

## **ABSTRACT**

The problem of cases of human rights violations related to land evictions in Indonesia is considered to still occur frequently and cause losses for victims of evictions. The losses suffered by the victims of forced evictions in addition to material losses also suffered psychological losses. This study aims to find out, "How is the Communication Strategy of the Bandung Legal Aid Institute (LBH) in Efforts to Resolve the Case of Human Rights Violations in Tamansari City of Bandung, and the focus of the research aims to find out, "How is the Communication Strategy of the Bandung Legal Aid Institute (LBH) in Efforts to Resolve Cases Human rights violations in Tamansari, Bandung City. The data analysis technique used in this research is qualitative with constructivism paradigm. The data of this study used purposive sampling by taking two informants from the Bandung Legal Aid Institute. The results showed that the communication strategy starting from the analysis and research stages, policy formulation, implementation program planning, communication activities were used by LBH Bandung City.

**Keywords:** Communication Strategy, Human Rights Violation, Bandung Legal Aid Institute.