

## Abstract

In 1999, WTO Ministerial Conference in Seattle reponded by massive protest and debacle negotiation, and considered as preliminary process of regime transformation in the multilateral trading scheme that would take place at forthcoming negotiation. Concern about global trade impact upon development issue increased significantly, and dominetad the debate of multilateral trading agreement. It was emerged after Uruguay Round was being released, when some parties concerned the disadvantages of developing countries. This precondition stimulate like-minded political pressure from developing countries delegates, and in the other hand, became the emerging of non-state actor particularly non-governmental organization. Oxfam is the foremost NGO who actively engage and able to present its significant contribution to the debate. They able to cooperate and join like minded coalition in the WTO negotiation. However, the success story of Oxfam in doing advocacy activism contrained by legitimacy issue. Therefore, this research attempt to explain what kind of processes that Oxfam undertake as *norm entrepreneur* in WTO negotiation by reflecting specific political situation and consequence in the negotiation process.

Keywords: NGO Advocacy, Oxfam, World Trade Organization, Norm Entrepreneur