

**UNI EROPA SEBAGAI NORM ENTREPRENEUR:
STUDI KASUS EU AI ACT**

SKRIPSI

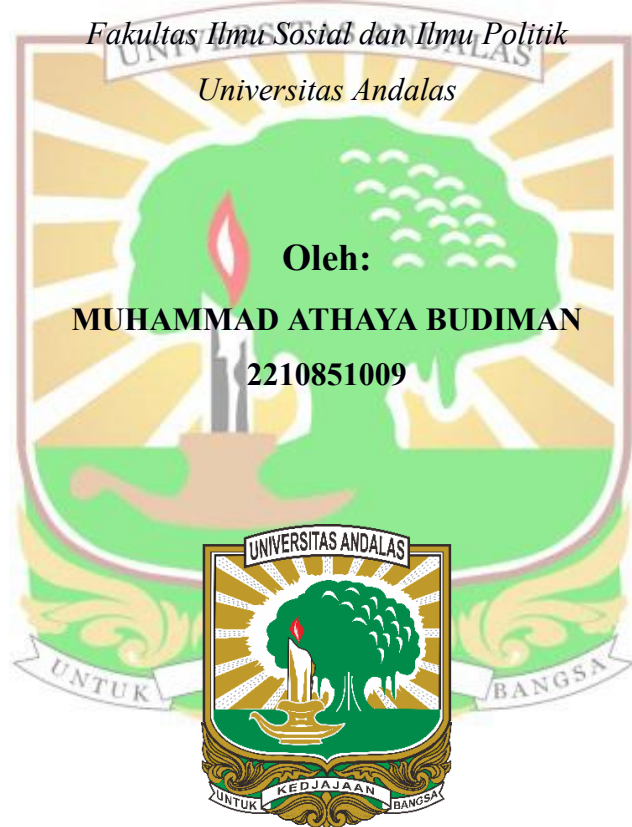
*Diajukan guna memenuhi salah satu syarat
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ABSTRAK

Tata kelola kecerdasan buatan global belum memiliki aturan yang seragam dan mengikat, sementara risiko AI terhadap keselamatan, transparansi, akuntabilitas, dan hak fundamental terus meningkat. Dalam konteks tersebut, Uni Eropa memperkenalkan *European Union Artificial Intelligence Act (EU AI Act)* untuk mempromosikan norma *trustworthy AI*. Penelitian ini bertujuan mendeskripsikan dan menganalisis sejauh mana Uni Eropa sebagai *norm entrepreneur* menyebarkan norma tersebut melalui respons korporasi multinasional dan perkembangan regulasi negara di luar Uni Eropa. Penelitian menggunakan kerangka *norm life cycle* Martha Finnemore dan Kathryn Sikkink, yang mencakup *norm emergence*, *tipping point*, *norm cascade*, dan *internalization*. Penelitian ini menggunakan metode deskriptif-analitis dengan pendekatan kualitatif. Data sekunder dikumpulkan melalui studi kepustakaan dan analisis dokumen yang mencakup regulasi, dokumen resmi pemerintah, literatur akademik, serta publikasi lembaga terkait. Data dianalisis menggunakan tahapan analisis data kualitatif Creswell. Hasil penelitian menunjukkan bahwa Uni Eropa telah membangun tahap *norm emergence* yang kuat dengan melembagakan prinsip AI yang *human-centric*, berbasis risiko, transparan, akuntabel, dan menghormati hak fundamental melalui *EU AI Act* serta platform kelembagaan pendukungnya. Penyebaran paling kuat berlangsung secara *de facto* melalui penyesuaian korporasi multinasional dalam dokumentasi, transparansi, manajemen risiko, hak cipta, dan keselamatan AI. Penyebaran *de jure* melalui negara di luar Uni Eropa masih selektif; Korea Selatan dan Brasil menunjukkan kedekatan paling kuat, sedangkan negara lain mempertahankan model tata kelola yang berbeda. Dengan demikian, norma *trustworthy AI* telah memasuki tahap *early norm cascade*, tetapi belum mencapai *tipping point*, *norm cascade* penuh, maupun *internalization*.

Kata Kunci: Uni Eropa, *EU AI Act*, *Norm Entrepreneur*, *Trustworthy AI*, *Norm Life Cycle*



ABSTRACT

Global artificial intelligence governance does not yet have uniform and binding rules, while AI-related risks to safety, transparency, accountability, and fundamental rights continue to increase. In this context, the European Union introduced the Artificial Intelligence Act (EU AI Act) to promote trustworthy AI. This study aims to describe and analyze the extent to which the European Union, as a norm entrepreneur, disseminates this norm through the responses of multinational corporations and regulatory developments in countries outside the European Union. The study applies Martha Finnemore and Kathryn Sikkink's Norm Dynamics and norm life cycle framework, covering norm emergence, the tipping point, norm cascade, and internalization. It employs a descriptive-analytical method with a qualitative approach. Secondary data were collected through library research and document analysis, including regulations, official government documents, academic literature, and publications from relevant institutions. The data were analyzed using Creswell's qualitative data analysis procedures. The findings show that the European Union has established a strong stage of norm emergence by institutionalizing human-centric, risk-based, transparent, accountable, and fundamental-rights-oriented AI principles through the EU AI Act and its supporting institutional platforms. Diffusion is strongest de facto through multinational corporations' adjustments in documentation, transparency, risk management, copyright, and AI safety practices. De jure diffusion among countries outside the European Union remains selective; South Korea and Brazil demonstrate the closest alignment, while other countries retain different governance models. Therefore, trustworthy AI has entered an early cascade stage, but it has not yet reached the tipping point, a full norm cascade, or internalization.

Keywords: *European Union, EU AI Act, Norm Entrepreneur, Trustworthy AI, Norm Life Cycle*

