

ABSTRACT

The appointment of a Special Staff to the President in the Social field who is a person with disabilities during the second term of President Jokowi's leadership is something new and unprecedented, both in his first term and in previous presidents' eras. Dealing with disability issues such as data collection, stigma and discrimination, as well as education and employment, requires someone who can effectively communicate the president's policies and government programs related to persons with disabilities. Prior to the establishment of the Special Staff to the President in the Social field, the communication between the president and the government with marginalized groups such as persons with disabilities was deemed ineffective and off-target. Angkie Yudistia is considered to meet the criteria needed to bridge the government and the disability community because, in addition to being a person with disabilities, Angkie is also a successful woman representing the millennial generation.

The phenomenon of the emergence of the Special Staff to the President in the Social field and the presence of Angkie Yudistia within the presidential organizational structure is intriguing and serves as the main reason for the author's research on the political communication strategies of the Special Staff to President Jokowi in the Social field in handling disability issues in Indonesia.

This research utilizes the theoretical framework of political communication by Dan Nimmo, which includes elements such as political communicator, political message, political channel/media, political target/audience, and political effect. It then employs John L. Thompson's Political Communication Strategy, which includes vision/perspective, plan, tactics, position, and pattern. The research method employed is a case study using a qualitative approach, based on a constructivist paradigm with a descriptive research type. Data collection techniques involve in-depth interviews and literature studies.

The research findings indicate that the political communication strategy of the Special Staff to the President in the Social field becomes a factor in President Jokowi's success in communicating work programs and policies related to persons with disabilities. With the presence of a Special Staff to the President in the Social field who is a person with disabilities within the presidential organizational structure, President Jokowi is able to effectively and accurately communicate the government's work programs. President Jokowi also gains support from the disability community in implementing policies and enacting various regulations regarding persons with disabilities. As a result, President Jokowi successfully builds a positive image as a president who is close to the disability community and cares about addressing disability issues in Indonesia in order to respect, protect, and fulfill disability rights.

Keywords: Political Communication Strategy, Special Staff to the President in the Social field, Angkie Yudistia, Persons with Disabilities, Disabilities

ABSTRAK

Pelantikan Staf Khusus Presiden Bidang Sosial yang seorang penyandang disabilitas pada periode kedua kepemimpinan Presiden Jokowi adalah sesuatu yang baru dan belum pernah terjadi, baik di periode pertama maupun di era presiden-presiden sebelumnya. Penanganan isu-isu disabilitas seperti pendataan, stigma dan diskriminasi, serta pendidikan dan pekerjaan memerlukan seseorang yang mampu mengkomunikasikan kebijakan presiden dan program kerja pemerintah terkait penyandang disabilitas dengan baik. Sebelum adanya Staf Khusus Presiden Bidang Sosial, komunikasi presiden maupun komunikasi pemerintah kepada kelompok marginal seperti penyandang disabilitas, dirasa belum efektif dan tidak tepat sasaran. Sosok Angkie Yudistia dianggap memenuhi kriteria yang dibutuhkan untuk menjembatani pemerintah dan kelompok disabilitas karena selain sebagai seorang penyandang disabilitas, Angkie juga merupakan sosok perempuan yang sukses dan mewakili kaum milenial.

Fenomena kemunculan Staf Khusus Presiden Bidang Sosial dan sosok Angkie Yudistia dalam struktur organisasi kepresidenan menarik untuk diteliti dan menjadi alasan utama penulis dalam melakukan penelitian mengenai strategi komunikasi politik Staf Khusus Presiden Jokowi Bidang Sosial dalam menangani isu-isu disabilitas di Indonesia.

Penelitian ini menggunakan kerangka teori komunikasi politik dari Dan Nimmo yang memuat unsur-unsur seperti komunikator politik, pesan politik, saluran/media politik, sasaran/target politik, dan efek politik. Kemudian menggunakan Strategi Komunikasi Politik dari John L. Thompson, yaitu: visi/perspektif, rencana, taktik, posisi, dan pola. Metode penelitian ini adalah studi kasus dengan menggunakan pendekatan kualitatif, dan berbasis pada paradigma konstruktivis dengan tipe penelitian deskriptif. Teknik pengumpulan data menggunakan wawancara mendalam dan studi literatur.

Hasil penelitian menunjukkan bahwa strategi komunikasi politik Staf Khusus Presiden Bidang Sosial menjadi faktor kesuksesan Presiden Jokowi dalam mengkomunikasikan program kerja dan kebijakan-kebijakan terkait penyandang disabilitas. Dengan adanya Staf Khusus Presiden Bidang Sosial seorang penyandang disabilitas dalam struktur organisasi kepresidenan, Presiden Jokowi dapat mengkomunikasikan program kerja pemerintah dengan baik dan tepat sasaran. Presiden Jokowi juga mendapatkan dukungan dari kelompok disabilitas dalam mengimplementasikan kebijakan dan mengesahkan berbagai regulasi perihal penyandang disabilitas. Hasilnya, Presiden Jokowi berhasil membangun citra positif sebagai presiden yang dekat dengan kelompok disabilitas dan peduli terhadap penanganan isu-isu disabilitas di Indonesia dalam rangka penghormatan, perlindungan dan pemenuhan hak-hak disabilitas.

Kata Kunci: Strategi Komunikasi Politik, Staf Khusus Presiden Bidang Sosial, Angkie Yudistia, Penyandang Disabilitas, Disabilitas