

Abstrak

Pers mahasiswa memiliki peran penting dalam ekosistem pers dan demokrasi, khususnya sebagai ruang pembelajaran jurnalistik, media kontrol sosial di lingkungan akademik, dan sarana pembentukan kesadaran kritis mahasiswa. Namun, pers mahasiswa masih berada dalam posisi rentan akibat tidak adanya perlindungan yang formal dan mengikat dalam sistem pers nasional. Ketiadaan perlindungan tersebut berdampak pada berulangnya represi oleh birokrasi kampus maupun aparat negara, yang mencerminkan kesenjangan antara praktik jurnalistik pers mahasiswa dan perlindungan yang mereka terima. Kondisi ini diakibatkan kerja-kerja jurnalistik pers mahasiswa direduksi sebagai aktivitas kemahasiswaan semata, bukan sebagai entitas pers yang menjalankan fungsi demokratis. Penelitian ini bertujuan menganalisis strategi advokasi kebijakan Aliansi Jurnalis Independen (AJI) dalam memperjuangkan perlindungan pers mahasiswa. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus. Data diperoleh melalui wawancara mendalam dengan AJI, Dewan Pers, Perhimpunan Pers Mahasiswa Indonesia (PPMI), dan akademisi, serta didukung dokumen kebijakan, publikasi organisasi, laporan tahunan, dan pemberitaan media. Analisis menggunakan teori strategi advokasi kebijakan Gen dan Wright serta konsep pers. Hasil penelitian menunjukkan bahwa AJI menjalankan strategi *public lobbying*, *inside strategy*, *direct reform strategy*, dan *institutional partnership strategy* yang membuka ruang dialog kebijakan dan menghasilkan capaian administratif berupa Nota Kesepahaman. Namun, capaian tersebut belum menghasilkan perlindungan yang substantif dan mengikat. Penelitian ini menegaskan pentingnya perlindungan formal untuk menjamin kebebasan pers mahasiswa dan kebebasan akademik di Indonesia.

Kata kunci: pers mahasiswa, advokasi kebijakan, AJI, perlindungan pers.

Abstract

Student press plays an important role in the ecosystem of the press and democracy, particularly as a space for journalistic learning, a medium of social control within the academic environment, and a means of fostering students' critical awareness. However, student press remains in a vulnerable position due to the absence of formal and binding protection within the national press system. This lack of protection has resulted in recurring repression by campus bureaucracies and state authorities, reflecting a gap between the journalistic practices of student press and the protection they receive. This condition arises because the journalistic work of student press is reduced to mere student activities, rather than being recognized as a press entity that performs democratic functions. This study aims to analyze the policy advocacy strategies of the Alliance of Independent Journalists (AJI) in advocating for the protection of student press. The research employs a qualitative approach using a case study method. Data were obtained through in-depth interviews with AJI, the Press Council, the Indonesian Student Press Association (PPMI), and academics, and were supported by policy documents, organizational publications, annual reports, and media coverage. The analysis uses the policy advocacy strategy theory of Gen and Wright and the concept of the press. The findings show that AJI implements public lobbying, inside strategy, direct reform strategy, and institutional partnership strategy, which open spaces for policy dialogue and result in administrative outcomes in the form of a Memorandum of Understanding. However, these outcomes have not yet produced substantive and binding protection. This study emphasizes the importance of formal protection to ensure student press freedom and academic freedom in Indonesia.

Keywords: *student press, policy advocacy, AJI, press protection.*