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## 2 **Communication Strategy of Legal Aid Center for Press Advocating in Violation Rights Media Issue**

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### 1 **Abstract**

Several media companies have violated labor rights against their workers under the pretext of efficiency due to the impact of the Covid-19 pandemic. Aggrieved media workers complained to the Legal Aid Center for The Press (LBH Pers) for legal assistance. This study aims to determine the communication strategy used by the Legal Aid Center for The Press in advocating the issue of violations of media workers' rights during the Covid-19 pandemic. This study uses a qualitative method with a case study approach. Data collection was carried out by in-depth interviews and collecting documents related to cases of media worker rights violations during the Covid-19 pandemic. The result of this research is that the Legal Aid Center for The Press has actively implemented a communication strategy through press releases, press conferences, and public discussions.

**Keywords:** *Advocacy, Covid-19 Pandemic, Media Workers, legal aid center, media issue, worker right*



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## **INTRODUCTION**

1 The Covid-19 pandemic has an impact on the economy (kemenkeu.go.id, 2020). Economic figures slumped by -5.32% in the second quarter of 2020 (kompas.com, 2020). The economic downturn had an impact on the employment sector. Many business owners suffer losses because their business income decreases. As a result, business owners do not hesitate to lay off their employees or terminate their employment (PHK). The Central Statistics Agency (BPS) noted that 11.63% of companies in Indonesia reduced their workforce from July to September 2020 (databoks.katadata.co.id, 2020). As of July 2020, 1,132,117 workers have been laid off, and 383,645 workers have been terminated from their employment (databoks.katadata.co.id, 2021).

9 The media industry is also one of the industrial sectors affected by the Covid-19 pandemic. The perceived impact included a decrease in revenue due to falling advertising sales as media company clients evaluated their advertising spending activities after the Covid-19 pandemic occurred (liputan6.com, 2021). Kristen Hare, a reporter from the Journalism Institute Poynter pointed out that more than 200 newsrooms and media groups have been affected by the COVID-19 pandemic in the US. For example, Atlantic Media laid off 68 employees (17% of the total staff) in May 2020 (theconversation.com, 2020).

Some media companies use the excuse of efficiency in order to cut employee salaries, remove incentives, or lay off their employees. This excuse actually violates the labor rights of media workers. Media workers should be entitled to fair treatment and decent income from the company (Labor Law, 2003). However, due to the Covid-19 pandemic, the company made a unilateral decision without starting with good communication with its employees. Whereas good communication between the company and its employees based on labor regulations can create a harmonious relationship between the two (Tulende, Gultom, & Budianto, 2021: 11).

Media workers who are dissatisfied and feel that the company they work for has violated their labor rights then file a complaint with the Legal Aid Center for The Press. Legal Aid Center for The

Press focuses on providing legal assistance and advocacy to media workers based on the complaints they receive regarding labor rights violations (Ibhpers.org, 2021). There were as many as 150 complaints received by the Legal Aid Center for The Press from media workers until December 2020 (Annual Report Legal Aid Center for The Press, 2020). Various problems that were complained of include unilateral layoffs, wage cuts/wage delays, workers being laid off, transfers/demotions, unpaid wages, early retirement, holiday allowances (THR) in installments, unclear contracts, and violations of health rights.

Legal Aid Center for The Press opened a complaint center together with the Alliance of Independent Journalists (AJI) for media workers. Both of them provided legal assistance and advocacy to the complainants. The mentoring and advocacy process is carried out by the Legal Aid Center for The Press by involving the role of the media. Legal Aid Center for The Press routinely distributes press releases regarding the employment cases of media workers they are working with, conducts press conferences, and conducts public discussions with journalists. The media activities carried out by the Legal Aid Center for The Press have made various employment cases against media workers appear in the mass media and can be freely accessed by the public.

One of the cases that attracted public attention was the unilateral dismissal of the Kumparan media against its journalist, Nurul Nur Azizah. Nurul was dismissed by Kumparan on July 27, 2020, citing the company's efficiency due to the Covid-19 pandemic. Nurul complained to the Legal Aid Center for The Press in order to get legal assistance and succeeded in canceling the unilateral layoff that Nurul experienced because the reason for the Covid-19 pandemic in Kumparan was not proven. The mass media were also busy reporting on Nurul's case. The existence of news in the mass media supports the advocacy communication activities of the Legal Aid Center for The Press, both to the public and to the media workers themselves who experience or have the potential to experience problems related to employment like Nurul's.

Previous research by Silviana, Nurliah, & Hairunnisa (2020: 253) concerning the Covid-19 pandemic, which has an impact on the welfare of journalists, professionalism, and press freedom, has required AJI to conduct advocacy. This advocacy encourages media companies to issue new policies related to news coverage during a pandemic. AJI also asked media companies not to reduce the welfare of media workers through wage cuts or layoffs. In addition, AJI also invites the government to work together to provide important information that can be used as news material by journalists during a pandemic. In another study in the United States, Finneman & Thomas (2021: 13) regarding salary cuts and layoffs of journalists due to pandemics did not reduce the responsibility of the media to present appropriate information to the public. Advocacy through the media can attract public attention so that journalists' positions can survive during the Covid-19 pandemic.

The explanation above encourages researchers to participate in an in-depth analysis of the advocacy carried out by institutions that assist media workers related to labor issues that befell them during the Covid-19 pandemic. The review of advocacy activities also includes the communication strategy implemented by the institution and its partner media. Therefore, the purpose of this study is to find out the communication strategy used by the Legal Aid Center for The Press in advocating the issue of violations of media workers' rights during the Covid-19 pandemic.

## THEORETICAL STUDY

### Communication

Frank Dance (in Griffin, 2012: 6) says that communication is a relational process that involves the creation of messages and the interpretation of messages so as to elicit responses. McEwin & Santow (in McLeod, 2018: 3) say that communication is a human right. This right was first announced at the United Nations in 1948. Communication can be conveyed through law, art, mathematics, conversation, and social media. Everyone must uphold the right to communication so that everyone can interact with others to promote equality, justice, and dignity. In the Universal Declaration of

Human Rights of the United Nations 1948, it is stated that equality, justice, and dignity place everyone in the position of being able to get an education, get married, have a religion, and work. Howie (in McLeod, 2018: 6) also adds that communication applies to anyone who is a citizen or non-citizen so that they can have freedom of opinion and expression.

In the International Journal of Speech-Language Pathology, it has also been discussed that communication as a human right looks at (1) communication is a right for everyone, (2) communication is a right for people with disabilities, (3) communication is a right for every child, and (4) communication is a right related to language. From these four perspectives, it can be concluded that communication is a part of every living person.

In the Yogyakarta Principles on the Application of International Human Rights Law in Relation to Sexual Orientation and Gender Identity 2006, it is stated that everyone has the right to enjoy their rights in the form of equality and non-discrimination, fair trial, working principles, social security, and health standards that tall. These principles can serve as a guide in terms of discrimination and losses that may be experienced by media workers because their communication rights are shackled by one of them, the threat of layoffs in the workplace.

### **Communication Strategy**

In Atnan (2015: 343), it is stated that the term strategy was originally known in the military world. Strategy comes from the Greek word Stratos which means army. For this reason, strategy is intended as art that includes the mind so that existing resources can achieve the desired goals optimally (Cangara in Atnan, 2015: 344). Departing from this understanding, the communication strategy can be interpreted as a series of guidelines in planning the communication process so that the communication goals that have been set can be achieved. Liliweri (in Nathalia, 2017: 4) says that communication strategies include strategies that represent communication goals in the form of a good formulation. The formulation is arranged in the form of concrete stages of communication activities, which include implementation, support, and integration.

Rogers (in Atnan, 2015: 344) expressed his opinion that a communication strategy is a design designed to change human behavior through ideas. Middleton (in Atnan, 2015: 344) adds that communication strategy is a combination of communication elements in the form of communicators, messages, channels, communicants, and effects that are deliberately designed to achieve communication goals. The theory of communication strategy becomes the basis for examining the communication design applied by the Legal Aid Center for The Press in its advocacy activities.

### **Advocacy**

Opatimasang, Fakhri, & Rahardjo (in Atnan, 2015: 340) say that advocacy is an activity that is often carried out in the legal realm with the aim of defending, promoting, creating, and changing changes). Socorro Reyes (in Nathalia, 2017: 3) gives his opinion that advocacy is a strategic effort to create public policies that are beneficial to the community. Schiavo (in Zainal S, 2018: 3) explains that there is the term public advocacy is defined as a communication strategy to influence public opinion and attitudes in order to influence policymakers or decision-makers and promote changes, norms, policies, and resource allocation. McKee et al. 2004, and Notoatmodjo 2007 (in Zainal S, 2018: 3) add that advocacy has a goal to increase resources, gain political commitment, gain policy support, and develop programs. From this definition, it can be simply concluded that advocacy is an approach taken by a person or group of people to influence others related to the success of a program. Therefore, the targets of advocacy activities are leaders who have a stake in making decisions within an organization.

Notoatmodjo (in Zainal S, 2018: 4) argues that advocacy has a complex scope which includes political lobbying activities, persuasive activities, and activities to encourage and even provide

encouragement to leaders in an institution. This opinion is reinforced by a description of the advocacy objectives, which are as follows. (1) Political commitment, which explains that advocacy aims to provide understanding to the government regarding problems that occur in the community so that they provide support to resolve these problems. (2) Policy support, namely advocacy aimed at obtaining policy support from policymakers as enshrined in laws, government regulations, or decrees from institutions related to problems that occur in society. (3) Social acceptance, where advocacy aims to make programs acceptable to the community through socialization activities. (4) System support, namely, where advocacy aims to obtain system support or work implementation procedures from a program.

Advocacy activities are carried out continuously and adaptively with media intermediaries. Schiavo 2014 (in Zainal S, 2018: 7) explains that the use of media in advocacy activities can involve mass media or new media, which is then called media advocacy. Media advocacy can create community and media involvement in the success of programs. In practice, media advocacy is a form of public communication intervention carried out by certain aid agencies on the media used. Hadi & Agusta (2015: 1) explain that one way for NGOs to get the government's attention is by raising issues through media advocacy. Media advocacy voices ideology to approach policymakers or the public, stimulate debate and create a picture that is in accordance with the issues to be voiced. Some of the media effects formed from this advocacy activity are agenda-setting, framing, and gatekeeping. For example, in media advocacy, NGOs are framing an issue. Framing is packaged in a press release with the hope that it can be published in the mass media.

Scheufele & Tewksbury, 2007; Kim & McCombs, 2004; Scheufele & Shanahan, 2002; Kosicki, 1993 (in Fayoyin, 2014: 51) explains that there is a link between the media agenda and the public agenda in the agenda-setting where the media determines what is considered important by the community. The explanation is put forward on the basis that the mass media have the ability to shape public debates and keep issues on the public agenda. Through agenda setting, mass media do not always succeed in telling readers what they should think, but mass media can succeed in telling what readers want to think. These conditions encourage the emergence of partiality from the supporters of certain issues. Dearing & Rogers (in Fayoyin, 2014: 52) states that in agenda-setting, there is competition between supporters of certain issues to get the attention of the media, the public, and policymakers.

Regarding the issues in the agenda-setting, there is a cycle of issues that need to be considered so that the issues raised in the media can successfully achieve the public interest. Downs (in Fayoyin, 2014: 52) states that the issue cycle includes pre-problem, euphoria, and post-problem stages. By considering the cycle of issues, the media can filter the right issues, direct the public's enthusiasm for policy choices, and help to construct reality. Sabatier & Weible, 2007; Zahariadis, 2007; Hudson & Lowe, 2004; Kingdon, 1995 (in Fayoyin, 2014: 52) also states that the media needs to link public attention to the issues raised with the policy system, political process, and advocacy power.

In terms of framing, Scheufele & Tewksbury 2007; Weaver, 2007 (in Fayoyin, 2014: 52) states that issues are constructed for the public through presentation patterns and special types of symbols used in the media. These statements become the basis for how the media portray issues rather than choosing which issues to report. The portrayal of issues by the media influences the actions of the audience. Castell, 2009; Weaver, 2007 (in Fayoyin, 2014: 52) also gives his opinion that framing is central to influencing media discourse and public processes. This is like what aid agencies that support development do; they interact with the media to reach the public through a series of advocacy activities they carry out.

The next explanation of media effects is related to gatekeeping. Shoemarket et al. (in Fayoyin, 2014: 52) explain that gatekeeping is a form of a series of actions taken by journalists to select, write, edit, position, schedule, and repeat information into news. This series of actions is a form of work from an institution or organization that processes news. Coleman et al. (in Fayoyin, 2014: 52) also make it

clear that those who carry out the gatekeeping function or the so-called gatekeepers are all parties in the news organization who are involved in the editorial process, such as writers, correspondents, editors, and others. News organizations need advocates to influence these sections. Therefore, Williams et al. (in Fayoyin, 2014: 53) said that every media effect, including gatekeeping, is very important to shaping the media advocacy practice of aid agencies.

Advocacy activities may encounter obstacles in the form of resistance or even conflict. However, there are several principles that can be applied in carrying out advocacy activities so that they run smoothly, as explained by Suharto (in Atnan, 2015: 343) as follows. (1) Realistic; advocacy focuses on priority issues and is specific, clear, and measurable. (2) Systematic; Advocacy is carried out with a series of steps in the form of choosing strategic issues, building public opinion based on facts, designing goals and tactics, influencing policymakers, and monitoring and evaluating the programs that have been carried out. (3) Tactical; advocacy is done by building a coalition with certain parties who have the same mission-based on mutual trust. (4) Strategic; advocacy is done by mapping the strengths of oneself and the strengths of the opposition in order to win the public through changing their behavior as expected. (5) Courageous; advocacy is carried out to make pragmatic changes gradually and unhurriedly without fear of the presence of the opponent. This explanation of advocacy theory becomes the basis for examining media advocacy activities carried out by the Legal Aid Center for The Press on the issue of violations of media workers' rights. In simple terms, the advocacy process can be illustrated by the following chart from DuBois and Miley, 2005.

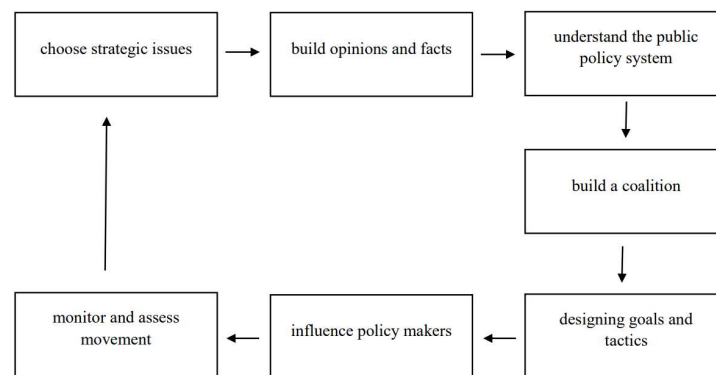


Figure 1 Advocacy Process  
 Source: DuBois and Miley, 2005 (in Atnan, 2015: 342)

### Employment Law

Elaborating on the legal basis for employment is important because this research deals with labor issues that afflict media workers in Indonesia. Employment law itself has been regulated in the Law of the Republic of Indonesia Number 13 of 2003 concerning employment, which was later referred to as the Labor law. Tulende, Gultom, & Budianto (2021: 11) reveal that the Labor Law is a tool for the government to protect two parties, namely employers and workers, in order to create a harmonious relationship between the two. Tulende et al. added that the relationship between employers and workers might not be harmonious. This disharmony can have an impact on the emergence of disputes between employers and workers. In the Law of the Republic of Indonesia Number 2 of 2004 concerning Settlement of Industrial Relations Disputes or PPHI, it is stated that the types of disputes include disputes over rights, disputes over interests, disputes over the termination of employment, and disputes between labor unions.

The Labor Law contains an explanation of industrial relations. Industrial relations are a system of relations created between persons in the process of producing goods or services in which there are business owners, workers, and the government who work in accordance with the values of

Pancasila and the 1945 Constitution. Furthermore, the Labor Law regulates the functions of business owners, workers, and government as follows. (1) Business owners have the function of creating partnerships, developing businesses, expanding job opportunities, and providing welfare for workers. (2) Workers have the function of carrying out work, maintaining order, channeling aspirations, and developing skills. (3) The government has the function of setting policies, providing services, supervising, and taking action against violations of laws and regulations.

Abdul Khakim (in Tulende, Gultom, & Budiarto, 2021: 11) explains that the implementation of industrial relations follows the following important principles. (1) The principle of benefit explains that all activities are intended for the welfare of the people. (2) The principle of joint effort and kinship, namely the efforts of all people with mutual cooperation, is to achieve the ideals of the nation. (3) The principle of democracy, namely where the resolution of the nation's problems can be made through deliberation. (4) The principle of justice and equality, namely where the results of development must be enjoyed fairly and equitably. (5) The principle of life and balance, namely the existence of a balance in the interests of the world and the hereafter. (6) The principle of legal awareness, namely that every citizen is obliged to obey and enforce the law. (7) The principle of self-confidence, namely where development is carried out on the basis of self-confidence and ability, is based on the personality of the nation.

In order to organize a harmonious relationship between employers and workers, employers need to make company regulations. Company regulations contain working conditions that workers must comply with. The labor law explains that companies make written regulations which include the rights and obligations of workers, working conditions, company code of ethics, and the validity period of the regulations.

In addition to company regulations, the Manpower Law also regulates employment agreements. An employment agreement is an agreement between a worker and an entrepreneur that contains the terms of employment, as well as the rights and obligations of the parties. With the employment agreement, workers and employers are bound by an employment relationship. The employment relationship will end after there is a layoff or resignation.

Thalib, Herman, Winarsi, Kurniawan, & Aliansa (2020: 744) explained that the matter of termination of work had been regulated in the labor law where there is termination due to law, termination by workers (resigning), termination by employers, and termination due to court decisions. The explanation is as follows. (1) Termination by law occurs because the term of the work agreement between the entrepreneur and the worker has ended, such as the worker has died, the term of the work agreement has ended, there is a court decision, or there are certain events as stipulated in company regulations or work agreements. (2) Termination by workers occurs because the worker terminates the employment relationship with the approval of the employer. The worker performs termination of work with his own free will, termination of work agreement, or resignation due to absence from work for at least 5 (five) consecutive working days and has been summoned by the employer. (3) Termination by employers occurs because of mistakes made by workers or because of company conditions that forcibly require layoffs. (4) Termination due to court decisions occurs if there are important reasons that require employers and workers to request a district court to terminate their employment relationship. This kind of termination is based on the condition of the company going bankrupt, the worker not meeting the requirements to work, or the termination of the work agreement.

Layoffs during the Covid-19 pandemic are allowed based on Presidential Regulation Number 12 of 2020 but must follow the principles of justice. For entrepreneurs, layoffs can be made if (1) the company closes due to losses for two years or due to other force majeure conditions; (2) the company's losses must be proven by financial statements for the last two years that have been audited by a public accountant; or (3) the company performs efficiency. For workers, layoffs must be accompanied by rights paid by the company, such as severance pay and/or other rights that must be

accepted by workers. This explanation becomes an advocacy guide for the Legal Aid Center for The Press if there are disputes that arise between employers and media workers due to layoffs.

### **Public Relations**

Soemirat & Ardianto (in Nathalia, 2017: 3) explains that public relations are an individual or group effort to do their best through various actions to gain public trust. These best actions are not limited to submitting statements but also involve developing strategies to prepare these statements and the ways in which they are delivered (Cutlip, Center, & Broom in Nathalia, 2017: 3). Harlow (in Stromback, & Kiouisis, 2011: 3) explains that public relations are a special management function that helps build and maintain lines of communication, bridge, accept, and carry out mutual cooperation between organizations and their publics; it involves managing the problem or issue; assisting management to stay informed and responsive to public opinion; define and emphasize management's responsibility to serve the public interest; helps management keep abreast of and effectively utilize change, serves as an early warning system to help anticipate trends; and uses research and sound and ethical communication as its main tools. From this definition, it can be concluded that public relations can be interpreted as a person who has the function to establish good relations with the public so that he can maintain good relations with the public. The form of implementing this function is to communicate information to the public properly so that it can be well received by the public.

The function of public relations practice is advocacy activities (Edgett in Rahmi, Hafiar, & Bakti, 2019: 119). Advocacy activities in public relations are conveying some information, developing strategies so that relations with the public can be built, providing support to minorities, and preparing publicity related to an issue (Moya & Bravo in Rahmi, Hafiar, & Bakti, 2019: 119). These advocacy activities have an impact on society (Mitrook, Parish, and Seltzer (in Rahmi, Hafiar, & Bakti, 2019: 120) say that with advocacy activities, conflicts that occur between an organization and its public can be resolved. Not only that, issues that develop in public can also be handled properly through advocacy activities.

There are basic things in the implementation of advocacy activities in public relations. Edgett (in Rahmi, Hafiar, & Bakti, 2019: 120) states that persuasive communication actions are fundamental to advocacy activities in public relations. Persuasive communication aims to influence people's beliefs, attitudes, and behavior so that they can follow the expectations of the communicator (Putri in Rahmi, Hafiar, & Bakti, 2019: 119).

### **METHODOLOGY**

This study uses a qualitative descriptive method. Cresswell (2016: 4) explains that qualitative research will explore and unveil the meaning obtained from a number of individuals or groups originating from social problems. Qualitative research includes efforts to ask questions and procedures, collect specific data from participants, analyze data inductively from specific themes to general themes, and interpret the meaning of the data.

The approach used in this research is a case study. Daymon & Holloway (in Wulandari, 2017: 41) say that case studies are an intensive form of research that uses evidence from various sources that are bound by space and time. Case studies have the aim of expanding the repertoire of knowledge of communication events that occur and their context. This study examines cases of violations of media workers' rights during the Covid-19 pandemic that require advocacy from the Legal Aid Center for The Press using its communication strategy with its partner media.

Sources of data used in this study include primary data from informants or resource persons from the Legal Aid Center for The Press, namely the Director of Legal Aid Center for The Press and a staff member. The secondary data collected from press releases of Legal Aid Center for The Press related to cases of violations of media workers' rights during the Covid-19 pandemic, articles in media news related to cases of violations of media workers' rights during the Covid-19 pandemic, and annual



report from Legal Aid Center for The Press in 2020. These data are obtained with the following steps. (1) In-depth interview with research informant Director of Legal Aid Center for The Press Ade Wahyudin online on 23 June 2021 to dig up information related to issues of violations of media workers' rights handled by Legal Aid Center for The Press during the Covid-19 pandemic through advocacy and communication strategies implemented Legal Aid Center for The Press with its media partners and one of the Legal Aid Center for The Press staff to find out more about the implementation of the communication strategy. (2) Documentation studies through the collection of documents in the form of press releases from Legal Aid Center for The Press, media news articles, and annual reports from Legal Aid Center for The Press.

Researchers process the data that has been obtained with the following steps. (1) The data is selected for the purposes of writing. To be more focused and systematic, the selection process is carried out by classifying the data that has been collected according to the type of problem and the scale of the problem; adjusting and comparing the data generated from the interview process, and the study of documentation; and draw conclusions from all the data that has been obtained. (2) Reading the entire data by building meanings on the information obtained and reflecting on it. (3) Applying a narrative approach in conveying the results of the analysis. (4) Making interpretations by comparing the results of the study with information derived from theory.

**FINDINGS**

As of December 2020, Legal Aid Center for The Press and AJI has received many complaints, with the majority of complaints related to unilateral layoffs.

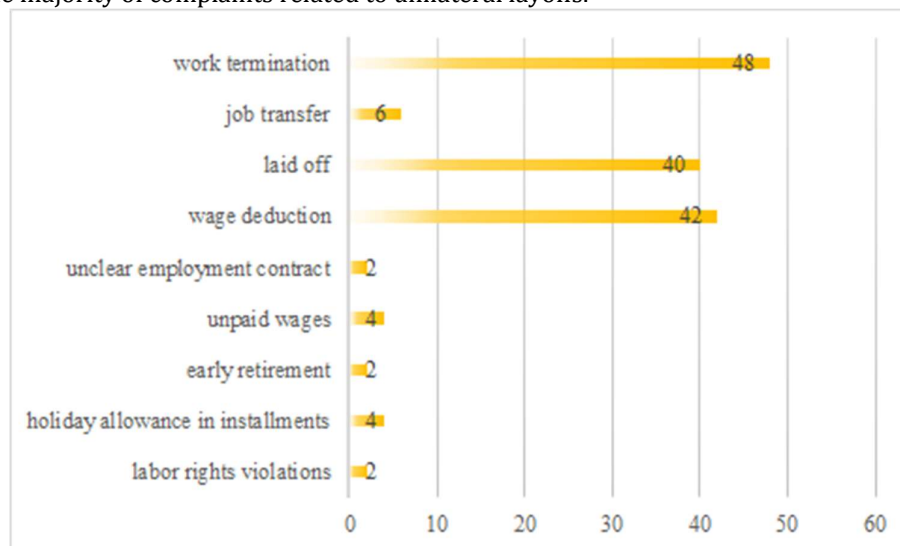


Figure 2 Chart of Labor Rights Violations in 2020  
 Source: Annual Report The Legal Aid Center for Press 2020

Of the total complaint, 59% came from permanent workers with 3-6 years of service. Legal Aid Center for The Press followed up by consulting the complainants. After the consultation period, Legal Aid Center for The Press provides assistance through two methods, including ghost lawyer or indirect assistance and direct assistance from Legal Aid Center for The Press advocates. Indirect assistance is a defense method by which lawyers provide direction in the form of consultations, case theory, and behind-the-scenes filings. Meanwhile, direct assistance is a defense method by means of

Legal Aid Center for The Press advocates directly accompanying the complainant for bipartite, tripartite, to court proceedings.

Of the number of complaints received during 2020, there were only 4 complaints that were assisted directly and 9 complaints that were assisted indirectly by the Legal Aid Center for The Press. 46% of complaints went to the legal process, and the remaining 56% did not go to the legal process. The number of complaint cases that do not proceed to legal proceedings is because the complainant is not ready to provide information on the progress of the case, is constrained when the case reaches the court, has difficulty dividing time between daily life and the case to be faced, or accepts the company's actions.

From the description above, the advocacy process by the Legal Aid Center for The Press to media workers who experience labor rights violations is considered not easy. In addition to the time required for the advocacy process, the attitude and experience of the complainants towards the legal process is also the reason why there is a large range between the number of complaints received and the number of complaints handled by the Legal Aid Center for The Press. For this reason, the Legal Aid Center for The Press cannot do its own work. Legal Aid Center for The Press requires collaboration with the media so that the advocacy process can run better. This is in line with the opinion of Schiavo, 2014 (in Zainal S, 2018: 7) that advocacy activities can be carried out continuously and adaptively with media intermediaries, which is then called media advocacy. Working with the media is a reality that the Legal Aid Center for The Press cannot avoid. In Croatia, NGOs are actually greatly helped by the presence of the media, which can bring their issues into the public sphere. It's just that the collaboration between the two takes place adaptively because there are ideological differences between NGOs and the media (Vozab, 2012: 86).

The relationship between the Legal Aid Center for The Press and the media has ups and downs depending on the case at hand. If in a criminal case where media workers experience violence, the media company and Legal Aid Center for The Press will work together. However, if the case is a violation of the rights of media workers by a media company, the relationship will be negative. Because, in this case, Legal Aid Center for The Press will side with media workers whose rights have been violated by the company where they work. Media workers are always in a weak position, so they need to be defended by the Legal Aid Center for The Press. Media companies are in a stronger position because they have the ability to hire lawyers.

In general, the Covid-19 pandemic has indeed harmed the media industry. Therefore, Legal Aid Center for The Press distinguishes between media strategies during the pandemic and before the pandemic. Before the pandemic, Legal Aid Center for The Press was more confrontational with media companies. If there are complaints or violations of the rights of media workers, the Legal Aid Center for The Press will immediately hold a press conference. However, during the Covid-19 pandemic, Legal Aid Center for The Press prioritized persuasive measures. During the pandemic, Legal Aid Center for The Press always pushes to resolve problems internally before entering into legal proceedings, especially if the complainant has not given full power to the Legal Aid Center for The Press so that the Legal Aid Center for The Press cannot intervene because it is still counted as an internal matter.

Legal Aid Center for The Press divides its advocacy activities into two, namely closed advocacy and open advocacy. The distribution is based on the good faith of the media company. Oetzel & Ting-Toomey, (2006: 409) reveal that dialogue allows us to find new points of view, to reframe our differences, and to find common ground. If the media company opens the door to dialogue, then what is used is closed advocacy, or in other words, it does not involve the media, and there is no publication in the mass media. Hellegren (2012: 30) reveals that discussions and negotiations are used to resolve disagreements in order to find a middle ground for both parties. However, if the media company is arrogant and feels right, the Legal Aid Center for The Press will publish in the mass media. There are three ways, namely by distributing press releases, holding press conferences, and conducting public discussions by inviting journalists.

If referring to the theory that communication strategy is a series of guidelines in planning the communication process so that the communication goals that have been set can be achieved, then the steps taken by the Legal Aid Center for The Press are classified as communication strategies even though they are still in a simple form. Disseminating press releases, holding press conferences, and conducting public discussions are forms of strategy where the main goal is to get publicity on the issues they are advocating for.

Middleton (in Atnan, 2015: 344) states that communication strategy is a combination of communication elements in the form of communicators, messages, channels, communicants, and effects that are deliberately designed to achieve communication goals. In this case, Legal Aid Center for The Press acts as a communicator; the message is the issue of violations of labor rights during the covid-19 pandemic; the channel is the mass media, and the communicant is the public, especially media companies and regulators and the effect is public attention and pressure from the public on issues that are currently ongoing they are fighting for.

### Publication Impact

Publications in the media have had a major impact on the advocacy steps taken by the Legal Aid Center for The Press. According to Ade, the issue of labor rights violations broadcast in the mass media will be a force for pressure from the public to entrepreneurs or media companies. Usually, Legal Aid Center for The Press cooperates with AJI in terms of publications where AJI carries out non-litigation or campaign duties and the Legal Aid Center for The Press carries out litigation duties.

Aside from certain public pressure, publication in the mass media can also trigger pressure within the media company itself. One example is when the Legal Aid Center for The Press handled a case of labor rights violations committed by a foreign media company. Initially, the company tended not to care. However, after the Legal Aid Center for The Press held a press conference and the issue appeared in the media, the information reached the investors of the media company, and finally, the investors pressured their company to immediately resolve the problems that occurred. In addition, media companies also have concerns if they are published in the mass media as a party that violates workers' rights. Because the media is an industry that needs to protect and defend human rights, if they are deemed to have violated these rights, then it will set a bad precedent for them and damage the credibility of the media itself.

Apart from putting pressure on companies, the publication of the issue of labor violations in the media is also a means of education for media workers. With this news, other workers will be aware of their rights and trigger a sense of solidarity. Because so far, there are still many media workers who surrender when their rights are violated because they do not know what to do and do not have a sense of solidarity.

The steps taken by the Legal Aid Center for The Press are a form of public communication intervention where the media effects formed from this advocacy activity are agenda-setting, framing, and gatekeeping. Through media activities carried out by the Legal Aid Center for The Press, Legal Aid Center for The Press tries to set agendas so that the issue of labor violations gets attention from the public and encourages the emergence of partiality from the supporters of the issue. In addition, according to Hadi & Agusta (2015: 1), a Civil Society Organization can perform framing towards an issue through a published press release. This is also done by the Legal Aid Center for The Press by regularly sending press releases to the media in the hope that the press releases will be published by the media. The possibility of publishing Legal Aid Center for The Press press releases by the media is greater because of AJI's involvement in which AJI members are media journalists, most of whom have special attention to the issue of the welfare of media workers, which is also one of AJI's main missions.

However, in carrying out publications, the Legal Aid Center for The Press also faces obstacles. Especially when dealing with large media companies that have strong networks among fellow media companies. One of them is the difficulty of press releases issued by the Legal Aid Center for The Press

to be broadcast because of the sense of solidarity among media companies. This can be classified as the media gatekeeping effect as explained by Coleman et al. (in Fayoyin, 2014: 52) that the parties which carry out the gatekeeping function or later called the gatekeepers, are all parties in the news organization who are involved in the editorial process, such as writers, correspondents, editors, and others. In this case, the party who performs the gatekeeping function is also a journalist, but they are under pressure from the media owner so that the press release sent by the Legal Aid Center for The Press is not published. Toogood (2014: 51) reminds us that transparency is a must. Companies that are not public will usually be labeled as bad companies. On that basis, although Legal Aid Center for The Press often encounters obstacles in the publication process, Legal Aid Center for The Press still has the impetus to invite media companies to be transparent about their cases with their employees who have been reported to Legal Aid Center for The Press. Lemish & Caringer (2012: 196) also reminded us that social media could be an alternative publication channel that reaches many parties without worrying about intervention.

In practice, advocacy carried out by the Legal Aid Center for The Press requires efforts with a time allocation that is not short. The Legal Aid Center for The Press needs to take case by case seriously so that media workers who experience labor rights violations can get proper legal assistance. Legal Aid Center for The Press provides assistance in stages to media workers until each of their cases is legally resolved. This time allocation has not made all cases of labor rights violations by media workers revealed to the public. For researchers, this is a limitation so that observations can only be made on cases that have been resolved by the Legal Aid Center for The Press.

## CONCLUSION

The communication strategy carried out by the Legal Aid Center for The Press on the issue of violations of media workers' rights is quite simple and tends to be conventional, namely using press releases, press conferences, and public discussions. However, this strategy is quite effective in supporting the advocacy and litigation steps that have been carried out so far. This evidence was confirmed by the encouragement of the media to resolve cases of their workers after the issue was published in the media. Media workers also become educated and aware of their rights through publications carried out by the Legal Aid Center for The Press. The researcher recommends that further research can be carried out considering that there are still cases of violations of the rights of media workers that have not been resolved because of the long time allocation required by the Legal Aid Center for The Press.

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