

ABSTRACT

This research will describe the advocacy of the Council on American-Islamic Relations (CAIR) in handling the Islamophobia issues in the United States by content analysis. CAIR is a non-governmental, non-profit, grassroots civil rights and advocacy organization. It is the largest Muslim civil liberties organization in the U.S. which concerns in Islamophobia issue. They work through media relations, lobbying, education and advocacy to make sure a Muslim voice is represented. All of texts that will be analyzed are derived from the advocacy documents of CAIR. It is known 11 documents of CAIR from 2001-2016 in the official website of CAIR which have been chosen that will be analyzed in this research. Data analysis was performed with a content analysis that focused on specific messages that represent in diction of CAIR's advocacy documents.

Keywords: Advocacy, CAIR, Content Analysis, Islamophobia, Non-Governmental Organization