ABSTRACT

IMPLEMENTATION OF JEJAK INDONESIA NGOs ADVOCATION ENVIRONMENTAL CONSERVATION IN OKU DISTRICT (REVIEW ISSUES, CHALLENGES AND BARRIERS)

By

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Problems of environmental damage that occurred in the region is currently disabled Regency has reached alarming levels, this can be judged from the more reduction of green open land for being the location of the company's ventures, be it mine coal, limestone, or into oil palm plantations and rubber. Effects resulting in decreased quality of water, air and land. Environmental advocacy activities by NGOs Step Indonesia aims to be able to minimize the occurrence of environmental damage resulting from the development process.

Webmaster moderator using qualitative research techniques to do the interview, observation and documentation useful for analyzing data. The results showed that the NGOs Step Indonesia classifies into five advocacy strategies in performing their advocacy activities, (1) use of effective delivery of the message to the community management strategy and advocacy campaign issues featured as a first step, (2) the NGO started setting targets, support, and opposition, (3) begin to develop an action plan for advocacy, good persuasive nature to the aggressive actions such as demonstrations, (4) organizations do monitoring and evaluation activities on advocacy activities that have been carried out, and (5) is the expected result that is changing policy or program desired.

Keywords: Non Government Organizations (NGOs), advocacy, environmental