

**TRANSNASIONALISASI GERAKAN *NI UNA MENOS* DALAM
MENYUARAKAN KEKERASAN BERBASIS GENDER TERHADAP
PEREMPUAN DI MEKSIKO**

*Disusun dan diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana Ilmu Sosial (S.Sos) Strata – 1*



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UNIVERSITAS MUHAMMADIYAH MALANG

2025

**TRANSNASIONALISASI GERAKAN *NI UNA MENOS* DALAM
MENYUARAKAN KEKERASAN BERBASIS GENDER TERHADAP
PEREMPUAN DI MEKSIKO**

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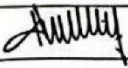
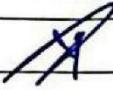
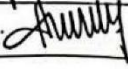
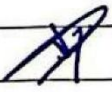


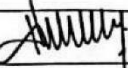
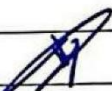
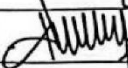

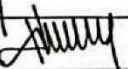

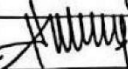
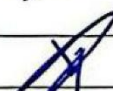

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2. Apabila ternyata di dalam naskah tugas akhir ini dapat dibuktikan terdapat unsur- unsur PLAGIASI, saya bersedia TUGAS AKHIR INI DIGUGURKAN dan GELAR AKADEMIK YANG TELAH SAYA PEROLEH DIBATALKAN, serta diproses sesuai dengan ketentuan hukum yang berlaku.
3. Tugas akhir ini dapat dijadikan sumber pustaka yang merupakan HAK BEBAS ROYALTY NON EKSKLUSIF.

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ABSTRAK

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Penelitian ini bertujuan untuk menganalisis transnasionalisasi gerakan *Ni Una Menos* dalam memperjuangkan keadilan bagi perempuan di Meksiko melalui kampanye dan aksi yang dilakukan terhadap masalah kekerasan berbasis gender dengan menggunakan konsep *Transnational Social Movement* melalui mekanisme *diffusion*, *brokerage*, dan *scale shift* dan konsep *Gender Based Violence*. Penelitian ini menggunakan metode deskriptif analitik, dengan teknik pengumpulan data melalui studi literatur seperti jurnal, berita, laporan, artikel, dan studi pustaka. Hasil penelitian ini menunjukkan bahwa gerakan *Ni Una Menos* dalam difusinya menyebar dengan cepat ke Meksiko karena persamaan situasi dan terinspirasi masyarakat Meksiko untuk menyuarakan kekerasan terhadap perempuan disana. Mekanisme *brokerage* muncul ketika aktor-aktor kolektif dan organisasi hak asasi manusia menjembatani aktivisme *Ni Una Menos* melalui jaringan digital dan advokasi hukum dalam memfasilitasi legitimasi gerakan *Ni Una Menos*, pengetahuan, dan mobilisasi sumber daya. Sementara itu, mekanisme *scale shift*, mengubah protes menjadi mobilisasi nasional hingga mendapatkan respon dari pemerintah dan menggabungkan perjuangan perempuan di Amerika Latin.

Kata Kunci: Kampanye, Kekerasan Berbasis Gender, Meksiko, Ni Una Menos

Malang, 7 Mei 2025

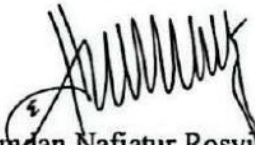
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ABSTRACT

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This study aims to analyze the transnationalization of Ni Una Menos movement in fighting for justice for women in Mexico through campaigns and actions carried out on gender-based violence issues using the concept of Transnational Social Movement through the mechanisms of diffusion, brokerage, and scale shift and the concept of Gender Based Violence. This study uses a descriptive analytical method, with data collection techniques through literature studies such as journals, news, reports, articles, and library studies. The results of this study indicate that the Ni Una Menos movement in its diffusion spread rapidly to Mexico because of the similarity of the situation and the inspiration of Mexican society to voice violence against women there. The brokerage mechanism emerged when collective actors and human rights organizations bridged Ni Una Menos activism through digital networks and legal advocacy in facilitating the legitimacy of the Ni Una Menos movement, knowledge, and resource mobilization. Meanwhile, the scale shift mechanism turned protests into national mobilizations until they received a response from the government and connected women's struggles in Latin America.

Keyword: Campaign, Gender Based Violence, Mexico, Ni Una Menos

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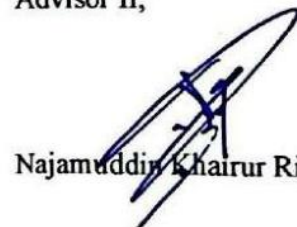
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Keberhasilan penulis dalam menyelesaikan skripsi ini tentu tidak lepas dari doa, dorongan, bantuan, saran, dan masukan yang didedikasikan oleh berbagai pihak yang selamanya akan selalu penulis hargai dan syukuri. Maka dari itu, dalam kesempatan ini penulis mengucapkan terima kasih kepada:

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Malang, 12 Mei 2025

Penulis,



Putri Fatimah Zahra

MOTTO

“God has perfect timing, never early, never late. It takes a little patience and it takes a lot of faith, but it’s a worth the wait”

“Allah tidak akan membebani seseorang melainkan sesuai dengan

kesanggupannya”

(QS Al-Baqarah 2:286)



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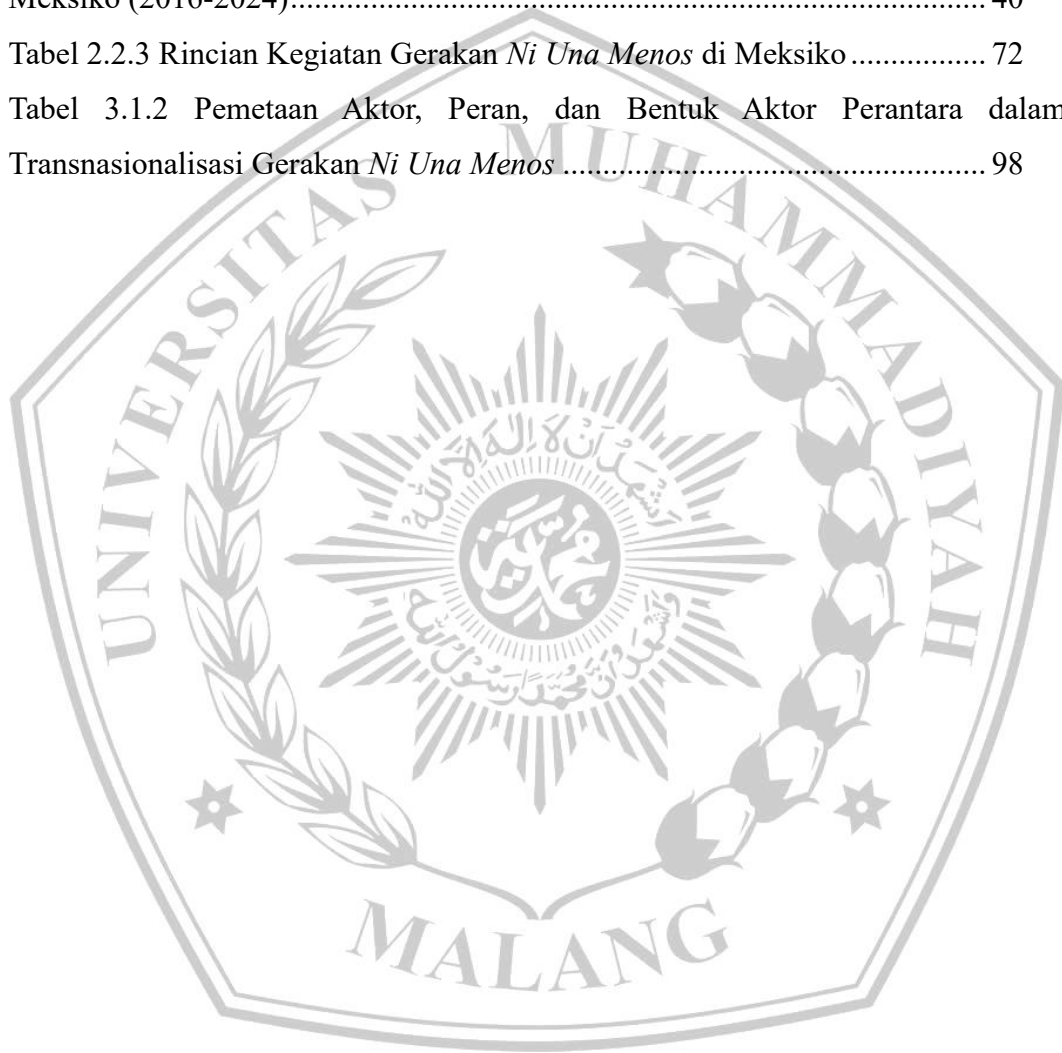
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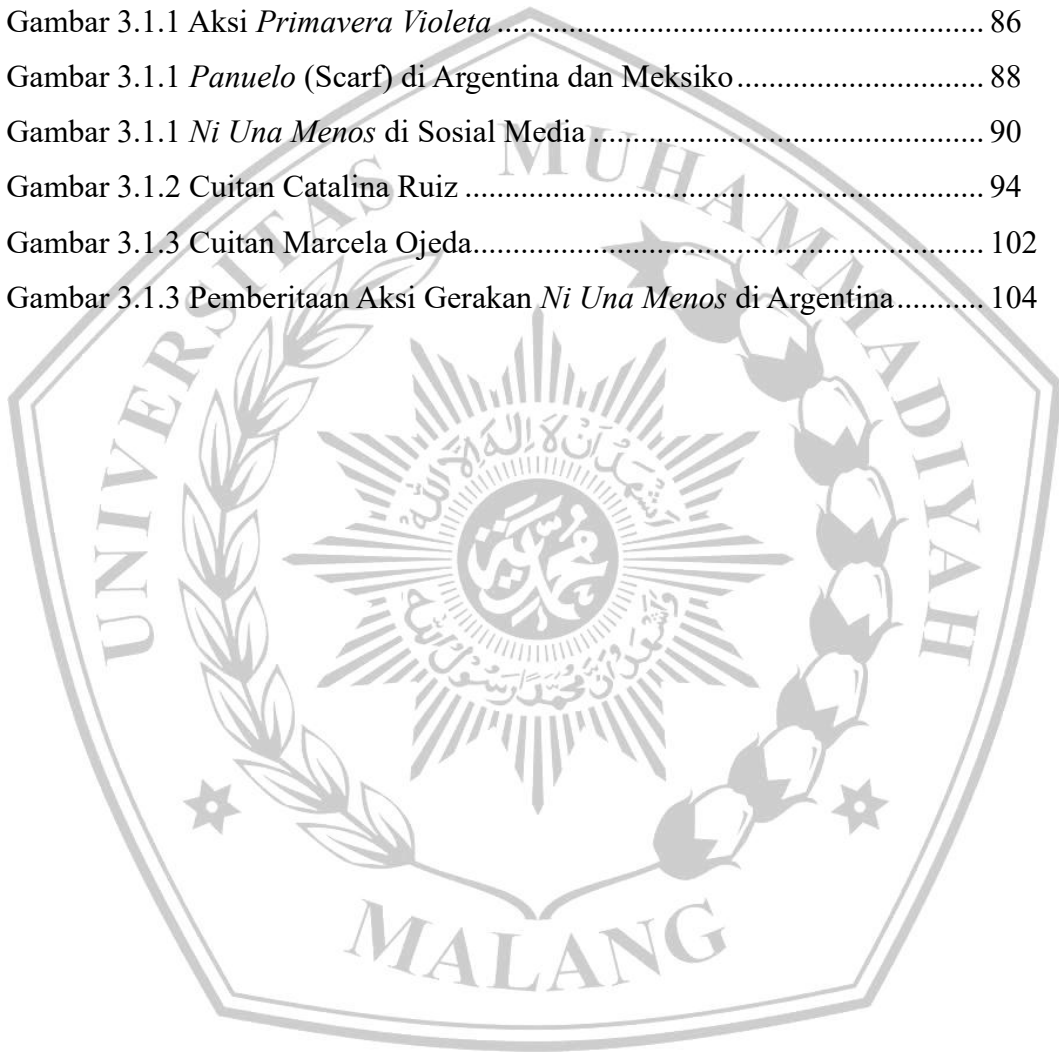
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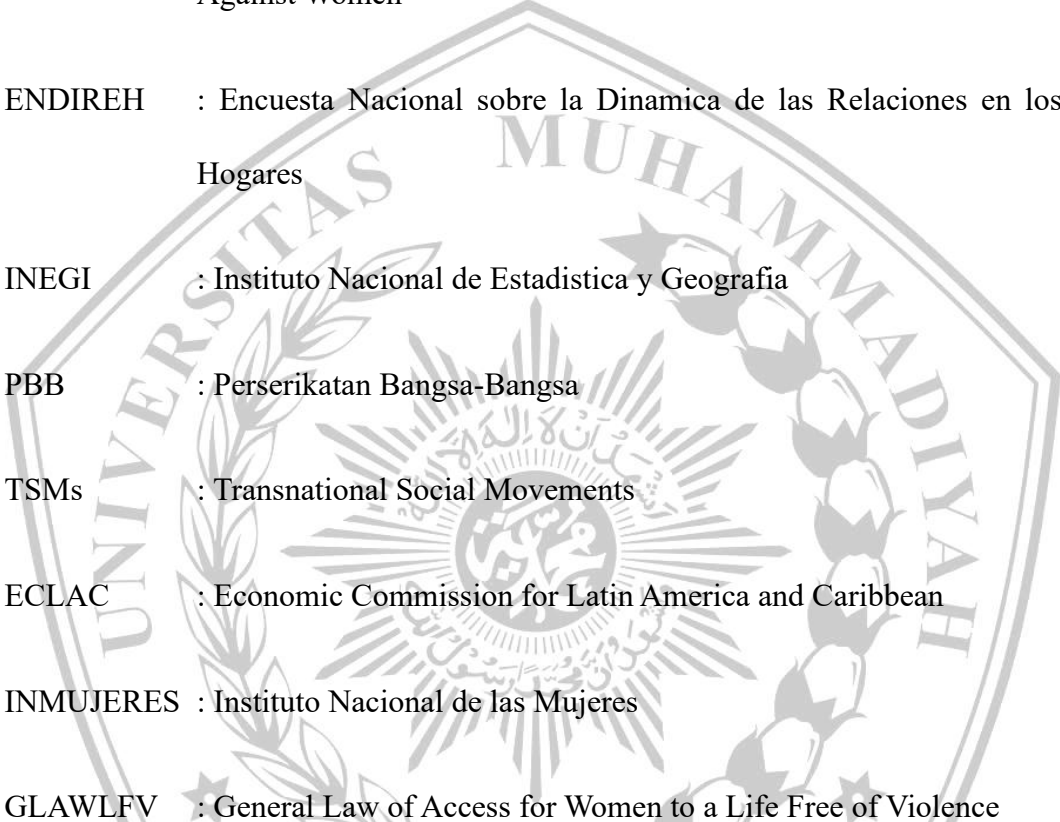


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DAFTAR SINGKATAN



The page features a large, faint watermark of the Universitas Muhammadiyah Malang logo in the background. The logo is a shield-shaped emblem with a central sunburst and Arabic calligraphy. The text 'UNIVERSITAS MUHAMMADIYAH' is written along the top inner edge of the shield, and 'MALANG' is written along the bottom inner edge. The shield is flanked by two stylized floral or leaf-like motifs.

| | |
|-----------|--|
| GBV | : Gender Based Violence |
| CEDAW | : Convention on the Elimination of All Form of Discrimination Against Women |
| ENDIREH | : Encuesta Nacional sobre la Dinamica de las Relaciones en los Hogares |
| INEGI | : Instituto Nacional de Estadistica y Geografia |
| PBB | : Perserikatan Bangsa-Bangsa |
| TSMs | : Transnational Social Movements |
| ECLAC | : Economic Commission for Latin America and Caribbean |
| INMUJERES | : Instituto Nacional de las Mujeres |
| GLAWLFV | : General Law of Access for Women to a Life Free of Violence |

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