

Instagram as a Medium for Socialization of Indonesia Sign Language (BISINDO)

Asfira RR¹, Amanah Rakhim S², Sulih Indra Dewi³

¹Communications Science, Tribhuwana Tunggal University, Malang, Indonesia

²Communications Science, Tribhuwana Tunggal University, Malang, Indonesia

³Communications Science, Tribhuwana Tunggal University, Malang, Indonesia

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Abstract: The equality of languages for the deaf is very important, because with an equal language will increase social interaction between deaf community with listeners. In law No. 8 year 2016 article 41 paragraph 2E, it has been described that sign language skills as the development of the linguistic identity of the deaf disability. Indonesia Sign Language (BISINDO) is part of the accessibility for the deaf in their life to interact with the hearing people. Hence, the need for socializing BISINDO in order to build awareness of the listeners to be able to understand the sign language used by the deaf is essential. In this research, a new media becomes one of the ways to socialize Indonesian sign language (BISINDO) to hearing people in Instagram. This study used a qualitative-descriptive approach, with the aim, to know the role of instagram as a medium of information in socialization of the sign language of Indonesia (BISINDO). Social media empowered the people to express their thoughts and opinions and share with others. As well as a medium of information socialization of BISINDO, interact with friends Deaf and the community or by the community of listeners, and Also provide positive benefits for the Deaf and the community via uploading the information (repost) of socialinfluence.

1 INTRODUCTION

A language equality for Deaf is one part of Deaf accessibility in everyday life. Deaf people basically need the same interaction with other people, but because of limitations in hearing they interact with the other people using a sign language. The sign language used is the Indonesian Sign Language or abbreviated to BISINDO. With equal meaning of language, Deaf and the public expected to be able to communicate well. But unfortunately, the use of Indonesian Sign Language (BISINDO) has not widely known by the public audience.

The Act No. 8 2016 Article 41 paragraph 2E, explains the sign language skills and the promotion of the linguistic identity of the Deaf community. What is meant by "sign language" in article 41 paragraph 2E also includes sign language of Indonesia (Bisindo). BISINDO used by the Deaf community because it is easy to use and understandable for the signs that are used close to

everyday life. Therefore, communication becomes a form of fulfillment for people who are very important to establish actualization and confidence to gain happiness in survival for humans.

In this globalization era, new media development rapidly changes, it is in line with the advancement of communication technology. Lev Manovich (in Robert K. Logan, 2010: 5) describes that new media is about the ability to combine text, audio, digital, video, multimedia, interactive, virtual reality, web, email, chat, computer applications and any source that can be accessed by personal computer. With the development of technology nowadays, it is also accessible via a smartphone. Some examples of new media is a website, mobile apps, virtual worlds, multimedia, computer games, human-computer interface, computer animation, and interactive computer installation (Wardrip-Fruin and Montfort, 2003: 13-25)

One example of the new media which is favoured by people is instagram. Instagram is

populer among people because it can display images, text and sound. The new media also has an important role in presenting and socializing information to public. Deaf or Deaf community also uses Instagram as a means of Indonesian Sign Language (BISINDO) information to the public audience or a broad audience. With the aim for listeners and Deaf people can easily interact and understand each other.

2 LITERATURE REVIEW

2.1 Deaf and BISINDO

Deaf is an individual with auditory disorder and lack in language development, while proficiency determines a person in speaking skills, as well as interacting with his social life, and because he loses the ability to hear so that communication is generally through the use of sign language. A language is a breath of life and also the key to have a meaningful life (Department of Education, 1984: 127). Currently, The mention of the word "Tuna" for an individual who has limited / commonly called with disabilities give a different interpretation. As with the use of the word Deaf, which is where the meaning of the word "Tuna" is more suitable for people in the medical field, which means the damage and do not have. Then in daily life the Deaf or Tunarunguis more familiar to be called Tuli (Deaf) with capital "T" which refers to the large growing minority group, has a culture, and uses sign language to communicate or Deaf community that does not have a negative meaning (Forum Diskusi Komunikasi dan Disabilitas, 2016).

BISINDO itself is a communication system that is practical and effective for the Deaf in Indonesia, developed by the Deafs among themselves and used the same function as the language of Indonesia today. By using BISINDO the Deaf expresses thoughts and feelings to express (Kamus BISINDO, 2009). The using of BISINDO for instance, with one word and an expression to indicate ongoing events, it is easier to understand, quick, and simple. To translate sign language, BISINDO generally is not in accordance with the signals used EYD because it is more influenced by the culture and customs of the Deaf itself. Therefore BISINDO often considered to be more effective and easier to use. For example BISINDO the word "mother" in East Java province will be different from other provinces such as Jakarta, Bali and other provinces. Currently, more Deaf uses BISINDO in interacting among themselves

or even with common public because of its simplicity to understand by other people.

2.2 New Media

New media is a concept that can not be separated from the emergence of the internet. The Internet allows inter-circuited computers around the world, so that it can create computer-based communication (computer mediated communication) which has the speed to perform an interaction, more efficient, cheaper and faster to get an update. (Balkin, 1998, in Rusfian, 2015: 99). Marshall McLuhan in his book "Understanding the Media" states that "the medium is the message", it is the medium that shapes and controls the scale and form of human association and action. The content or uses of such media are as diverse as they are ineffectual in shaping the form of human association. Indeed, it is only too typical that the "content" of any medium blinds us to the character of the medium. (McLuhan, 1964)

"Medium influence in controlling the scale and form of the action of a group of people / specific communities. The use of new media such as instagram has an important role in providing information about BISINDO socialization, and can influence and create changes for the public audience, Deaf and its community so BISINDO can be equal.

2.3 Characteristics of New Media

Martin Lister in his book *New Media: A Critical Introduction* (2009: 16) reviews some of the main terms in discourses about new media namely:

Digital. In terms of communication and representational media this 'data' usually takes the form of qualities such as light or sound or represented space the which have already been coded into a 'cultural form' (actually 'analogues'), such as written text, graphs and diagrams, photographs, recorded moving images, etc. This is in marked contrast to analogue media where all the data input is converted into another physical object. 'Analogue' refers to the way that the input of data (reflected light from a textured surface, the live sound of someone singing, the Inscribed marks of someone's (Lister, 2009: 16).

Interactivity. Interactivity has been one of the key 'value added' characteristics of new media. Where 'old' media offered passive consumption offer new media interactivity. Generally, the term stands for a more powerful sense of user engagement with media texts, a more independent relation to sources

of knowledge, Individualized media use, and greater user choice (Lister, 2009: 21).

Hypertextual. The appearance of hypertext is one of the effects of technological developments in the new media era. With the existence of hypertext makes it easy for users or consumers to be able to access and search for information. As an example hyperlinks, bookmarks, hashtag (#) on instagram and Twitter.

Virtual. Messages are delivered via virtual communication will seem so real and true. As Shields has pointed out (2003) in the digital era of the meaning of 'virtual' has changed. Where, in everyday usage, it once meant a state that was 'almost' or 'as good as' reality, it has now come to mean or Be Synonymous with 'Simulated'. In this sense, rather than meaning an 'incomplete form of reality' it now suggests an alternative to the estate and, maybe, 'better than the real' (Shields 2003: 12 in Lister, 2009: 36).

Networked. Networking in this case refers to the internet. Internet in new media mass media are no longer sending a limited number of messages to a homogenous mass audience. Because of the multiplicity of messages and sources, the audience itself Becomes more selective. The targeted audience tends to choose its messages, so deepening its segmentation (Sabbah 1985: 219; quoted in Castells 1996: 339; in Lister, 2009: 31).

2.4 Social Media

People are interested in networking and connecting with friends, sharing content, sending messages, collaborating with each other in real-time, gathering news / information / feedback or just uploadin or downloading media files (movies / music / photos) on the Internet. Any media in the form of websites that allows them to do these things with ease becomes a social media site. Today, social media has substantially changed the way organisasi, communities, and individuals communicate with each other. Social media can be differentiated from industrial or traditional media like magazines, newspapers, television and movies, as they are relatively inexpensive, easily accessible and enable anyone (private individuals) to publish or access information (Trapial & Kanwar, 2012: 28).

Instagram constitute application social media to share photos and video that allows users to take photos or videos, apply filter digital, and distribute them to various services social networking, Including those of its own Instagram. instagram now become one of the social networking applications

are quite booming, with many variations ease of sharing images and video editing. As of 2017 the increase instagram users increased by 100 users, and make a total of 500 million of that is the daily active users (Joseph, 2017).

3 RESEARCH METHODS

This study used a descriptive qualitative method, with the focus of research was to see how instagram role as one of the new media for information dissemination of BISINDO. The data collection methods with a literature study and observation on instagram accounts of Deaf and the Deaf community in Surabaya in socializing BISINDO.

4 RESULT AND DISCUSSION

Example posted via instagram was the video when they were using BISINDO and wrote a caption which contained the meaning of a sign language has been delivered through the post.

The characteristics of the new media contained in instagram namely:

Digital: In the digital media community also in instagram users can easily create photos, videos or find the information needed, such a feature to upload photos or videos by selecting a camera-shaped icon, users can also provide a text title in any photo or video that will be posted. Pictures and videos uploaded adapted to the activities to be implemented or that have been implemented, such as the upload image on account @kartusby in International Deaf Day. The upload contained International Deaf Day activities and provided an explanatory caption in each upload.

Interactivity: Markus' (1990) suggests that interactivity is a characteristic of technologies that enables multidirectional communication (Lievrouw, 2006: 207) The new media have the interactive characteristics for the Deaf community as an option to participate more in providing information to the public. The presence of interactive new media makes society or the Deaf and its community able to choose contents as they desire to access. The new media has become a medium for people to get closer to the technology, more participants and creative. The emergence of new media and communications technologies has resulted in a remarkable transformation this time. This had an impact on the

way people communicate and share knowledge and information.

With comment feature in Instagram enables users to give comments or opinions regarding the posting pictures or videos uploaded. This feature also allows the followers of Deaf account to interact with the public or other Deaf community.

Networked: People and Deaf people who use new media like Instagram can easily connected to an extensive network and easily access them via a smartphone or computer. By logging in with user ID and password, users can look up information and share information about BISINDO in form of images, video or text in Instagram and also can share information with other users about BISINDO through the share features available. Even the share feature can also be shared with social media other than Instagram.

Virtual: Virtual characteristics of the new media provide convenience to Instagram users to interact with their followers directly through live broadcasts and Igtv features. Using the feature users can instantly record BISINDO socialization and also interact with their followers. In addition, the previously recorded videos can also be saved and replayed. It is easier for the Deaf to provide information about BISINDO to the public.

Hypertext: In Instagram they are some spots on the website page that can be clicked by the user to move to another spot either on the same page, the same website, and other websites (Severin and Tankard, 2014: 449). In social media like Instagram by typing a key word or topic we want and it will appear. For example, if we type hashtag (#). #komunitastuli #duniatanpasuara #bahasaisyaratindonesia meal #bahasaisyarat will appear deaf community who have Instagram account, various pictures and videos of BISINDO as well as various images and videos related to the Deaf community or BISINDO. In addition to the hashtag (#) to facilitate screening the information the bookmark feature also can be used.

Instagram not only has a role as a means of information but also as a means of social interaction of its users. The Deaf and their community can also interact with their followers either deaf or hearing community even through some of the features available on Instagram, like on the comment feature, direct message (DM), repost and to the latest features of live broadcasting. Instagram also allows users to upload information related to personal or their community.

Social media has opened up new avenues for people to engage with each other and with the

content available on the Internet. The social interaction of the yore, severely restricted by various boundaries, has now been taken online, opening up a world of new possibilities. People are using the social media to stay connected with friends / family, find people with similar interests, discuss issues with others, share opinions, asking and answering questions, reading user reviews etc. We can surmise that, in addition to staying connected, the users want to acquire / Enhance knowledge and gain insights into specific subjects to help them make better decisions (Trapial & Kanwar, 2012: 29).

The role of Instagram besides as for social interaction and a means of information, it also provides other benefits such as the emergence of Deaf influencers and several Deaf communities have been active to provide information about BISINDO via Instagram, such as Komunitas Kartu Surabaya, Deaf Art Community Yogyakarta, Aakar Tuli Malang, and many more. As pointed out by Varinder Taprial & Priya Kanwar that people use these networking sites for their daily conversations. And it is also possible to see what other people in your network are talking about. Thus it has become very easy for people to get feedback, information or advice regarding products / services or companies from their friends in their network. By using social media, any individual can have a "social influence" by virtue of his/her social interactions on the web or via mobile technologies (Trapial & Kanwar, 2012:36).

A social influence can have a positive impact for the information conveyed to their followers. Followers who saw the posting would find out more details about the information submitted as performed by Surya Sahetapy through @suryasahetapy Instagram account. In his Instagram account, he often uploads the information about BISINDO classes, seminars on Deafness and its identity that makes Surya as a seminar speaker, his activities either personal or with the Deaf community. Through his uploads, there are many celebrity friends in Indonesia that support the Deaf activities. In addition, the support from the government is getting increase, for instance via Instagram account Anies Baswedan @aniesbaswe, The Jakarta governor also participated by uploading a Eid Al Fitr greeting video using BISINDO. It provides many positive benefits provided by the social influence to the socialization of BISINDO by re-uploading or reposting from Deaf community account.

5 CONCLUSIONS

The development of new media provides a new experience in interacting from individual to individual, individual and community or communities to communities. Especially for the Deaf and their communities. Via Instagram they can interact well with fellow deaf community or with listeners without a sense of inferiority. Currently, media as a communication tool allow us to communicate efficiently including social media. From 2012 until now Instagram users is increasing and the features in Instagram are more attractive. The whole society and the Deaf and their community also participate using Instagram as a means of information dissemination about BISINDO by using the features in Instagram.

Social media empowered the people to express their thoughts and opinions and share with others. Social media give the Deaf and their community a new power to be more confident, and more people realize that they are not talking in a vacuum but a very responsive audience, who take part in the conversation and express their point of view and hear their voices. Various benefits of Instagram as new media has been felt by the Deaf and their community, as well as a means of information dissemination of BISINDO, interact with fellow Deaf friends and their community or with the hearing community. Instagram also provides positive benefits for the Deaf and the community by uploading the information (repost) of social influencers.

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- Instagram account:
 @kartusurabaya@aktusidoarjoofficial
 @Tiba_sby @suryasahetapy @aniesbaswedan