Silang.ig Social Media (Start Up) Strategy in Creating Disability-Friendly Online Access for Deaf

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ABSTRACT

People with disabilities, especially deaf people are close to us. Communities often have difficulty interacting with them. Deaf people often experience obstacles in accessing various information because of the unavailability of services/facilities related to deaf culture in public places and public services. The background of this research is to find out how the social media (startup) strategy of silang.ig creates bold access ti problems. The purpose of this study is to describe the efforts made to please deaf people and the general public to receive information through the content produced. This research method uses a descriptive qualitative approach with data collection methods: in-depth interviews, observation, document study and data analysis through data collection, data reduction, data presentation and concluding. From the results of the research, it can be interpreted that the efforts and strategies of the silang.ig are quite helpful for deaf people and also hearing people in learning deaf culture, one of which is through Indonesian Sign Language (BISINDO)

Keywords: *Deaf People, Disability, Sign Language, Startup*

INTRODUCTION

According to the World Health Organization (WHO), in 2019 it is estimated that around 466 million people in the world have hearing loss, of which 34 million are children. As many as 360 million or around 5.3% of the world's population are deaf. Around 180 million people with hearing disabilities are from Southeast Asia. According to data from the Information System for the Management of People with disabilities (SIMPD) from the Ministry of Social Affairs on September 8 2019, 7.03% of people with disabilities in Indonesia are deaf. The National Socio-Economic Survey (Susenas) conducted by the Central Bureau of Statistics (BPS) in March 2020 stated that the number of people with disabilities is estimated at 22.3 million or around 8.5% of Indonesia's population. Every year it is estimated that more than 5,000 babies are born with deafness. Around 4 people out of 1,000 people in Indonesia are currently deaf and around 40 million Indonesians have hearing loss (hard of hearing) and 10% of them are children. Based on data from the West Java Population and Civil Registration Service (Disdukcapil) on the West Java open data portal, the number of people with disabilities based on the category of deaf speech disabilities in 2021 is 4,262 people spread across 9 cities and 18 regencies in West Java.

Even though the number of deaf people in Indonesia is among the highest in the world, there is still a lot of negative stigma and discrimination against deaf people in Indonesia, starting from the notion that they are not normal people to the prejudice that with their condition, deaf people are considered unable to carry out activities as normal people. others in general. People with disabilities are part of Indonesian society and have the same position, rights, obligations and roles as other Indonesian people in life and livelihood. Deaf is just a cultural identity and they are also normal people who can do anything, only they have a different way of communicating. Having a different way of communicating does not mean that deaf people are not free to interact, work, be able to receive instructions like people who can hear.

Everyone has the right to information, including People with Disabilities. The Indonesian government has regulated the rights of People with disabilities in RI Law Number 8 of 2016, one of which is in article 8 concerning accessibility. This is also part of the Convention on the Rights of People with Disabilities (UNCRPD). Law Number 8 of 2016 concerning People with disabilities article 5 paragraph 1 states that the rights of People with disabilities include the right to live, free of stigma, privacy, education, health, accessibility, public services, social welfare, protection from disasters, data collection and so on. People with disabilities are free to express, communicate, and obtain information. However, the current general description of service standards and infrastructure for public facilities that have not fully accommodated the needs of people with disabilities urgently requires service improvement by involving various parties in the integration of cross-sectoral services that encourage the independence of persons with disabilities. The purpose of this research is to:

1. Know the Silang.ig profile/characteristics
2. Knowing what are the information access needs of the deaf
3. Find out what content is on Silang.ig channel for the deaf
4. Find out how the deaf make use of the facilities that have been provided
5. Find out how the deaf responds to accessing the information on Silang.ig
6. Knowing what the expectations of the deaf at Silang.ig regarding the provision and utilization of disability-friendly online access

METHODS

This type of research uses a descriptive method with a qualitative approach. Qualitative research is research that uses a natural setting to interpret the phenomena that occur and is carried out by involving various existing methods (Moleong, 2019: 5). The researcher's consideration of using a qualitative approach is that the researcher wants to examine more deeply about the research problem and obtain accurate data in the field.

The research setting is the place where the researcher conducts the research. This research was conducted in June – September 2022 located in DKI Jakarta, and the people involved in this research were the management of the Silang.ig who understand the service program, the deaf who use Indonesian sign language (BISINDO) and access services Silang.ig. The determination of the informants carried out in this study used a purposive technique, namely the selection of informants based on certain considerations by the research objectives. The researcher determined the informants to be used as data sources with the following criteria: 1) management who understands the service program with the

consideration that employees working at Silang.ig, are able to communicate well and/or are accompanied by a Sign Language Interpreter (JBI), are willing to become informants. 2) The deaf who use Indonesian Sign Language (BISINDO) with the consideration that they have used/accessed services Silang.ig, come from the DKI Jakarta area, can communicate well and/or are accompanied by a Sign Language Interpreter (JBI) and are willing to become informants.

The data collection techniques used were 1) in-depth interviews, 2) observation, 3) document study. Meanwhile, for data validity checking techniques, researchers used 1) a credibility test, 2) a transferability test, 3) a dependability test, 4) a conformability test. The data analysis technique used in this study refers to the data analysis technique of the Miles and Huberman models (in Sugiyono, 2017: 247-252), namely 1) data collection, 2) data reduction, 3) data presentation and 4) concluding.

RESULTS AND DISCUSSION

Silang.ig is a social media platform founded by Yusuf and Hadi and their team in 2017 who dreamed of building a start-up, with the background of Yusuf's parents and two siblings who are deaf, problems in communication to interact with the general public. This is what then gave birth to the idea of how people can communicate through sign language. This platform provides easy access to information for people with hearing impairments or deaf friends as well as the general public or hearing friends through media using sign language and text.

The idea for the name Silang came from Hadi and was democratically agreed upon by the team. Silang itself stands for sign language with a logo or symbol resembling a meaningful X sign or with a start-up philosophy that focuses on sign language in various forms, and there are symbols such as water droplets which have the meaning of giving life, which when described more broadly becomes providing knowledge about the world is deaf to those who hear. The top side of the logo means deaf while the bottom side means hearing. Sign language itself has a broad meaning and includes various sectors, such as sign language interpreter services, sign language class programs, and training for employees in offices or in companies so they can communicate with employees and consumers from deaf people.



Figure 1. Logo Silang.ig
(Research results, 2022)

Content or services needed by the deaf which are a need for information accessibility in the context of this research include 1) availability of subtitles and closed captions on shows, videos, films and television shows, 2) advocacy for deaf culture through the availability of Sign Language Interpreters (JBI). Talking about deaf culture is talking about language. Parties that can provide these services are the government, deaf organizations, and startups that focus on the field of disability.

Some of the content or facilities provided on the Silang.ig channel for deaf and hearing people are 1) A1 and A2 level sign language classes, 2) unlimited access campaigns through the availability of JBI, 3) IG live education about health and mental health collaboration with doctors and psychologists, 4) AI-based JBI (Artificial Intelligence) through sign language learning applications and videos. The goal to be achieved from providing content or facilities provided Silang.ig is to transfer knowledge with 1) innovative content through short videos, flyers about what is the world of the deaf, tips and tricks on communicating with deaf friends, 2) education and 3) fun in the form of memes to normalize the

situation and experiences of the deaf. The target audience for Silang.ig is people aged 18-35 years or gen-z to millennials. Where this audience likes things that are simple and contemporary. Every content that is produced is first validated by deaf friends who join the team before it is published so that misunderstandings do not occur.

Silang.ig team partnered with the deaf to become educators in the A1 and A2 sign language class program provided by Silang.ig. This is to provide equal opportunities for the deaf to actualize themselves and also to provide direct experience to participants by learning from the deaf educators.

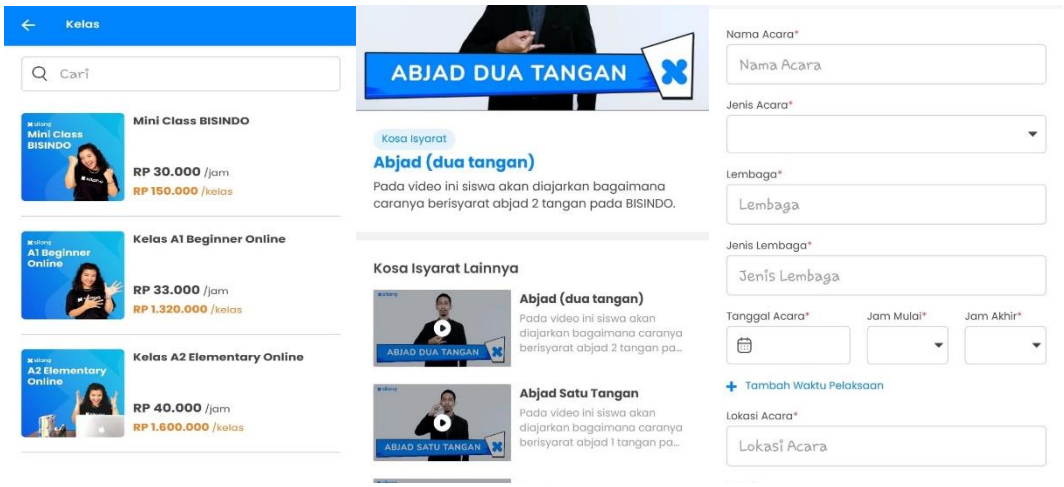


Figure 2. Silang.ig Services/Facilities (Research results, 2022)

This research also explores the expectations of the deaf and the Silang.ig team regarding the existence of deaf people and information accessibility. Deaf people hope that the availability of information on public services that can be accessed and understood by deaf people, such as the availability of JBI, the availability of identification forms for disabilities and types of disabilities. This is in line with what was conveyed by one of the BD informants in this study through his experience at the airport:

> *"Berkaitan sama budaya tuli ya,jujur saja kebutuhan disabilitas secara umum masih dimaknai pada fasilitas sarana prasarana. Misalnya teman-teman daksa, membutuhkan tongkat, kursi roda, lift disabilitas dll, secara materikan ini cukup mahal. Nah, untuk orang tuli itu kebutuhannya sebenarnya di bahasa doang. Bahasa yang digunakan orang tuli, yaitu apa? bahasa isyarat. Ini pengalaman saya nih waktu saya di bandara, dulu waktu saya baru 1 tahun menjadi orang tuli, saya kaget banget ketinggalan pesawat. Gara-gara apa? bukan karena telat, bukan karena kesalahan tiket tapi karena pengumuman pada saat ada informasi, ternyata perubahan gate boarding. Saya duduk aja gitu kan, tapi orang-orang kok pada pindah gitu kan. Saya kan tidak tahu orang-orang ini mau kemana tujuannya, bangkunya kan campur. Ternyata saya menunggu cukup lama dan saya pikir delay. Karena saya pikir delay nya lama, saya tanya dong, saya tunjukin tiketnya ke Bali. Petugasnya kaget dan ngomong kok gak bilang mas? Pesawatnya udah berangkat, emang mas gak dengar? Saya jawab, saya tuli"*

BD informants also tried to provide solutions on how to help meet the need for access to information in public places or public services:

> *"Saya berharap nih ya, di bandara sebaiknya ada semacam LCD gede dan ada JBI nya atau tulisan. Atau hal lain, semestinya sudah tau kalau ada penumpang tuli terdata. Masalahnya kalau dikita, ketika beli tiket, tidak ada kolom untuk disabilitas. Jadi petugas tidak tau kalau penumpang itu ada kebutuhan apa. Saya juga gengsi dan capek kalau terus-terus menyampaikan saya tuli…saya tuli…ke petugas. Dan waktu saya bilang saya tuli, terus petugasnya telepon, panggil pendamping, petugas lain datang bawa kursi roda. Seolah-olah kalau semua disabilitas itu butuhnya kursi roda"*

Silang.ig itself also expressed its hope that the fulfillment of the right to access information for deaf people must begin or be socialized from an early age.:

"Pemerintah bersama organisasi tuli atau masyarakat, perlu mengedukasi masyarakat dan mengedukasi petugas-petugas pelayan publik mengenai budaya tuli. Memperkenalkan bahasa isyarat sejak usia dini atau TK. Jadi masuk melalui dunia pendidikan"

Based on the theory of accessibility in Law Number 8 of 2016 concerning persons with disabilities, accessibility is a facility provided to realize equal opportunities in all aspects of life. Accessibility is very important to provide convenience for all elements of society in reaching an object or resource system so that equality of opportunity is realized in all aspects of life. This resource system not only exists but also provides convenience for the people who use it. Equal opportunity is defined as a condition that provides opportunities or provides access for persons with disabilities to be able to fulfil their potential. Based on this explanation, accessibility is the convenience of someone to reach a place or service. Accessibility is an important component in efforts to fulfil the rights of the community, especially for persons with hearing-sensory disabilities or deaf people.

Social media can create and provide access to information for persons with disabilities, especially for the deaf, with the speed and interactivity it offers. Silang.ig media can be used by the deaf and the hearing to build communication and interaction or understand deaf culture through the language they understand and use, namely sign language. The hashtag #AksesTanpaBatas through an application that can be downloaded by both the hearing and the deaf should be able to help educate people about the world of the deaf. Communication and interaction with deaf friends must show openness, equality and empathy

(?) Through as Utilization of facilities that have been provided Silang.ig such as the need for information accessibility for deaf friends provided Silang.ig is in the form of subtitles and closed captions, advocacy for Sign Language Interpreters (JBI). television shows as a translation of the language used in the shows and closed caption text versions of spoken parts on television, video screens or other visual displays to provide additional or interpretive information.

CONCLUSION

Silang.ig as a startup with the vision of building an inclusive ecosystem, has the goal of helping deaf and hearing friends to obtain information through various content or technology-based services. One of them is through sign language videos and JBI services on social media, both Instagram and YouTube. Silang.ig connects companies with deaf communities, to help create an inclusive and sustainable business. Silang.ig content is quite diverse and varied. Such as cross-deaf impact programs in the form of deaf webinars, deaf economy, deaf empowerment, entertainment for inclusive, sign talks, sign internships and events organized by the deaf, such as nobar or watching movies with the cypress family. The results of the study show that educational strategies through digital platforms can reach more targets and the 4.0 technological shift or revolution has become a momentum to develop various services or facilities that can be accessed/utilized by the general public, especially the deaf..

ACKNOWLEDGEMENT

The government or the state as the mandate holder in fulfilling the rights and needs of its citizens, especially persons with disabilities, is deemed necessary to be able to allocate an adequate budget to provide access to information for persons with disabilities, in particular those who are deaf. The government needs to support, and encourage startups to collaborate and partner in providing access to information towards an inclusive Indonesia.

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