

ABSTRAK

Penyandang disabilitas banyak diperlihatkan media sebagai individu dan kelompok yang terpinggirkan. Kehadiran penyandang disabilitas di media seringkali hanya untuk diobjektifikasi, dipertunjukkan perbedaan karakteristik biologis tubuhnya, atau dipertontonkan kesedihan dan kesusahannya. Melihat banyaknya misinterpretasi media dalam menampilkan penyandang disabilitas, melalui penelitian ini peneliti menyajikan analisis kritis tentang praktik objektivasi penyandang disabilitas di program *Hafiz Indonesia*. Program *Hafiz Indonesia* dipilih karena acara ini mengusung format acara kompetisi hafalan Al-Quran untuk anak usia tujuh sampai dua belas tahun yang tayang setiap bulan *Ramadhan* selama sepuluh tahun. Hal yang menonjol pada program *Hafiz Indonesia* dibanding dengan program religi lain atau program kompetisi hafalan Al-Quran lain adalah adanya peserta anak penyandang disabilitas di setiap season. Peneliti melakukan pengumpulan dan analisis konten tayangan secara bersamaan. Dalam proses penelitian fenomena sosial yang terjadi, peneliti juga melakukan kajian literatur guna membantu menjawab permasalahan penelitian. Teori yang peneliti gunakan adalah gagasan tentang model budaya disabilitas, stereotip supercrip disabilitas, dan teori kritik media. Menggunakan metode analisis wacana kritis Norman Fairclough, peneliti melihat wacana objektivasi yang dibangun program *Hafiz Indonesia* berdasarkan dimensi teks, dimensi discourse, dan dimensi sosiokultural. Hasil dari penelitian menemukan bahasa superlatif digunakan program *Hafiz Indonesia* kepada penyandang disabilitas. Penggunaan bahasa superlatif adalah rangkaian narasi yang memperlihatkan kesedihan hidup penyandang disabilitas, analisis tubuh, dan penggambaran keistimewaan semu yang ditandai dengan kata seperti ‘hebat’, ‘luar biasa’, dan lain sebagainya. Kisah perjuangan dan kesedihan penyandang disabilitas ditampilkan berulang kali dengan diiringi musik bergenre blues dan gambar dramatis sehingga menimbulkan kesan kejadian tragis yang emosional.

Kata kunci: Objektivasi, model budaya disabilitas, supercrip, analisis wacana kritis.

ABSTRACT

People with disabilities are often shown in the media as marginalized individuals and groups. The presence of people with disabilities in the media is often only to be objectified, show differences in the biological characteristics of their bodies, or show their sadness and distress. Seeing the many media misinterpretations in presenting people with disabilities, through this research the researcher presents a critical analysis of the practice of objectifying people with disabilities in the Hafiz Indonesia program. The Hafiz Indonesia program was chosen because this program carries the format of an Al-Quran memorization competition program for children aged seven to twelve years which has been broadcast every month of Ramadan for ten years. What stands out about the Hafiz Indonesia program compared to other religious programs or other Al-Quran memorization competition programs is that there are children with disabilities in each season. Researchers collect and analyze broadcast content simultaneously. In the process of researching social phenomena that occur, researchers also conduct literature studies to help answer research problems. The theory that researchers use is the idea of cultural models of disability and superscript stereotypes of disability. Using Norman Fairclough's critical discourse analysis method, researchers looked at the construction of meaning by taking into account the actors involved in text production, text reception, and how language plays a role in guiding stereotypes of people with disabilities. The results of the research found that superlative language was used by the Hafiz Indonesia program for people with disabilities. The use of superlative language is a series of narratives that show the sadness of the lives of people with disabilities, body analysis, and depictions of pseudo-privileges marked by words such as 'great', 'extraordinary', and so on. The story of the struggle and sadness of people with disabilities is shown repeatedly accompanied by blues music, giving the impression of an emotional, tragic incident.

Key words: Objectification, cultural model of disability, supercrip, critical discourse analysis.