



# Synergizing Advocacy and Communication: A Strategic Model for Sustainable Development in Non-Governmental Organizations

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## A B S T R A C T

This study examines the effectiveness of advocacy and communication strategies employed by the Bojonegoro Institute in Bojonegoro and WALHI in Bangka Belitung, focusing on their impact across social, economic, environmental, and political dimensions. Advocacy and communication are pivotal, interdependent components in addressing environmental and social issues caused by institutional or corporate operations. The research adopts a descriptive qualitative methodology, utilizing in-depth, unstructured interviews with purposive sampling to identify key informants. The findings reveal that advocacy and communication significantly contribute to the existence and success of non-governmental organizations (NGOs). The Bojonegoro Institute's advocacy promotes equitable and sustainable governance in the oil and gas sector, while WALHI in Bangka Belitung pushes for environmental crisis mitigation through governmental policy interventions. Socially, both organizations enhance public awareness of environmental and social issues. Economically, the Bojonegoro Institute boosts local productivity, investment appeal, and income levels, whereas WALHI's initiatives enhance tourism, agricultural production, and economic resilience. Environmentally, these organizations strengthen conservation efforts and public environmental consciousness. Politically, their strategic advocacy facilitates policy-making for regional sustainability. In conclusion, effective advocacy and communication strategies enable NGOs to achieve their objectives and provide substantial positive impacts across multiple aspects of regional development. The synergy of these strategies reinforces their pivotal role in fostering societal well-being and environmental stewardship.

## INTRODUCTION

Advocacy and communication are two things that are interrelated and complementary. Advocacy is an effort to influence policies that have been implemented in public through various forms of communication (Thomas, 2022). Communication is the process of conveying information, ideas, and messages from one party to another. Advocacy can be carried out by individuals, groups, or organizations. The purpose of advocacy is to achieve positive changes in society. Advocacy can be carried out for various purposes, including fighting for people's rights, such as human rights, women's rights, and children's rights; to increase public awareness of issues, such as environmental issues, health issues, and social issues; and to change public policies that are detrimental to society (Dunayer, 2020; Padhy, 2015). In carrying out advocacy, communication is an important aspect that must be mastered first so that the advocacy process can run well. Communication itself is a complex process and involves various elements. In communication, there are multiple elements involved, starting from the communicator or person who conveys information, ideas, or messages, the communicant or person who receives information, ideas, or messages, the message or information or ideas expressed, the media or means used to convey the message, and feedback or responses from the communicant. These elements are essential to achieve the advocacy process (Brady-Amoon, 2011; De Bruycker, 2019; Rasmussen et al., 2018).

In advocacy, communication plays an important role. Communication can be used for various purposes, including conveying information related to a problem that is being fought for, explaining the impact of the problem, offering solutions to the problem, and rallying support from the community so that

the relationship between advocacy and communication is interrelated and complements each other. Advocacy will only succeed with effective communication. And effective communication can help advocacy to achieve its goals (Aulia & Kusumasari, 2022; Hampel, 2022; Men, 2014; Ndruru et al., 2024).

In non-governmental organizations (NGOs), advocacy and communication are the two most important pillars. Advocacy is an effort to influence public policy through various forms of communication. At the same time, communication is a process of conveying information, ideas, or messages from one party to another (Chapman & Freeman, 2020; McNutt, 2016). So, advocacy and communication play an essential role in NGOs. NGOs usually have a communication strategy in carrying out advocacy, which includes education and awareness, public campaigns and advocacy, legal policies and advocacy, research and advocacy, and networking and cooperation (Carmichael & Brulle, 2017; Crow & Lawlor, 2016; Rude, 2004).

Advocacy and communication in NGOs are usually carried out through various methods and activities; NGOs that fight for human rights use communication to raise public awareness regarding human rights violations (Thrall et al., 2014). At the same time, NGOs that care about the environment communicate to urge the government to take action to address environmental problems. NGOs that promote a healthy lifestyle use communication to educate the public about the importance of a healthy lifestyle. So that communication and advocacy in NGOs are used according to their goals (Hall et al., 2020; Rodriguez, 2016).

Bojonegoro Institute is a Non-Governmental Organization (NGO) located in Bojonegoro, East Java. Bojonegoro Institute

was founded in 2003 by a group of community activists who care about the development of Bojonegoro. The vision of the Bojonegoro Institute is to become a solid and trusted non-governmental institution that promotes an independent and pluralist society and good local governance. At the same time, the mission of the Bojonegoro Institute is to develop critical ideas and democratic attitudes in the community. Bojonegoro Institute itself focuses on advocacy and communication. Bojonegoro Institute is one of the NGOs that actively contribute to fighting for community rights and raising public awareness in Bojonegoro.

Bojonegoro Institute advocates fighting for community rights, from human rights to children's rights. In addition, Bojonegoro Institute also communicates to raise public awareness regarding various issues, from environmental to social problems. Bojonegoro Institute has several programs, such as a pro-people public policy advocacy program. Public campaigns and advocacy to raise public awareness, conduct research and advocacy for monitoring and evaluation of public policies, and develop community capacity to participate in development. The activities carried out by Bojonegoro Institute have positively impacted the people of Bojonegoro.

WALHI (Indonesian Environmental Forum) is an independent non-profit organization focusing on Indonesia's environmental issues and human rights. Founded on October 26, 1980, WALHI has members consisting of 487 non-governmental organizations, nature lovers, and 203 individuals spread across 28 provinces. To protect the environment, WALHI is active in various activities, such as campaigns and advocacy to raise awareness of the importance of protecting the environment, research and studies to find solutions to environmental problems, and education and training to strengthen community capacity in ecological conservation. Through these efforts, WALHI contributes to creating a more sustainable future for Indonesia.

WALHI Bangka Belitung (WALHI Babel) is a branch of WALHI located in the Bangka Belitung Islands. WALHI Babel was founded in 1993 by a group of environmental activists in Bangka Belitung. WALHI Babel itself has a vision to realize a sustainable and fair Bangka Belitung for all. As for its mission, WALHI Babel has four missions, namely increasing public awareness of the importance of protecting the environment, advocating to encourage the government to implement environmentally friendly policies, conducting research and studies to analyze various environmental problems, and providing education and training to the community regarding the importance of protecting the environment. In achieving its vision and mission, WALHI Babel has carried out various environmental activities such as conducting a campaign to stop illegal tin mining in Bangka Belitung, advocating to encourage the government to implement a moratorium policy on tin mining permits, conducting research related to the impact of tin mining on the environment in Bangka Belitung, conducting studies related to tin mining policies, providing environmental education in villages in Babel, providing environmental advocacy training, and contributing to increasing public awareness regarding the importance of the environment. Through these actions, WALHI Babel has contributed significantly to environmental protection. Currently, WALHI Babel continues to carry out various activities to help the people of Babel and protect the environment by encouraging the government to

extend the moratorium on tin mining permits and assist indigenous peoples in fighting for their rights to natural resources. Advocacy and communication greatly influence the performance and achievements of a non-governmental organization (NGO). So, every institution or organization is very dependent on communication strategies in its advocacy to achieve its goals. Therefore, advocacy and communication play an essential role in the existence of an institution or organization. Based on the background of the problem that has been explained above, this study aims to analyze the effectiveness of advocacy and communication between the two non-governmental organizations (NGOs), namely the Bojonegoro Institute and WALHI Babel.

## METHOD

The research method used in this study is qualitative descriptive. This qualitative research method is used to research the conditions of natural objects. Qualitative research is conducted with a research design whose findings are not obtained through statistical procedures but rather by revealing research phenomena contextually by collecting data from natural settings and utilizing researchers as critical instruments (Kim et al., 2017). The main thing in this study is the effectiveness of the strategy between non-governmental organizations (NGOs), namely the Bojonegoro Institute and WALHI Bangka Belitung. The data collection technique used in this study was to conduct in-depth and unstructured interviews through purposive sampling techniques to determine informants. Purposive sampling was used because of specific considerations for informants before being used as informants. In addition, there was direct observation related to the location that was the object of the study. This is used to obtain an overview and information about the research location directly. The data source in this study also refers to the origin of the research data received and collected by the researcher. Then, in answering the research problem, one or more data sources are needed to answer the questions in the study.

## HASIL DAN PEMBAHASAN

### *Social Aspec*

The social aspect includes interactions and relationships between individuals in society, involving values, norms, and culture that influence social behavior. In the social aspect, there are also issues such as gender equality, economic inequality, and the role of family and education in shaping the social structure of a society. Social interaction and communication are also integral parts of this aspect (Anto, 2024; Novotna, 2021). In addition, the social element also includes the dynamics of social groups, such as the formation of group identity, social conflict, and social integration. Social change, globalization, and technology also play a role in changing patterns of social interaction in society. Awareness of social issues helps shape collective views and participation in the development of a more inclusive and sustainable society. In the social aspect, it is also essential to understand the importance of social responsibility, both in the context of individuals and companies. The concept of social justice and equal access to resources and opportunities are also a focus in creating a just and sustainable society.

The existence of social solidarity and empathy for the needs of others also play an essential role in building healthy and harmonious social relationships (Fitriasari et al., 2020;

Sarbaitinil et al., 2023). Social movements are movements carried out by an organization or group that intends to create change in the social structure. Sociology defines social movements as social activities in the form of movements of a type of group action, which are informal groups that are united in the form of organizations, large numbers, or individuals who specifically focus on social or political issues by implementing, rejecting, or campaigning for social change. There are two main approaches to studying social movements. The first approach views social movements as problems or social diseases. This approach is known as the functionalism or structural functionalism approach, which has a crucial element, namely balance. At the same time, the second approach sees social movements as part of the internal dynamics of society or as a constructive means for social change (Ragon & Reyes, 2023).

The community in this movement is the target of information that will be provided by WALHI Bangka Belitung regarding issues and problems in Bangka Belitung. All communication activities, including providing information, education, and invitations to support the movement, are directed at the wider audience or the community. The community determines the success or failure of the movement. If only a few respond or even no one supports it at all, then it is said that the communication that WALHI Babel and friends want to establish with the community has failed. If explained, then the target of this movement is two parties: the community and the government. The community here is the target to gather support and mass. The more people who care and join the movement, the stronger the movement will be. Meanwhile, the government is the next target because the government is the source of the problem. The government is the party that issued the building permit in the Bangka Belitung mining area, even though this is contrary to the law, as voiced by WALHI Babel.

### *Economic Aspek Aspek*

Bojonegoro Institute (BI) is a non-profit institution engaged in education, research, and community development. Founded in 2022 by a group of academics and activists who care about improving the quality of human resources in Bojonegoro Regency, BI aims to make a real contribution to advancing various sectors in the area. BI's existence focuses on developing community capacity through various strategic programs that are expected to be able to encourage local economic growth.

In supporting the increase in workforce competitiveness, BI provides various training, such as technical skills and entrepreneurship. This program has helped the community improve their ability to compete in the world of work. In addition, research and studies conducted by BI have produced innovations that contribute to increasing the productivity of the business sector in Bojonegoro Regency. For example, a local company that utilized the results of BI's study managed to increase productivity by 20%, which had a direct impact on expanding the company's profits.

BI's presence also plays a vital role in increasing investment attractiveness in Bojonegoro. By providing quality human resources and supporting the development of the business sector, BI helps create a conducive economic ecosystem. For example, a foreign company interested in investing in Bojonegoro chose to partner with BI to ensure the availability of skilled workers. In addition, BI's training program has also succeeded in increasing community income, such as a sewing

training participant who was able to open his own business with a turnover of up to IDR 10 million per month. Although still in the early stages of development, BI has shown great potential as a driver of economic change in Bojonegoro Regency.

The presence of WALHI Babel has had a significant positive impact on the economy in Bangka Belitung, mainly through environmental conservation efforts. One of its contributions is increasing public awareness of the importance of protecting the environment. Through various educational and socialization activities, WALHI Babel helps the community understand the value of a healthy and sustainable environment. This awareness not only has an impact on the quality of life of the community, but also creates a culture that supports wise management of natural resources.

In addition, WALHI Babel plays a role in increasing regional competitiveness. A well-maintained environment is a special attraction for investors, which in the end can create new jobs and strengthen the local economy. Sustainable management of natural resources also contributes directly to regional income, primarily through taxes and levies. Thus, the presence of WALHI Babel not only protects the environment but also supports sustainable economic growth in Bangka Belitung.

In general, the presence of WALHI Babel has a significant positive impact on the economy in Bangka Belitung. By playing an active role in preserving the environment, WALHI Babel also supports improving community welfare and regional competitiveness. One of the impacts is increasing income from the tourism sector, where the preservation of nature makes Bangka Belitung increasingly attractive to tourists. In addition, a healthy environment is an essential asset in increasing agricultural production because a maintained ecosystem can support the sustainability of the farm sector.

Another positive impact is the increase in investment interest in Bangka Belitung. Investors tend to be more interested in investing in areas with a healthy and sustainable environment, which provides long-term economic prospects. Thus, WALHI Babel's efforts are not only beneficial for the environment but also create new economic opportunities that support sustainable regional growth.

So, the presence of these two non-profit institutions has a positive impact on economic growth and economic improvement for the surrounding areas and communities. Each institution contributes well to improving the quality and development of the region and its people because the activities they do have a direct impact on the surrounding community. With this economic increase, the welfare of the surrounding community will also increase, as well as regional development.

### *Environmental Aspek*

Based on the research results of the Bojonegoro Institute (BI), there are four main aspects that must be considered in overcoming the impact of oil mining in Bojonegoro, namely environmental, educational, socio-economic, and health aspects. Of the four aspects, the ecological aspect is the main priority with the highest weight (0.348), followed by the educational aspect (0.315), socio-economic aspect (0.174), and health aspect (0.163). This shows that environmental protection is the main focus of reducing the negative impacts of mining activities and creating sustainability in the future.

The approach to the environment should not only be seen as an effort to exploit natural resources or utilize their carrying

capacity for human life. Instead, the environment must be treated as a shared home that requires balance and harmony between humans and nature. As caliphs on earth, humans have a moral responsibility to protect and treat nature with compassion, not arbitrarily. In every investment, it is essential to understand and anticipate the impacts caused, both positive and negative, so that development remains in line with the principles of environmental sustainability (Putri et al., 2021).

The impacts arising from a business can affect current operational activities or only be seen in the future. Therefore, before running a business, it is essential to conduct an environmental impact study to determine the potential impacts that may arise and find solutions to overcome them. This study is known as Environmental Impact Analysis (AMDAL), which helps companies identify potential environmental risks. By conducting an AMDAL, companies can design appropriate mitigation steps to minimize negative impacts that may arise, thus ensuring the sustainability and continuity of the business.

A company's operational environment includes various elements that are directly related to the company's activities. Some essential aspects of the operational environment include the competitor environment, which includes companies that sell similar products; the customer environment, which involves buyers of the company's products; the supplier environment, which includes parties that provide raw materials, labor, and other resources; creditor environment, which involves parties that provide financing or fund projects; and employee environment, which relates to workers in the company. Each of these elements interacts with each other and can affect company performance.

In addition to operational factors, companies also need to consider the broader industry environment, which relates to aspects of competition in the market. According to Porter, there are two main forces in industrial competition that affect company policies and performance. First, the intensity of competition in the industry is influenced by the number of competitors, the rate of industry growth, the level of product differentiation, and barriers to exit from the industry. Second is the power of suppliers, which can influence companies through their ability to raise prices or reduce the quality of products and services provided. These two factors are critical to consider so that companies can compete effectively in the market.

From 1980 until now, WALHI has actively encouraged efforts to save and restore the environment in Indonesia. This organization is committed to fighting for the recognition of the right to a healthy environment, as well as protecting and fulfilling human rights as the responsibility of the state in ensuring that people's sources of life are maintained. However, this struggle is increasingly facing severe challenges, mainly due to the dominance of the global capitalist regime, which continues to strengthen through the free market agenda and the hegemony of neoliberalism. The support of dominant political forces in the country for the interests of industrial countries further strengthens this challenge so that the people, the environment, and people's sources of life often become victims of endless capital accumulation.

Excessive exploitation of natural resources carried out without control has had a severe impact on the environment. The emerging environmental crisis not only disrupts the balance of the ecosystem but also affects the economic, social, and cultural order of society. As a result, the threat to the safety and

survival of citizens, both in rural and urban areas, is increasing. WALHI continues to advocate for change to stop this pattern of exploitation in the hope of creating a more equitable future for the environment and the lives of the Indonesian people.

### *Politik Aspek Aspek*

Bojonegoro Institute (BI), often abbreviated as BI, is a non-governmental organization (NGO) that plays a vital role in achieving good governance in Bojonegoro Regency. Founded in 2004, BI focuses on fair and sustainable oil and gas governance. One of its strategic roles is through the Chief Strategy Officer (CSO), who is the spearhead in formulating policies related to oil and gas. BI also has a vital track record, including being involved in the signing of the Cepu Block in 2021 and resolving the conflict between Pertamina and the local oil mining community. In an effort to strengthen governance, BI encourages a political communication strategy to reject the curse of natural resources, which is realized through six central policies, namely transparency in oil and gas governance, acceleration of regional economic growth, redistribution of Revenue Sharing Funds (DBH), investment of oil and gas revenues for sustainability, participatory development planning, and environmental issues and climate change (Harirah., 2023).

One of the leading initiatives carried out by the Bojonegoro Institute is the Oil and Gas Endowment Fund policy. This policy is designed to ensure the sustainability of the regional economy after the end of oil and gas exploitation. There are three main pillars in this policy, namely moral responsibility for future generations, mitigating regional budget volatility, and reducing dependence on the oil and gas sector. This step is expected to ensure the stability of sustainable economic and environmental development so that the benefits of natural resources can be felt by current and future generations.

On the other hand, the Indonesian Environmental Forum (WALHI) is an independent organization that focuses on environmental issues. WALHI plays a role in encouraging the recognition of the right to a healthy environment and fulfilling human rights as part of the state's responsibility (Laluma, 2015). In the Bangka Belitung Islands Province, WALHI highlighted severe threats to the environment due to irresponsible land and sea mining activities, such as neglected post-mining reclamation and destruction of forest areas. These activities threaten the survival of fishermen and farmers and damage the ecosystem in the area. WALHI urges the Provincial Government to take firm action to stop unsustainable mining activities.

The environmental crisis in Bangka Belitung also has the potential to endanger public health. The high radioactive radiation from tin mines in this area has been recorded as reaching three times higher than usual. Exposed soil material due to unreclaimed mines emits dangerous radiation into the surrounding environment. In response to this situation, WALHI urges the government to immediately issue a moratorium policy on tin mining based on achievements, which includes environmental audits, licensing reviews, and law enforcement for mining actors who violate the rules. As a concrete step, WALHI encourages President Joko Widodo to issue a moratorium policy on tin mining in the form of a Presidential Regulation. This policy aims to protect public safety and restore the environment. One of the leading indicators of the success of the moratorium is the implementation of reclamation of former mining pits, which can repair environmental damage in Bangka



Belitung. With these strategic steps, WALHI seeks to maintain the sustainability of the ecosystem and protect the community's rights to a healthy environment.

## CONCLUSION

Advocacy and communication play an essential role in the sustainability of non-governmental organizations (NGOs) such as the Bojonegoro Institute and WALHI Bangka Belitung. Both have successfully implemented relevant strategies to raise public awareness and encourage policy changes for the benefit of the community and the environment. The Bojonegoro Institute contributes through advocacy for community rights and fair and sustainable resource management, especially in the oil and gas sector. The positive impacts include improving the quality of life of the community, strengthening the local economy, and preserving the environment. On the other hand, WALHI Babel focuses on environmental preservation in Bangka Belitung through campaigns, policy advocacy, and community assistance. This strategy not only raises public awareness of the importance of the environment but also creates new sustainable economic opportunities.

The synergy between advocacy and communication implemented by these two institutions shows effectiveness in achieving strategic goals. Their success in building relationships with the community and government has had positive impacts in various aspects, including social, economic, environmental, and political factors. The contributions of the Bojonegoro Institute and WALHI Babel not only bring local benefits but also reflect the importance of an integrated strategic approach to sustainable development. This success serves as a model for other institutions committed to environmental sustainability and community well-being.

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