

## INTISARI

Partisipasi difabel dalam mengaktualisasikan diri di televisi masih rendah. Salah satu misi TVRI sebagai bagian dari Lembaga Penyiaran Publik di Indonesia yaitu menyajikan acara yang sehat dengan mengoptimalkan potensi kebudayaan daerah serta memperhatikan komunitas terabaikan. TVRI Stasiun D.I. Yogyakarta merupakan televisi yang menginisiasi adanya kebijakan siaran difabel serta mengimplementasikannya dalam sebuah program siaran difabel bertajuk “*Kami Bisa*”. Fenomena munculnya program siaran difabel di televisi ini merupakan fenomena yang menarik untuk diteliti lebih dalam. Dengan menggunakan pendekatan kualitatif dan metode studi kasus, penelitian ini mengungkap bagaimana kebijakan siaran difabel terbentuk kemudian diimplementasikan dalam sebuah program siaran. Berdasarkan wawancara, observasi, serta analisis data, hasil penelitian menunjukkan bahwa kebijakan siaran difabel didasarkan pada kegelisahan bahwa kaum difabel belum diliput dan diberi informasi secara layak oleh media. Sedangkan pada tahap implementasi, “*Kami Bisa*” melibatkan difabel sebagai pengisi acara dengan konten yang merujuk pada tema kemandirian, keterampilan, keikutsertaan dalam masyarakat dan pekerjaan, dan keaktifan dalam komunitas di masyarakat. Kesimpulan penelitian menunjukkan bahwa TVRI Stasiun D.I Yogyakarta secara kebijakan dan implementasi telah memenuhi prinsip keberagaman konten siaran.

Kata Kunci: implementasi program difabel, kebijakan siaran difabel, siaran difabel, TVRI Stasiun D.I. Yogyakarta,

## ABSTRACT

People with disabilities still have low participations to speak for themselves through the televisions. One of TVRI's goal as a Public Service Broadacasting in Indonesia is to provide good programs that public need and optimize the potency of culture and care about minority. TVRI D.I. Yogyakarta Station is one of public television that has an initiative to make a policy on disability television program and implement it into a disability television program, named "*Kami Bisa*". "*Kami Bisa*" as a disability television program is a unique and become an interesting phenomena to be explored deeper in this research. This research use qualitative approach with case study as methodology. This research examine how policy of disability television program is formed well, and how the implementation of policy itself on "*Kami Bisa*". According to interview, field observation, and comprehensive analysis, the findings of this research show that policy of disability television program is based on reality that television has not successfully captured people with disabilities with the right information they actually needed. Then, in the implementation process in "*Kami Bisa*", here people with disabilities have many chances to be an actor or actress to speak about themselves to public. The themes of "*Kami Bisa*" explore about independency of people with disability , skill of people with disabilities, involvelement of people with disabilities in society and jobs, and involvement of people with disabilities in various communities. The conclusion is the policy and it's implementation of disability television program show that TVRI D.I. Yogyakarta Station has successfully make the principal of diversity of content through disability program.

**Keywords:** disability broadcasting, implementation of disability program, policy on disability broadcasting ,TVRI D.I. Yogyakarta Station.