Communicating Disability Inclusion on Social Media: A Case Study @konekindonesia

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Abstract. The media has a responsibility and an important role to play in promoting disability inclusion. Unfortunately, the dynamics of the media industry in Indonesia means that the media fails to develop this responsibility and disability issues in the media have long been underrepresented and misrepresented.. The emergence of the internet and social media has created new opportunities for promoting disability inclusion to challenge the traditional structure. This research aimed to find out and explain how Konekin, a community formed to encourage the creation of an inclusive ecosystem in Indonesia, communicates disability inclusion on their social media, through the categories of posts they display and the dominant categories that emerge on their social media site. Krippendorff's content analysis via @konekindonesia Instagram posts was used to describe the elements and characteristics of the content. Based on the data analysis carried out, disability inclusion communication on the Konekin Instagram site is dominated by posts in the category of information on education and skills improvement activities, as well as posts in the category of educational narratives about disabilities. Both are in line with the concept of the social model of disability.

Keywords: disability, community, inclusive, inclusion.

1 Introduction

Currently, there is still a lot of stigmas attached to people with disabilities in Indonesia, which in 2020 according to BPS (Badan Pusat Statistik) data, the number reached 22.5 million people or 5 percent of the total population of Indonesia [1]. They attach to stigmas as an obstacle, a source of compassion, a driver of charitable action, super cripples, contagious, bringing bad luck, and unable to contribute [2], [3], [4]. These kinds of wrong perceptions are rooted in some traditional views of disability which are already firmly embedded in the minds and thoughts of society, including what is known as the moral model, the medical model, and the charity model [5], [6], [7], [8]. However, although stigma is often difficult to overcome, one thing is believed to be that it can change and develop [4]. That belief seems to be held by many disability activists and disability scholars to fight for a new model of disability that is more humane and empowering. One of the most popular models is the social model of disability which defines the words "Impairment" and "Disability" differently. In this case, the existence of physical, sensory, intellectual, and psychological variations may cause functional disorders. However, all these conditions do not necessarily lead to disabling outcomes, unless society fails to act in accommodating, taking into account, and involving everyone regardless of their differences [9]. Equality is a basic aspect of the social model, and what makes someone disabled is society's barriers and attitudes, not the person's impairment [3]. So the social model places great emphasis on the need to remove these barriers and create a society that is more inclusive and accessible.

An inclusive society is a condition of society where involvement, equality of opportunity, and the abilities of each individual are well guaranteed regardless of any differences [10].

One of the causes of the current stigma problem is that for a long time, disability issues have not been reported proportionally (underrepresentation) by the media and are also considered problematic because they experience a lot of misrepresentation [11], [12]. This condition is also real in Indonesia [13], [14], [15]. Even during the Covid-19 pandemic, when people with disabilities suffer increased health risks and access challenges, inclusive journalism for disability has not been fully achieved [16]. Therefore, it is very important to ensure that there are serious and massive efforts to communicate disability issues to the community on a correct and balanced basis.

Nevertheless, unfortunately, the dynamics of the media industry in Indonesia do not support these efforts. There has been a growing change in the media landscape in Indonesia, from public development objectives to profit motives due to media consolidation after new era of *reformasi* (reformation) in 1998, in which large media corporations gained control over a significant portion of the media market [17]. In consequence, the media industry prioritises profitability and commercial interests over serving the public good or promoting societal development [17], [18], or in other words, the media tend to lead to market logic as the main driver and put media purely as a profit-led entity [19]. Add more, it collides with the reality that disability issues are still less popular than economic or political issues. In fact, compared to other countries, Indonesia has a relatively higher population of individuals with disabilities [20]. In addition, in the name of market tastes, some media tend to attract audience attention by presenting disability image as a false impression [15], [21] or as a passive beneficiary and object of representation [22]. This may have an impact on the representation and coverage of disability-related issues in Indonesia, thereby reinforcing traditional models of disability and ignoring progressive models of disability. The reason is, that the traditional model can be used to serve the commercial interests of news media organizations [23].

It is believed that media can be a powerful weapon to foster a good and deeper and understanding of disability and make a major contribution to the creation of a more inclusive society through progressive and accurate reporting on disability issues [24]. Through its strength, the media also has the opportunity to play an important role in the power relations and shaping disability [25]. But at a time when hopes for the role of mainstream media are fading, the emergence of internet and social media has created new opportunities for promoting disability inclusion with a low-cost medium to challenge the traditional structure [26]. A similar statement was also made that social media can be used to raise awareness and promote understanding [27] and, in this case, specifically, disability awareness, which is characterized by a positive attitude towards, and strong empathy for, those with disabilities.

Social media and the Internet have been integrated and played a key role in human life. The integration of social media has made it easier for people to communicate, collaborate and share a lot of valuable information.

The existence of social media, makes it easier for anyone to communicate, collaborate and share a lot of valuable information, especially to promote inclusive society [28], [29]. This fact is encouraging because to create an inclusive society, the voices of people from various backgrounds, with various needs and concerns, must be heard. The wide open space for

communication through social media can be used to provide massive amounts of information and persuade people to change their perception of disability. The effectiveness of communication via social media regarding disability issues has also been confirmed by a number of experts. Through her research on the Polish deaf community online, Zdrodowska (2016) assesses that social media is considered quite capable of bringing about changes in aspects of communicational, cultural and social practices related to disability issues. Likewise, Kirkpatrick said that in terms of communication, exchange, and activism around disability issues, social media is currently popularly seen as important [31].

Furthermore, many people, including people without disabilities, have made social media an integral part of their lives, to communicate their thoughts and share or collect information media [32], which has led to greater sense of inclusive society [33]. One of the social media that is growing rapidly and is considered to have quite a strong influence on its users is Instagram [34]. One group in Indonesia that is taking advantage of the popularity of Instagram to promote an inclusive society is Konekin. As one of the social media that is growing rapidly, Instagram is considered as a very effective tool to advocate disability issue [28] and has quite a strong influence on its users, including enhancing disability awareness and advocacy [35].
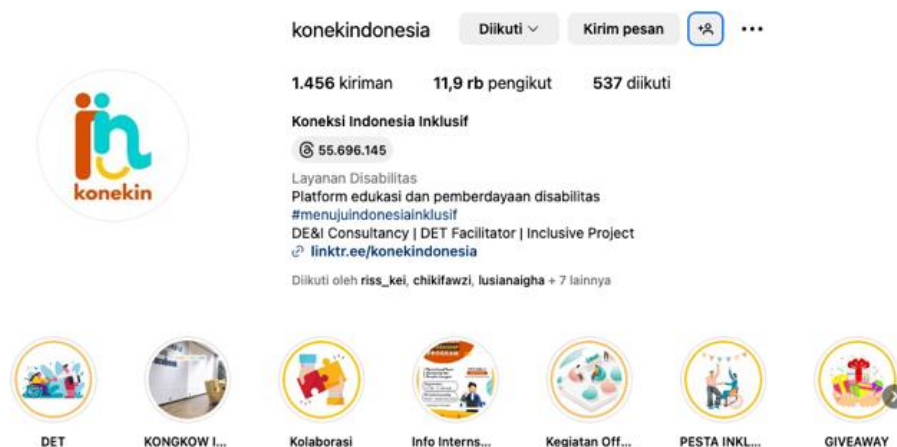

Fig. 1. Instagram profile page @konekindonesia
Source: (@konekindonesia, 2023)

Konekin (Koneksi Indonesia Inklusif), which was founded in November 2018 by six young Indonesians, has the main mission to encourage the creation of an inclusive ecosystem in Indonesia by disseminating information, increasing the participation of people with disabilities in public spaces and creating cross-sector collaboration. They try to present a different form of advocacy from other disability communities or organizations. This social platform is specifically built to discuss disability issues by providing as much information as possible to the public about disability issues. They believe that an issue will not become something important if not much or even no one knows about the information. Through the social media account they manage, namely @konekindonesia. they hope that many people will become more aware of disability issues and then be involved with these issues to create an inclusive environment ultimately. Based on this background, this research aims to find out and explain

how Konekin communicates the issue of disability inclusion through its social media accounts, Instagram. It proposes the following research question: (1) What themes appear in Konekin's Instagram account posts (2) What are the most dominant themes that appear in Konekin's Instagram account posts.

2 Methodology

This research observed @konekindonesia Instagram posts from July 1, 2023, to August 31, 2023, as a unit of analysis. The period was deliberately determined to get newness (since this study started in early September 2023) from the posts of the @konekindonesia account and also coincided with the moment of Disability Pride Month which is celebrated every July to honor the history, achievements, experience and struggles of the disability community. Konekin's @konekindonesia account was chosen because it is one of the few disability education and empowerment platforms in Indonesia that has been very active by regularly posting fresh content. With a total content of 1,456 posts and 11,900 followers as of September 1 2023, plus the award received by Konekin at the 2022 People and Inspiration Awards in the Economic and Social Empowerment category, held by BeritaSatu Media Holding, making Konekin very interesting and important for research.

This research was conducted using a Krippendorff's content analysis method with a quantitative approach. It is a social science methodology concerned broadly with systematic, objective, and quantitative description of the content communication [36]. This method was chosen to describe the aspects and characteristics of the post content [37]. In addition, content analysis is a research technique that evaluates the content and messages based on the context to make valid and replicable conclusions [38], [39]. This method is a suitable analytical tool for monitoring and analyzing the communication activities of selected communicators, as well as for describing the aspect and characteristics of the post content [37]. Transforming content on social media into information, key concepts and themes are important for gaining knowledge and formulating strategies [40].

Adopted Krippendorff's content analysis steps, the procedure was carried out in six stages. They are, unitizing, sampling, reducing data/data simplification, recording/coding, inferring contextual phenomena, and narrating results. Unitizing aims to collect the most relevant data for a particular field of study. Sampling aims to simplify research by reducing observations that summarize all existing units. Next, data reduction or data simplification is carried out to produce efficient data and one way is to provide units based on frequency levels. so that the results of unit collection can be presented more concisely and clearly. In recording/coding here means that these units are converted into representations that can be analyzed as well as to bridge the gap between the texts put together and someone's reading of the text or between discrete observations and their situational interpretation. The stage of inferring contextual phenomenon means drawing conclusions or relying on construct analysis based on the context chosen. In this stage, the researcher tries to find meaning from the many existing data units. The final step is narrating the result. This narrative is an attempt to answer the questions raised by the research with the aim of helping to understand the existing research findings.

Referring to the stages above, after all required posts have been collected and indicators or categories have been created based on identifying themes that emerge in the posts, two coders

will organize them into indicators on the coding sheet. The coding results will produce findings of the most dominant categories and then further analysis will be carried out. As previously mentioned, two coders were used by the researcher to ensure objectivity in coding process. The Holsti formula was also used as a reliability test to calculate data from two coders [41]. A reliability test was conducted to determine whether the measuring instrument could be continued. Based on the results of data calculations using the Coder Holsti reliability formula, yielded the following result : the reliability element is 0.92 or 92%. According to the limits, if the data has a tolerance value of at least 70% or more than 0.7 per cent, the data is considered reliable [42]. So, with an element reliability value of 0.92, the data in this study is considered credible because it exceeds the minimum threshold. Below is the calculation whereas PAo represents the percentage of agreement between the two coders, A is the number of decisions made by both coders, and N1 and N2 are the number of decisions made by the coders.

$$\begin{aligned} \text{Pao} \quad &= 2A / (N1+N2) \\ &= 2(38)/\ 40+40 \\ &= 76/80 \\ &= 0{,}95\ (95\%) \end{aligned}$$

3 Results and Discussion

3.1. Various post themes from Konekin's Instagram account

To find indicators for compiling a coding sheet, researchers first try to view and observe all posts within the specified period as a whole. The researcher read connected posts and concluded the themes of all the posts. From this process, researchers can see that in communicating disability issues through Instagram, Konekin does so in four major themes in its content posts. The researchers then used these four big themes as indicators in compiling the coding sheet. Furthermore, the coding results were based on four indicators are below :

Table 1. Coding Output
Source : Data processed by author (2023)

Indicator	Coding Output		
	Coder 1	**Coder 2**	**Approval Both coders**
Information about activities or opportunities for PWD	18 posts	17	18
education narratives about disability issues	15 posts	16	14
Viral content about disabilities	4	3	3
Achievement of PWD	3	4	3
TOTAL	**40**	**40**	**38**

First indicator, information activities or opportunities included in this category are all posts that display information in the form of announcements or coverage of activities related to disability issues as well as opportunities to improve education and skills for people with disabilities and non-disabled people. The second indicator includes all posts that display educational content

by providing explanations about various things related to disability issues in an effort to provide understanding and increase public knowledge about disabilities for all readers. The third indicator is viral content which includes all posts that display re-posted content in the form of photos or videos that are currently viral in society related to disability issues. The last indicator is the achievements of people with disabilities. This category includes all posts that display information about the achievements and accomplishments of people with disabilities in various fields.
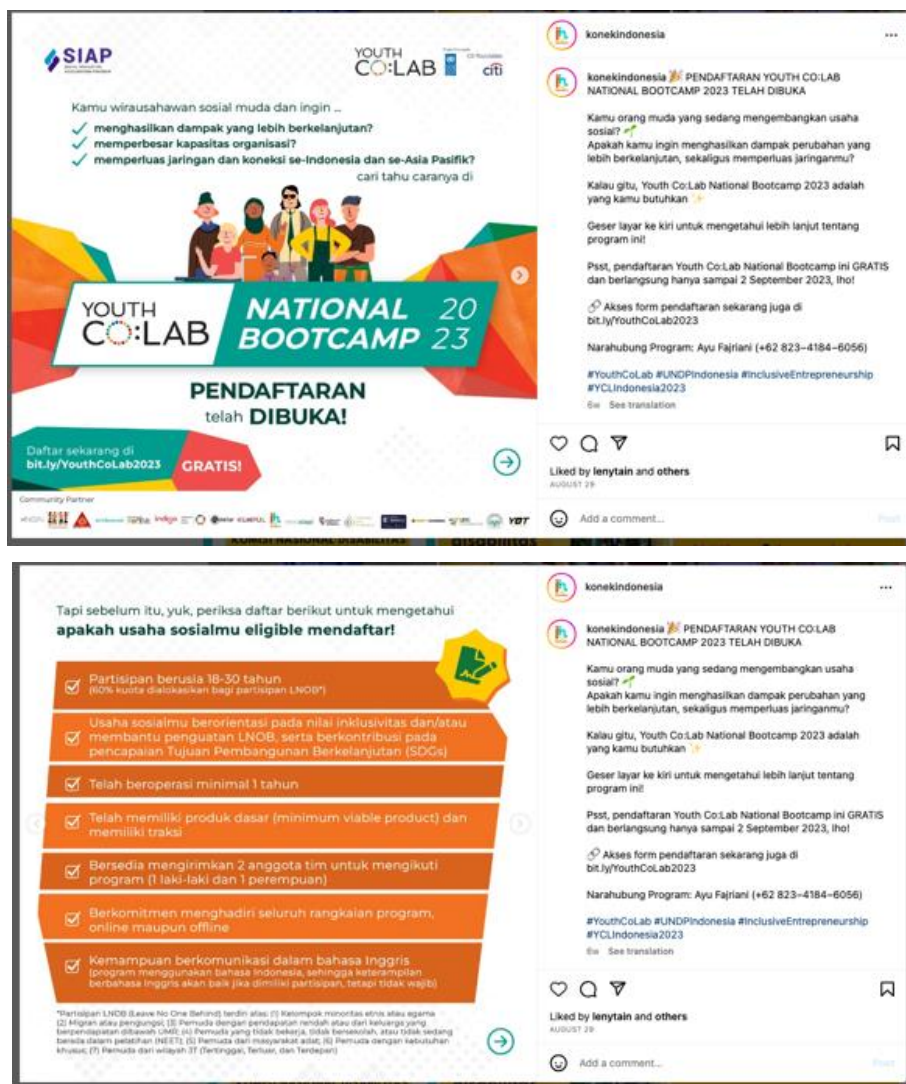

Fig. 2. @konekindonesia's Instagram post about opportunity to take part in Youth Co:Lab Bootcamp 2023
Source: (@konekindonesia, 2023)

Figure 2 shows an example of a post that is included in the information activity/opportunity category. In that post, Konekin posted an information about an activity entitled Youth Co:Lab National Bootcamp 2023 for all Indonesian youth, who own and are developing social enterprises, to learn about how to increase organizational capacity and at the same time expand networks. Other posts that fall into the activity or opportunity information category include information about holding inclusive classes with the theme of building personal branding via LinkedIn, the NextGen Ready Program to help young people with disabilities in developing skills and career preparation, as well as information about holding the Digital Para Games which is an introductory effort. and learning about the world of coding through games for children with disabilities.
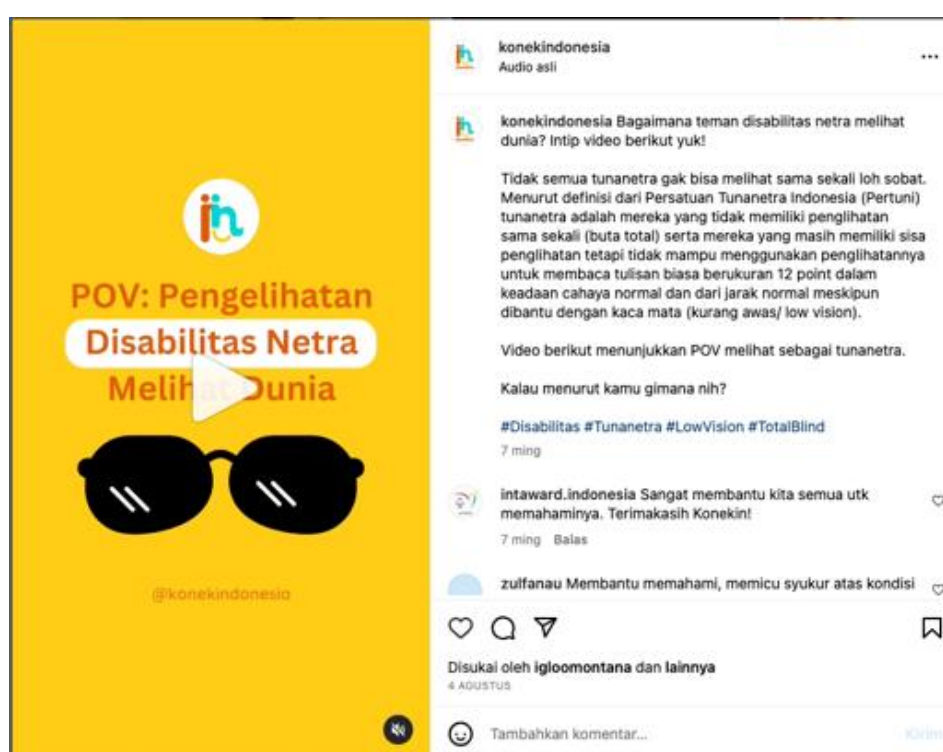

Fig. 3. @konekindonesia's Instagram post about various types of vision conditions for blind people
Source: (@konekindonesia, 2023)

Figure 3 shows an example of a post that is included in the educational narrative category. Through that post, Konekin invites readers to know and understand the condition of various types of visual impairment in an interesting way (belongs to the educational narrative category). Most people generally assume that all people with visual impairment cannot see at all or are totally blind. In fact, there are various visual impairment conditions and the number of visually impaired people who experience total blindness is relatively small compared to other types of visual impairment conditions. Other posts that fall into the educational narrative category include explanations about disability pride month in July, the widespread stigma of disability which considers people with disabilities unable to work and unable to study at school, the

existence of regulations regarding scouting for disabled people, and explanations regarding illnesses called SMA (spinal muscular atrophy).

Fig. 4. @konekindonesia's Instagram post showing female
students feeding her friend who has a physical impairment
Source: (@konekindonesia, 2023)

Figure 4 shows an example of a post that is included in the viral content category. In that post, Konekin posted a photo which shows two elementary school students sitting on the floor in front of their class. One of the students was seen feeding her friend who has a physical impairment. Originally, it was a video uploaded by a teacher named Liza on her TikTok account. The video he uploaded in mid-August 2023 suddenly went viral and became a topic of discussion everywhere. It was later discovered that the two were good friends, Marwah and Reski, and were students at an elementary school in Gowa, South Sulawesi. Three other posts that are included in the viral content category are: the story of Sultan Rifat who experienced breathing and speech problems due to an accident caused by a fiber optic cable dangling on the main road, the story of a romantic friendship between a child with disability and his friend who had to be separated by death, and the moment when Princess Ariani, a blind person, sang at the celebration of the 78th Independence Day of the Republic of Indonesia at the Istana Merdeka, combined with the presence of a sign language interpreter.

A number of mass media outlets, especially online media, have also used viral videos as news material. Unfortunately, quite a few of these media still use excessive sentences in their reporting. For example, the same news about a viral video of a non-disabled elementary school child feeding his disabled friend, liputan6.com wrote the news title : *Viral Anak SD Suapi Teman Disabilitas, Warganet Auto Menangis Haru Berjamaah* (Viral, Elementary School Children

Feed Disabled Friends, Netizens Immediately Cry With Emotion) (liputan6.com). There is also suara.com which creates titles with sentences: *Bikin Nangis! Viral momen seorang anak SD suapi temannya yang disabilitas* (It Makes you cry! Viral moment of an elementary school child feeding his disabled friend) (denpasar.suara.com). The sentences used seem excessive and make people with disabilities seen as objects of pity. No person with disability, visible or not, should be an object of pity. Because without realizing it, pity can be damaging and disempowering to anyone, including people with disability. By adhering to this principle, the captions used in Konekin posts do not display excessive sentences that invite pity. Below the photo, only the title sentence is written: *Belajar Pertemanan dari Siswi Sekolah SD yang Suapi Teman Disabilitas* (Learning about friendship from elementary school students who feed their friends with disabilities).

Fig. 5. @konekindonesia's Instagram post about Zidan Fathoni,
a students with an intellectual disability who are successful in making achievements in Germany
Source: (@konekindonesia, 2023)

Figure 5 shows an example of a post that is included in achievement category. In that post, Konekin posted a photo with a long caption about the achievements of a disabled student named Zidan Fathoni. Zidan, from East Java, who has an intellectual disability, won a silver medal at the Special Olympic World Summer Games in Berlin in July 2023. Below Zidan Fathoni's photo there is only a sentence that reads: *Pelajar Disabilitas Asal Malang Ukir Prestasi di Jerman* (Students with Disabilities from Malang Make Achievements in Germany). In the caption section, some sentences are added that try to tell a little story about Zidan's ups and downs in achieving his success. There are no words that show excessive heroism in the photos or captions displayed. This is in line with what is fought for by Stella Young, a passionate activist for disabled people, who rejects depictions of people with disability just as like a holy person whose existence is only to warm the hearts and open the minds of non-disabled people. That is what

Stella Young call as inspiration porn [43]. Stella uses the term pornography because she considers this practice to objectify one group of people for the benefit of another group of people. In this case, they objectify people with disability for the benefit of non-disabled people.

In fact, viral content related to disabilities in Indonesian society is still closely linked to the general perception that people with disabilities are sad people who need to be pitied and given compensation. Apart from viral content about Marwah and Reski, which has been discussed above, other viral content about disabilities that has appeared is a story about a person with a disability selling fried food in the rain who then received donations [44]. Such virality seems to confirm that people with disabilities are people who need to be pitied and given charity. In fact, this kind of stigma must be eliminated so the rights of people with disabilities to have the same access as the rest of society can be fulfilled immediately. Likewise the story of achieving people with disabilities, who have a big chance of falling into the practice of inspiration porn. What Konekin has done, even though it still displays posts of viral content and achievements of people with disabilities in small numbers, it appears that there is an effort to choose good narratives so that the two types of content displayed do not actually contribute to perpetuating the stigma of disability and do not fall into inspiration porn practice.

3.2 Dominant post themes from Konekin's Instagram account

From the results of the coding carried out which can be seen in Table 2, it is known that the information activities indicator which is shown by posts in the form of announcements or coverage of activities related to disability issues as well as opportunities to improve education and skills for people with disabilities and non-disabled people, dominate posts on Instagram @konekindonesia. In the second place is educational narratives indicators which contain posts in the form of explanations about various things related to disability issues. The number of posts between information indicators and educational indicators does not differ too much (see Table 1). These two categories of posts dominate compared to the other two categories, viral content and stories of achievements of people with disabilities. The number of posts included in the viral content and achievements of people with disabilities indicators is relatively small (see Table 1).

Two dominant posts on Konekin's Instagram account, information activities to improve education and skills and educational narrative posts in numbers that are not much different, both are in line with the concept of the social model of disability. A social model disability, acknowledges that the lives of people disability have the same value as the lives of people non disability [9] and equality is a basic aspect of the social model [3]. This means that people with disability have the same opportunities to improve education and skills. Through the information and the opportunities provided to improve their education and skills, people with disabilities are given the opportunity to develop their abilities fully. Furthermore, this is also an effort to realize disability empowerment [45] where the individual potential of all people is enabled, so that they can hold greater control of their lives. People with disabilities can experience several barriers in the built environment that can lead to social exclusion and isolation [46]. Therefore, an empowerment action is needed. They are supported to access training and personal development courses in many area of work and employment. This is an important effort because for most people with disabilities, opportunities for employment are very limited and then ultimately leading to poor economic status [47].

Limited educational and employment opportunities can ultimately also create obstacles to participate in various fields. As we agreed, whether cultural, political, economic or social – people with disabilities have the right to participate [48]. In recent decades there has gradually developed a formalized global interest in helping the disabled to participate more fully in society [49] and social inclusion can be said to be true regarding the active participation or opportunity of the community to play a role in their society, without discrimination [50]. This is also explicitly recognized and stipulated in the UN Convention on the Rights of Persons with Disabilities (UN-CRPD). An important thing that business owners or company officials must know and understand that companies in low and high income countries generally recognize that employees with disabilities have greater retention rates, more frequent attendance, better safety records, and comparable productivity compared to non-disabled employees [51].

Apart from increasing the knowledge and skills of people with disabilities, another meaning of the social model of disability is improving society's attitude. As it stated that what makes someone disabled is society's barriers and attitudes, not the person's impairment [3]. In fact, public knowledge regarding disability issues is still relatively low [52], [53]. This low level of knowledge and understanding ultimately causes the emergence of wrong perceptions and stigma about disabilities which are also made worse by preconceived or inherited notions and the amount of familiarity or exposure. Misconceptions and myths about disability ultimately become stronger. This attitudinal barrier arises from individuals who can only see the impairment and not the person. Basically, this barrier is the fundamental problem of all other barriers; therefore, it is important to make a conscious effort to unlearn these stereotypes. Konekin is trying to do this by creating various educational narratives with attractive images and easy-to-understand text. The choice of Instagram as a vehicle to disseminate all this information is very appropriate since Instagram has transformed into an information network that is considered effective for conducting campaigns and advocacy and plays an important role in providing space for minority groups [54], including people with disabilities [26].

This study has a few limitations. One limitation of the content analysis method is that it focuses solely on the messages and details within the messages, which may not provide a complete understanding of the process or story behind the creation of each content, which can be explored to yield rich and detailed data if interviews with content creators are conducted. Another drawback is that content analysis alone cannot be used to make statements about how content affects an audience. Further study is necessary.

4 Conclusion

Based on the data analysis carried out, disability-inclusion communication on @konekindonesia in the period from July 1, 2023, to August 31, 2023, is divided into four categories of content themes, namely information activities/opportunities, educational narratives, viral content and achievements of people with disabilities. Of the four content themes, two themes are the most dominant, namely, information activities/opportunities and educational narratives about disability issues. Both are in line with the concept of the social model of disability. Provide information about educational activities that people with disabilities can participate in means that they have the same opportunities to improve education and skills. Likewise, posting educational narratives about disabilities is one way to improve society's attitudes and fight stigma. However, it is needed support from various parties, both government, organizations and the general public, so that effective communication about disability issues via social media, as

done by Konekin, can be carried out more intensively by more people or communities. Likewise, providing digital training for those who voice disability issues on social media, for example SMO (Social Media Optimization) training to improve the optimization and performance of social media, is also very necessary. So that the target of fulfilling the promise of 'leaving no one behind' as a key component of the 2030 Sustainable Development Agenda can be achieved more quickly.

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