

# Optimization of Report Regarding the Activity of People with Disability in Media

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**Abstract.** This paper aims to determine the cause of the lack of reporting on the disability in the media. Therefore, this article is intended to reveal the causes of the lack of reports, reports criteria concerning the disability which eligible to be report, and reports procedures that can be followed by the disabilities that would like to inform its activities through the media. This paper uses the concept of mass communication, mass media, online media and news value. Research technique used is the descriptive technique and choosing online media journalists as a resource, since the online media has a newsroom that is more flexible than the print media or broadcast media. The results of this paper indicate that the lack of reports caused by technical factors, rarely the lack of communication to get reports from community and organizations people with disabilities to the media that recommended cooperation carry out with other parties to help people with disabilities communities and organizations to communicate with the media.

*Keywords:* disability, media, online, journalists, news

## Introduction

The existence of the disability in the society is a reality that can not be denied. So far the stereotypes concerning disability within Indonesian society remains a constraint for the disabled to emphasize the existence and recognition of competence. These stereotypes are not only in the minds of ordinary people, but also in thought of numbers of media.

It can be seen by the lack of reporting on the disability in various media, both print and electronic, including Internet-based news media, that is online media. As for most of the reasons given is the reporting on the disability considered less newsworthy which in turn also affecting the sale value of the reports.

In fact, lately, the disability has started viable activity and conducting activities that require media publications. For example, one of the publications in the print media area, concerning sports activity, followed by the disability, that it coincided with similar activities organized for non-disabled athletes,

are relatively much less both in terms of frequency and column wide.

This indicates that publishing event was followed by the disability not yet become the goal that considered important by journalists on several media. As for other reason stated by some of media personnel is because of the news concerning the disability considered to have limited number of readers, which is limited only to the disability itself.

Meanwhile the reporting on the same activity, followed by the non-disability is considered to have much larger number of readers. It is quite logical considering the amount the disability certainly fewer than the number of non disabilities in society. According to the statement from the WHO, the number of people with disabilities in every country can reach 10 per cent of the total population. According to the population census in 2010, the population of Indonesia in 2010 reached 237.56 million. If the calculation of WHO estimates the number of people with disabilities by 10 percent, then Indonesia

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is assumed to have 20 million more people which can be categorized as people with disabilities.

These numbers indicate quite large quantities, although it is still considered minority when compared to the total population of Indonesia. But of course this can not used as an excuse for marginalized people that amount is minority, including marginalisation in reporting at the mass media.

Referring to the papers of Nestor Rico Tambunan, in 1998 detik.com that precede online journalism in Indonesia. The development of online journalism force the media in Indonesia redefined and look for new models in delivering the news. In addition to very many Internet news sites that have sprung up, now newspapers, magazines, radio, and even television industry was also forced to converge to create an online version of the media. However, all the freedom and the appearance of many media were not necessarily followed by the quality and professionalism of the media and media workers in carry out their functions. Many media without clear vision of the and mission. Many journalists perfunctory. Television even not displaying intellectual journalism because the majority of impressions provides entertainment. Our new press in the stage of liberation and democratization of information.

Based on the above issue, then this article is intended to determine numbers of problems faced by the media which makes the lack of reports regarding people with disabilities which indirectly narrow the dissemination of information for the disability to disseminate information about their activities.

Based on the above subject matter, the formulation of the problem in detail described as follows: What are the problems faced by the online media in the news concerning people with disability? What are the criterias of events related to people with disability that newsworthy according to online media journalis? What are the procedures to facilitate reports media to accommodate the aspirations and participation of the people with disability? These questions were expected to reveal the data in order to optimizing the news regarding the people with disabilities in the media.

## Literature Review

Mass communication today has become giant industry, either in the form of

communication through print media as well as broadcast media. In mass communication, there are characteristics, among others: generally are unidirectional, providing series and wide variety of choice, in terms of audience and content, it is able to reach a large number of dispersed audiences, attracted the attention of wide audience, the organisation that organises mass communication constitute public institution, which must be sensitive to the environment (Assegaff, 1982: 11).

There is a mistake in the general public in defining journalists. Many thought that the people who work in the mass media companies are journalists, whereas the so-called journalists are those which seek, collect, process and writing of journalistic work and recorded as the editorial staff of a publishing house, in mass media institutions, particularly the print media, broadly divided into three parts, namely: the editorial, administrative and production (Abdullah, 2004: 17).

Organizationally, in Abdullah (2004: 17) stated that journalists were under the leadership of editor in charge of the editorial board, managing editor, editorial secretary, editorial staff, editor / desk to journalists.

According to Jeffkins, there are important things you need to know about the press in conducting press relations, among other things: the wisdom of the editorial, the frequency of publication, published deadline, the process of production, circulation area, audience of readers, the methods of distribution (Abdullah, 2004: 19).

The development of communication technology aided by the appearance of the Internet, which affect the field of journalism in following this development. Online journalism is a form of technological progress. Online journalism becomes new way to tell stories; journalists are invited to think outside the box to tell about things. Hardnews usually are short, solid and had period of time, but with the existence of the online journalism, it can contain of serious and important news that is: not short, clear, and can continue to be updated easily about the development of one such topic. There are differences that show the peculiarities of online media, for example: wider space of publication, range of deadline time is shorter, adaptable journalist, therefore online media journalists are required to master the latest information and communication technologies, especially related to the Internet, beside skilled in writing news and reporting (Kompasiana, 17 April 2015).

The definition given by the leaders about the news, quoted by Assegaff, (1982: 23-24) are as follows: Williard C. Bleyer, said,

news is a new event that has been selected by journalistic to be shipping into news paper, because it can attract or has meaning for newspaper readers; or because he can attract the readers to read the news. Meanwhile William S. Maulsby said that the news can be defined as a narrative correctly and impartially from the facts of significant importance and a new place, which may attract the attention of readers of a newspaper that published.

The general criteria of news value / values of journalism, in Abdullah, (2004: 53-66) mentioned containing elements among others: Actuality, Proximity, Important, Exceptionalism, Consequences, Tension, Conflict, Sex, Progress, Emotion, and Humor.

This paper is using qualitative approach with descriptive methods. Descriptive research is a form of research that aimed to describe the phenomena that exist, whether a natural phenomenon or man-made phenomenon. The phenomenon could in the form the shape, activity, characteristics, changes, relationships, similarity, and the difference between one phenomenon with another phenomenon (Sukmadinata, 2006:72).

Like other research with descriptive method, the most important instrument used in this study is instrument of observation, interviews and documentation (Mukhtar, 2013: 109). While respondents invited as resource person are online media journalists. Next are the data collection techniques. The collection of data are systematic procedure and standards to obtain the necessary data, data collection is the process of procurement of primary data for research purposes (Nazir, 1988: 221). This study collected data from the primary data and secondary data. Primary data obtained from the respondents through the interview guides which are open and semi-structured. This paper prioritize the completeness of the information collected to make it easier to understand and to describe the online media coverage regarding the people with disabilities, or social phenomena that comes from supporting agencies/ relevant, and study of literature (books, newspapers, internet) to get an overview and understanding about the media coverage of people with disabilities.

**The Causes of the Lack of the News Regarding the People with Disabilities**

Based on the data collected in the field,

known that number of problems which led to minimum intensity of the news related to the issue of the people with disabilities by the media. Media are referred to in this article is the online media. As for the number of reasons expressed by external resource people through interviews, can be summarized in the following table:

**Table 1**  
**The reason for the lack of reporting regarding people with disabilities**

NO	CAUSE
1	The people with disabilities are also rarely make the activities that can be exposed
2	Because there are not many disabilities activities that could exposed, but once exposed, the magnitude are very large
3	Actually reporting is exist, but the frequency is slightly because rarely contact to ask for exposed
4	If the content is news event, the media tend to wait for news or an invitation to cover
5	Journalists tend not to know the routine agenda of the people with disabilities, unless the national agenda
6	Not because don't want to cover, but sometimes media not know info about the activities of the people with disabilities
7	Also quite a lot of media report, even though the space is not large, the cause is lack of intensive communication between disabilities organizations with the journalist community
8	The people with disability usually tend to be introverted and rarely want to expose
9	Media prefers the news that more marketable and entice the reader

Based on Table 1, it can be seen that the cause of the lack of reporting about people with disabilities in online media, mainly due to technical factors, namely the lack of communication on the part of the people with disabilities both personal and organization to the media. So if is exist activity and profiles the people with disabilities that are considered newsworthy, such as event activities organized for the benefit of the community the people with disabilities, the media tend to not get the information that journalists may not conduct direct coverage. In fact, some journalists said they willing to do reporting activities as long as there is any notice or invitation addressed to them.

This is quite logic, considering that most reporters did not know the activities agenda conducted by the community of people with disabilities, unless such activities have been listed in the annual agenda or if these activities fit into the national agenda. For example, the anniversary of disabilities commonly celebrated in December.

Therefore, it is required media relations activities. Relations with the media, is an important thing to be done by an organization, because the mass media has the power to deliver a message to millions of audiences as well, especially the media also has a function to educate, influence, inform and entertain, so the media has the potential to raise awareness, change attitudes and behavior, stimulate action, and to help us formulate worldview (Iriantara, 2005: 12).

Besides that, apart from the technical problems, there is also the issue of perception. This relates to the assessment several sources which states that the community of people with disabilities tend to be introverted. Therefore, the researchers conducted cross check to related parties and get the answers that the real lack of communication attempts are made to the media are not caused by enclosed nature ascribed to the people with disabilities, but because of ignorance, or because of a lack of information about ways to open and establish communication with the media to get news publication.

The other opinion expressed by resource people is the kinds of news related to the community of people with disabilities are less likely to have news value or sale value. This is in line with the results of research conducted by Widodo Muktiyo that the media have an important contribution to the nation's identity and not just on the matter of profit (Muktiyo, Mimar Vol 31 N0 1, hal 121).

But also recognized by several resource persons that once there is news regarding people with disabilities, for example people with disabilities who have a spectacular achievement, the appeal of his message be high enough and attracted wider public attention.

Therefore, it is advisable to people with disabilities whether they are personal or organization to be able to present and package the events newsworthy so that such events can be presented and considered newsworthy. The problem is, most people with disabilities who become resource person

for triangulation stated that they lack of understanding about the concept of the value of the news so difficult to determine how the events considered newsworthy by the media.

Thereby, comes the second question, regarding the type of the events of the people with disabilities who are considered newsworthy by the media.

### **The Criteria of Events Related to the People with Disability Which Newsworthy According to Online Media Journalists**

Based on the explanation put forward by resource persons, some of the things that is expected to be a guide people with disabilities to distinguish the types of events that qualify the news and who are not. The results are presented in Table 2 below:

**Table 2**  
**The Criteria of newsworthy events**

<b>NO</b>	<b>Events Criteria</b>
1	Having interesting issue
2	Contains news value, for example pursuit of people with disabilities that produce achievement
3	Activities that can inspire other people with disability to work and produce something useful and able to inspire the reader / audience
4	Event or unique activities organized by or for people with disabilities
5	Event that involving huge masses
6	Event which brings important figures (public figure)
7	Events policy that is not pro people with disability
8	Must have at least 5 w + 1 H, henceforth may be assisted processed by media

The understanding of the media workers who are experts in the reportage about events that are newsworthy and which does not, of course, it will be different with the understanding of ordinary people or the general public about it. It can be caused by factors subjectivity and differences of interests. That is, for the general public, for example in this case is the people with disabilities, an event in the form of activities such as socialization activities that are internal, assessed by organizing committee and the participants as activities that are interesting and useful.

This may be due to the implementation

of this type of activity is an activity that rarely happens but it has great benefits for the participants and organizers, so it is considered appropriate to get attention and media coverage. Its different from media's point of view, because this kind of activity is considered to have a limited scope that are considered not concerning lives of many people, because the press is published to serve the public interest. Although variety of discourses often shown for categories of information and data is not directly related to the needs and basic rights of the people (Rinaldi and Yuardani, *Mimbar*, Vol 31, No 1, Page 112). This means that anything that is written must eventually intersect with complaints, demands, needs, hopes, desires, anxiety, restlessness, or public interest (Sumadiria, 2004: 69). That is, here there are problems differences in ratings from the both parties. But in reality this can be overcome as long as the parties are eager to get the news to communicate and provide information regarding the usefulness from the activities done so as to create a common understanding between the two sides. This understanding can be created through knowledge of editorial policy, without understanding with the policies outlined by the media; it will cause difficulties in carrying out activities to gain publicity. This editorial policy covers political attitudes and media editorship rules of journalism (Abdullah, 2004: 20)

Furthermore, there is an answer that one of the criteria for events that are newsworthy is if it involves huge masses because typically events and activities concerning the large interests of the people could attract the attention of audiences (Abdullah, 2004: 56). The next criteria are inviting leaders who are considered important. It is based on the statement that the mass media practitioners have a benchmark elements that have a value of journalism, one of them is important. Important could be interpreted as the event involves the important or famous people (Abdullah, 2004: 56).

Other events that are considered newsworthy is an activity which can inspire other people with disability to work and produce something useful and able to inspire the reader, for example pursuit of disabilities with achievement and outstanding. This incredibility is the one which will attract people (Abdullah, 2004: 58)

In addition, the media offers a solution for people with disabilities which wish to

submit the results of his own writing to the media, the record contains at least 5 W + 1 H, henceforth may be assisted processed by the media. This is consistent with the statement that the elements from the 5 W + 1 H can be used as a kind of news writing style (Assegaff, 1982: 52).

While other types of events considered to meet the criteria of the news are an event that has an element of conflict, for example activities that voice policy that is not take sides of the people with disability. Conflicts usually involve at least two opposing parties, such opposition was interesting to observe (Abdullah, 2004: 61).

In addition to the exposure of the event criteria which expected to facilitate people with disabilities to sort out the events that will be submitted to the media to be reported, the media also offers a range of alternative steps that can be taken by the community of people with disabilities to obtain the news in order to deliver the aspirations and show the community participation in society.

**The Reporting procedures to facilitate the media to accommodate the aspirations and participation of people with disability**

Based on some of the issues raised by the community of people with disabilities perceive the obstacles to reach the media to obtain of news about pursuit they were doing. Resource persons who come from the media offer some alternative steps which can be achieved, among them:

**Table 3  
Reporting Procedures**

No	<b>Reporting procedures to facilitate the media to accommodate the aspirations and participation of people with disability</b>
1	People with disabilities can contact directly and inform journalists about reporting material
2	Disabled Peoples' Organization can invite journalists to cover activities
3	Organizations can send releases directly to editors
4	Organizations can submit news material via email and add PIC contact numbers to journalists
5	Disabled Peoples' Organization may establish and optimize the role of public relations

6	Disabled Peoples' Organization may seek an agenda setting to establish communication with journalists
7	Communication between Disabled Peoples' Organization and the media may be mediated by a particular institution
8	Cooperating with universities to place students internships or to conduct KKNM in institutions of people with disabilities

Based on information in Table 3, it shows that there are several alternatives offered by the media to increase the number of reports associated with people with disabilities. In addition, people with disabilities and their communities can be contacted directly and invited journalists to attend and cover the activities that they hold, people with disabilities can begin working to send media releases to the media editors.

The contents of its release can be sent via e-mail or other the media, directly to the media agency or to the email address of journalists who assigned to the appropriate field with the content that want to be published. Release contents are advised to contact the sender with a number of news materials to facilitate the process of finding a confirmation or additional data.

This effort is in line with efforts to optimize the role of public relations in people with disability organizations, so that the role of public relations in people with disability organizations can contribute to increase the number of news about people with disability community. Thereby, it is expected there will be more people who know the pursuit of people with disabilities, here in after also intended to keep the existence and achievements of people with disabilities will receive appropriate recognition and appreciation from the public.

In the process of optimizing the role of public relations in the organization people with disability, should be done as the degree of relationship with the media, because the media has the potential to increase community awareness about the equal rights of people with disabilities in the social structure. Thereby the issue of lack of accessibility, discrimination and the unfulfilled rights of people with disabilities in Indonesia, gradually can be used as a topic that deserves the attention of all parties.

The following is suggestion to open cooperation with the parties concerned. As for the parties concerned and can be optimized to be a mediator between the community of

people with disabilities and the media is non-governmental organizations and colleges. Considering Bandung city is the city which is the center of rehabilitation from some types of disability, then colleges in the city supposed began to actively participate in the process of empowerment people with disabilities which are part that can not be separated from Indonesian society as a whole.

Moreover, colleges have a duty to perform community service activities, so that these activities should be synergized with the needs of the community, which in this case is a community of people with disabilities. At several universities in Indonesia, there is already a special study center for people with disabilities, are intended to accommodate the aspirations of the community. Some of study center are stand alone as a center of activity devoted to topics associated with people with disabilities, or they are combined with other studies, for example gender studies, and children. However, in spite of the existence of the institution, the most important is implementation of the activities on the agenda of the institution.

The other opportunity is, for academics and students who perform service activities to be able to plunge directly into the world people with disability by providing training, coaching, and apprenticeship. It is considered to provide benefits for both parties.

## Conclusions

The reason of the lack of news regarding people with disability expressed by resource persons, among others: because not many activities disabilities who may be exposed but once exposed it has great effects, journalists tend not to know routine agenda of people with disabilities, unless the national agenda, less intensive communication between Disabled Peoples' Organization with journalists community.

Criteria of events / activities of people with disabilities who assessed by media that can be used as news is having interesting issue, containing news value, for example pursuit of people with disabilities which outstanding, activities that can inspire another people with disability to work and produce something useful and able to inspire the reader, a unique event or activity organized by or for people with disabilities, events that involve large masses, events that bring important figures (public figure), activities

were voicing the interests of the people, for example criticized the policies that are not take sides to the people with disability.

As for the procedure reporting to facilitate media to accommodate the aspirations and participation of people with disability, among others: Disabled Peoples' Organization can invite journalists to cover events, organizations can send news material via e-mail, written PIC contact numbers to journalists, Disabled Peoples' Organization can form and optimizing the role of public relations, communication between organizations of people with disabilities and parties media may be mediated by a particular institution, in cooperation with universities to place students internships or to perform KKNM in institutions of people with disabilities.

While some recommendations that can be submitted among other the Community or Disabled Peoples' Organization should intensify communication with the media, by increasing the degree of relationship with the press. This can be done through the establishment and optimization of the role of public relations in organizations.

Comunities and Organizations of people with disability to open up cooperation with the agency considered to contribute to the empowerment of community members or organizations, for example by starting collaboration with universities to obtain training, coaching and other things which can be exploited in order to increase the competence so that it can be independent human being.

Related parties are also expected to increase attention to the people with disability community, among them started an

active role in efforts to empower people with disabilities, so that the existence of people with disabilities can earn more recognition from the community.

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