

ABSTRACT

Implementation of Inclusivity Values in KamiBijak.Com Media (Qualitative Descriptive Study on Inclusive Online Media)

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This research is motivated by the existence of an inclusive media called KamiBijak.com which accommodates employees with disabilities and performs equality between employees with disabilities and non-disabilities. KamiBijak.com is also a media where one of its goals is to maintain news information so it can be accessible to people with disabilities, especially those with deaf disabilities by always inserting sign language into the news. The purpose of this research was to find out the implementation of inclusivity values in KamiBijak.com media. This study uses media management theory to see the implementation of inclusivity values in KamiBijak.com media using a qualitative descriptive method with a constructivism paradigm. In this study the researchers interviewed not only non-disabled employees, but also interviewed employees with disabilities, namely Friends of Deafness in order to obtain more diverse information and different perspectives between non-disabled and disabled employees who work at KamiBijak. This can also be a characteristic of this research compared to other studies on KamiBijak. This research also takes the perspective of how the media management strategy is implemented by the KamiBijak.com media which is also seen from media management functions such as monitoring, organizing, implementing and planning. The research results obtained from informants are that KamiBijak runs or manages their media in an inclusive manner, with values of inclusivity such as equal rights, self-development and openness of voice. KamiBijak has many roles. Openness, accessibility and how KamiBijak tries to reduce negative stigma on disabilities are important points in themselves. Even in media management, KamiBijak does well, in supervising, planning and organizing, KamiBijak does not have many problems with two types of employees, they are disabled and non-disabled, all can work equally and compete in the world of work.

Keywords: Inclusivity, Inclusive media, Media Management, Inclusive journalists, KamiBijak.com.

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