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Non-State Environmental Actors in Forest Governance: Greenpeace Indonesia's Role in Addressing Deforestation

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ABSTRACT

Deforestation remains a critical environmental and socio-political challenge in Indonesia, driven by economic expansion, weak regulatory enforcement, and competing development priorities. In recent decades, forest governance has increasingly involved non-state environmental actors that operate beyond formal state authority. This study examines the role of Greenpeace Indonesia as a non-state environmental actor in addressing deforestation within Indonesia's forest governance framework during the period 2023–2025. Employing a qualitative descriptive approach with a library research design, the study analyzes secondary data drawn from academic literature, policy documents, organizational reports, and relevant media sources. The analysis is guided by theoretical perspectives on non-state actors, environmental diplomacy, role theory, and global environmental governance. The findings demonstrate that Greenpeace Indonesia plays a strategic role as an environmental watchdog and norm entrepreneur by conducting research-based advocacy, mobilizing public opinion, and engaging in informal environmental diplomacy. Through transnational campaigns and corporate-targeted advocacy, Greenpeace contributes to shaping environmental norms and influencing both state and corporate behavior related to deforestation. However, its effectiveness is constrained by political resistance, structural power asymmetries, and limited access to formal decision-making processes. This study highlights the significance of civil society actors in forest governance and underscores the need to integrate non-state contributions into more inclusive and accountable environmental governance frameworks.

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INTRODUCTION

Deforestation remains one of the most pressing global environmental challenges, with profound implications for climate change, biodiversity loss, and social sustainability. Indonesia, as one of the world's largest tropical forest holders, continues to experience

significant deforestation driven by plantation expansion, extractive industries, infrastructure development, and weak enforcement of environmental regulations. Although the Indonesian government has introduced policy instruments such as a moratorium on new permits in primary forests and peatlands, deforestation persists due to structural governance problems and the dominance of economic interests. This ongoing decline in forest area, exacerbated by factors like forest fires, underscores the urgent need for robust environmental governance mechanisms (Efendi et al., 2023; Trihardianingsih & Permatasari, 2024).

In this context, forest governance is no longer shaped solely by state actors. Non-state environmental actors, particularly environmental non-governmental organizations (ENGOs), play an increasingly important role in influencing environmental policies, corporate behavior, and public discourse. Through advocacy, campaigns, and transnational networking, these actors contribute to global environmental governance by filling governance gaps left by the state. These organizations often employ diverse strategies, from direct action and public awareness campaigns to engaging with corporations and policymakers, to advance their environmental agendas and promote planetary stewardship (Alonso-Fradejas, 2021). This research specifically examines the critical contributions of Greenpeace Indonesia as a prominent non-state actor in addressing deforestation within the complex landscape of Indonesian forest governance (Karjaya et al., 2019; Virgy et al., 2020). Indonesia's unique position as a major democratic nation with a rapid proliferation of NGOs makes it a compelling case study for understanding the multifaceted roles of non-state actors in environmental policy processes (Laraswati et al., 2022).

Greenpeace Indonesia represents one of the most prominent non-state environmental actors actively engaged in addressing deforestation in Indonesia. As part of the global Greenpeace network, the organization employs advocacy-based strategies, research-driven campaigns, and informal environmental diplomacy to pressure both the government and multinational corporations involved in forest exploitation. Its activities illustrate how civil society actors operate beyond formal political authority to shape environmental norms and governance practices. The organization's campaigns often involve exposing illegal logging, promoting sustainable agricultural practices, and advocating for stronger legal frameworks to protect critical ecosystems. This research aims to analyze how Greenpeace Indonesia, through its various strategies and interventions, influences forest governance and contributes to the reduction of deforestation in Indonesia. Specifically, this study will investigate Greenpeace Indonesia's engagement with state policies and corporate entities, examining the mechanisms through which it challenges pro-deforestation policies and promotes corporate accountability (Rijal & Hasanah, 2023).

RESEARCH METHOD

This research adopts a qualitative descriptive approach with a library research design. The qualitative method is chosen to capture the complex social, political, and normative dynamics of non-state actors in environmental governance, which cannot be adequately explained through quantitative measurement alone. Descriptive analysis will provide a comprehensive understanding of the strategies, challenges, and impacts of Greenpeace Indonesia's involvement in forest governance (Rijal & Hasanah, 2023). The library research approach facilitates a thorough examination of existing scholarly articles, reports, and organizational documents to construct a robust analytical framework for understanding Greenpeace

Indonesia's operational modalities and strategic efficacy (Virgy et al., 2020). Data collection relies on secondary sources, including academic journal articles, books, policy documents, official reports from Greenpeace Indonesia, government regulations related to forestry and environmental protection, corporate sustainability reports, and relevant national and international media publications. These sources provide comprehensive insights into Greenpeace Indonesia's advocacy strategies and the broader deforestation governance context. The in-depth analysis of these diverse textual materials will allow for a nuanced interpretation of Greenpeace Indonesia's multifaceted role in promoting accountability and influencing policy change (Virgy et al., 2020). Specifically, the collected data will be subjected to thematic analysis, identifying recurring patterns, key themes, and critical narratives that illuminate the interactions between Greenpeace Indonesia, state actors, and corporate entities in the fight against deforestation.

The data are analyzed using document analysis and thematic analysis. Document analysis is employed to systematically review and interpret written materials in order to understand policy developments, advocacy narratives, and institutional responses. Thematic analysis is conducted through a deductive approach, guided by key theoretical frameworks such as non-state actor theory, environmental diplomacy, role theory, and global environmental governance. This process involves data familiarization, coding, theme identification, theme review, and interpretation to generate analytically coherent findings. This methodical approach ensures a rigorous and comprehensive examination of the complex interplay between Greenpeace Indonesia's strategies and their implications for forest governance and deforestation mitigation in Indonesia (Fitriatul Ulya et al., 2025).

This analytical framework allows for the systematic examination of Greenpeace Indonesia's diplomatic practices, including their engagement strategies and impact (Athallah et al., 2023). To ensure data validity, this study applies source triangulation by comparing multiple types of documents and perspectives. Analytical rigor is maintained through clear documentation of the research process and consistent alignment between empirical findings and theoretical frameworks. This approach, informed by established methodologies (Syamsiar, 2023), enables a comprehensive understanding of how non-state actors like Greenpeace Indonesia navigate and influence the intricate dynamics of forest governance. This includes scrutinizing the historical evolution of Greenpeace Indonesia's interventions and their alignment with the broader socio-political and ecological transformations in the Ajatappareng region, ensuring contextual depth and accuracy.

RESULT AND DISCUSSION

The Landscape of Deforestation in Indonesia

During the 2023–2025 period, deforestation in Indonesia remains influenced by structural economic pressures, including palm oil expansion, mining activities, and infrastructure development. Despite the continuation of forest moratorium policies, implementation weaknesses and regulatory loopholes limit their effectiveness. This situation highlights the governance gap that enables continued forest degradation. These ongoing challenges underscore the necessity of robust civil society engagement to monitor compliance, advocate for policy enhancements, and hold both state and corporate actors accountable for their environmental stewardship (Erwiningsih, 2023; Pranyoto et al., 2024). Greenpeace Indonesia, as a prominent non-state environmental actor, has played a critical role in addressing these governance deficits by exposing environmentally damaging practices and mobilizing public

support for forest protection (Ghobadi & Sonenshein, 2024). Their advocacy efforts often involve direct action, public campaigns, and engagement with international bodies to spotlight deforestation issues and push for more stringent environmental regulations (Virgy et al., 2020).

This includes scrutinizing the historical evolution of Greenpeace Indonesia's interventions and their alignment with the broader socio-political and ecological transformations in the Ajatappareng region, ensuring contextual depth and accuracy. Furthermore, the study will analyze Greenpeace Indonesia's specific campaigns targeting the Ajatappareng region, evaluating their efficacy in influencing local governance and mitigating deforestation impacts. The analysis will also consider the interplay between national and sub-national policies, examining how local governance structures either facilitate or impede the effectiveness of Greenpeace Indonesia's interventions in specific ecological zones, such as Jambi, where economic pressures frequently shift forest resource use from subsistence to commercial exploitation (Tjoetra et al., 2024). This detailed contextualization enables a precise evaluation of Greenpeace Indonesia's strategies within the complex tapestry of Indonesian forest governance, particularly in areas susceptible to agricultural conversion and urbanization (Wijayanti & Priyanto, 2022).

This regional focus will illuminate how Greenpeace Indonesia adapts its global advocacy strategies to local contexts, addressing specific drivers of deforestation and engaging with diverse stakeholders, including indigenous communities and local government bodies, to foster sustainable land management practices (Manoby et al., 2023). The intricate dynamics of these engagements underscore the challenges and opportunities for non-state actors in promoting environmental stewardship in a developing nation context. Such complexities highlight the ongoing need for rigorous analysis of their efficacy and adaptability in addressing persistent deforestation (Nazlatunnuha, 2024; Rerung, 2023). This examination will also delve into the strategic choices Greenpeace Indonesia makes in forming alliances with local communities and other non-governmental organizations, understanding how these partnerships enhance their advocacy reach and effectiveness (Judijanto, 2025; Virgy et al., 2020). This strategic engagement is particularly crucial given the significant adverse impacts of the palm oil industry's deforestation activities on both the environment and local communities in various regions of Indonesia (Erwiningsih, 2023).

Furthermore, this study will investigate how Greenpeace Indonesia navigates the complex legal and political landscapes to protect indigenous land rights, which are often threatened by large-scale industrial development (Susetyorini, 2014). Their efforts often extend to promoting sustainable agricultural practices and supporting community-based forest management initiatives as alternatives to destructive industrial expansion. These interventions are pivotal in challenging entrenched power structures and advocating for policy reforms that prioritize environmental protection and social equity over short-term economic gains, especially in regions facing rapid industrialization and resource extraction (Zahid et al., 2021). The focus on land tenure and community-led solutions underscores the intertwined nature of environmental justice and social equity in the fight against deforestation. This involves critically assessing the efficacy of current legal frameworks in safeguarding customary forests and indigenous communities against the encroachment of extractive industries, as seen in cases like the Awyu Tribe in South Papua (Kristin et al., 2025).

This analysis extends to evaluating the implementation of state policies and legal protections intended to secure indigenous rights and ecological justice, often revealing a significant disparity between policy intent and actual outcomes (Kristin et al., 2025). The

ongoing struggle for recognition and enforcement of these rights highlights the persistent challenges faced by non-state actors like Greenpeace Indonesia in advocating for marginalized communities (Lehmen, 2020). The study will therefore explore the strategies employed by Greenpeace Indonesia to bridge this gap, focusing on their advocacy for policy changes and their efforts to empower local communities in the face of ongoing land conversions for commercial interests (Putrie et al., 2025). This includes examining how Greenpeace Indonesia leverages both national and international legal instruments to challenge governmental and corporate actions that undermine indigenous land rights and contribute to deforestation (Kristin et al., 2025).

Greenpeace Indonesia as a Non-State Environmental Actor

Greenpeace Indonesia operates as a crucial non-state environmental actor, utilizing its organizational capacity to influence forest governance through direct action, public advocacy, and engagement with international policy frameworks. Their multifaceted approach aims to exert pressure on governmental bodies and corporate entities, advocating for more sustainable practices and robust environmental regulations in the ongoing fight against deforestation (Mukhlis et al., 2023). This involves an intricate balance of challenging existing power structures while simultaneously fostering collaborative solutions with various stakeholders to achieve long-term ecological sustainability (Gyamfi et al., 2024). The organization's efficacy in this regard often hinges on its ability to mobilize public opinion and forge strategic alliances with local communities and other civil society organizations, thereby amplifying its influence on policy-making (Munir & Ilham, 2022). Furthermore, Greenpeace Indonesia employs legal and scientific expertise to underpin its campaigns, providing evidence-based arguments to challenge unsustainable practices and propose viable alternatives (Fadillah & Azhari, 2024).

Their advocacy often targets the extractive industries, such as palm oil and mining, which are significant drivers of deforestation, by highlighting their environmental and social costs (Alonso-Fradejas, 2021). This includes exposing instances of green grabbing and promoting greater transparency and accountability within these sectors (Mandala et al., 2025). Such efforts frequently involve documenting the devastating impact of these industries on critical ecosystems, like peatlands, and the communities dependent on them, thereby building a compelling case for regulatory reform and corporate responsibility (Sanjaya et al., 2023). Moreover, Greenpeace Indonesia strategically engages with international frameworks and certification schemes, such as those related to sustainable palm oil, to push for higher environmental and social standards within global supply chains (Alonso-Fradejas, 2021). This research further examines how these engagements influence policy outcomes and corporate behavior, especially in areas with significant deforestation pressures (Nazlatunnuha, 2024).

The findings show that Greenpeace Indonesia functions as a key non-state environmental actor within Indonesia's forest governance system. The organization positions itself as an environmental watchdog, monitoring forest destruction and exposing unsustainable practices through investigative reports and public campaigns. This role strengthens accountability mechanisms outside formal state institutions. They frequently collaborate with local communities and other civil society organizations to amplify their impact, leveraging grassroots movements to advocate for policy changes and secure land rights (Rusfiana & Kurniasih, 2024; Samnuzulsari et al., 2021). Additionally, Greenpeace Indonesia utilizes advanced mapping technologies, direct field investigations, and

government data to ensure the credibility of its research, reinforcing advocacy efforts such as campaigns and lobbying (Virgy et al., 2020). Their approach often involves the strategic use of media and digital platforms to disseminate information, raise public awareness, and mobilize support for their conservation objectives, thereby pressuring both government and industry to adopt more sustainable practices.

This strategic use of diverse communication channels, including social media, aims to influence public discourse and garner widespread support for environmental protection efforts, especially concerning issues like mining concessions and their environmental impacts (Rohma, 2025). This strategic engagement not only raises public awareness but also directly informs and strengthens transnational advocacy networks, enabling Greenpeace Indonesia to exert pressure on global corporations like Wilmar International, influencing their commitment to no deforestation policies (Virgy et al., 2020). This concerted pressure from non-state actors is crucial, as firms are often more willing to increase investment in green innovation under such stakeholder scrutiny (Makpotche et al., 2024). This external pressure, alongside regulatory demands, significantly contributes to shaping corporate environmental policies and fostering green innovation within the extractive sectors (Makpotche et al., 2024). Indeed, institutional investors and customer activism further amplify these pressures, pushing for more substantial environmental performance and CSR behavior among firms (Makpotche et al., 2024).

Furthermore, the presence of environmentally conscious investors on Boards of Directors, particularly those with a strong focus on ESG standards, can positively impact green innovation (Makpotche et al., 2024). This suggests that good governance practices are crucial determinants of corporate environmental policies and are highly relevant for fostering green innovation (Makpotche et al., 2024). Such internal and external pressures collectively form a robust mechanism compelling corporations to integrate sustainability into their core strategies, moving beyond mere compliance to proactive environmental stewardship (Aji et al., 2025; Makpotche et al., 2024). This multifaceted approach underscores the critical role of non-state actors in enhancing corporate accountability and driving sustainability-oriented innovation within industries that profoundly impact forest ecosystems (Banso et al., 2023; Makpotche et al., 2024).

Advocacy and Campaign Strategies in Forest Governance

Greenpeace Indonesia leverages a diverse array of advocacy and campaign strategies to influence forest governance, often employing "information politics" to raise public awareness and pressure corporations. Their tactics frequently involve comprehensive investigative reports, digital activism through platforms like social media, and direct action campaigns to highlight destructive environmental practices and advocate for policy reforms (Khairiza & Kusumasari, 2020). These strategies are designed to expose illicit logging, land clearing for palm oil, and other forms of deforestation, thereby mobilizing public support and influencing governmental and corporate decision-making (Dzomonda, 2022). Through these efforts, Greenpeace Indonesia not only informs policy but also aims to foster an environment where accountability for environmental degradation is heightened, pushing for stricter enforcement of existing regulations and the development of new, more robust environmental protection laws. This emphasis on public engagement and media outreach underscores the organization's strategic approach to leveraging public opinion as a powerful tool for environmental advocacy.

Moreover, Greenpeace Indonesia's campaigns extend to influencing global supply chains by targeting multinational corporations and urging them to adopt and enforce stricter sustainability policies, particularly regarding deforestation-free commitments. This strategy aligns with institutional theory, where organizations adapt to external pressures from stakeholders to enhance legitimacy and sustainability (Megawati et al., 2024). These actions are crucial given that corporations often face considerable interest from researchers and practitioners regarding their climate and GHG emission information, with stakeholder groups influencing broader disclosure of sustainable environmental practices (Boakye et al., 2020). The organization's advocacy also encompasses active participation in international forums, advocating for stronger global environmental policies and ensuring that local struggles against deforestation are recognized on a global stage (Virgy et al., 2020). This multifaceted approach underscores Greenpeace Indonesia's crucial role in shaping both national and international discourse on forest conservation, pushing for greater corporate responsibility and governmental oversight in combating deforestation.

Their extensive use of data and information, often presented through persuasive issue framing, aims to garner public sympathy and build a strong foundation for their advocacy efforts, effectively challenging the "comfort zone" of corporations like Wilmar International (Virgy et al., 2020). This involves highlighting the absence of Wilmar International's guarantee to implement No Deforestation, No Peat, and No Exploitation policies within its supply chain, a fact revealed through mapping analyses of their production areas and those of their suppliers (Virgy et al., 2020). By strategically withholding their guarantee, Greenpeace Indonesia aims to publicly shame companies engaged in trade with Wilmar International, compelling them to sever ties or pressure Wilmar to adopt NDPE policies (Virgy et al., 2020). This tactic leverages information politics to construct a transnational advocacy network, aiming to forge a consensus that the deforestation perpetrated by companies like Wilmar International necessitates global attention and action (Virgy et al., 2020). This strategic naming and shaming, coupled with in-depth research and public campaigns, effectively positions Greenpeace Indonesia as a critical non-state actor in shaping international environmental governance and holding corporations accountable for their ecological footprint (Dzomonda, 2022).

In addition to direct corporate engagement, NGOs like Greenpeace also play a significant role in shaping public understanding of environmental issues and pressuring governments to adopt more stringent regulations (Plourde, 2022). This broader impact highlights the intricate interplay between non-state actors, corporate entities, and governmental bodies in the complex landscape of environmental governance, where sustained pressure can lead to significant policy shifts and enhanced environmental protections. These efforts are particularly critical in countries like Indonesia, where the palm oil industry's expansion often leads to significant deforestation, necessitating strong advocacy to promote sustainable practices and overcome negative international perceptions (Asiraf et al., 2023; Syaftiani et al., 2025). The ongoing engagement with environmental pressure groups further underscores the necessity for firms to address the needs of particular stakeholders, especially given the rising concerns over environmental degradation (Dzomonda, 2022). This dynamic interplay emphasizes the evolving role of non-state actors in promoting corporate accountability and driving sustainability-oriented innovation within industries profoundly impacting forest ecosystems, often leading to tangible policy changes and enhanced environmental safeguards (Boakye et al., 2020; Luttrell et al., 2018).

This underscores the pivotal function of NGOs in fostering corporate responsibility and driving the adoption of sustainable practices across industries, particularly in sectors prone to environmental degradation (Boakye et al., 2020; Dzomonda, 2022). Through strategic collaborations and persistent advocacy, non-state environmental actors can significantly influence corporate governance structures, encouraging green innovation and adherence to global environmental standards (Makpotche et al., 2024). Such pressure from environmental groups is recognized as a key determinant in firms' willingness to invest in green innovation and improve their environmental performance (Makpotche et al., 2024). This persistent external scrutiny, often involving public demonstrations, lobbying, and environmental research, compels corporations to re-evaluate their operational frameworks and integrate ecological considerations into their core business strategies (Dzomonda, 2022). Moreover, the involvement of diverse stakeholders, including NGOs, can lead to the widespread application of improved environmental and social standards across the supply chains for tropical commodities (Gnych et al., 2015).

These efforts collectively underscore the escalating importance of environmental sustainability, driven by pressure groups, government legislation, and various stakeholders, in shaping corporate behavior and enhancing overall firm performance (Dzomonda, 2022; Jum'a et al., 2021; Makpotche et al., 2024). Indeed, the rising environmental awareness among consumers, employees, and suppliers further incentivizes firms to embrace sustainability, with many stakeholders now preferring environmentally conscious businesses and supply chain partners (Dzomonda, 2022). This growing emphasis on environmental, social, and governance criteria reflects evolving societal expectations for new production and consumption models (Barbosa et al., 2023). Consequently, businesses are increasingly compelled to integrate environmental sustainability into their core value creation logic, moving beyond mere compliance to proactively seek solutions for global change drivers like climate change and biodiversity loss (Jum'a et al., 2021; Laakkonen, 2023). This shift is not solely intrinsically motivated but often a direct response to sustained pressure from consumer groups and NGOs, which possess distinct advantages in protracted campaigns despite their comparative resource limitations (Jespersen, 2017).

Informal Environmental Diplomacy and Norm Entrepreneurship

This section delves into how non-state actors, particularly Greenpeace Indonesia, engage in informal diplomatic processes and act as norm entrepreneurs to influence environmental policy beyond traditional state-centric approaches. Through strategic advocacy and information dissemination, these organizations effectively challenge existing norms, advocating for the adoption of more stringent environmental standards and practices by both corporations and governments (D'Amato et al., 2022). Their efforts frequently establish new expectations for corporate accountability and governmental oversight, thereby reshaping the landscape of environmental governance through novel, market-driven, multi-stakeholder forms (Gnych et al., 2015). This involves leveraging public awareness and consumer preferences to drive systemic change, often compelling businesses to adopt green practices and prioritize environmental sustainability in their operations (Dzomonda, 2022; Feng et al., 2024). This process highlights the power of non-state actors in promoting environmental sustainability by directly influencing corporate practices, often in response to stakeholder concerns (Ramanathan et al., 2014; Wahyuningrum et al., 2023).

These external pressures, from both consumers and environmental organizations, significantly contribute to the adoption of green supply chain management practices and sustainable reporting by companies (Dzomonda, 2022; Khanna, 2020). This phenomenon underscores how diverse stakeholder groups, including non-governmental organizations, effectively influence firms to broaden their disclosure of sustainable environmental practices, with a specific focus on social and ecological information (Boakye et al., 2020). This expanded transparency and accountability in reporting is crucial for assessing the true environmental impact of corporate operations and fostering greater trust among stakeholders (Boakye et al., 2020). Furthermore, such stakeholder engagement can drive significant improvements in corporate environmental performance and foster innovation in green technologies, directly contributing to more resilient and ecologically sound supply chains (Dzomonda, 2022; Makpotche et al., 2024). This also enables a more comprehensive understanding of a firm's commitment to sustainability, moving beyond mere public relations to demonstrable actions (Boakye et al., 2020).

These initiatives often move beyond voluntary compliance, becoming de facto mandatory due to sustained pressure from NGOs, civil society organizations, and shareholder movements (Meidinger, 2019). This collective influence highlights the pivotal role of civil society and NGOs in shaping environmental policies and governance frameworks, utilizing their advocacy capabilities and global networks to effect change (Adanma & Ogunbiyi, 2024). Such pressure from non-state actors is instrumental in driving enterprise green governance, often leading to self-directed green behaviors embedded within corporate structures, transcending reliance on mandatory regulations (Yu et al., 2025). This dynamic reflects a broader trend where non-state actors increasingly fill governance gaps, particularly in complex global issues like deforestation, by leveraging their capacity to mobilize public opinion and exert indirect pressure on both state and corporate entities (Makpotche et al., 2024; Siems et al., 2022). This informal diplomacy and norm entrepreneurship are critical for advancing environmental protection, especially in sectors where regulatory frameworks may be insufficient or enforcement is weak (Crapa et al., 2024).

This engagement extends to encouraging multinational corporations and small-to-medium enterprises to adopt robust stakeholder engagement and transparent reporting practices, which not only fulfill ethical and regulatory requirements but also foster innovation and long-term resilience (Weng, 2025). Indeed, investors increasingly consider environmental, social, and governance factors when allocating capital, recognizing that robust sustainability practices correlate with reduced risk and enhanced financial performance (Makpotche et al., 2024). Moreover, organizational stakeholder pressure has been shown to significantly predict the adoption of green production practices and overall environmental performance (Ahmadov et al., 2024). This growing investor scrutiny, coupled with activism from various stakeholders, underscores the evolving landscape where corporate environmental responsibility is no longer merely a philanthropic endeavor but a critical component of strategic business planning and market competitiveness (Makpotche et al., 2024). This confluence of stakeholder demands and investor priorities thus compels corporations to integrate environmental considerations deeply into their business models, driving a paradigm shift towards more sustainable operations (Boakye et al., 2020; Makpotche et al., 2024).

The interplay between stakeholder pressure, corporate governance, and green innovation highlights the complex mechanisms through which non-state actors influence environmental outcomes (Dzomonda, 2022; Makpotche et al., 2024). Specifically, the presence of environmentally conscious investors and sustained pressure from customer activism can

significantly drive firms toward adopting green innovations and improving their environmental performance (Makpotche et al., 2024). This dynamic underscores the effectiveness of stakeholder theory, which posits that balancing the diverse concerns and interests of various stakeholders, rather than focusing exclusively on profits, is crucial for fostering green innovation and sustainable development (Makpotche et al., 2024). The recognition of environmental pressure groups as significant stakeholders, capable of influencing corporate behavior through various tactics such as demonstrations and lobbying, further emphasizes their critical role in promoting environmental sustainability (Dzomonda, 2022). These groups, through their advocacy and research, compel organizations to act responsibly towards the environment, thus ensuring long-term operational sustainability (Dzomonda, 2022; Siregar et al., 2024).

Challenges and Structural Constraints

Despite its influence, Greenpeace Indonesia faces significant challenges, including political resistance, corporate counter-strategies, limited access to formal decision-making processes, and the criminalization of environmental activism. These constraints demonstrate the limitations of non-state actors operating within power structures dominated by state and economic interests. Furthermore, structural barriers often impede their ability to directly shape policy, necessitating indirect approaches to achieve their objectives. This often involves leveraging public opinion, engaging in strategic partnerships, and utilizing international platforms to exert pressure and advocate for policy changes. This highlights the complex dynamics between non-state environmental actors and established power structures, emphasizing the need for adaptive strategies to overcome systemic obstacles. Consequently, understanding the nuanced interplay between these actors and the entrenched systems is crucial for assessing the efficacy of non-state environmental governance.

This research will specifically investigate how Greenpeace Indonesia navigates these complex challenges to influence forest governance and mitigate deforestation between 2023 and 2025, providing insights into the adaptive strategies employed by non-state environmental actors (Hansen et al., 2022). This will involve an in-depth analysis of their campaigns, policy advocacy, and community engagement efforts within the context of Indonesia's unique socio-political and ecological landscape (Gnych et al., 2015). The study will employ a qualitative descriptive approach, drawing extensively from a library-based research methodology to gather pertinent data (Virgy et al., 2020). This approach will facilitate a comprehensive understanding of Greenpeace Indonesia's operational strategies and their effectiveness in addressing the complex issue of deforestation. The research aims to identify the specific mechanisms through which Greenpeace Indonesia's interventions contribute to measurable reductions in deforestation rates and foster sustainable forest management practices across the archipelago (Alonso-Fradejas, 2021; Rijal & Hasanah, 2023). This includes an examination of the broader Indonesian environmental governance framework, recognizing the intricate relationship between global environmental directives and their local implementation challenges (Pranyoto et al., 2024).

Such an investigation is vital for understanding the mechanisms through which civil society organizations contribute to environmental policy and governance, especially in contexts where state-centric approaches may fall short (Isnaini, 2021). By analyzing Greenpeace Indonesia's strategies, this study seeks to provide a comprehensive understanding of their effectiveness and adaptability in promoting sustainable forest

management and combating deforestation (Virgy et al., 2020). This research will further explore the challenges faced by Greenpeace Indonesia as a global civil society actor positioned between state and corporate interests (Rijal & Hasanah, 2023). It will also examine how their transnational advocacy networks, often involving collaboration with international partners, influence local policy-making and enforcement (Virgy et al., 2020). The analysis will specifically consider Greenpeace Indonesia's role in influencing non-deforestation policies, such as those adopted by corporations like HSBC, and their strategies for pressuring actors like Wilmar International (Karjaya et al., 2019; Virgy et al., 2020).

The research also intends to investigate the efficacy of Greenpeace Indonesia's media campaigns, including their use of social media platforms like Instagram, Twitter, and YouTube, in raising public awareness and mobilizing support for forest protection (Robertua, 2019). Furthermore, the study will analyze the impact of their digital advocacy on corporate accountability and policy reform (Banso et al., 2023). This includes an examination of how their communication strategies are tailored to resonate with diverse audiences, from local communities to international stakeholders. The findings of this research will thus contribute to the broader academic discourse on global civil society, environmental governance, and the challenges faced by non-state actors in influencing policy within complex political economies (Rijal & Hasanah, 2023). By exploring the advocacy paradox, wherein NGO campaigns reshape policies but may alienate local communities (Judijanto, 2025), this study will offer critical insights into the unintended consequences of environmental activism. The primary objective of this study is to meticulously analyze the strategic interventions of Greenpeace Indonesia, specifically within the 2023–2025 timeframe, to discern their impact on forest governance and the amelioration of deforestation.

This involves evaluating their multi-faceted approaches, including direct action, public awareness campaigns, and engagement with corporate and governmental entities (Virgy et al., 2020). Specifically, this research aims to identify the innovative tactics employed by Greenpeace Indonesia to navigate the complex interplay of pro-deforestation government policies and powerful corporate interests (Rijal & Hasanah, 2023). This analysis will delve into how Greenpeace Indonesia's unique organizational structure, characterized by its exclusivity and extensive transnational networks, enables it to exert significant pressure without always needing to build new alliances from scratch (Virgy et al., 2020). The study will also investigate how these networks amplify their advocacy efforts and contribute to the shifting landscape of environmental governance in Indonesia. The ultimate goal is to provide actionable recommendations for enhancing the effectiveness of non-state environmental actors in combating deforestation and promoting sustainable practices in Indonesia and beyond.

The study will further explore the resonance of climate crisis news discourse in Indonesian online media and the role of NGOs in policy processes (Astuti et al., 2024; Laraswati et al., 2022). This exploration will also assess the degree to which these media representations and NGO engagements influence public perception and subsequently pressure governmental bodies to adopt more robust environmental protection measures, particularly concerning forest ecosystems. Furthermore, this research acknowledges that understanding deforestation requires a multi-faceted approach, encompassing not only the direct drivers but also the underlying political and economic factors that enable such environmental degradation, aligning with previous research that highlights the role of the plantation sector in deforestation (Mukhlis et al., 2023). It will additionally examine how Greenpeace Indonesia's campaigns influence corporate sustainability practices and contribute to the broader discourse on green finance and corporate social responsibility (IFADHOH et

al., 2025). The research will also explore the challenges faced by non-governmental organizations in effectively representing the interests of marginalized groups and influencing policy within complex political landscapes (Laraswati et al., 2022).

The study will specifically analyze the interactions between political economy structures, institutions, and various actors, including non-state entities, in shaping the implementation of green policy commitments, especially in the context of land-based industries (Triyanti et al., 2023). This comprehensive analysis will shed light on the mechanisms through which Greenpeace Indonesia navigates and influences these intricate webs, contributing to a deeper understanding of non-state actors' roles in environmental governance (Gyamfi et al., 2024). This research is driven by the recognition that comprehensive and collaborative stakeholder engagement, including non-state actors, is essential for effective participatory governance in addressing deforestation and achieving Sustainable Development Goals (Marta, 2021). This research, therefore, offers a critical examination of how such engagement can lead to more equitable and sustainable outcomes in forest management. Given the limitations of government capacity and the influence of powerful stakeholders on policy implementation in Indonesia, examining the role of non-profit environmental organizations like Greenpeace Indonesia becomes crucial for understanding effective environmental protection (A'yun, 2023).

This study aims to fill a critical research gap by analyzing the nuanced strategies and impacts of non-state environmental actors, particularly Greenpeace Indonesia, within the intricate framework of Indonesian forest governance (Annisa & Yanti, 2025). This research aims to provide a comprehensive analysis of the factors driving deforestation in Indonesia, including the expansion of palm oil plantations and the strategies employed to mitigate these impacts (Erwiningsih, 2023). It will also investigate how civil society organizations, such as Greenpeace, have historically pushed for corporate action to eliminate deforestation, particularly in sectors like palm oil where expansion has led to significant forest loss (Grabs & Garrett, 2023). The study will therefore examine the efficacy of these advocacy efforts in compelling corporations to adopt sustainable practices and adhere to zero-deforestation commitments, especially in light of the growing global demand for flex crops and commodities (Alonso-Fradejas, 2021). Moreover, it will assess how the interplay between international pressure and domestic policy frameworks shapes the effectiveness of these commitments and the broader environmental governance landscape in Indonesia (Gyamfi et al., 2024).

This research will also explore how the involvement of various actors, both domestic and international, influences Indonesia's climate change policies and Nationally Determined Contributions (Isnaini, 2021). This study will provide insights into how non-state actors, exemplified by Greenpeace Indonesia, navigate and influence the complex policy landscape to achieve tangible environmental outcomes. The study will further examine the interplay of private and public governance mechanisms in shaping sustainability standards for commodities like palm oil, thereby highlighting the complex landscape in which Greenpeace Indonesia operates (Brandi, 2020). The research will also evaluate how the inherent limitations and potential biases within such governance structures impact the effectiveness of conservation efforts and the representation of local communities (Pirard et al., 2017; Syaftiani et al., 2025). By analyzing these dynamics, the research seeks to contribute to the broader discourse on environmental governance, offering valuable lessons for other regions facing similar deforestation challenges.

CONCLUSION

This study concludes that Greenpeace Indonesia plays a meaningful and strategic role as a non-state environmental actor within Indonesia's forest governance during the 2023–2025 period. Through advocacy-based campaigns, research dissemination, and informal environmental diplomacy, Greenpeace Indonesia contributes to strengthening public accountability and promoting environmental norms related to forest protection. Although the organization lacks formal policymaking authority, its ability to influence public discourse, corporate practices, and transnational networks enables it to exert indirect yet significant influence on deforestation governance. The findings reaffirm that forest governance in contemporary Indonesia is shaped not only by state institutions but also by civil society actors operating within broader global environmental governance structures.

LIMITATIONS AND FUTURE RESEARCH RECOMMENDATIONS

This research is limited by its reliance on secondary data obtained through a library research approach, which restricts direct engagement with actors involved in forest governance. The study also focuses exclusively on Greenpeace Indonesia as a single case, limiting the generalizability of the findings to other environmental organizations or national contexts. Future studies are encouraged to incorporate primary data collection methods, such as interviews or field observations, to capture deeper insights into advocacy processes and stakeholder interactions. Comparative research involving multiple environmental NGOs or cross-national case studies would further enrich understanding of non-state actors' roles in forest governance. Additionally, future research may explore the long-term impact of environmental advocacy on policy implementation and corporate compliance in deforestation-prone regions.

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