

INTISARI

Organisasi CAIR merupakan organisasi advokasi Muslim terkemuka di Amerika Serikat yang memperjuangkan hak-hak sipil Muslim Amerika. Penelitian ini memiliki tujuan umum, yaitu mengetahui perjuangan hak sipil CAIR dalam *press release* dari tahun 2019 sampai 2023. Sementara itu, tujuan khusus penelitian ini meliputi, (1) mengetahui wacana CAIR dalam memperjuangkan hak sipil, (2) menggambarkan relasi kuasa nilai dan ideologi Amerika dibalik perjuangan hak sipil CAIR, dan (3) mengkaji ideologi CAIR memperjuangkan hak sipil dalam *press release*nya.

Pengumpulan data dilakukan pada *press release* dari tahun 2019 sampai 2023 yang diterbitkan organisasi CAIR, terkait dengan hak-hak sipil Muslim di Amerika. Setelah seleksi terhadap dua puluh *press release*, dilakukan analisis dengan menggunakan tiga dimensi analisis wacana kritis Fairclough, mencakup analisis teks, praktik diskursif, dan praktik sosiokultural.

Hasil analisis menyimpulkan bahwa menunjukkan konsistensi CAIR dalam penggunaan bingkai hak-hak sipil sebagai strategi utama untuk memperjuangkan legitimasi komunitas Muslim di ruang publik Amerika. CAIR berhasil membentuk wacana tandingan terhadap narasi dominan melalui konstruksi identitas kolektif yang inklusif dan resisten. Mengkritik dan membongkar diskriminasi, stereotip negatif, serta kebijakan yang membatasi kebebasan beragama Muslim. Menunjukkan bahwa ideologi hak-hak sipil secara konsisten direproduksi dalam narasi publik mereka. Siaran pers tersebut menekankan prinsip-prinsip seperti kesetaraan, perlindungan hukum, partisipasi demokratis, dan solidaritas lintas kelompok.

Kata Kunci:

CAIR, *Press Release*, hak-hak sipil, Muslim Amerika, Analisis Wacana Kritis

ABSTRACT

CAIR is a leading Muslim advocacy organization in the United States that fights for the civil rights of American Muslims. This research has a general objective, which is to understand CAIR's struggle for civil rights in press releases from 2019 to 2023. Meanwhile, the specific objectives of this research include: (1) understanding CAIR's discourse in fighting for civil rights, (2) to describe the relationship between American values and ideology behind CAIR's struggle for civil rights, and (3) to examine CAIR's ideology in fighting for civil rights in its press releases.

Data collection was conducted on press releases from 2019 to 2023 published by CAIR, related to the civil rights of Muslims in America. After selecting twenty press releases, analysis was conducted using Fairclough's three dimensions of critical discourse analysis, including text analysis, discursive practices, and sociocultural practices

The analysis concludes that CAIR consistently uses the framework of civil rights as its main strategy to fight for the legitimacy of the Muslim community in the American public sphere. CAIR has successfully formed a counter-narrative to the dominant narrative through the construction of an inclusive and resistant collective identity. Criticizing and exposing discrimination, negative stereotypes, and policies that restrict Muslim. Demonstrating that the ideology of civil rights is consistently reproduced in their public narratives. The press release emphasizes principles such as equality, legal protection, democratic participation, and cross-group solidarity.

Keywords:

CAIR, Press Release, civil rights, American Muslims, Critical Discourse Analysis