

ABSTRACT

Fauzan Ramadhan, Human Rights Campaign Strategies Civil Society Organizations: A Case Study in Contrast Campaign Munir, Thesis. Jakarta, Concentration Development Sociology, Department of Sociology, Faculty of Social Sciences, State University of Jakarta, in 2015.

Munir case to be a reflection of how the nation treats human rights. Advocacy efforts that do not conform with the legal process should be. Data and facts ruled out for the sake of politics. Elements allegedly involved, often on behalf of the interests of the country to avoid trial. This study aims to describe the causes that hinder the completion of the case. This study also aims to describe how the contrast in the campaign strategy support advocacy case.

This study used a qualitative approach with descriptive analysis technique-narrative. Key informants of this study is Haris Azhar (Coordinator Contrast), as the regulatory activities of the campaign, Alves Fonataba, Beautiful Nurmasari, and Luh Putu Kusuma Ririen (Bureau Campaigns and Networking), the operator of the campaign activities, and Chrisbiantoro (Deputy Coordinator of Strategy and Mobilization) which certainly can not be separated from planning and designing campaigns Contrast. The author conducted in-depth interviews to informants and observation documents to obtain the required data in this study.

The results showed that horizontally ie in the public domain campaign strategy has implications for the creation of social movements that support thorough investigation of the case. While vertically ie at the level of the legal effect of the campaign strategy has not been able to stimulate significant so that the proceedings were stalled can be resumed as appropriate.

Keywords: Strategy; Campaign; Civil Society Organizations; Human rights.