, the accumulation of pressure generated by such a relationship pattern will get the attention of the government of a country that previously did not pay much attention and was committed to solving problems that were clear in fact. Therefore, transnational networks have strengthened demands from local groups, opened an open arena for issues raised, and ultimately brought these demands back to the domestic level (Keck & Sikkink 1998: 12). Keck & Sikkink (1998: 25) state that TAN can have a significant influence in five ways, including:

- a. **Creating agendas and issues.** Greenpeace Indonesia can take the media's focus by means of provocation, conducting debates, and holding international meetings. Furthermore, the impulse that triggers international communication regarding the issue will occur, then the stage of identifying the issue in order to get attention as a problem that requires a solution and must be overcome.
- b. **Influencing the position of countries and international organizations.** Greenpeace Indonesia's success can be seen when they get support from countries and international organizations in international declarations or succeed in changing Indonesian policies to be more adaptive to environmental issues.
- c. **Influence change procedures.** Changing policies is the first step in a political system, and the next step is successfully influencing countries and organizations (such as multinational companies) to change their work procedures to be more sustainable, meaning friendly to the environment. There are two benefits for Greenpeace Indonesia when an organization or country makes changes to their procedures. First, it is easier for Greenpeace Indonesia to lobby for changes in future targets. Second, new procedures can shape the relationship between organizations and advocacy networks
- d. **Influence the target actor's policy changes.** Greenpeace Indonesia can provide targets for certain countries or companies to change their policies, with various diplomatic approaches both in the international or global scope, namely through international organizations. If the target actors succeed in changing their policies in a sustainable manner, it is not impossible that they will motivate other actors to make changes for the better as well. However, many things often influence policy change, but it is not an easy thing to identify that TAN has a significant

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role in it

- e. **Influence state behavior.** This fifth thing shows that advocacy networks can provide motivation for the government of a country to commit to promises to solve environmental problems, especially what is of concern to researchers, namely the government's commitment to existential problems in the Citarum watershed.

5. CONCLUSION

Greenpeace Indonesia as one of the international organizations whose independence can be proven, moreover they do not cooperate with political or economic stakeholders, both the government and the private sector in reducing toxic waste in the Citarum river through the programs that have been implemented. The efforts made by Greenpeace in carrying out the program on the Citarum river are by providing counseling to residents in the Citarum river basin, then urging factories in the area not to dispose of industrial waste into the river. This is in line with Indonesia's commitment as a country that has ratified the Stockholm Convention and is obliged to comply with the collective agreement.

Furthermore, it is very crucial, where Greenpeace Indonesia also calls on the government to be more concerned about and responsive to what is happening in the Citarum river through campaigns conducted by Greenpeace Indonesia in the Citarum river basin. Not without basis, constitutionally the government has made regulations, including Government Regulation No. 74 of 2001 concerning the management of hazardous and toxic materials. Then as an effort to support the Stockholm Convention, Indonesia has also issued Law No. 19 of 2009 which regulates the problem of hazardous substances.

Basically Greenpeace Indonesia has implemented various programs based on two main points; first, by monitoring the waste that enters the Citarum river; second, socializing the dangers of industrial and household waste to the public. Greenpeace has also noticed that the apathy of the public and officials in supporting the countermeasures against the Citarum river tends to remain high, which triggers a lack of contribution from civil society. It is unavoidable the fact that the Citarum river will be increasingly polluted if this condition cannot be overcome by intensifying sustainable outreach.

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