

## PERFORMANCE OF INCLUSIVE ONLINE MEDIA FOR DISABILITY LITERATION AT KAMIBIJAK.COM

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**ABSTRACT.** Inclusive online media has an important role to give the disabilities for access the information. As a new inclusive online media, KamiBijak have a vision to perform the media with disability-friendliness in providing public information services. Therefore this study aims to analyze the content strategy of KamiBijak in the newsroom for distributed the information to the disability as the audience. This research manage to discuss the newsroom innovation on KamiBijak by displaying sign language as the major language to deliver the message. The paradigm of this study uses qualitative approach, by analyze deeper content about KamiBijak newsroom innovation strategies use with descriptive research types. To collect the primary data, the researcher use in dept interview with the editor in chief of KamiBijak. Meanwhile to collect the secondary data, researcher use content that cover on KamiBijak and literature studies. The results show that KamiBijak is an inclusive online media delivering information with sign language for Teman Tuli. Persons with disabilities, especially Teman Tuli, access information through video content that uses sign language with the full frame concept. The involvement of the non-disability team minimizes errors in friends with disabilities who have limitations in word processing because the use of sign language is different in structure from writing based on PUEBI rules. In addition, the activities of the production team from employees with disabilities and disabilities are able to complement journalistic products more fully.

**KEYWORDS:** disability, inclusive online media, media literation, newsroom innovation

### INTRODUCTION

The development of communication technology, especially the presence of new media, has become an important instrument in accessing interactive messages. Based on the results of research on the Hootsuite and We Are Social platforms circulated in February 2022, as many as 73% of the population in Indonesia out of a total of 204.7 million people have accessed the internet. In addition, it is recorded that 80% access the internet to find information to accommodate their needs. (Reports Digital-2022-Indonesia, n.d.) Thus, the entire new media audience without exception for people with disabilities also use the media to access information.

The President of the Republic of Indonesia, Joko Widodo even said that the government must provide a forum and space for people with disabilities to be actively involved in development. (Media Indonesia, This is Jokowi's Message to Persons with Disabilities, December 3, 2018). Based on data from the Ministry of Manpower and Transmigration in 2010 and confirmed by the ILO, the number of persons with disabilities in Indonesia is 7,126,409 people. However, access to conventional and online media information that is present has not fully accommodated the needs of people with disabilities. This causes people with disabilities to not be able to play an active role in development due to limited access to information.

Limited access to information causes work opportunities owned by people with disabilities to also have an effect. Meanwhile, persons with disabilities in Indonesia have been guaranteed by the

state with Law No.8 of 2016 that the Government, Local Government, SOEs are required to accept 2% of disabled workers and the private sector is required to accept 1% disabled workers. Unfortunately, this has not been heeded much by many companies in Indonesia. Including one of them is a media company in Indonesia.

So far, few media companies have been present to enlighten their audiences with special needs. For example, the display of sign language on television news programs. Moreover, many programs do not feature sign language to provide access to information to people with disabilities, especially Deaf friends. Observing this, the content present in conventional and online media is still not aware of the presence of people with disabilities as an audience. The online media that is present equipped with videos is still a lot that cannot be accepted by people with disabilities, especially Deaf friends. While access to information or content in the media is present in the form of videos.

Information in video content is not only presented in mainstream media but also on other platforms, namely social media. This is one of the easy ways for the audience to access information at any time. Changes that have occurred in the media with the rampant use of online media have made changes in newsrooms, the inverted pyramid has been replaced with a narrative style and talking to the audience instead of to the audience where engagement between the media and the audience is needed (Carson&Muller, 2017:16)

Realizing that there is no online media that is disability-friendly and includes people with disabilities as an audience, Kamibijak.com also attended. KamiBijak which stands for Kami Bahasa Isyarat Jakarta provides easy access to disability-friendly online information, especially for the deaf through sign language and text video content. Kamibijak.com is part of PT Merah Putih Media which is engaged in the digital media business has the tagline Berani Inspire. WeBijak has a vision to realize disability-friendly in providing public information services. Meanwhile, the mission to be achieved by KamiBijak includes ensuring access to ease of public information, improving the quality of public information services, strengthening infrastructure in the context of efficiency and effectiveness of public services and improving the management of public information documentation.

This digital-friendly online media has three channels for its audience. Namely, Infosiana, Entertainment & Lifestyle and Culinary. The video content produced is friendly for people with disabilities especially for the deaf, sign language, entertaining but also remains informative. Regarding the content of the content, KamiBijak follows news trends that are being discussed and produces with applicable journalistic rules. The choice of content that is up to date or following trends in the digital world is the fastest way to approach the audience. Especially if you pay attention to existing news trends based on existing analytical data to get more responses from the audience (Carson&Muller, 2017:17).

The media crew at KamiBijak is a combination of disability and non-disability teams who are competent in the field of journalism. All video content production is produced in accordance with applicable journalistic values and ethics. All video content production produced by KamiBijak is produced in an inclusive manner by competent media workers in their fields. Through KamiBijak, online media is disability-friendly and as an inclusion media that raises disability issues more deeply for audiences to be able to become a new literacy media. In addition, media owners can also look at people with disabilities as productive workers and work together in an inclusive manner.

New media that continue to grow make innovations in the newsroom at KamiBijak. The mainstream media, which only presents sign language as a complement and is not well observed, turned out to be the main content for KamiBijak in broadcasting the news. This study tries to describe and analyze the innovation of inclusion media newsrooms carried out by people with disabilities and non-disabilities in Kamibijak media. Observing the results of journalistic products produced by inclusive online media that are in accordance with journalistic ethics and are well processed by competent journalists with disabilities.

## **LITERATURE STUDIES & RESEARCH METHOD**

Media Convergence Theory is one of the basic theories by researchers to make studies in the inclusion online media KamiBijak. According to Jenkins in Littlejohn and Foss (2009: 687), new media provide more active participation in the media. Furthermore, consumers in convergent media have attachments and are connected so that they can be involved in making messages. In addition, new media consumers can choose more freely which media access to take. Meanwhile, convergence

has a meaning as a process of merging between computing and information technology, communication networks, and information content and digital media (Flew, 2004: 2-3). Therefore, online media is a form of media convergence as a new medium that is one of the needs of the audience to access information.

In addition to being faster, online media can be accessed anywhere using technology. According to Northrup in Quinn (2002:62-63), these changes can increase the need for journalists who are flexible and who understand the potential use of technology. There are two important things about content. First, product quality is determined by journalists adapting new ways to package audience stories. Second, through technology everything can be realized. The convergence present affects all aspects, not only the journalistic product but also, the influence on the editorial staff who are ultimately responsible for the content distributed to the public (Quinn, 2002:62-63)

In line with this, converged information technology is rapidly rewriting the traditional assumptions of organizations and newsroom structures (Pavlik, 2001: 108). Online media newsrooms are currently undergoing a different transition. Starting from the updated news cycle for 24 hours (actual), the speed of news that is a priority, a complete news package, namely using new media devices without burdening and disturbing the audience with the existing system. In addition, the collaboration of integrated systems so that the audience can be more interactive (Pavlik, 2001: 109-110).

Conventional views are present and assume computers and the internet are not important in newsrooms. Contradictory to the current conditions that the existence of the internet in newsrooms is becoming important for modern journalists. Another reason the presence of internet technology is considered important in the news space is the integration of systems that facilitate the way the team works (Pavlik, 2001: 102). Each newsroom has a policy of producing content. Regardless of how online operations are structured, new media present an unprecedented opportunity to create a collaborative approach to reporting. (Pavlik, 2001: 104).

According to Carson&Muller (2017:22), there are 4 main keys in the newsroom. First, reporters need to consider the position of the audience in every process, from collecting information to releasing news. Second, audiences will respond to news in a very personal way because the boundaries between personal and public are now blurry. Third, numbers are everything in the sense that every piece of news is now not enough to use assumptions but to use data. Fourth, video is king. Stories released with videos are considered more because they are considered ready to be disseminated to other platforms. There is a recent trend also within the newsroom. According to Tamelng&Broersma (2013:21) vertical and horizontal convergence occurs. Vertical convergence occurs when the media integrates its news for release on various platforms that are covered by one brand. This is considered to be able to strengthen the multimedia brand. While horizontal convergence occurs when the media distributes in other platform.

In order to gain the information, the researcher select paradigm uses a descriptive qualitative approach. By analyzing the content more deeply about KamiBijak strategy in producing news and presenting news for people with disabilities. The media newsroom innovation strategy was carried out by indepth interviews with the Founder of KamiBijak who represented the company as well as the editor-in-chief.

## **INCLUSIVE ONLINE MEDIA FOR DISABILITY LITERATION**

KamiBijak exists as a disability-friendly media. Based on the results of an interview with the Founder of KamiBijak, Paulus Ganesha Aryo Prakoso, the unrest of people with disabilities, especially deaf people or deaf friends, to access the media and enjoy news is very limited. The Deaf friends paul met also complained about the same problem when they wanted to access media, especially television, the Sign Language Interpreter screen was too small to watch plus the absence of additional text features that made Deaf friends more difficult to access information.

Based on that experience, Paul also took the initiative to initiate a disability-friendly media. Launched on September 19, 2018, KamiBijak which is under the banner of PT. Merah Putih Media located in Gading Serpong, Tangerang, is finally here to provide information with video content. Although Paul has never been in contact with the media or the world of journalism. However, Paul, who has an information technology education background, studied with competent people in the media. The right of persons with disabilities, especially to access information, is accommodated by

media that presents content through sign language and text that is easy to understand. Through this medium, people with disabilities, especially Deaf friends, also get support to have equal rights between Deaf friends and Listening friends.

KamiBijak was created to help Deaf friends get access to information so they don't miss the news. Mr. Paul wanted the right to be informed by Deaf friends but also to be enjoyed by hearing friends. In this case, the presence of KamiBijak does fully support the equal rights between Deaf friends and Listening friends to access information.

In order to facilitate access to information on disability, the content created in KamiBijak is in the form of video and text content. Video content was chosen because it is considered to be the key to attracting audiences in the digital age. Video content produced by KamiBijak by providing news through sign language with a full frame concept. Besides being able to make it easier for Deaf friends to access, this video content can also make listening friends learn sign language. Not only can it provide information but KamiBijak also strives to educate its audience. All video content that airs on KamiBijak has news value, accuracy and trust. According to Carson & Muller (2017:19), trust and accuracy are important for digital newsrooms and are the keys to success in capturing the attention of audiences.

### **CREATING INCLUSIVE NEWSROOM**

In the video content on KamiBijak there is some content that is produced through curation from several trusted news sources and is still part of PT Merah Putih Media such as merahputih.com and side.id. The KabarBijak channel is counted as having the most curated video content. The curation carried out by KamiBijak is able to accommodate the needs of information and new cultures that exist in the newsroom. In addition, it can overcome the problem of limited human resources in the newsroom at the beginning of the media establishment.

During the time, kamiBijak's newsroom, which is filled with five Deaf employees as reporters, video editors, graphic design and administration, is now expanding and growing by involving non-disabled employees for production such as editors, voice overs and photo and video production teams. Related to the editorial team, KamiBijak optimizes video content by curating news. There is a difference in culture in newsrooms with the rapid flow of digital media, in the Netherlands for example, conventional journalists are asked to focus on jurnalisme quality while online journalists are asked to reproduce as much news as possible as soon as possible (Tameling and Broersma, 2013:25)

In meeting information needs, KamiBijak presents a variety of video content per day with shares for hardnews and features. For the news production flow, the editorial team started planning with a meeting and projected issues that could be the subject of coverage. Then the assignment will be compiled. If the assignment is complete then video editing is done. According to Paulus, initially the video was edited within one to two days of the day of coverage and will be aired on our website, YouTube channel and Instagram Social Media. However, with the increase in non-disabled production teams the viewing and editing can go faster.

News content in online media must be actual and updated. For this reason, KamiBijak chose to curate from several news sources under the guidance of PT Merah Putih Media, namely MerahPutih.com, SIDE.id, Kabaroto.com, Bolaskor.com. As well as several credible and reliable news sources such as Kompas.com, Tribunnews, Vivanews, Kapanlagi.com and Detikcom. Collaborating is also one of KamiBijak's strategies to increase content and audience breadth. One of them is collaborating with GPR TV media, television initiated by Kominfo and raising issues about disability. WeWed to help distribute video content so that it could be published. KamiBijak became the first disability-friendly media in Indonesia to try to create content that covers various aspects. Attractive visuals, clear sign language and text for Deaf friends. In 2019, KamiBijak added audio and dubbing features so that blind friends can also enjoy the news presented.

### **CONCLUSION**

KamiBijak accommodates the needs of friends with disabilities, especially deaf people, through video content that uses sign language with a full frame concept. The quality of video content includes news value, accuracy and trust. The three elements of quality indicate that the video content

displayed on kamiBijak online media meets journalistic rules. The involvement of the non-disability team minimizes errors in friends with disabilities who have limitations in word processing because the use of sign language is different in structure from writing based on PUEBI rules. In addition, the activities of the production team from employees with disabilities and disabilities are able to complement journalistic products more fully. The use of sign language makes it easier for deaf people to access information, as well as for visual disabilities who are helped by the addition of voice overs. Making it easier for people with disabilities to accommodate access to information, KamiBijak also adds platforms with social media that are easier for their specific audience to read, namely disabilities and educate non-disabled people with inclusive online media.

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