

DEADLY COAL SOCIAL CAMPAIGN IN ENVIRONMENTAL POLICY ADVOCACY FOR INDIGENOUS COMMUNITY OF KALIMANTAN

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ABSTRACT

In the midst of the high production of coal to meet the energy needs of society, JATAM strives to carry out a social campaign for environmental advocacy in the indigenous communities of Kalimantan. The purpose of this article is to describe the management of JATAM's deadly coal campaign in advocating for the environmental rights of indigenous communities in Kalimantan due to coal mining activities. A qualitative research approach was chosen to uncover data to address these objectives. The data collection techniques employed were interviews and documentation through online media monitoring. The data analysis technique utilized three stages: data reduction, data presentation, and drawing conclusions. The results obtained indicate that the campaign aims to advocate for the rights of indigenous communities in Kalimantan to have a safe and healthy environment without mining contamination. The primary target audience includes indigenous communities and the government. In its implementation, JATAM engages in discussions and provides writing training for indigenous communities. Furthermore, JATAM collaborates with Greenpeace and other international NGOs to conduct on-the-ground lobbying of government policies through various actions. The targeted communities have shown a change in attitude and behavior, demonstrating acceptance and willingness to learn about the impacts of mining and their rights to life in their indigenous land.

Keyword: Campaign, Coal, Deadlycoal, Indigenous Community

INTRODUCTION

The campaign activities for environmental conservation are increasingly being carried out. Environmental advocacy efforts or environmental policy advocacy in these campaigns are currently receiving special attention to achieve sustainable life and development, commonly

known as sustainability. Advocacy itself means efforts to defend the rights and interests of specific groups within society (Ahmed et al., 2021).

An example of such a social campaign is carried out by the non-governmental organization Mining Advocacy Network (JATAM) under the title "Deadly Coal." This campaign is motivated by the growing mining activities in Kalimantan without considering the negative effects on the environment and the lack of firm actions and sanctions from the local government. In fact, in 2016, JATAM conducted large-scale actions involving the community to urge the government to show more concern for those living in proximity to mining activities (Marennu, 2019).

It is known that improper disposal of coal waste can have environmental consequences, as coal contains uranium, radioactive isotopes, and naturally formed thorium. The impact can contaminate soil, water, and air. Research conducted by Suhala et al. (Bariadi, 1998) on coal mining in South Sumatra (Bukit Asam) and West Sumatra (Ombilin) found adverse effects, including changes in topography due to the formation of large holes from mining, hydrological disturbances, changes in surface flow, air quality deterioration with increased airborne dust, soil fertility decline, reduced biodiversity of flora and fauna, and the emergence of social problems in the surrounding communities (Nurislam et al., 2022).

Similar issues occur in coal mining in Kalimantan. While mining activities meet various energy needs, they also have numerous detrimental aspects. The Dayak indigenous people in the village of Pampang often feel marginalized as their area becomes a favorite of investors. They often find themselves unable to do anything about the promises made by companies offering compensation, while the government remains passive and does not facilitate control over the mining business oligarchy. Mining activities in Kalimantan have negative environmental impacts such as damaged or failed crops, pollution, and other environmental destruction (Yulianingrum et al., 2023). The issue of environmental damage due to mining is a serious problem, and efforts for preservation and understanding its impact are crucial for maintaining environmental sustainability.

In the "Deadly Coal" campaign, JATAM strives to advocate environmental policies to the relevant government and also educates indigenous communities to raise awareness of the impacts of coal mining activities on their lives, particularly the environmental conditions for the future. Additionally, another goal of the JATAM campaign is to encourage changes in industry practices to be more responsible and uphold ethical standards in business. (Almog-Bar & Schmid, 2014) explain advocacy as an effort to influence and change laws, policies, practices, and behaviors by supporting and promoting specific issues or proposals. Advocacy aimed at influencing or changing policies is known as policy advocacy. In this context, policy advocacy includes various steps such as raising awareness through media, organizing campaigns (both education and mobilization), lobbying, conducting policy research and analysis, organizing events, and using legal systems and litigation (Ward et al., 2023).

On the other hand, indigenous communities or customary law communities are defined as a group of people with the same origin in a specific geographical area, possessing social, ideological, economic, political, cultural values, and their own territorial location (Prasetyo et al., 2021).

In this regard, JATAM addresses issues related to indigenous communities experiencing agrarian conflicts, river pollution, and land disputes. Thus, JATAM continues to advocate through litigation and non-litigation campaigns. In the non-litigation process, JATAM conducts both direct and indirect campaigns. Direct campaigns involve face-to-face outreach, while indirect campaigns utilize social media. The use of digital media, such as websites and social media, began approximately five years ago, specifically on February 13, 2018.

In addition to the "Deadly Coal" campaign, other research indicates that JATAM has also advocated for cases related to mining pits in East Kalimantan. The findings explain that JATAM East Kalimantan's advocacy process for mining pit cases in coal mining in East Kalimantan involves both litigation and non-litigation advocacy. The results achieved in the advocacy for mining pit cases have not been optimal, but JATAM East Kalimantan continues to exert pressure on the authorities to resolve the case decisively and thoroughly through legal channels.

Social campaigns focusing on environmental advocacy are often initiated by environmental lawyers, activists with adequate skills, and the will and ability to use their

knowledge and skills to facilitate the realization of environmental rights for communities affected by damage and pollution (Jaten & KARANGANYAR Absori, 2007).

Other research found that one of their most prominent initiatives was a legal challenge filed by the NGOs Greenpeace and Young Friends of the Earth Norway in 2016, which resulted in the cancellation of licenses granted in the 23rd licensing round. They argued that oil production in these new areas violated the Norwegian constitution, which grants citizens the right to a healthy environment, explicitly mentioning the risk of increasing 'unburnable' oil reserves and its impact on the Earth's climate. The District Court of Oslo ruled in favor of this decision. However, the government upheld its licenses in January 2018 (Doyle, 2018), and an appeal process was scheduled for November 2019. This lawsuit serves as an example of how NGOs invoke the Paris Agreement as an event and leverage the knowledge gained from it, along with advancements in climate science, to advocate for the cessation of licensing (Bang & Lahn, 2020).

However, in achieving sustainability, all layers of society play a crucial role, not just the responsibility of environmental activists or Non-Governmental Organizations (NGOs), but also the government, businesses, and the general public. Persuasive efforts to create and fulfill environmental rights have been widely voiced in Indonesia through various social campaigns. Environmental issues in Indonesia are not only attributed to irresponsible plastic use and emissions from motor vehicles but also to various other factors such as mining activities. There are at least 63 mining companies listed on the Indonesia Stock Exchange, with 34 of them being coal mining companies (Sari et al., 2019)

According to Jordan & Ricardo (2021), campaigns are persuasive methods commonly used in public relations (PR) to achieve the goals of a company or organization. Campaigns are generally conducted to raise public awareness and understanding, promote favorable views or expectations about individual or organizational actions, build strong relationships and representations of groups through intensive contact via long-term communication processes (Zebua et al., 2022)

A study on the "influence of plastic diet campaign exposure and environmental damage news on plastic usage behavior" found no significant influence and positive relationship between exposure to plastic diet campaigns and environmental pollution news on respondents' actions or attitudes regarding plastic usage (Primasari & Santosa, 2021). It is described that the campaigns conducted were considered less attractive and lacked creativity in the message.

There are at least four essential elements in a campaign, also applicable to social campaigns: (1) there is a goal to be achieved; (2) there is a relatively large target audience; (3) it has a specific time frame; (4) it is conducted with organized communication methods (Venus, 2018). The success of a campaign is highly influenced by the campaign management or administration process itself.

RESEARCH METHODS

The research approach used in this paper is a qualitative research approach, allowing the investigation of phenomena in a deep and contextual manner, emphasizing rich understanding and subjective meaning (Creswell, W. John & Creswell, 2018).

The findings are presented in a rich narrative based on empirical data. Descriptive methods are also part of this article, where the discovered data will be carefully analyzed and described. Descriptive methods aim to provide a detailed overview of existing phenomena, whether occurring in the present or in the past. This approach does not involve manipulation or changes to independent variables but focuses on describing existing conditions without interference. Describing these conditions can be done through narrative explanations or the use of numerical data (Seixas et al., 2018).

The data collection technique in this article involves in-depth interviews with three informants, including the key informant, the National Coordinator of JATAM, and two other informants, namely the Head of JATAM's Campaign and Media and the Indigenous Community of Tumpang Pitu familiar with JATAM's Deadly Coal campaign. Unstructured in-depth interviews were conducted to ensure that the research setting remained natural and allowed for broad information openness from the informants. In addition to interviews, data were also obtained

through documentation of the track record of the Deadly Coal campaign obtained from media monitoring of related news and JATAM's digital campaign.

Media monitoring, declared as a data collection technique, involves monitoring various mass media sources such as newspapers, magazines, television, radio, and online platforms to identify, collect, and analyze information related to a specific topic or entity. The main purpose of media monitoring in this article is to understand how an issue raised in the Deadly Coal campaign is packaged and perceived by the public (Vakaliuk et al., 2022).

The data analysis technique applied in this article involves three stages: reduction, data presentation, and conclusion drawing. Data are reduced into smaller units to facilitate analysis, involving selection, simplification, and focus on essential aspects of the data. The reduced data are then organized and presented in a format that facilitates understanding, such as tables, diagrams, or graphs. Data display helps researchers see patterns, relationships, or trends that may emerge. Finally, conclusions are drawn by examining the data comprehensively and understanding the meaning of the findings (Annisa & Mailani, 2023).

RESULT AND DISCUSSION

The data obtained regarding the Deadly Coal campaign in advocating for indigenous communities is analyzed using the campaign management framework advocated by Orstergard in Venus (2018). This framework suggests two main steps in the campaign implementation. The first step involves the decision-maker or campaign maker, often referred to as the decision-maker, being responsible for recognizing and identifying the issues faced. The second step is the campaign management, starting from the design phase, followed by implementation, and finally, evaluation. Going through these two stages can reduce potential disruptions in technical and communication mechanisms during the campaign implementation (Venus, 2018).

Based on the explanation above, the first thing to be described is the findings on how the research process initiated the formation of the Deadly Coal campaign. What issues served as the background for JATAM's efforts to ensure the survival of indigenous communities in Kalimantan.

"JATAM conducts investigations (data collection, research, and studies) before engaging in advocacy, just like two human legs. Since JATAM is almost always a victim and its members are still part of the local community, investigations are crucial to achieving the target against mining. Before heading into advocacy, there must be clear and detailed mapping, not just designing resistance but mapping and uniting the residents. We shouldn't act like heroes when visiting communities; we must listen before we speak, avoiding the impression that we understand everything". (Interview with Key Informant, National Coordinator of JATAM, Juni 2021).

According to the key informant's account, the identification of issues in the initial research that underlies the design of the Deadly Coal campaign is the shared feelings and suffering experienced by JATAM members, who are, in fact, part of the local indigenous community affected by coal mining activities. Nevertheless, JATAM also conducts investigations to find data and facts that support and explain the main problems caused by mining activities in the lives of the local indigenous communities to prevent misunderstandings and other errors.

Furthermore according to JATAM East Kalimantan records, 40 lives have been lost, drowning in unreclaimed coal mining pits. According to JATAM's data, there are still 1,735 abandoned mining pits in East Kalimantan. In the city of Samarinda alone, there are 349 unreclaimed pits. In the management of mining, after mining operations conclude, the permit holders have an absolute obligation, namely to carry out reclamation and post-mining activities. In addition to the loss of lives, the impacts of brick mining in Kalimantan also lead to natural disasters such as floods. In 2021, floods with a height reaching the thighs of adults struck homes in three residential areas in Kutai Kertanegara.

The Deadly Coal campaign is a social campaign addressing the issue of coal mining and its impacts. The term "deadly coal" comes from English, meaning "fatal coal." The focus of this campaign is to illustrate the extent to which coal mining activities can have serious impacts, from the mining stage to the operation of coal-fired power plants (PLTU). The purpose of this campaign

is to raise awareness among indigenous communities or residents living around mining areas about the harmful effects of mining activities. Moreover, the campaign aims to persuade the general public to understand that the use of coal has significant negative impacts on human life and the environment. The Mining Advocacy Network, often abbreviated as JATAM, is a Non-Governmental Organizations (NGOs) and community group actively concerned with various issues, including Human Rights (HR), Gender, Environment, indigenous communities, and social justice issues related to the mining and oil and gas industry sectors.

"The substance of the Deadly Coal campaign is an invitation and demonstration to the public, government, and corporations that coal is indeed deadly. The reason for calling it "deadly" is that mining industries consume vast land and voraciously consume water. When these two elements are needed, the consequence is that the areas where mining activities take place will face pollution and environmental damage. Hence, the term "deadly coal" is used to emphasize the lethal impact of coal". (Interview with the Head of Campaign and Media at JATAM, Juni 2021).

Based on the above interview, the informant explains the goal and origin of the Deadly Coal Campaign as a form of communication aimed at building public awareness that coal mining can have adverse effects on the environment. They hope that the public, especially the government, can regulate these harmful mining activities. For the community, JATAM aims to make people aware and concerned about preserving the environment to prevent them from becoming victims of mining. From these objectives, JATAM also has a vision, namely, a vision to bring about changes in all aspects, especially in reducing dependence on coal, which often leads to socio-economic oppression, especially for indigenous communities. JATAM's mission is for the community and the government to understand and advance beyond coal dependence, similar to other countries not relying on coal.

After formulating the problem, setting goals, and defining the target audience, the second step in the Deadly Coal campaign's management process is designing, implementing, and monitoring and evaluating.

"Usually, before conducting a campaign and assisting mining victims, we conduct mapping. In audience mapping, we arrange messages and must read the risks, threats, and everything..." (Interview with Key informant, National Coordinator of JATAM, Juni 2021).

In designing the campaign, JATAM first conducts issue mapping and audience mapping. The formulation of messages will depend on the characteristics of the campaign audience. JATAM must also be able to anticipate the possible risks, such as community resistance and threats. To target the government, JATAM engages in a hard campaign, driven by the urgency of the harmful impacts of mining on indigenous communities. According to JATAM, a clear and sharp message is needed to awaken the conscience of the government to care about the rights of indigenous communities seized by the mining kingdom in Kalimantan. However, for direct campaigning to the community, especially victims, JATAM chooses to communicate subtly, termed as a soft campaign. Emotional closeness is required to educate and encourage the community to fight for their rights, as many of them are afraid to resist and are unsure how to do it.

Additionally, JATAM designs campaigns digitally, using social media and their website. Grassroots campaigns are considered influential in educating and gaining support from the community. People power or internet power is real; issues that go viral and attract attention in digital media can often influence government policies. This is what JATAM hopes to achieve by using digital media, namely, to gain public sympathy and influence government policies.

However, an interesting finding from the interview results is the timeline or duration of the Deadly Coal campaign. As mentioned earlier, one of the elements in the campaign implementation is time, allowing campaign organizers to set targets and evaluate the success of the campaign.

"Perhaps there is no time frame, as long as coal mining activities continue, and our electricity availability, which is almost 50% coal, the Deadly Coal campaign is still very relevant."

Indonesia is not yet ready to break free from coal dependence because, in this matter, it's not just about electricity; they forget that this is purely business, and coal is exported abroad, and this is a business. Until the future, this is relevant." (Interview with Key informant, National Coordinator of JATAM, Juni 2021).

"In reality, this program lasts until the end of the leadership term, which is 4 years, but because of the pandemic, I advanced it hehe. But Deadly Coal always remains a concern for JATAM because it is relevant to what we do and the coal issues in Indonesia." (Interview with informant 1, Head of Media Campaigns at JATAM, Juni 2021).

There are two slightly conflicting pieces of information regarding the deadline for the Deadly Coal campaign conducted by JATAM. According to the key informant, this campaign does not have a specific time limit; they will cease advocating for the negative impacts of mining when there are no more losses or adverse effects on indigenous communities and the environment. However, on the other hand, informant 1 explains that in the campaign planning, the campaign is targeted for up to 4 years. Still, due to various challenges such as COVID-19, which significantly altered the entire way of life, it has also impacted the extension of the campaign deadline.

Nevertheless, a shared understanding of deadlines in a campaign is crucial, considering that time will determine the efforts towards achieving the campaign's goals. Given these differences in opinions, it would be better for the campaign team to consistently monitor and align perceptions to avoid any other misunderstandings that could be detrimental. Another explanation from the informant also states that monitoring is carried out continuously concerning the government's response, public response, and also the response from the mining actors. However, for the evaluation of the campaign itself, there is no clear data on how often they are conducted within a year or another timeframe.

There are two crucial interrelated factors that must be considered when considering the timeline. First, it is necessary to identify a deadline so that tasks related to an activity can be completed according to the set schedule. Second, it is important to allocate appropriate resources to ensure that the tasks at hand can be completed. The deadline can be set based on internal or external needs (Venus, 2018). For campaigns that take place over an uncertain and quite long period, as JATAM does, consistency and commitment from the implementers are essential to achieve the campaign's goals. Furthermore, in the implementation of these designs, JATAM goes directly to the field to educate and approach local indigenous communities, as stated by the following informant.

"...organize events to educate residents in the form of public discussion events by providing the message content from the process of the establishment of the mine to its activities, then there is an event called HATAM (Anti-Mining Day), activities involving taking to the streets and discussions..." (Interview with informant III, Juni 2021).



Figure. 01: Discussion activities in the Deadly coal Series

As conveyed by the informant and also evident in Figure 1, the implementation of the campaign for the audience, both victims and the general public, involves organizing discussion forums to help the audience understand the campaign's purpose. Through these discussions, the community can also voice their concerns, especially for indigenous communities affected by mining. In these discussion events, JATAM, along with speakers, explains mining laws and the long-term impact of mining on the environment and community life. Such discussion events are not a one-time occurrence but are held repeatedly, hence the title "Deadly Coal Series." Nevertheless, efforts to educate and persuade the community to take action or show a change in attitude are not easy; they require repeated communication and considerable time.

Additionally, JATAM provides writing training to indigenous communities. The purpose of this training is to enhance the writing skills of the Indigenous Community, especially in producing feature articles. JATAM hopes that through this training, indigenous journalists can significantly benefit in presenting issues related to the indigenous community in their respective regions. Furthermore, in the series of campaigns advocating for community rights to influence government policies, JATAM does not fight alone but collaborates with several other NGOs, as explained by the following informant.

"In advocating for the victims of mining, there is usually collaboration with Greenpeace, Walhi, Watchdoc. It's important that the struggle is aligned. If there are players, we don't want those who exploit the case and enrich themselves. In the stakeholders involved in the formation of the Deadly Coal campaign, there are JATAM South Kalimantan, East Kalimantan, JATAM Sulawesi, and usually, they determine a strategic message to campaign. Sexy Killer is one of Watchdoc's works involving us, JATAM, Greenpeace, and other friends" (Interview with informant II, Juni 2021).

This part is quite interesting, it turns out that JATAM can collaborate with international NGOs such as Greenpeace, a well-known and credible social organization worldwide. Collaboration with these NGOs is a strength for the Deadly Coal campaign, providing numerous benefits. The first benefit is increased visibility of the campaign due to additional exposure of the campaign message to the public. The second benefit is the increased credibility of JATAM itself, as it is deemed trustworthy and receives support from international social organizations. These two benefits are considered to enhance the likelihood of the success of the Deadly Coal campaign. Previous research also explains that the coalition or collaboration among NGOs in these advocacy efforts is a study that has been extensively discussed in international relations. It is stated that the benefits of a coalition among NGOs are also referred to as an additional strength in advocacy efforts, meaning that a coalition serves as a strategy to facilitate the formation of new power networks based on the relationships among NGO supporters (Nwalie, 2019).



Figure. 02: Joint action to #BersihkanIndonesia from Coalruption by JATAM, Greenpeace and ICW
Source: kanopi hijau Indonesia

Figure.02 is snapshot of the field actions carry out by JATAM and its coalition with other NGOs. In this case, Greenpeace, Auriga, JATAM, and ICW, who are members of the #BersihkanIndonesia Coalition, on Tuesday (15/1/2019) in Jakarta. Voiced demands to the presidential candidate at the time to end the practice of political corruption related to the coal business.

Political corruption related to coal, in various forms, has hindered progress in clean energy choices and obstructed the community's right to clean air and a healthy environment. The action was carried out in front of Bawaslu Building, by exposed banners and staged theatrical actions.

The coal business is increasingly widespread because it is driven by political elites. Coal has even become a major source of political funding, both at the central and regional levels. In their advocacy during the Deadly Coal campaign, JATAM also joined the Anti-Mining and Palm Oil Mafia Coalition. They organized a blockade by placing banners on the Dondang River, which is typically a route for coal barge transportation in Muara Jawa, East Kalimantan, on this day. This action, involving communities affected by mining, symbolizes the resistance of the participants against illegal practices in politics during the simultaneous regional elections. It also condemns the government's policies that continue to rely on polluting energy sources such as coal and palm oil.



Figure. 03: The Jatam blockade action was entitled Mining for Simultaneous Regional Elections
Source: Jatam

In this action, as seen in Figure.03 above, JATAM invites the public, especially voters in 171 regions holding simultaneous regional elections, to realize that environmental damage and negative impacts due to mining and palm oil, one of which is caused by illegal practices between elected regional heads and business actors. Furthermore, JATAM wants to remind prospective regional heads, especially in areas with coal resources like East Kalimantan, to immediately end dependence on coal and palm oil. They urge not to make coal and palm oil the foundation of community economic development. Political corruption in the coal sector has led to rapid growth in this commodity business, with increasingly large and often overlooked environmental and social damages.

If you observe Figure.02 and Figure.03, there are two messages packaged interestingly and wrote on the signs that they spread during the campaign. First, "Dare to #Clean Indonesia from Coalruption," this sentence becomes a demand to the government that is considered unable and unwilling to clean up political actions that are considered to have corrupted mining licenses so that the mining business is increasingly. The word "dare" also serves as an encouragement to the government to enforce fair laws for all layers of society.

Secondly, the banner that reads "Mining Dominates Simultaneous Regional Elections," this sentence seems to be a satire directed at political elites who have been easily influenced by decisions made by mining mafias. From the two examples of actions carried out by JATAM to lobby the government above, it shows the absence of harmonious cooperation or collaboration between JATAM (NGOs) and the government to achieve a good life for the people. This situation was also revealed by Hasmath & Hsu (2014) in their research conducted on the relationship and

collaboration between the government and NGOs in China. The study explains that the lack of meaningful collaboration between the state and NGOs in China is not solely caused by the state's efforts to limit the development of this sector or the fear of potential actors opposing the state; instead, interviews with NGOs in Beijing and Shanghai indicate that the lack of meaningful involvement between the state and NGOs is partly due to isomorphic pressures in state-NGO relationships and the state's epistemic unawareness of NGO activities. In fact, evidence suggests that when the state has achieved epistemic awareness, it will have a stronger desire to interact with NGOs, with a warning that the state will seek to leverage the material power of NGOs, compared to the symbolic, interpretative, or power held by NGOs (Hasmath & Hsu, 2014).

Another activity in the Deadly Coal campaign series is the utilization of digital media such as websites, social media, and efforts to create information with news value worthy of coverage by mass media, especially online media. On its website, JATAM always updates the latest information about its campaign and activities that harm the community. Similarly, on social media like Instagram, JATAM is active in sharing information and making efforts to engage the public, making the deadly coal campaign more widely known and gaining support from the broader community.

Based on observations of the posts made on the Instagram account @jatamnas in the years 2019, 2020, and 2021, they frequently used several keywords, namely coal oligarchy, coal elites, and the Mining Law. In mid-2020, the @jatamnas account once included a caption on its post stating, "The Mining Law is like a guarantee letter for the continuity of mining oligarchy investments." This post received a high level of engagement compared to others, with the video views reaching 10,462 times.

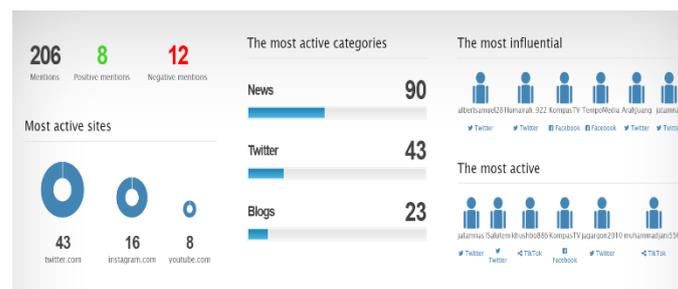


Figure.04: JATAM mentions report on the Internet (2023)
Sourcer: Brand24 (2023)

In Figure.04 above show an infographic about the results of mentions of "JATAM" on the internet, including news in online media, mentions on social media platforms such as Instagram, Twitter, and blogs. In the past year, from January to October 2023, JATAM received coverage in 90 news articles, most of which had a neutral tone. Additionally, there were 43 mentions on Twitter, which were also mostly neutral. Out of the 206 mentions, 8 were positive, and 12 were negative, while the rest were considered neutral. Although there were news articles or mentions with a negative tone or nuance, the total number obtained by JATAM in 11 months is relatively high and positive. It is likely that the issues raised by JATAM are among the topics that capture public attention, resulting in such a substantial number of news articles and mentions. Environmental damage and human rights issues are indeed sensitive topics frequently discussed by the public.

At the end of the campaign process comes the evaluation, the activity to measuring the achievement of a goal. In the Deadly Coal campaign, the feedback or expected goal is that JATAM can influence behavior and change the mindset of the community towards destructive mining companies. This, in turn, would help safeguard the lives and economies of the people. Additionally, it is hoped that the campaign can influence government policies related to the environmental damage caused by mining.

"According to interview results, informants explained that the campaign has started to show positive results. Indirectly, the community is willing to communicate and trust us,

which is already considered good feedback. We don't ask for anything; the indigenous community is willing to communicate, and that's very good feedback for us." (Informant 2, Juni 2021)

From the campaign efforts to advocate for environmental policies for Kalimantan's indigenous communities that have been carried out by JATAM, significant results have not yet been seen in the form of changes to mining business licensing policies and spatial management in these indigenous communities' areas. Even though there are several people who want to take part in writing training, there has not been any writing from the Kalimantan indigenous community that is able to attract a lot of attention or go viral about the natural conditions and lives of those affected by coal mining activities. Apart from that, it is necessary to increase the use of social media to take advantage of the power of the internet so that this issue gets the attention of many people, especially the relevant government.

CONCLUSION

It can be concluded that in managing the Deadly Coal campaign, JATAM engages in advocating for indigenous communities in Kalimantan through two stages. Firstly, the decision-makers or campaign actors identify the issues. In this case, JATAM conducts the collection and mapping of issues and potential risks faced during the campaign. The second stage consists of planning, implementation, and evaluation. For the planning phase, JATAM formulates two main audience groups: indigenous communities, especially the victims, and the relevant government. In the implementation of the campaign, there is a series of activities such as continuous discussions with the community to educate and persuade them. Additionally, JATAM collaborates with international NGOs like Greenpeace and Watchdog to voice concerns about policy disparities or government indifference to this issue. Regarding the disagreement about the campaign's timeframe, continuous coordination and alignment of perceptions are necessary for the team, considering that deadlines significantly impact efforts and goal achievement. Furthermore, JATAM provides writing training for indigenous communities, hoping to encourage them to actively document and voice issues in their environment to the world. Despite the substantial participation in the training, globally impactful or nationally recognized writings from Kalimantan's indigenous people about environmental issues resulting from coal mining activities have not been identified. Consistent mentoring is needed to enable them to continually practice and produce writings that capture national and global attention.

Suggestions: Based on the findings and discussions above, it is hoped that JATAM can formulate more powerful strategies, such as engaging in direct negotiations with the government rather than merely grassroots campaigning. Direct negotiations could involve facilitating discussions between the community, the government, and stakeholders regarding the addressed issues. Additionally, in utilizing digital media, the Deadly Coal campaign team needs to create content that generates a more significant call to action for all communities, especially in Indonesia.

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