

---

# **Online Public Relations Communication Strategy by Akar Tuli Malang in Campaigning the Use of Indonesian Sign Language (BISINDO)**

**Jeffrey Hendrawan, Daniel Budiana and Astri Yogatama**

Communication Science Department Petra Christian University

## **ABSTRACT**

This study aims to determine the online public relations strategy for Akar Tuli Malang Community in campaigning for the use of Indonesian sign language (BISINDO). BISINDO is a sign system used by deaf people in Indonesia to communicate. Akar Tuli Malang is the first deaf community in East Java, a place for deaf and regular people to socialize. In carrying out its goals, Akar Tuli Malang has a public relations division that carries out the task of establishing cooperation with various parties, both internal and external. The method used in this research is a case study with a qualitative descriptive approach. The study results show that the design of a strategy that refers to the concept of a public relations strategy, according to Pinkleton, has six stages of strategy, and the Malang Deaf Root has carried out five of them. The public relations strategies are conceptualization, monitoring, planning, organization and coordination, administration, and evaluation. These strategies were implemented by Akar Tuli Malang's public relations division in campaigning for BISINDO, such as the publication of BISINDO training through social media like Instagram, BISINDO training via Zoom, and a selection of BISINDO training participants to become volunteers to strengthen the campaign team.

**Keywords:** *public relation strategy; online public relations; the disabled community, sign language; Akar Tuli Malang*

## **INTRODUCTION**

The COVID-19 pandemic of the past two years has posed a challenge for organizations and industries of all types to overcome the longstanding lack of diversity and inclusion in the workplace. The Public Relations (PR) industry is no exception. Public relations activities in marginalized communities, for example, the disabled community, are progressing more slowly than in other ordinary communities, even though they have put

much effort into it. According to the United States Bureau of Labor Statistics, the percentage of people with disabilities who are employed fell significantly to 17.9% in 2020 from 19.3% in 2019. Although the COVID-19 pandemic undoubtedly impacts this statistic, things show that the struggle still has to be faced by persons with disabilities. (Zane Landin & Yvonne Ting, 2021). The situation concerns Landin and Ting (2021), where public relations work can become a bridge for people with disabilities and the job market in expanding their acceptance in the world of work. Providing an understanding to the public about the skills and conditions of the disabled community needs to be considered by public relations practitioners.

There are two forms of sign language in Indonesia: Indonesian Sign Language (BISINDO) and Indonesian Sign Language System (SIBI). Indonesian Sign Language is a practical and effective communication system for deaf Indonesians developed by Deaf people. At the same time, the Indonesian Sign Language System (SIBI) is a system engineered and created by regular people to communicate with deaf people (Kamus SIBI, Depdiknas, 2002). Whereas BISINDO is Indonesian Sign Language which they make, agree with, and use daily, apart from SIBI (Indonesian Sign Language System). BISINDO is also a tool for communication for Deaf children made by hearing people for Deaf people (Deviyanti, 2018).

One of the disabled communities experiencing similar challenges in dealing with the public is Akar Tuli Malang. Akar Tuli Malang, as a community for the Deaf, has become a communication medium and a campaign for using sign language. One of the activities carried out is campaigning to use Indonesian Sign Language (BISINDO) to the people of Malang City. This community opens sign language training classes for the hearing public at the Car Free Day (CFD) event every Sunday. Unfortunately, this activity is temporarily suspended until an undetermined time limit due to the COVID-19 pandemic that has hit Malang City. Realizing this, the Akar Tuli Malang community, through the Public Relations division, utilize social media, namely Instagram, as a medium of communication and campaigns for using sign language (Yanda, 2022).

In this case, Akar Tuli Malang implements online public relations. The Internet has changed how people communicate, so PR practitioners must also use the Internet and get involved in online public relations. They need to communicate with the online community actively to form and maintain the image desired by an organization or company (Petrovici, 2014, p.80). Akar Tuli Malang seeks to connect with audiences by continuing to deliver campaigns using sign language through Instagram (Yanda, 2022).

The message Akar Tuli Malang conveys through communication planning that the researcher wants to examine is the campaign message for using BISINDO. A campaign is someone's desire to influence individual and public opinion, beliefs, behavior, interests, and desires of the audience with the appeal of a communicator who is also communicative. Meanwhile, what is meant by a public relations campaign is an attempt to influence the

audience to increase awareness and knowledge of the message to be conveyed to change the audience's behavior to be more positive and to be able to take action (Anggani, 2014).

Previous research that became a reference for researchers was the journal by Anisa Rahmawati, Hanny Hafiar, and Siti Karlinah (2019). This work involves the same object, namely Akar Tuli Malang Community, with a different title and research intent. The journal entitled *Communication Patterns of the Deaf in New Media* describes symbolic communication events that occur in communication events between Deaf in the WhatsApp group "Silence." This virtual ethnographic research shows that the communication that occurs in formal and informal communication to share general information about Deafness, humor, and community agendas. Symbolic communication includes text, a transfer of Indonesian Sign Language (BISINDO), photos and videos for various purposes, and emojis. The communication pattern of the Deaf in the "Silence" WhatsApp group shows an attempt to replace the lack of nonverbal cues in the community through new media. In this study, researchers have yet to examine the strategy carried out by the PR division.

Another research that the author uses as a reference for writing this thesis is research entitled *Communication Strategy for Deaf Youtuber Amanda Farliany in Socializing Indonesian Sign Language (BISINDO)*. This research was conducted by Sonya Theresia Rajagukguk, Ni Made Ras Amanda Gelgel, and I Gusti Agung Alit Suryawati (2021). The theory used in this research is Harold's communication strategy theory. D. Lasswell. The results of the research conducted show that Amanda Farliany is the primary communicator, and her husband and children are the supporting communicators. The message conveyed is in the form of an educational video providing subtitles. This research using a qualitative descriptive method also uses supporting media, namely Facebook and Instagram. The effect obtained is positive feedback from the audience. This research examines the PR strategy carried out by individuals, not a community.

Therefore, the research question in this study is "What is the online public relations strategy for the Malang Deaf Roots community in campaigning for the use of Indonesian Sign Language (BISINDO)?"

## **LITERATURE REVIEW**

### ***Model of Communication***

A model is a representation of a natural and abstract phenomenon by emphasizing the phenomenon's essential elements. Furthermore, Lasswell, in the *Structure and Function of Communication in Society* (Effendy, 2000), said that communication is the process of conveying messages by communicators to communicants through media that cause specific effects. The communication model expressed by Harold Laswell is 'who says what in which channel to whom with what effect.'

---

## ***Strategic Public Relations***

Ehling (1985) in Pinkleton (2015) conveys the six stages of making a strategy carried out by Public Relations, there are:

- a. ***Conceptualization.*** A leader must have a handle on the big picture and identify and organize the more minor elements to fit into that bigger picture. Its purpose is to identify the specific tasks and responsibilities that need to be fulfilled to maintain mutually beneficial relationships between the organization and the public on which its success depends, such as budgeting, goal setting, strategic planning, organizing, administering, and evaluating (note that these elements are task 2 up to 6).
- b. ***Monitoring.*** Monitoring means research. The scientific manager will track many problems to stay ahead of emerging trends and on top of potential crises. Its purpose is to anticipate and evaluate the opportunities and challenges that arise from the organization's interactions and relationships with other organizations and society.
- c. ***Planning.*** Managers must be able to develop prescriptions that will guide the organization through the opportunities and challenges identified in the monitoring process. The objective is to achieve measurable results that meet the needs identified in the monitoring process.
- d. ***Organization and coordination.*** Managers must use available resources effectively. This resource includes budgets and personnel within the organization and opportunities for cooperative partnerships with other organizations that can help achieve mutually beneficial outcomes. The goal is the implementation of effective and efficient strategies for communication programs developed in the planning process.
- e. ***Administration.*** Managers must fulfill promises made in the planning process. The manager will oversee the program to activate and adapt the communications program. Only some things go according to plan, as resources and environments are constantly changing; therefore, managers must maintain motivating and creative leadership during the implementation of each program. The goal is to meet the objectives of the communications program within budget and deadlines.
- f. ***Evaluation.*** The scientific manager remains in charge. Every communication activity must have clear goals and expected results. Managers must demonstrate results and the ability to use program successes and failures as part of the monitoring process to develop more effective future programs. The goal is accountability, credibility, and guidance to make future communications programs more successful.

## ***Online Public Relations Activities***

According to Bob Julius Onggo (2004) in his book *Cyber Public Relations*, the following are some Online Public Relations publication activities with existing applications in cyberspace:

- a. ***Publication using a virtual community (online community).*** Virtual communities are an ideal place to build a good image because there are opportunities to conduct

public relations activities within many virtual communities for different products, businesses, and interests.

- b. **Publication using email for press releases online email (electronic mail).** Articles written by PR can be in the form of news reports, articles, or photographs for publication in the mass media (Wardhani, 2008).
- c. **Publication using E-zine (electronic magazine).** The e-zine is a medium for publication via the Internet, which contains the activities of companies or institutions that have just been implemented to be published to the public. There are two types of e-zines:
  - An E-zine, in the form of a web, is a site that functions like a magazine but provides access to online information to its readers. This web-based e-zine requires readers to visit the website and only then can read actual news and info from another web page.
  - E-zine, in the form of email, is an electronic magazine that looks and processes like email. This form makes it easy for readers to read them directly in their email inboxes without going to the website of the owner of the email-based e-magazine.
- d. **Publication through social media and website.** Online publication is one of the Cyber Public Relations activities that can be utilized in various ways. Today, social media and websites are the most widely used information media by the public. Social media and the official website were built by companies and adapted to the company's information publication needs. With social media and the official website, companies can provide information related to the company as a whole, whether in the form of company profiles, the latest news, or product/service catalogs.

## METHODOLOGY

### *Research Conceptualization*

This research is descriptive research with a qualitative approach. Creswell in Ardianto (2016) said that qualitative research means exploring and mastering the meaning of the behavior of each individual and group, representing social or humanitarian problems. The research process includes making research questions and methods that are still temporary, collecting data in participant settings, analyzing data inductively, building partial data into themes, and then providing an interpretation of the meaning of the data. The last activity is creating reports in a flexible structure.

The method in this study uses a case study research method. A case study, according to Robert K. Yin (2012), is a social science research method or empirical learning method that examines phenomena in real-life contexts where the boundary between phenomenon and contact is not visible. Therefore multiple sources of evidence are used. In this study, several informants conducted in-depth interviews to get the data.

### ***Research subject***

According to Robert K. Yin (2012, p. 109), a study's sources and participants can provide information about the study's topic. In addition, informants can also provide input regarding sources and evidence that can be used as additional data for research. Yin (2012, p. 109) also added that sources and participants in a study are the primary keys in case study research. Therefore the selection of informants in a study must be made appropriately so that the research objectives can be achieved. The subject of this research is the Akar Tuli Malang community. At the same time, the object is the online public relations strategy.

### ***Data Analysis***

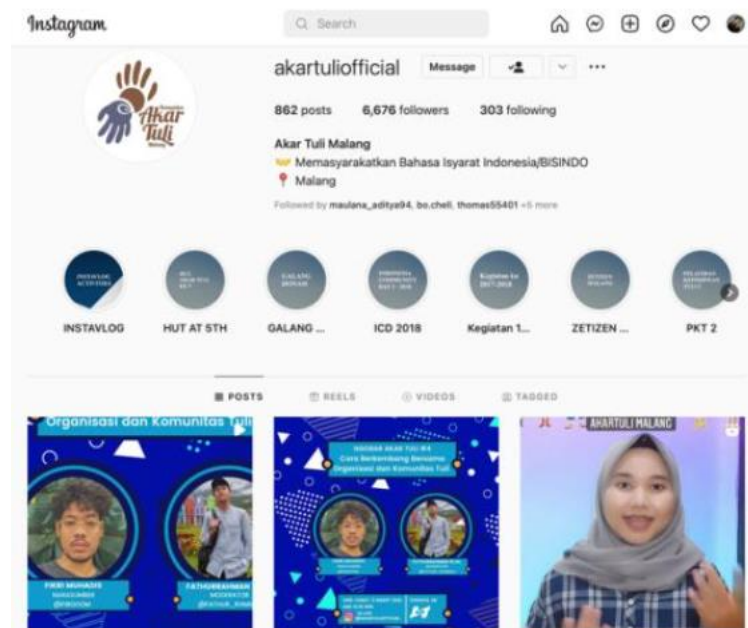
Data analysis consists of testing, categorizing, tabulating, or recombining evidence to show the initial proportion of a study. (Yin, 2008) According to Patton, quoted by Moleong (2009), data analysis is the process of arranging data sequences and organizing them into one of the basic patterns, categories, and descriptive units. Meanwhile, according to Taylor, data analysis is a process suggested a data as an attempt to provide assistance on themes and formulate ideas as suggested by the data and as an attempt to assist with these themes and ideas.

## **RESULTS AND DISCUSSION**

### ***Use of Social Media for Delivering BISINDO Campaign Messages***

In this study, Yanda Maria Elsera Sinaga or Yanda as the Public Relations officer at Akar Tuli Malang, and Maulana Aditya or Adit as the head of Akar Tuli Malang are the main informant to get the data. In the interview, Yanda explains the usage of several channels of social media. She reveals that Instagram and WhatsApp are the leading social media processed in the BISINDO campaign. Instagram is considered more potent because it can reach and be seen by many people. In addition, Instagram has complete features and assists the community in conveying messages through videos and photos that display a visual appearance. WhatsApp is used for internal community communication processes between administrators, administrators to members, or between members.

*"For PR at Root of the Tuli, the job desc is more on social media, like Instagram and WhatsApp, and later there are emails. Especially for emails, the secretary also bears the responsibility, but the secretary is more concerned with data and incoming letters. So, I go to Instagram more often. Only a few institutions are asking for email so they can send invitations" (Yanda, 2022)*



Picture 2. Instagram Akar Tuli Malang

The selection of Instagram social media is based on exclusive features and supports delivering BISINDO campaigns with videos, photos, captions, and live broadcasts. These features help the Deaf to be able to understand the message conveyed by PR of Akar Tuli Malang.

*"I think Instagram is clearer and easier to understand and can display photos, videos, and live Instagram. We are deaf, so it is more comfortable to be able to communicate directly, but with live Instagram, it can also help to communicate if there is an online event that requires there is a deaf source." (Yoga, 2022)*

In addition to its various features, Akar Tuli Malang Instagram also has a large number of followers. Many of the public know about the existence of Akar Tuli Malang from their Instagram community. Followers from Akar Tuli Instagram account also consist of different backgrounds. Some are deaf people and also hearing (normal) people.

### ***BISINDO Campaign Strategy Process***

The communication strategy implemented by Akar Tuli Malang must have a mature concept so that it goes according to purpose. In the conceptualization process, PR identifies the specific tasks and responsibilities that must be fulfilled to maintain mutually beneficial relationships between the organization and its public. In starting an activity, especially a campaign to increase the use of BISINDO, Akar Tuli Malang starts with a discussion/meeting among board members.

---

*"First, we will hold a discussion or meeting. Second, we will ask public relations to connect to the person in charge." (Adit, 2022)*

In this meeting, each administrator usually conveys his ideas. As a drafter, PR participates in this activity by preparing several supporting documents such as campaign references, draft proposals, and draft budgets.

*"In the management, we do it together, including public relations. We exchange ideas in the management, be it the chairman who gives the idea or public relations; the goal is to give each other's opinion while considering it. The point is the whole board gives the idea."(Adit, 2022)*

Another stage in preparing a PR strategy is coordinating and managing existing resources. An example of its application is the opening of space for collaboration or cooperation from Akar Tuli Malang and other agencies/communities to achieve the vision of Akar Tuli Malang, namely the realization of living cohesiveness for Deaf people in social life.

*"Then, PR is like our duty to communicate with external people, for example, institutions, communities, organizations, or outsiders who want to work with Akar Tuli Malang." (Yanda, 2022)*

PR implemented and designed this strategy with other Akar Tuli Malang administrators. Akar Tuli Malang PR involves other human resources through administrators optimally. That is because there is only one PR staff from Akar Tuli Malang. There needs to be a clear delegation of tasks so that campaign objectives and operations can run effectively.

After conducting discussions to determine the concept in the initial planning stage, the strategy results were obtained whose operations were delegated to each management. Akar Tuli Malang also monitors campaigns or activities being carried out. At this stage, PR is monitoring and tracking problems. This stage aims to anticipate any obstacles or challenges arising from community and community interactions and relationships. In addition to PR, the Chair also carries out the monitoring process in every planning of community activities.

*"Usually, I also monitor the process. If something is not quite right, I will convey it and try to provide a solution. If there is no problem, I usually just continue." (Adit, 2022).*

This monitoring phase is carried out thoroughly, and if there are obstacles, PR usually tries to identify the problem and find the best solution or way out.

---

*"Yes, I also keep monitoring the results of the division of the task, and if there are difficulties, I usually help, or also share them in the group to be resolved or find a solution together." (Yanda, 2022)*

After extracting data and structuring resources, the third stage is integrating the information in the initial processes to become a complete plan. Through this stage, PR ensures the achievement of measurable results that meet the needs identified in the reflection process. In the process of interviews and observations, there needed to be a structured outcome determination process, so it was not easy to measure whether a program as part of a strategy was successful. PR tends to focus more on a campaign's operational and managerial aspects without considering systematic data processing. The determination of this result aligned with the goals or vision of the Akar Tuli Malang community.

*"... we want to educate the public about how to be BISINDO, firstly, secondly, how to find out about Deaf identities, especially about the Deaf world, we socialize it to the community." (Adit, 2022)*

In the planning stage, PR Akar Tuli Malang did not routinely schedule uploads of social media content for the BISINDO campaign. The absence of content scheduling has also resulted in an inconsistent schedule for uploading BISINDO campaign content. The obstacles experienced from this stage were that there needed to be a clear timeline during the campaign period, and content uploads and event creation tended to be carried out spontaneously or only incidentally.

PR of Akar Tuli Malang, in practice, creates, manages, and curates content themselves. Initially, two administrators were responsible for the PR role in this PR division. However, due to the inactivity of one of the administrators, only one person was forced to manage content and social media.

*"I was the only active PR last time. So yes, I am also confused about how to answer. This is only an internal problem, and the point is we know that sometimes every activity, every organization has some personal obstacles." (Yanda, 2022)*

This internal problem in the management impacted performance and strategic processes that could have been more optimal because they had to carry out tasks and responsibilities alone.

*"... so the point is, for now, he is not active. So now I am handling Instagram, but I also cannot handle Instagram optimally." (Yanda, 2022)*

During the administration stage, PR Akar Tuli Malang is also responsible for following up on campaign processes or invitations from external parties. PR Akar Tuli

Malang has been quite good at following up on various external invitations by discussing and conveying them to the management group.

*"If there are requests and invitations, I usually share them with the management group to ask for their opinion; how do you want to follow up?" (Yanda, 2022)*

If it is felt that it is different from the plan, PR is responsible for maintaining leadership and providing motivation in implementation. For correspondence, PR is assisted by a secretary responsible for the administration of letters.

Evaluation is the final stage in strategic planning. The evaluation focuses on specific judgments and actions within a campaign or strategy. Before recommending future social media plans, programs, and campaigns, this step should be taken. Akar Tuli Malang also evaluates every activity or campaign.

*"There is an evaluation. We provide suggestions and input as well as better solutions. After each event, we evaluate it. The evaluation is for the whole" (Adit, 2022)*

The evaluation relates to the social media strategy as a platform for delivering BISINDO campaign messages. The internal management of Akar Tuli Malang carried out this evaluation.

### ***Analysis and Interpretation***

Akar Tuli Malang carried out a campaign strategy initiated by community administrators assisted by volunteers. Voluntary roles are essential because they support operational activities such as event committees and also as Sign Language Interpreters. The selected volunteers have attended a series of special training to have competencies that support several Akar Tuli Malang of Deaf programs, one of which is JBI. In this case, Akar Tuli Malang Management constantly regenerates volunteers every year, and this is done to increase the number of volunteers. The PR division, in particular, carries out activities that can regenerate volunteers by recruiting volunteer candidates from the free BISINDO classes, which are often carried out by Akar Tuli Malang, so that these volunteer candidates are screened and attend a series of training to be able to assist the operations of Akar Tuli Malang.

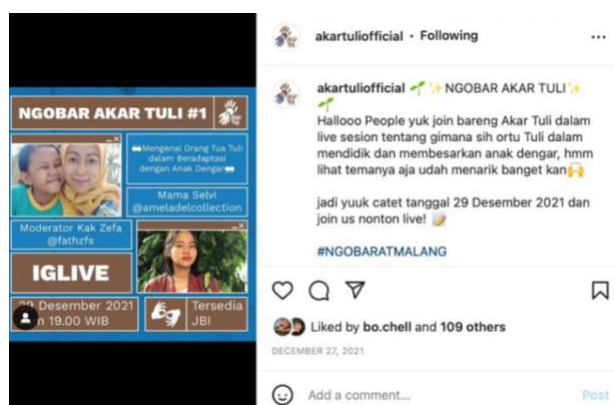
The BISINDO campaign conducted by Akar Tuli Malang was possible because of the public's involvement. The public participates by joining BISINDO training. The public who joins is not only the Deaf but also hearing people. Through the BISINDO training, Akar Tuli Malang provides knowledge and practice of using BISINDO to hearing and deaf people. Through this activity, participants are invited to understand the vocabulary, sentences, and use of BISINDO in daily conversations. The BISINDO training is expected to increase the

number of people who can use BISINDO as a language of communication to support a more inclusive Indonesia.

The pandemic since 2020 has indeed hampered the activities of Akar Tuli Malang, which are usually realized offline. However, thanks to the pandemic, administrators and volunteers from the Akar Tuli Malang are required to be more creative and innovative in delivering campaign messages using BISINDO. The step taken is to utilize social media, especially Instagram, as a campaign. Activities that were originally offline were transferred online. Online media is beneficial during a pandemic to introduce BISINDO to the public.

### 1st Strategy: BISINDO Training Publication Through Social Media

Publication by Akar Tuli Malang is done through social media. The use of social media as a publication medium is considered adequate during a pandemic. The social media used is Instagram. Instagram has various features that support campaign delivery through various content channels, such as photos, videos, and posts.



Picture 3. Akar Tuli Malang's Instagram Content

Instagram social media as a publication medium is also considered easier and cheaper than offline campaigns like in Car Free Day Event, for example. With content created on Instagram, the PR of Akar Tuli Malang wants to build a positive image of the community and also awareness about using BISINDO not only for deaf people but also hearing people. Building awareness to the public through social media should be done more than once. Therefore, there needs to be continuity in uploading relatively frequent and varied content. PR of Akar Tuli Malang utilizes Instagram features such as sharing photos of offline activities before the pandemic, the city of cue words and congratulations on the celebration of the big day in video form, uploading activities via Instagram stories, and also utilizing Instagram live to held NGOBAR (Ngobrol Bareng) which discusses the subject experience from deaf sources equipped with Sign Language Interpreter (JBI). Doing a campaign through Instagram social media has particular challenges. PR is required to create creative content variations to support the BISINDO campaign. This challenge became one of the toughest problems when the PR of Akar Tuli Malang had to work alone to become a social media

administrator. This problem can be overcome by dividing tasks and recruiting volunteers to schedule content uploads via social media. With the increasing number of teams helping, PR of Akar Tuli can also take advantage of other social media as a medium for delivering BISINDO campaign messages.

## **2nd Strategy: BISINDO Training via Zoom**

Due to the pandemic and mobility restrictions, this activity is carried out online. Therefore, the Zoom platform was chosen because of its easy and non-paid/free use. Through this Zoom platform, Akar Tuli Malang can also take advantage of various features provided by the Zoom platform, one of which is a breakout room.

BISINDO training is held once a week for one year. Participants register at the beginning of the year to be able to take part in BISINDO training activities online. The BISINDO training was delivered by Deaf teachers, namely members of Akar Tuli Malang administrators. Other teachers also fill in this activity. BISINDO online training is conducted for 60 minutes each week. Various materials are presented, mainly in everyday words or sentences. In addition to teaching participants the use of BISINDO, the instructor also provides opportunities for participants to practice the results of the material that has been taught. The instructor also provides input to participants in the learning process and BISINDO practice. In the process, the Akar Tuli Malang also has a community gathering activity that invites administrators, volunteers, and BISINDO training participants to be able to chat and exchange ideas, including as a forum for training the fluency of BISINDO.

Through this BISINDO training, participants are asked to be able to master simple vocabulary and everyday sentences. In addition, participants were also trained to be able to use facial expressions that support BISINDO practice. This training activity has its challenges, especially if it is done online. A stable internet connection could improve the communication process. In addition, because communication is through media intermediaries, participants and teachers must condition themselves and their surroundings to prepare camera clarity, lights, and facial expressions that are not covered by masks. Indeed these things are unique challenges that both teachers and participants must face. In overcoming these challenges, they often take advantage of the comments feature available on the Zoom platform to provide information regarding difficulties or obstacles during the training. Akar Tuli Malang also provides a Sign Language Interpreter (JBI) to link communication between participants and Deaf teachers.

## **3rd Strategy: Selection of General Training Participants to Become Volunteers in Expanding the BISINDO Campaign Team**

After the participants took part in the BISINDO training online via the Zoom platform, the management, especially the PR division, shared information regarding

volunteer registration. These volunteers will later receive intensive BISINDO training and supplies to prepare them as Sign Language Interpreters (JBI). Volunteers who act as JBI will be a means of connecting the deaf and hearing in the next BISINDO training.

Several qualifications need to be followed by prospective volunteers, including having an interest in studying BISINDO and becoming a JBI, participating in JBI training, and being willing to participate in various activities carried out by Akar Tuli Malang. Prospective volunteers who meet the qualifications will later join a volunteer team and be responsible for assisting administrators in the operational activities of Akar Tuli Malang to convey BISINDO's campaign messages.

Participant selection is carried out in stages; the first is that prospective volunteers are asked to complete a volunteer registration form. From the data on the volunteer candidate's registration form, the PR division will contact the volunteer candidate to participate in the debriefing. This debriefing or volunteer training was carried out for three months, which included training classes delivered by Akar Tuli Malang administrators. Some examples of training class materials attended by prospective volunteers are community introductions, BISINDO training, and participating in online and offline activities carried out by Akar Tuli Malang.

In general, volunteers carry out their duties for one year, including participating in a series of the debriefing of prospective volunteers. After that, volunteers are free to be able to continue or not continue their duties and responsibilities in the next period. By becoming an Akar Tuli Malang volunteer, volunteers can actualize themselves through organizational activities, social activities, BISINDO training, get to know Deaf culture and participate in supporting equal rights for the Deaf in Indonesia.

### ***Data Interpretation***

The PR division requires the role of volunteers to carry out their duties. PR plays the role of creating a campaign strategy that can increase the public's image and awareness about BISINDO. In this case, PR is assisted by volunteers to be able to realize BISINDO campaign activities through BISINDO classes/training as Sign Language Interpreter (JBI). Volunteers who act as JBI help to bridge the communication between Deaf teachers from Akar Tuli Malang and training participants from the community.

The BISINDO campaign conducted by Akar Tuli Malang was possible because of the public's involvement. The public participates by joining BISINDO training. The public who joins is not only deaf but also hearing or regular people. Through the BISINDO training, Akar Tuli Malang provides knowledge and practice of using BISINDO to normal and deaf people. This activity aims to understand the vocabulary, sentences, and use of BISINDO in

daily conversations. The BISINDO training should increase the number of people who can use BISINDO as a language of communication to support a more inclusive Indonesia.

The pandemic since 2020 has indeed hampered the activities of the Malang Deaf Root, which are usually held onsite. Administrators and volunteers from Akar Tuli Malang are required to be more creative and innovative in delivering campaign messages using BISINDO. The step taken is to utilize social media, especially Instagram, as a media campaign. Activities that were originally offline were transferred online. Online media is beneficial during a pandemic to introduce BISINDO to the public.

## CONCLUSION

PR of Akar Tuli Malang carries out its duties and responsibilities in becoming a liaison between internal parties for Akar Tuli Malang and external parties for procurement of cooperation, such as invitations to become speakers, BISINDO training, and media partners. In practice, the PR of Akar Tuli Malang also does strategic planning in campaigning for BISINDO. During the COVID-19 pandemic, the campaign process, which used to be carried out offline, now has to be adapted online through Instagram.

Referring to the concept of strategic public relations from Pinkleton, there are six stages in making a strategy, and PR of Akar Tuli Malang has carried out five of them. In contrast, the planning stage has yet to be carried out. Following a series of research processes that have been carried out, the online PR communication strategy carried out by Akar Tuli Malang is conceptualization. Public relations of Akar Tuli Malang conducts the conceptualization process through meetings/discussions with other administrators.

As a community, PR Akar Tuli Malang also plays a role in establishing good relations with the public through social media, which is expected to build trust and generate engagement on social media. Monitoring, PR Division of Akar Tuli Malang, conducts monitoring by supervising during the implementation of the creation of campaign content using BISINDO in social media. At this stage, monitoring the obstacles and challenges and providing practical solutions are also carried out. PR Division still needs to carry out the planning stage optimally because there has been no scheduling for the content of the BISINDO campaign strategy that has been made, especially for social media. In organization and coordination, PR integrates information to create a complete plan and delegate tasks to other administrators. The Administration stage was carried out by PR Akar Tuli Malang by scheduling invitations and becoming a moderator and Sign Language Interpreter (JBI). The final stage that PR Malang Deaf Roots carried out in developing a campaign strategy was evaluation. Evaluation is carried out by PR Akar Tuli Malang after the campaigns or

activities are done. The overall evaluation internally among Akar Tuli Malang administrators, at this stage, no structured measurement determines effectiveness.

PR Akar Tuli Malang has three strategies to campaign for BISINDO, namely publishing BISINDO through social media, especially Instagram. First, Akar Tuli Malang uses Instagram social media through the @akartuliofficial account. The use of Instagram as a medium of communication and delivery of campaign messages was chosen because Instagram has exclusive features to support the BISINDO campaign process, for example, the live video feature. The second strategy is conducting BISINDO training via Zoom and selecting participants to become volunteers in expanding the BISINDO campaign team.

## REFERENCES

- Austin, Erica Wintraub dan Bruce E. Pinkleton. (2015). *Strategic Public Relations Management*. New York. Routledge.
- Beck, V. (2007). Special needs, common concern: Building an awareness of the disabled community. *PRSA*. [https://apps.prsa.org/Intelligence/Tactics/Articles/view/1117/101/Special\\_needs\\_common\\_concerns\\_Building\\_an\\_awarenes#.YhHqqi8RqqR](https://apps.prsa.org/Intelligence/Tactics/Articles/view/1117/101/Special_needs_common_concerns_Building_an_awarenes#.YhHqqi8RqqR)
- Cangara, Hafied. (2014). *Perencanaan & Strategi Komunikasi*. Depok: PT. Raja Grafindo Persada
- Deviyanti, Ni Putu Laksmitha. (2018). *Strategi Komunikasi Bali Deaf Community dalam mensosialisasikan BISINDO (Bahasa Isyarat Indonesia) kepada Masyarakat*. Skripsi. Bali. Universitas Udayana
- Effendy, O.U. (2003). *Ilmu Teori dan Filsafat Komunikasi*. Bandung. PT.Citra Aditya Bakti.
- Freberg, K. (2019). *Social media for strategic communication : Creative strategies research-based applications*. USA. University of Louisville Group.
- Landin, Zane & Yvonne Ting. (2021). How the PR industry can support and advocate for the disability community. *PR Daily*. <https://www.prdaily.com/how-the-pr-industry-can-support-and-advocate-for-the-disability-community/>
- Onggo, Bob Julius. (2004). *Cyber Public Relations*. Jakarta: PT Elex Media Komputindo
- Parisi, Kristen. (2016). PR need to lead on disability inclusion. *PR Week*. <https://www.prweek.com/article/1414588/pr-needs-lead-disability-inclusion>
- Tayakol, M., Dennick, R. (2011). Making Sense of Cronbach's Alpha. *International Journal of Medicat Education*. 2:53-55. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4205511/>
- Usman, Husaini., Akbar, Purnomo Setiady.(2008). *Metode penelitian sosial*. Jakarta: PT. Bumi Aksara.