



Examining The Strategies and Targets of The Global Civil Society Movement: A Case Study of March For Our Lives

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Abstract

The increasing frequency of school shootings in the United States, particularly the 2018 Parkland tragedy, sparked the emergence of the March for Our Lives (MFOL) movement, led by youth survivors advocating for stricter gun control. This study examines the strategies, tactics, and impacts of MFOL both before and after its transformation into a Non-Governmental Organization (NGO). It aims to understand how a grassroots initiative evolved into an internationally recognized NGO and succeeded in influencing public opinion and policymaking on a significant scale. Using qualitative methods, this study applies the theoretical framework of the Transnational Advocacy Network (TAN), focusing on four key tactics: Information Politics, Symbolic Politics, Leverage Politics, and Accountability Politics. Findings reveal that prior to becoming an NGO, MFOL relied heavily on mass demonstrations, digital campaigns through click activism, and direct political persuasion to raise awareness and pressure U.S. lawmakers. After institutionalizing as an NGO, MFOL expanded its network and legitimacy through international cooperation and formal advocacy, including collaboration with global institutions.

Key Words: March for Our Lives, United States, Global Civil Society, Grassroot Movement, Transnational Advocacy Network

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INTRODUCTION

School shootings in the United States have become one of the most threatening topics in the country. Some cases that captivate attention are the shootings that occurred at Columbine High School, Sandy Hook Elementary School, and Marjory Stoneman Douglas High School which targeted the security of vulnerable individuals such as teachers and children and adolescents who can be categorized as active student members in schools (Shapiro et al., 2024). Recorded since 2013 to date, school shootings in the United States touched 1,239 cases that claimed 418 children's lives along with 879 children who were recorded as having serious injuries (everytownsearch, 2024). The data shows that violence in the school environment can occur on an annual basis, with an estimated 112 cases per year, where the safety status and continuity of children's activities and school members are common concerns for every family in the continental United States today.

The school shooting incident described above shows that there is a gap or weakness in the integrity of the security system in the school environment in the United States. One factor that often arises in this discussion is the laws governing gun ownership adopted by the United States contained in the Bill of Rights (1791). It is said that one form of individual rights that needs to be fulfilled is in the guarantee of gun ownership as a form of freedom of expression, press, religion, and assembly (Amerise, 2022). Over time, the values contained in the Bill of Rights underwent design changes to adapt to the times, one of which was the Second Amendment used in the country's legal system which implied that every individual member of the US state has the constitutional right to own a firearm (Amerise, 2022). The extensiveness of this subject is a source of heated debate as gun ownership laws are indirectly a factor in the increase of gun violence cases in school settings.

The tragedy of school shootings in the United States triggered several varied reactions from the public, the majority showing concern with the high number of fatalities as the year progressed. This phenomenon was the starting point for a movement within the student community called the "March for Our Lives" (MFOL) in 2018 (Gray, 2018), based on the demands made by students for justice and safety in their communities.

The March for Our Lives (MFOL) began as a direct student response to the school gun shooting that left 17 victims dead at Marjory Stoneman Douglas High School in Parkland, Florida, on 14 February 2018 (Gray, 2018; Kwon, et al, 2022). It was reported that when 19-year-old Nicolas Cruz gave a frontal reaction as an alumnus of his former high school, the teenager had access to firearms without further supervision resulting in the deaths of staff, teachers, and several students within the

school (Associated Press, 2021). The death toll of 17 marked one of the worst school shootings in the history of school shootings in the United States, triggering attention not only on a national level but touching international news coverage of gun violence concerns within the United States.

The Marjory Stoneman Douglas High School gun shooting is one example of the impact of integrated gun ownership laws in the United States. Laws such as the Gun Control of Act 1968, Brandy Handgun Violence, and the National Firearms Act 1934 highlight the flow of commerce along with legalised gun ownership rights within the United States. The activities under these laws lack effective monitoring and control, and as a result, the effect of this leniency has been to increase access to unmonitored gun ownership, resulting in the unguided use of firearms, leading to an increase in casualties that can put the safety of students at risk in their school environment.

The March of Our Lives (MFOL) movement was a mass movement planned by student communities of victims, survivors, and supporters to hold the first demonstration in Washington DC (Gray, 2018). The movement was led by young people who felt the US government's bureaucratic inaction in addressing the school-based gun violence crisis. MFOL started their movement by accumulating as many voices as possible, spreading their network on all available media platforms. Their main target is to mobilise the US government bureaucracy to reform the essentiality of laws covering gun ownership to ensure that they are effectively implemented in the country. Some of the actions that have been carried out can be seen with mass mobilisation in areas that have a heavy risk of threats, carrying out educational campaigns with the aim of educating the public about gun violence, and the most important strategy is to carry out political advocacy that opens opportunities to communicate with legislators and government bureaucracies that have the authority to change state laws.

THEORETICAL FRAMEWORK

Transnational Advocacy Network (TAN)

The Transnational Advocacy Network (TAN) refers to a coalition of activists united by shared values or goals, operating across national boundaries. These networks consist of a variety of stakeholders, such as NGOs, local social movements, funding institutions, media, intergovernmental organizations, religious bodies, and other relevant participants, who are working collectively to influence the behavior of states or international institutions (Albertus, 2021). TANs often emerge when domestic reform efforts by local activists are blocked by national or local

governments. In such situations, activists seek support from international NGOs to apply external pressure on obstructive authorities, thereby enabling their advocacy work to continue (Pallas & Bloodgood, 2022).

In addition, Keck and Sikkink (1999) identify four primary tactics employed by TANs to pursue their advocacy goals, namely *Information Politics*, *Symbolic Politics*, *Leverage Politics*, and *Accountability Politics*. However, to facilitate a clearer understanding, the definition of these four tactics are systematically presented in the table below.

Table 1. Definition of Four Tactics in TAN Framework

Tactics	Definition
Information Politics	Information Politics refers to the strategic collection and dissemination of credible, timely, and impactful information. This information is not only intended to inform the public but also to mobilize support and raise awareness among transnational communities and individuals, thereby strengthening the movement's advocacy power.
Symbolic Politics	Symbolic Politics involves the use of symbols or emotionally resonant messages that can effectively mobilize public sentiment. These symbols play a key role in broadening the movement's network and maintaining momentum around the issue.
Leverage Politics	Leverage Politics is used to enhance the influence of activists by forming alliances with actors who possess greater political power. In addition, building connections and relationships with more powerful actors is also a key factor in the success of this strategy. Sometimes, activists rely on the strength of larger institutions as a form of leverage to gain influence that goes beyond their own capacity (Keck & Sikkink, 1999 in Alizarzardy & Khurun'in, 2023). According to Keck and Sikkink (1999), this tactic can take two forms, namely Moral Leverage and Material Leverage. Moral Leverage, relies on invoking ethical imperatives to expose and shame powerful actors, usually government officials, for their inaction or harmful decisions. On the other hand, Material Leverage, utilizes economic resources, institutional affiliations, or strategic alliances, such as financial support or diplomatic pressure to push for change. This approach often connects target actors to broader economic or security interests to increase the pressure for reform.
Accountability Politics	Accountability politics can only be applied by activists when their main target is a government that has already made a public commitment or agreement to change its behavior on a particular issue. This is because, under accountability politics, advocacy groups have the authority to monitor whether the government is actually following through on its promises and implementing the agreed-upon changes. With this authority, activists can put pressure on the government to stay consistent and committed to its pledges. As a result, accountability politics becomes a crucial tool for shaping and overseeing public policy.

METHOD

This research uses secondary data obtained from academic journals, official websites, media reports, NGO publications, and advocacy platforms associated with MFOL. The data collection process involves reviewing credible sources such as Everytown for Gun Safety, journal articles by scholars including Keck and Sikkink, as well as news coverage from major media outlets such as BBC News, TIME, and The New York Times. Social media content, including campaign hashtags like #NeverAgain and #MarchforOurLives, is also examined to understand MFOL's digital activism and mass mobilisation strategies.

DISCUSSION

The Beginning of March for Our Lives Movement: Stages, Strategies, Tactics, and After-effects Before Becoming an NGO

Starting from 14 February 2018, when 14 students and three faculty members from Marjory Stoneman Douglas High School (MSD) in Parkland, Florida were killed in a school shooting; the survivors of the incident formed an organization called "Never Again MSD" and planned a protest movement called "March for Our Lives" (MFOL). With the aim of controlling media messages about MSD, MFOL also aimed to establish a shared sense of urgency among young people nationwide (Bent 2019: 58). The first protest movement on 24 March 2018 was planned shortly after the deaths of 17 people on Valentine's Day, which led to MFOL involving hundreds of thousands of people in Washington D.C., as well as 'satellite' protests of MFOL in other major cities such as New York City (NYC), Los Angeles (LA), Portland, and Chicago.

Among the targets targeted by the MFOL protest movement can be seen through three things: the idea, the structure/agency, and the scope of the target. In this movement, the idea that MFOL is trying to target is changing order, with the US government as the target structure/agency, with the nation as the target scope. This is then very much related to guns, which have been considered inseparable from American culture itself, even the United States' dependence on guns has become an open secret (Tergesen, 2021). Thus, in one of the largest youth rallies since the Vietnam War (Lopez), these young people called on the US government through its slogan for more binding gun control (Dziobak, 2023)-which in turn targeted the union government's own policy to ban the sale of assault weapons, high-capacity magazines, and bump stocks; that there should be loopholes in background checks by giving all potential buyers the same "respect", so that only those who are "fit" can purchase a gun. This goal was accompanied by a request to raise the age requirement for gun buyers from 18 to 21 years old.

In conducting a movement, there are several steps that need to be taken by Civil Society, namely by first shaping (Framing) the issue that wants to be raised; issue shaping itself is a process in which actors (in this case MFOL) represent an issue in certain ways to create the desired response or understanding of the issues raised by the Community (Tergesen, 2021). According to Benford & Snow (2000), frames are not fixed entities, but rather fluid and are continuously constituted, contested, reproduced, transformed and/or replaced (Tergesen, 2021). This can be seen in how MFOL shapes the issue of gun violence itself, they shape this issue as a problem that occurs due to the passivity of those with authority or even political manipulation that occurs due to the influence of the gun industry in the United States - so that the government is considered to want to "save its money" and choose "security" for their position in it. They then also suggest that there is an "epidemic of gun violence" that occurs as a result of the lack of policies issued by the government-that it is people from privileged backgrounds who are also unfamiliar with the social context and "deprivations" that "promote" violence. In shaping the issue, MFOL also pointed out the urgency of the issue as an issue that could spread and that it would take the power of individual action to change this - something they also did using their own experiences.

With MFOL's issue formation, which specifically uses words such as "students," "teachers," "children," and schools (Tergesen, 2021), MFOL targets the general public –especially young people– as its target audience. Therefore, in the stage of attracting attention and encouraging action from its target audience, they not only utilised the momentum of making the announcement for its first march, which was four days after the shooting incident occurred. However, with a clear message of the movement and the desire to also create awareness of the issue, they utilised various social media platforms such as Twitter, Instagram, Facebook, and Snapchat to spread information about the protest. The promotion they did then succeeded in helping them get support from public figures, and even get funds to carry out the action. In the last stage, "fit with favourable venues," MFOL utilised collaboration with gun safety-related NGOs (non-governmental organisations), which helped them to increase their reach and influence.

In carrying out its actions—especially during the early stage when MFOL was still an unstructured movement—the campaign served as a strategic tool for MFOL's mobilization efforts. This strategy was clearly visible from the very beginning of the movement, with marches and rallies held in various cities across the United States and even in other parts of the world (such as in England and Liverpool). Through these protest campaigns, MFOL successfully drew the participation of millions of people who attended the marches in person, gaining even greater attention from

both the general audience and their main target—the U.S. government. This also contributed to a shift in public awareness regarding the issue, marked by massive public participation. In addition, the cognitive framing strategy used as a political approach was clearly evident through MFOL's policy framing. This was reflected in the banners, slogans, and chants used to demand stricter government policies on firearm access. They also campaigned for the use of voting rights during the 2018 midterm elections in order to influence the balance of power in the legislature—a campaign that was particularly prominent in major U.S. cities, especially in Washington, D.C.

MFOL, which was founded by survivors of a mass school shooting that claimed many lives, did not solely rely on campaigns or mass demonstrations to voice their agenda. They also utilized digital platforms—specifically social media—a method referred to as Click Activism. Essentially, click activism is one of the strategies used by global civil movements to express their views and agendas to a wider public. This strategy is commonly employed in the modern era, where the majority of people have access to the internet and own smartphones. As the name suggests, click activism involves demonstrating through social media platforms, aiming to attract attention from a broader, even international, audience by spreading information and educating the public about the issue at hand (Fisher, 2022). In the case of the MFOL movement, they used click activism by launching the hashtag #neveragain on Facebook, initiated by one of the survivors, Cameron Kasky, a day after the mass shooting occurred. The hashtag quickly gained widespread public attention. Posts using the hashtag included information and demands directed at the government to address the issue and implement stricter gun control policies (Dziobak, 2023). In addition to #neveragain, they also used the hashtag #MarchforOurLives on March 24, 2018, during the protest demonstrations. This hashtag was used nearly 4 million times on Twitter, and according to Dziobak (2023), the majority of those who used it were young people. Through this hashtag, MFOL also disseminated information about gun violence in schools and encouraged the public to vote in the 2018 elections.

The popularity and widespread use of these hashtags led to an increase in MFOL's social media following. Then, not only on Facebook and Twitter platforms, this click activism strategy also spread to other social media pages such as Instagram and Snapchat. On Instagram, using the hashtag #MarchforOurLives, not only the general public, but also top artists such as Taylor Swift, Selena Gomez, Lady Gaga and other artists posted about MFOL and received millions of "likes". This has led to a wider range of exposure to the movements and agendas of MFOL, attracting the attention of the global community. In addition, Snapchat was also one of the

social media platforms used. The use of Snapchat became active during the demonstrations where Snapchat users were able to post the activities of the demonstrations that took place in the United States (Dziobak, 2023).

From the strategies built and used by MFOL, they also apply various tactics in voicing their interests. In general, in the global civil society movement, there are 3 tactics that are often applied in the movement. These three tactics include persuasion, socialisation, and suppression. In terms of persuasion, the MFOL movement conducts demonstrations to voice and disseminate their interests. One of these interests is to persuade the public, especially young people, to exercise their right to vote in elections. MFOL encourages people to exercise their right to vote because by exercising their right to vote, they can help elect candidates who are pro their interests, and in this case, pro-gun regulation (Tergesen, 2021; Dziobak, 2023).

Then, the MFOL movement also applies socialisation tactics, especially to socialise the importance of changing gun policies to be stricter so that things like mass school shootings and other gun crimes do not happen. The socialisation tactic applied by MFOL is to approach the media in framing this phenomenon. According to Tergesen (2021), apart from conducting demonstrations, MFOL actors also approached the media to frame the situation in the form of articles. Of the articles that were published, some of them contained motivational writings. These articles contain things like the urgency of their cause, the need for change agents in tackling the issue of mass shootings, and the prevalence of invasiveness, which can then raise the awareness of the wider community of the importance of the issues they bring (Tergesen, 2021).

Then, the last is pressure. The application of pressure tactics in the MFOL movement can be clearly seen, especially in the campaign/demonstration they conducted. In the demonstration held on 24 March 2018, MFOL actors and the people who participated in the demonstration put pressure on the United States government by asking for changes and tightening gun regulations. This was done because they felt the need to influence the legislative power to change the policy (Dziobak, 2023). Emphasis is also placed on the speeches of MFOL founders such as Emma Gonzalez, who uses rhetorical words during demonstrations (Tergesen, 2021). On the other hand, MFOL actors who are outraged by the phenomenon of mass shootings also put pressure on politicians who have great influence to change gun laws and regulations on their social media pages (Dziobak, 2023).

From the strategies and tactics used by the MFOL movement and its impact on society and the government, it can be said that MFOL has been successful. There are several indicators to see the success of a global civil society movement, the first of which is the mass base. In terms of demonstrations alone, the MFOL movement managed to attract hundreds of thousands of people to participate in demonstrations in cities across the United States. According to Dziobak (2023), some media stated that there were 850,000 participants who took part in the demonstrations in Washington D.C. MFOL also managed to attract the attention of the international community where people from other countries such as the UK, Australia, Japan and Italy also took to the streets to demonstrate.

Click activism through the hashtags #neveragain and #MarchforOurLives also contributed to capturing global public attention. With the click activism strategy they employed, they successfully drew the interest of politicians and top celebrities, becoming a major topic of discussion at the time. Furthermore, with their large mass base, the MFOL movement also gained legitimacy, which is a second indicator of success, as legitimacy is an essential aspect in the operation of a global civil movement (Smith, 2008). The large mass base and the attainment of legitimacy also allowed MFOL to fulfill the next indicator of success: the right to represent a particular interest. The demonstration they held in March 2018 became one of the largest youth-led protests since the Vietnam War demonstrations (Dziobak, 2023).

Moreover, the success of the demonstrations and click activism carried out by MFOL can also be seen in the voter turnout during the 2018 election. The encouragement and persuasion efforts during the demonstrations led to a 28% increase in the number of young voters exercising their right to vote. In addition, MFOL also succeeded in helping to fill seats in the House of Representatives with a majority of Democratic Party members who supported gun regulation and backed the MFOL movement. At the same time, MFOL also succeeded in voting out congressional seats held by members who supported the NRA (National Rifle Association – a gun rights advocacy group) (Dziobak, 2023).

Transformation of March for Our Lives Movement: Strategies, Tactics, and Impact After Becoming an NGO

The Second Amendment to the United States Constitution is the root of the formation of laws relating to gun control in this country which gives citizens the right to own guns. This policy has a negative impact on American citizens because America has become a country with the highest rate of gun abuse, resulting in at least one hundred thousand Americans being shot and injured every year (Alizarzady & Khurun'in, 2023). The Stoneman Douglas High School Mass

Shooting phenomenon in 2018 became the momentum for the March For Our Lives (MFOL) movement that aims to end gun violence. The movement initiated by Marjory Stoneman Douglas High School students in 2018 due to their frustration over the epidemic of gun violence and the US government's lack of attention to the issue has transformed from an unstructured to a structured movement when they successfully advocated for the reform of US gun control policies.

The movement, which initially only demanded reform at the local level through student-led demonstrations, has evolved into a more powerful force, capable of influencing elected officials at the time due to the expanding network of the organization (UKEssays, 2018). The strategy used by the March For Our Lives (MFOL) movement to advocate for their agenda is the Transnational Advocacy Network (TAN) strategy. A Transnational Advocacy Network (TAN) is a network of activists formed around shared ideas or values and operates transnationally by involving various actors such as NGOs, local social movements, funding institutions, media, intergovernmental organizations, churches, and other actors, with the goal of changing the policies or behavior of a state or international organization (Albertus, 2021).

Transnational Advocacy Networks (TANs) are formed when local activists' efforts to change policies are often blocked by both local and national governments so they respond by asking for help from international NGOs to put pressure on the obstructing parties and advocacy can be carried out (Pallas & Bloodgood, 2022). In the case study of the March For Our Lives (MFOL) movement, the younger generation organised substantial resistance to the political and social structures of the United States because of the blockade of the American government to its people on the issue of gun ownership restriction policies influenced by the dominance of certain interest groups such as the National Rifle Association (NRA) in the American government at both the House and Senate levels (Alizarzady & Khurun'in, 2023). In implementing its strategy, the Transnational Advocacy Network (TAN) has four main tactics to achieve its goals, namely information politics, symbolic politics, leverage politics, and accountability politics (Keck & Sikkink, 1999). The four main tactics can be analysed in the case study of the March For Our Lives (MFOL) movement, as follows:

Information Politics

Information politics is explained as a tactic to process information quickly, relevantly and credibly so that it has a great impact (Keck & Sikkink, 1999). The information will be used politically to gain support and provide understanding of the issues raised to the public with the aim of influencing the awareness of

transnational communities and individuals so as to strengthen their advocacy. In this tactic, the March For Our Lives movement uses the role of social media to attract the attention of individuals or communities globally and form a space of criticism aimed at their targets, namely the NRA, politicians, and policy-making entities.

MFOL leverages the role of Twitter by using sympathetic tweets, namely tweets of students' personal experiences related to the gun violence epidemic and requests for gun control policies with the hashtag #NeverAgain, to attract the attention of those who are pro-gun control policies so that the network of movements formed will expand, which in turn can put pressure on the government (Alizarzady & Khurun'in, 2023). In carrying out this tactic, MFOL also collaborates with international media partners inside and outside the United States and celebrities such as Gorge Clooney to help transnationalise the importance of gun control regulations. This effort succeeded in attracting the attention of US media as well as media outside the US such as the BBC and Al Jazeera to help spread the issue and ultimately helped create a shift in public opinion in favour of stricter gun control measures (Alizarzady & Khurun'in, 2023).

The use of informational politics tactics by the MFOL movement in their advocacy efforts even attracted the support of prominent American political figures such as former President Barack Obama and Hillary Clinton (UKEssays, 2018). Additionally, this tactic also encouraged the involvement of other NGO actors, such as Everytown for Gun Safety, to promote gun safety issues, provide financial support, and assist in the execution of MFOL's direct action campaigns.

Symbolic Politics

Symbolic politics is described by Keck and Sikkink (1999) as the use of symbols by activists to build momentum around an issue being advocated, as symbols are believed to help the public remember specific information and expand the movement's network. The March For Our Lives (MFOL) movement implemented symbolic politics through the use of the Evil Eye symbol, which signifies that the American public is wary of the government and the existing political constellation, while also demanding stricter gun ownership policies to end the gun violence epidemic prevalent in the country (Alizarzady & Khurun'in, 2023). The movement also used a symbolic price tag of \$1.05, worn by approximately three million students who supported MFOL. This amount symbolized the average contribution the U.S. government received from the NRA per student. This symbolic politics tactic was used to pressure government entities and attract public interest in understanding the urgency of ending the gun violence epidemic.

Leverage Politics

According to Keck and Sikkink (1999), leverage politics is a tactic used by activists in social movements to amplify their influence by gaining support from parties or actors who possess greater political power in shaping state policy. Additionally, connections and relationships with more powerful actors play a key role in the success of this strategy. Sometimes, activists use the strength of more powerful institutions as leverage tools to gain influence beyond their own capabilities (Keck & Sikkink, 1999, in Alizarzady & Khurun'in, 2023). Therefore, leverage politics becomes an essential instrument in social movements to influence public policy and drive desired social change. This was demonstrated by the March For Our Lives movement as they expanded their reach by implementing leverage politics tactics.

Furthermore, Keck & Sikkink (1999) categorize leverage politics tactics into two types: (1) moral leverage and (2) material leverage. Both types of leverage are crucial in the context of advocacy networks, especially when activists aim to influence policy change by identifying and targeting powerful actors with significant political influence. Moral leverage refers to the use of moral persuasion to influence the behavior of target actors based on the concept of “mobilization of shame.” This approach seeks to highlight and expose the actions of target actors, typically policymakers to the international community. In the case of the MFOL movement, moral leverage was adopted through the use of personal narrative speeches by students, such as Emma Gonzalez, who had directly experienced gun violence (Lucerro, 2018). These narratives emphasized the lack of government response and support for gun control, aiming to expose the failure of U.S. politicians and apply moral pressure for policy change.

In addition, March for Our Lives also collaborated with larger institutional entities such as the United Nations to exert pressure on the U.S. government. Izumi Nakamitsu, the UN High Representative for Disarmament Affairs, expressed her support for the MFOL campaign following their protest (United Nations, 2018). Nakamitsu subsequently announced the Third Review Conference on the Programme of Action on Small Arms and Light Weapons, held at the UN Headquarters in New York on June 18–19, 2018. Through her representation in UN-USA, she submitted demands to the U.S. government, which included increasing gun ownership restrictions through legislation and addressing related issues to reduce gun violence in the country (Fabian Sanchez and Patel, 2019, in Alizarzady & Khurun'in, 2023).

On the other hand, material leverage is used to gain material resources or specific alliances that can serve as tools to support the success of a movement (Keck & Sikkink, 1999). This involves the use of various forms of material support, such as funding, donated goods, or other benefits that can strengthen political relationships, including strategic alliances. Material leverage focuses particularly on economic and security issues, which may include economic or military aid and involvement in diplomacy. Therefore, material leverage often involves issue linkage, connecting target actors to those issues through their interests. However, in the context of the MFOL movement, there was limited collaboration with entities that held significant material influence over the U.S. government (Alizarzardy & Khurun'in, 2023). In other words, there were few entities capable of applying material pressure on the U.S. government. For instance, no actors were observed to collaborate with March for Our Lives in imposing economic sanctions on the U.S. for its actions. As a result, this tactic was not effective for MFOL to adopt in advancing its movement.

Accountability Politics

According to Keck and Sikkink (1999), accountability politics can only be employed by activists when their primary target is a government that has already shown signs of commitment or made agreements to change its behavior regarding the issue being advocated. This is because, in accountability politics, advocacy movements have the authority to monitor the implementation of behavioral changes and the fulfillment of the agreements and commitments made by the government. With this authority, activists are able to pressure governments to remain consistent in fulfilling their promises, making accountability politics an essential instrument in the policy-making and monitoring process of a state. In the context of the March For Our Lives (MFOL) movement, accountability politics was practiced through organizing follow-up protests in various states. These subsequent protests were attended by politicians and policymakers across different regions (Alizarzardy & Khurun'in, 2023). As a result, this led to the creation of stricter gun legislation in the United States.

Furthermore, it is undeniable that following the emergence of the March For Our Lives (MFOL) movement in 2018, the strategies and tactics employed by MFOL have had a significant impact on the issue of gun control, as manifested in the following outcomes: (1) the involvement of numerous global actors in the MFOL movement, including the United Nations, which urged the U.S. government to develop a gun control program between 2018 and 2019; (2) in 2018, members of Congress began approving legislative packages that introduced new gun control regulations and raised the minimum age requirement for gun purchases; (3) in

2019, 137 bills related to firearm regulations were passed into law in various U.S. states; and (4) by 2024, more than 300 gun safety laws had been enacted, including both state and federal legislation (Bills, 2018; Anderman, 2019, as cited in Alizarzardy & Khurun'in, 2023). These impacts have also led to a broadening of the issues addressed by the MFOL movement. MFOL now emphasizes solidarity with the Black Lives Matter movement—a shift driven by the growing awareness that gun violence disproportionately affects Black youth and is often linked to deeply rooted racism in the United States (Gruenberg, 2020).

CONCLUSION

MFOL initially began as an unstructured movement, it successfully identified its targets and employed effective strategies through demonstrations and click activism—along with other tactics—which managed to capture global public attention. The movement even succeeded in persuading the public and increasing youth voter turnout by 28%, which contributed to the Democratic Party gaining a majority in the House of Representatives. However, to ensure the sustainability of the movement, actions beyond demonstrations and public campaigns were required. Thus, MFOL transformed into a non-governmental organization (NGO) to further its cause.

The Transnational Advocacy Network (TAN) strategy employed by MFOL has proven effective in expanding the movement's reach, legitimacy, and influence in advocating against gun violence—an issue prevalent in the United States and increasingly organized in other countries as well. Information politics and symbolic politics tactics have helped broaden the movement's network and encouraged the involvement of other organizations and media to shift public opinion on the issue, thereby increasing pressure on the U.S. government to reform gun regulations. Through leverage politics and accountability politics, MFOL has reshaped U.S. gun policy, resulting in the adoption of over 300 firearm safety laws. By using moral leverage and collaborating with international entities such as the United Nations, they have exposed political failures and strengthened the pressure on the U.S. government. To conclude, the MFOL movement has proven effective in expanding its influence and reach in shaping gun policy in the United States. However, material leverage tactics have not proven to be as effective for MFOL to adopt.

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