

## ABSTRACT

### **PRESENTATION OF THE VALUE OF INCLUSION TO DISABILITY ISSUES ON INSTAGRAM SOCIAL MEDIA (Qualitative Content Analysis of Instagram Account @konekindonesia Period December 2023 - December 2024)**

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*This research aims to analyze the portrayal of inclusion values towards disability issues through content uploaded by the Instagram account @konekindonesia during December 2023 to December 2024. Instagram was chosen because of its ability to deliver advocacy messages visually and interactively. The approach used is qualitative with a post-positivism paradigm. Data collection was carried out through documentation and analyzed using the Holsti technique. i.e. content uploaded within the research period, Konekin as the main uploader, and content containing message themes according to inclusion indicators, not including countdown events or event announcements. The content formats analyzed include single images, carousels, and reels. The results show that the value of inclusion creates the most dominant awareness, with the theme of equality and non-discrimination, informative message form, and carousel content type. The value of engagement is mostly found in the Reels format with similar themes and message forms. The value of accessibility is dominantly conveyed through carousels, with the main theme of personal mobility. Meanwhile, the value of support mostly raises the theme of work and employment in the form of informative messages and carousel content. Future research is expected to explore advocacy strategies carried out by account managers through qualitative methods such as interviews, as well as optimizing the use of video content such as Reels and interactive invitations to encourage the public to participate in the campaign.*

**Keywords:** Inclusion Values, People with Disabilities, Instagram, Inclusive Communication

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