

## Disability Advocacy Group Via Social Media

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**Abstrak:** The research aims to reveal the efforts of disability groups in Jember Regency to show existence through social media. This type of research is qualitatively descriptive with data sources of observations, interviews, and literature studies. The results showed that the subordination of Disability as a person with special needs fused with the culture of society. Social media is a choice of spaces where the existence of disabilities is connected to each other. Social media offers values, a new paradigm for raising a wide range of lifestyle issues, joint ventures, personal creativity and conditions related to the public domain. The network of prospective regents from people with disabilities has shown the existence of disability groups present in a practical political framework while changing soy stereotypes.

**Keywords:** Policy Advocacy, Disability, Social Media.

### INTRODUCTION

Public policy often contains many problems in its implementation. There are many forms of public policy that are completed at the level of formulation, because the level of maturity of the implementation is not in accordance with the context of the environment. Usually the factor behind such a policy is communication problems. This is revealed parsons in his book, communication is blood that causes all policies to run in accordance with the goals that have been formulated, [1].

According to the cycle, public policy in the configuration of the agenda contains issues that are the problem of society. It is important to know, in the formulation of policy, among the many issues competing against each other to enter the realm of policy agenda. So the formulation of policy becomes a betting arena between issues. Various strategies are deployed to penetrate the political framework and focus on the arguments of the perpetrators in it.

The structure of society does not consist of a single structure. On the contrary, society is composed of meta structures both culturally, socially and economistly. Gabriel Almond explains that, the mass group as one of the actors who influences input in terms of public policy. Once regional autonomy is implemented, mass groups have the equivalent opportunity of government bureaucracy in determining the direction of public policy.

In connection with the distribution of urges, mass groups utilize the media to run the distribution of information. The development of information media in turn gave birth to social media and the web internet. Nowadays social media and internet networks have become new spaces as Habermas says that the realm of dialogue on both social and political issues today is in two different but interconnected spaces, namely social reality and virtual giant space, [2].

The many options of channeling the insistence and demands of the public show that virtual media offers advocacy to influence public policy. Another phenomenon shows that social media is becoming the fertile ground for political campaigns as happened in the election of governors and deputy governors in the Jakarta Capital Region a few years ago, [3]. The growing use of social media such as facebook and Twitter is considered by candidate volunteers as a golden opportunity to drive people's political choices with varying ity, both negative campaigns and clean campaigns. The process of campaigning towards a general election is not something that is easy to do. Campaigns play an important role in contesting the candidates' political battles, as well as the ideality of public political education. The media has confirmed that supporting the ideal campaign as well as the spirit of political education, [4]. Other research shows that the media is behind the emergence of an imaging phenomenon or commonly called political marketing that confirms the framing of a pair of candidates as in the two presidential election candidates in 2014 [5].

Social media mutations as a means of campaigning have proven that virtual spaces are looked at into complex segmentation spaces to net support. The success of the campaign is seen in how social media users behavior and pay attention to one particular issue such as the illegal fishing cessation campaign [6]. Other research shows that social media is able to increase people's participation by exposing issues that are rarely raised in social reality as environmental watchdog groups use social media to campaign for mangrove preservation as well as provide education about mangroves with the account @KaSEMat [7].

Sometimes negative election political campaigns give a picture of political education as destructive. The phenomenon of black campaigns often uses textual language that comes out of the corridors of morality and ethical. Political communication thus provides messages of political importance that exacerbate the image of political opponents in the electoral arena [8]. Destructive communication occurs not only in physical social interactions, but also in social media spaces with language that is difficult to control. The more surprising phenomenon is demonstrated by the absence of audio visual-based social media, clearly shown political sentiment using social media such as youtube. As it is known, visual media more quickly affects the user's mindset because it can be clearly seen. Not only in the form of images, but through motion in the form of videos. Imaging in social media frames such as youtube has played an important role through the massive content of comments and video sharing figures to other users. social media campaigns are considered more effective because communication is direct and stored for a long period of time [9].

The effectiveness of social media as a means of campaigning is also utilized for health campaigns as well as the prohibition of cigarettes at immature ages. Social media is very useful for the spread of this communication so that parental involvement can further protect their child from cigarette consumption [9].

Shifting the function of political campaigns to influence policymakers is not just done directly. Policy-watchers groups are also capitalizing on the corridors of the campaign through social media. As hariyani research (2016) found that campaigns through social media are very effective at net community involvement in environmental issues, but more importantly a network between groups to support certain activities [10].

The rapid development of social media is seen as a potential by various groups. One of the groups campaigning for changes in public policy is a disability group. So far, disability groups have been considered political objects. With this stigma, the position of disability is weakened in political and societal life [11]. So this requires a paradigm shift, from a political objectification perspective to an inclusive democracy. With inclusive democracy, disability has a clear bargaining position because it is positioned as a subject or policymaker. Another study found that there are many forms of government services that are not aligned

with disability rights and obligations. It is widely found that the service units provided by the government do not support access to disability services [12]. This research aims to find an important role of disability in public policy in Jember Regency that utilizes social media as one of the means of campaigning. The difference with previous research lies in the strategic role of disability groups in fighting for their rights not just stopping at the social media state. Disability groups campaign for organized rights by building social networks and through diverse communication channels.

## METHOD

This type of research is descriptive with a qualitative approach by emphasizing participatory observation and in-depth interviews [13]. The primary data source comes from the interview of a key informant, namely the driver of a disability group in Jember Regency. Secondary data comes from literature and library sources relevant to the theme of research [14]. The data was analyzed during the study through reductions in the data collected then presented and then drawn conclusions. The data validity test was conducted by triangulation, which is to compare between the data both the results of the interview with observations and documents [15].

## RESULTS AND DISCUSSION

In its understanding, disability is caused by many causes often associated with health conditions. Through Resolution Number A/61/106 which discusses the Convention on the Rights of Persons with Disabilities passed on December 13, 2006 becomes an important marker of the protection of the rights of disability groups and finds alternatives to ensure the realization of the mandate of the convention in all countries [16]. Therefore, Indonesia is one of the countries that signed the convention following through with the ratification of Law No. 19 of 2011 which contains a similar convention as a form of disability rights allocation responsibility. Then in 2016, the government passed Law No. 8 of 2016 on People with Disabilities as a revision of the 1997 Law which is considered to contain negative stigma and contrary to aspects of human rights [16]. Disability is not always related to physical limitations but the environment and facilities are available according to the needs of people with disabilities so that the potential of people with disabilities can be channeled in an equal position [17].

In Law No. 8 of 2016 disability is classified into four aspects. First, physical disability or movement dysfunction due to amputation, paralysis and other physical aspect disorders. Second, mental disabilities that point to mind dysfunction and other psychic disorders. The three Intellectual Disabilities with intelligence impairment characteristics such as slow intellectual development in a person. Fourth, Sensory Disability or dysfunction in one of the five senses [16].

### *Disabilitas in Jember Regency*

International Disability Day (HDI) which is commemorated every December 3rd becomes one of the annual events organized by jember regency government as a form of appreciation for the existence of disability groups in Jember. Facilities provided by the government to disability groups in the form of courses such as sewing courses and other craft fields that are useful to develop their economic business independently. While in education, disability groups get learning assistance or educational scholarships. Similar facilities also apply to aspects of public facilities and infrastructure tailored to the needs of disability groups. This activity is designed by engaging directly so that it aligns with the needs of disability groups. This is done by jember

district government in accordance with its goal of making jember regency as a district that is friendly to disabilities [18].

While in terms of political participation, disability has an important role in providing input to election organizers to develop aspects of improving electoral access for disability groups. Instead, the government through election organizers built intensive communication to accommodate the needs of jember district disability groups in the electoral succession of disability groups [19].

This is in line with similar research conducted at the election in Yogyakarta in 2017 showing that, political participation of people with disabilities is influenced by massive political education in the form of socialization of election organizers as well as involving people with disabilities in dialogue forums as well as the support of certain people in disability groups [20].

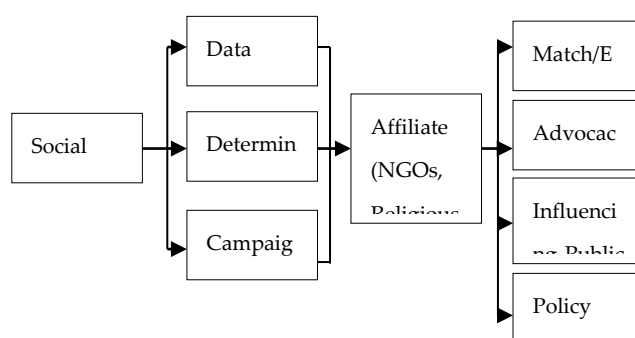


Figure 1. Jember District Disability Group Campaign Framework  
(Source: Data Analysis, 2020)

In the education sector, in accordance with the mandate of the 1945 Constitution governing equality of rights in access to education, people with disabilities need privileges in educational institutions. so that a segregation school emerged. As it develops, school access for people with disabilities is no longer as separate as in segregation education. people with disabilities have the right to study in a regular education commonly known as inclusive education [21] Disability groups in Jember Regency currently have equal rights in education without being separated as is the flow of segregation education, even some people with disabilities have completed master's studies. Although in some aspects it still needs to be improved.

People with disabilities experience discrimination in the field of health. The Jember Regent Program has facilitated all disabilities with BPJS Kesehatan. In fact, BPJS Kesehatan does not cover health costs for certain diseases of a specific nature. As the source explained, "The example of a polio person often experiencing tremors is on the list of some diseases that can be treated by BPJS that does not exist. BPJS has a list of diseases that can be covered that don't exist."

The statement indicates that BPJS Kesehatan covers the cost of treatment for common diseases. The failure to implement this protection policy also occurred in the Public Health Insurance scheme (JAMKESMAS) so as to burden people with disabilities to obtain their rights in the field of health.

Then in the field of employment according to the source has not been implemented as the draft policy. The uptake of the company's workforce from people with disabilities has not been seen until now. As the source said, BUMD and in private institutions in Jember have never implemented a quota of 1 percent for private, two percent for the government. It means that the availability of disability workers has not existed in Jember either intentionally or inadvertently. Jember regency annually holds an annual event, commemora-

tion of International Disability Day (HDI). This annual event is held with the accompaniment of job market activities specifically for people with disabilities. However, the source sees in this job market almost none of the people with disabilities are absorbed in the job openings. The quiet err on the back of applicants is influenced by the complex requirements requirements provided by the employer.

"It should be bridged by local governments that before they open the job market there should be a sit-down between the government and the workforce of the organisations of disability with employers"

Communication between parties, local governments, employers and disability organizations is believed to be an effective method to optimize the uptake of the workforce from people with disabilities. Employer requirements are considered too onerous for people with disabilities. For example, vacancies for office boys with minimum requirements of high school education, while most people with disabilities in Jember District are minimal who graduate high school. The source considers that the terms and needs of the vacancy have no correlation. The Jember Regency Government should have clear rules on this. One way that is seen as effective is that the local government requires all companies to absorb the workforce from the disabled.

### ***Social Media***

The stigma that has been attached to people's thinking is that in living their role, people with disabilities are considered to need a family role to support their potential. The support of the spirit of the family becomes one of the sources of motivation for people with disabilities to develop and create in the community. On the other hand it is also important to involve social housing and non-governmental organizations to support people with disabilities [22].

Related to the determination of issues, jember district disability group since 2003 has moved to fight for disability rights with the main goal of changing people's mindset about disability. The stigma attached to disability has long been seen as an object of pity. This stereotype change is not separated from the demands of fulfillment of rights for people with disabilities through regulation or legal umbrella.

Public spaces become a much lateral arena. This complexity has an impact on changes to the term disability. There have been at least three changes in the course of history. The term disability refers to the 1997 Act, then the term disability and disability refers to the 2016 Act. These terms, although attached to the same thing, contain varying meanings. The term disability and disability are considered popular on the internet media from people with disabilities. Ironically, this study found that people with disabilities are precisely popular on academic frameworks [23]. So social media becomes one of the spaces and alternatives that bridge people with disabilities to seize meaning and give opportunities to realize their potential independently.

There are at least two foundations for people with disabilities using internet media as a communication option. First, to entertain yourself in the midst of limitations. Second, to show personal identity. Both settings are realized through social media such as facebook [24].

People with disabilities in Jember Regency have different motives in using social media. People with disabilities in Jember Regency use media not just a means of entertainment and self-existence for personal imaginative needs. People with disabilities use social media as a bridge to influence government policymakers to be more disability-friendly. This process has a long journey and is not easy. Since 2003 jember district disability group has been working to establish contacts to improve the fulfillment of disability rights. By utilizing news media to social media. The media is considered relevant and effective to get as

much public support as possible. In other studies, technical factors related to the lack of news about disability are caused by a lack of communication from both the public and disability groups to the media [25].

### 1. Social Media as a Space for Strategic Analysis and Determination

The attention of disability groups in Jember Regency targets three major issues. These three areas are health, labor, and education issues. Although indeed the big frame of the three issues has been facilitated by the district government, including secondary issues covering two areas namely accessibility and consensus. However, as the speaker said, government services for people with disabilities in Jember Regency have not been implemented properly. The content contained in Law No. 8 of 2016 implies that in at least one sub-district there are two inclusion schools covering three levels of education, from primary education to top schools.

Based on the statement, the implementation of Law No. 8 of 2016 has not been implemented properly. In fact, some sub-districts only have inclusion education in elementary schools. Meanwhile, junior high school and high school have not reached inclusion. So it is necessary to re-evaluate further related to the implementation of the mandate of Law No. 8 of 2016.

In a work environment, people with disabilities often experience discrimination. It is this background that makes most decisions to develop personal skills rather than work for the company. The experience of discrimination is directly an obstacle to social adaptation of people with disabilities. So it is a great responsibility for social workers to address the problems that occur in society [26][27].

### 2. Social Media as a Campaign Arena

Social media provides an opportunity for users to accumulate public concern for a phenomenon, although in reality the use of this media still requires supervision so as not to exceed the freedoms available in it [28]. The media does not change the image factory, build and reproduce the image dynamically. The media is able to discilate sensitivity in humans and edify labels on certain social groups [1]. This function is seen as a potential for people with disabilities to express their identity. As the source said, facebook, blogs and similar social media are optimized for advocacy purposes. The phenomena of discrimination can be transmitted through social media such as facebook to raise public awareness about discrimination against people with disabilities.

The campaign focuses on aspects of fulfillment of disability inclusive rights such as access to education. discrimination against people with disabilities has always been considered commonplace. Some educational institutions have elegantly rejected the acceptance of students with disabilities. These forms of discrimination are actually pervasive and out of the public's reach. Through the media, people with disabilities began to upload discrimination issues that occurred in the community. This strategy enables a network node that supports issues raised by people with disabilities through social media accounts.

### *Affiliate*

The lack of a disability group causes media companies to often construct disabilities as sympathetic objects. The media indirectly keeps people with disabilities in inferior positions, especially television media. The public impression of people with disabilities seems to be a weak group. This impression is not just given, but as a result of television media shows often pack his reality shows with displays of people with disabilities. This show certainly composes the representation and inclusion of people with disabilities as inferior groups

[29]. As such, the media is not an arena of interest. Media such as television play a big role in acting out people's mindsets about disability. Thus, Jember disabilities consider television media to generally visualize people with disabilities with excessive romanticization.

Jember District disability group sees the need to prevent media with such visuals. So at the beginning of his struggle in 2003, disability groups formed affiliates with local media such as Radar Jember and local TV to cover the disability movement intensively. The visualization counter contains content that aligns with the productivity and potential of individuals and groups with disabilities. Affiliation with local media is considered important to educate the public about disability as well as the symptoms of discrimination that are often ignored. In addition to working with the news media, disability groups have relationships with people who have a wide influence in the community such as religious figures and other figures who have a great influence in the community. Disability groups also maintain intensive communication with several Non-Governmental Organizations (NGOs) such as Sabda, which is an NGO active in the field of disability, NGO Peduli Perempuan, NGO Transparency Indonesia, and religious circles.

### ***Disability Policy Advocacy in the Struggle for Rights***

Policy formulations for people with disabilities change over time. First, the traditional model paradigm is based on willingness. This is based on the 1997 Law on Persons with Disabilities. Post-reform policy changes changed the previous model. Second, post-reform services are turning into individual models that are opposed in terms of rehabilitation or rather serving people with disabilities from a medical perspective. Then the third paradigm is the Social Model that highlights the changing mindset of people with disabilities. This third approach transforms sectors from education to public services for people with disabilities in an equal position in society, but promotes inclusiveness [26]. In connection with the concept of Social Model which is summarized in Law No. 8/2016 the source announced that,

"Social model is different is that disability is seen as human in general and they become a social part in general then everything they have to be likened to others, if in the 1997 Act if I am told to access the building because I am wheelchair it is understandable because it is my fault in my wheelchair, but if in Law no. 8 2016 if I can not access the wrong building not me but the building."

Social model approaches are considered more humane than medical approaches or approaches that tend to objectify people with disabilities. The constitutional rights of people with disabilities are considered to be constitutionally guaranteed for the fulfillment of their rights and needs. The rules or laws are a reference for the government to provide support facilities and regulate the importance of public care in protecting the dignity and honor of people with disabilities [30].

People with disabilities experience many obstacles in the fulfillment of rights as citizens. It is not until the fulfillment of this right shows that people with disabilities are dissing out of people's lives, even discrimination occurs.

"In the record starting from 2003 - 2016 we almost 7 times did action with the DPRD Jember from time to time but time is only promised constantly. Whereas Jember has a disability-related government No. 7 in 2016 and has a perbup also No. 69 in 2017. So indeed this 2016 government is the first government after the law No. 8 2016 related to disability"

The difference between Law No. 4/1997 and Law No. 8/2016 is the mindset of the way of thinking in treating disabilities. Law No. 4/1997 looks at people with disabilities through a medical model approach. The implication is that disability is positioned into a subject seen from a medical so that the approach is always

medical. But in Law No. 8/2016 already uses a social approach model. The difference is that disabilities are seen as human beings in general and they become part of society in general, so they should be likened to others in all aspects of life.

The process of fighting disability groups in Jember has started since 2003. The goal is for Jember to have a clear legal umbrella against the fulfillment of disability needs. Due to the unmet rights of disabilities occurs in the education sector, employment and the availability of public facilities and infrastructure that do not reflect the needs of disabilities [31].

Whereas people with disabilities have an important contribution in providing input to public organizations. As well as the contribution of people with disabilities to the Regional Disaster Management Agency (BPBD). This contribution related to the communication and response of people with disabilities to the information provided by BPBD has provided positive reciprocity for the optimization of its performance [32].

### 1. Pilot Project

Jember District's disability struggles consistently voice rights and bring facts of discrimination against people with disabilities through social media. Social media campaigns are considered relevant as long as they are aimed at influencing public opinion. Social media hasn't been up to substantial change. However, policy advocacy is difficult to achieve when relying solely on a single channel such as social media. Sporadic struggles through different channels are carried out by people with disabilities. One of them is by building a counter concept or pilot project. The function of the concept of counterpoint is interpreted positively to educate widely. People with disabilities cooperate with Sabda, an NGO based in Yogyakarta that concentrates on the field of disability.

"We have pilot projects in 2 sub-districts, namely in Arjasa and in Ambulu, which is to build an inclusive village. At that time, we want to realize that inclusiveness exists in the midst of society that this issue of disability is a realistic issue that exists in the midst of anyone, therefore from the 2 pilot projects we successfully made the pilot project a village inclusion. The implication is that the local mosque was originally built without thinking about disabilities and now there is access."

The design of this pilot project to circulate the idea that the symptoms of discrimination against people with disabilities is a situation that has long been considered prevalent. The statement confirmed that the process of campaigning on disability issues is present in the community. The form of activity on the bottom line (public level) tends to be diverse, because the intended goal is not only to form the public consciousness, but also to include political support and education campaigns [33].

### 2. Annual Events

The alliance in advocacy activities is a person, a group that has assets, both skills, facilities and funds in supporting strategic issues [33]. To achieve the goal of advocacy, there needs to be an approach to the person or group to engage both directly and indirectly. For people with disabilities, the annual event, which began in 2016, is targeted at a reconstruction of the stigma of people with disabilities. HDI is an annual event held in Jember Regency in order to campaign for disability as a whole part of the community and inseparable. The community has so far considered people with disabilities to be synonymous with compassion. The healthy path that people with disabilities follow in HDI becomes an important moment to change the image that is developing in the community.



In this event the target target of people with disabilities is the transmission of strategic issues through figures who have a big influence. The series of HDI events do not stop until the road activities are healthy. There are also public dialogue activities, religious people with masses who are usually invited to voice themes related to disability. As the source said, "We invite actual figures to be speakers, there is also public dialogue and so on in events. we pack like that the goal is to open up the paradigm be it government, society, or disability itself that they can bring in this leader," he said.

Major figures such as religious and corporate have a wide influence both among the government as policymakers, as well as among the public. So the theme of disability is seen as effective when campaigned by these figures. For people with disabilities, this will have a psychic positive impact. The source argued that, "They arise confidence internally, externally this issue becomes conveyed that initially they consider secretly no problem, quietly it turns out that with HDI raised this theme there is no solution and that indeed finally there is a follow-up to that process such as the example we invited BI as a speaker, it turns out that BI acted on opening the exhibition opportunities of business results."

With this statement, the involvement of the characters in the HDI event brought positive results. People with disabilities with all the creations shown in HDI opens up a new feel that people with disabilities can work autonomously, not just ask others for help. Although small-scale and not very broad, the small victories ajeg performed can lead to great victories [33].

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## CONCLUSION

The subordination of Disability as a person with special needs fused with the culture of society. Social media is a choice of spaces where the existence of disabilities is connected to each other. Social media offers values, a new paradigm for raising a wide range of lifestyle issues, joint ventures, personal creativity and conditions related to the public domain. The network of prospective regents from people with disabilities has shown the existence of disability groups present in a practical political framework while changing soy stereotypes.

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