

**SOCIAL INTERACTION OF THE VISUALLY DISABLED THROUGH
FACEBOOK SOCIAL MEDIA AT THE ISS REFLEXOLOGY CLINIC
KEBON JERUK WEST JAKARTA**

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Abstract. Social media has brought many changes in people's communication and interactions. This condition also occurs in the disabled community, especially the blind. This research aims to determine the social interactions via social media Facebook of people with visual disabilities at ISS Reflexology Kebon Jeruk, West Jakarta. According to Gillin and Gillin, two types of social processes arise as a result of social interaction, namely associative and disassociative. This study used a descriptive qualitative method. Blind people use the social media Facebook to increase their number of friends, self-expression, existence, and entertainment. Facebook media also allows them to work together to provide each other with the information they need. Most of them provide positive comments so that associative interactions occur. Meanwhile, there are also negative comments that give rise to dispositive interactions.

Keywords: Keywords; Social interaction; Social media; Facebook; Visual Disabilities

Abstrak. Media sosial telah membawa banyak perubahan dalam cara orang berkomunikasi dan berinteraksi. Kondisi ini juga terjadi dalam komunitas disabilitas, khususnya tunanetra. Penelitian ini bertujuan untuk mengetahui bentuk interaksi sosial melalui media sosial Facebook pada penyandang disabilitas netra di ISS Reflexology Kebon Jeruk, Jakarta Barat. Menurut Gillin dan Gillin, terdapat dua jenis proses sosial yang muncul sebagai hasil dari interaksi sosial, yaitu proses asosiatif dan disosiatif. Penelitian ini menggunakan metode deskriptif kualitatif. Penyandang tunanetra menggunakan media sosial Facebook untuk menambah jumlah teman, mengekspresikan diri, eksistensi, dan hiburan. Media Facebook juga memungkinkan mereka untuk saling bekerja sama dalam memberikan informasi yang dibutuhkan. Sebagian besar dari mereka memberikan komentar positif sehingga terjadi interaksi yang bersifat asosiatif. Namun, terdapat juga komentar negatif yang memunculkan interaksi disosiatif.

Kata Kunci: Interaksi sosial; Media sosial; Facebook; Disabilitas netra

INTRODUCTION

Communication plays an important role in interacting with others in everyday life. Communication can also be a link for interaction activities, both personal and group, moreover, in today's era where communication is a trend in modern society in exploring each other's potential, as we often see directly in various information technology media or social media or social media/Social Media. Interaction for people in general or people who can see is an easy thing to do, but it will be different if experienced by limited vision or people with visual impairments. Based on the results of pre-research interviews conducted by researchers with 5 people with visual impairments at ISS Refelsiologi Kebon Jeruk, West Jakarta, it is fact that all of them use social media, one of which is Facebook. This phenomenon further illustrates that the use of Facebook among people with visual impairments is common. Public participation in using social media is currently quite high because the function of social media can help human life from various backgrounds including people with disabilities, they have the need to communicate, socialize, find, or share the information they want through social media amidst the limitations they have. On average, they have a profession as a massage therapist or reflexology therapist.

Based on a study titled *How Blind People Interact with Visual Content on Social Networking Services in 2016*, it was found that one hundred percent of respondents who were visually impaired used social media. Although they cannot see photos, their social networks include most of their non-disabled peers, they also want to take photos that look good, want to look good in photos taken of them, and want to interact with others through visual content on Social Networking Services. This study also revealed that one of

the Social Networking Services widely used by respondents is Facebook. (Voykinska, Azenkot, Wu, & Leshed, 2016). Visually impaired people who join the ISS Reflexology Clinic in West Jakarta also use Facebook social media to interact. The Symbolic Interaction Theory according to George Herbert Mead (Herbert, 2020): This theory emphasizes the role of symbols and meaning in interaction. Individuals use symbols (words, images, emojis, etc.) to communicate and form shared meaning in interactions on social media. For example, the use of emojis in messages can change the meaning of a statement. In using Facebook, blind people often upload their photos taking selfies or wefies with their friends almost every day. This causes blind people to be dependent on smartphone use, especially when using their cellphones they can be online on Facebook for more than 2 hours doing activities such as chatting, updating statuses, uploading photos or videos, or just reading the timelines of other friends they want to know. For them, expressing themselves through Facebook is a need to communicate and interact intensely and they also consider the responses from their friends, either in the form of like symbols short or long comments, or emoticons available on the Facebook platform.

The pattern of communication of users on social media is part of the construction of their presentation in front of other users. This study aims to determine the form of interaction through social media Facebook by identifying the interaction activities of blind people with disabilities. The problem that arises from this study is that there has been no study on the concept of the involvement of blind people with disabilities in social interactions using Facebook. Many interactions on Facebook do not always have a positive impact on self-esteem and social adjustment. Excessive use of Facebook can cause feelings of envy, jealousy, and

dissatisfaction with one's own life. In addition, interactions on Facebook are prone to conflict for the blind, especially if there is disinformation or differences of opinion between them. Changes in the use of Facebook media can have an impact on familiarity, togetherness, and a sense of belonging to the blind community.

Social Interaction. Social interaction is a dynamic social relationship, which concerns the relationship between individuals, between groups of people, and between individuals and groups of people. The social process is essentially a reciprocal influence between various areas of life together (Soerjono Soekanto 2017). Social interaction process Relationships between humans or social relations, relationships between citizens of a society, both in the form of individuals or individuals and with groups and between groups of people themselves, embody the dynamic aspects of change and development of society.

Gillin and Gillin (Soekanto and Sulistyowati, 2017) put forward two conditions that must be met for social interaction to occur, namely:

1. The existence of social contact
2. The existence of communication.

Thus, contact is the first stage of social interaction. It can be said that for contact to occur, it does not have to occur physically as in the original meaning of the word contact itself which literally means "touching together". Humans as individuals can make contact without touching it but as sensory creatures can do it by communicating. Social communication or "face-to-face" communication, interpersonal communication, and also through the media. Moreover, the progress of communication technology has been so rapid.

Communication technology has been so rapid. According to Gillin and Gillin, there are two types of social processes that arise as a result of social interaction, namely associative and disassociative, namely: The Associative Social Interaction Process includes;

Cooperation. Cooperation is a joint effort between individuals or groups to achieve one or more common goals. The process of cooperation is born when certain individuals or groups realize that there are the same interests and threats. The same goals will create cooperation between individuals and groups that aim to achieve their goals. Likewise, if individuals or groups feel that there are threats and dangers from outside, the cooperation process will grow stronger between them. There are several forms of cooperation:

- a) Mutual cooperation and community service
- b) Bargaining
- c) Co-optation
- d) Coalition
- e) Joint venture

Accommodation. Accommodation is a form of effort to reduce conflict between individuals or between groups in society due to differences in understanding or views. Preventing the emergence of conflict temporarily.

Assimilation. Assimilation is a social process in a continuing stage, which is characterized by efforts to reduce differences between individuals or groups and also includes efforts to increase unity of action, attitude, and mental processes by considering common interests and goals. In this context, the assimilation process must be supported by the existence of tolerance of the actors, but sometimes the assimilation process itself is hampered by the isolated life factor of

society, which tends to have relatively low knowledge.

Meanwhile, the dissociative process also called the oppositional process consists of:

- a. Competition
- b) Contravention
- c) Conflict

Mead's very important work in his book takes three critical concepts that influence each other to form a theory of symbolic interaction, namely mind, self, and society. (Ardianto, 2017).

- a. Mind
- b. Self
- c. Society

Social Media. Social media is a medium on the internet that allows users to represent themselves or interact, collaborate, share, communicate with other users, and form social bonds virtually. One of the social media is Facebook. Facebook is a social networking site that is used by humans to interact with other humans remotely. Facebook has various additional applications such as games, chatting, video chat, communal pages, and others. Therefore, Facebook is considered a social media with features that are considered the most familiar to various groups, both old and young (Alyusi 2016).

In 2021, Facebook announced a rebranding and changed its name to "Meta", focusing on virtual reality and virtual technology. On Facebook, everyone can be friends and interact with each other. Social media as a representation of the virtual world, the partitions of privacy space and personal secrets of each individual, become open and transparent, and everything is done consciously. Personal data such as full name, gender, place, date, month and year of birth, education level, occupation, education level, hobbies, even relationship status, and photos

from birth, toddlers, to adulthood, and to grandparents (Sumadiria, 2014).

METHOD

Research on the social interaction of blind people ISS Refelsiplogy Kebon Jeruk on Facebook media using qualitative descriptive method. Descriptive only describes situations or events. According to John W. Creswell in the book *Research Design*, qualitative research is: "Qualitative research method is one type of method to describe, explore and understand the meaning that a number of individuals or groups of people consider to come from social or humanitarian problems. (Creswell 2015). To obtain data, researchers interviewed 5 blind informants who had Facebook accounts.

The stages in this study as conveyed by Moleong, namely the pre-field stage, field stage, fieldwork stage, and data analysis stage. The data collection technique in this study was through participatory observation, semi-structured interviews, and documentation. In participatory observation, researchers participate in subject activities that are in accordance with the focus of the problem. The data analysis technique in this study will use the Miles and Huberman model, the steps are carried out by reducing data, displaying data, drawing conclusions, and then verifying them (Bungin, 2018).

RESULTS AND DISCUSSION

Social interaction can occur not only in direct face-to-face contact but also through social media such as Facebook. This phenomenon occurs in the blind community at ISS Refleksiologi Kebon Jeruk, West Jakarta.

Social Interaction on Facebook Social Media. When blind people meet other blind people, they always greet them by name. This is to ensure that the person they are

communicating with is really the name they mean. In their interactions, they can greet each other, shake hands, talk to each other, or even disagree. Such activities are forms of social interaction that commonly occur among the blind. Currently, in addition to direct interaction, they also communicate through Facebook social media. The existence of the internet has changed the pattern of social interaction in society. Facebook has become a social media that is embedded in society, including blind people with disabilities. Facebook social media is one platform where users can share ideas and concepts, videos, or photos. The pattern of interaction is carried out without having to be in the same space and time. The presence of Facebook has dissolved the boundaries that prevent someone from interacting. Communication can not only be done physically but can also be done through social media such as Facebook.

The rapid development of new media has had an impact on communication sites, from just email and chatting to even exchanging information, images, and videos. In symbolic interaction, the concept of humans acting on something based on the meaning understood about the object whose meaning comes from a person's social interaction with others. Then refined when the social interaction process takes place which is categorized into mind, self, and society. Where in this study the object is a blind masseuse who is a member of the ISS Reflexology Clinic Kebon Jeruk who uses Facebook social media as a medium for virtual interaction. On average, blind people with disabilities have used Facebook as a social media for more than 5 years. This is as conveyed by Eka, one of the masseurs at ISS Reflexology. "I have been using Facebook for more than 6 years," said Eka. Eka explained that Facebook users from the blind community gain access to Facebook with the help of the Google Talkback feature on their

devices. Google Talkback reads all text messages and describes images for its users. The ease of accessing information on social media with this feature encourages an increase in active Facebook users from the blind community. The meaning of social media Facebook for the blind can be used to communicate and interact with other blind people and sighted people. Saidah, a blind person, uses Facebook to communicate with her friends in Bandung and other cities through Facebook. "I often look at my friends' Facebook pages to find out how they are," said Dini Berseri. This was also confirmed by Ipit Rosadi, a blind person who also often uses Facebook to find out how his friends are in other cities because they rarely meet in person. "I like using Facebook because I can communicate with friends who are far away, for example in Bandung or even in Semarang," said Ipit. Through the process of interaction with oneself, individuals choose which of the stimuli directed at them they will respond to well. "Facebook is not only a means of communication and interaction but also a means of self-development, sharing feelings, promotion and of course as a means of maintaining friendship," said Dini Berseri.



Figure 1. Facebook Ipi Rosadi

Blind people upload photos that have been edited using special applications such as Camera 360 and Lemocam which can capture selfie images with much better results even though they are very different from their original faces. So that it attracts more attention on their Facebook page. "Before

uploading photos, I often edit them first so that the images are better than the original," said Bahrudin. Ipit Rosadi also did the same. Bahrudin admitted that if he wanted to send photos on Facebook, he asked his friends to edit them first so that the results were better.

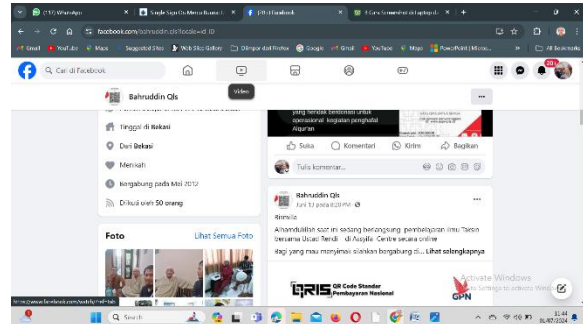


Figure 2. Facebook Bahrudin

The blind people at the ISS Reflexology Clinic use Facebook as a medium for communication and interaction. Some of the reasons they use Facebook are: Blind people use Facebook to increase their friends, express themselves, exist, and as a medium for entertainment. The form of interaction is not only in the form of comments but also in the form of symbols (emotions), images, videos, and others. In responding to or responding to uploads from friends, there are positive and negative comments. However, most of the comments are positive where the blind people carry out an associative interaction process. The social interaction that occurs at the ISS Reflexology Clinic in Kebon Jeruk occurs because there is social contact and communication. This is in accordance with what Gillin and Gillin stated in (Soekanto and Sulistyowati, 2017). There are two conditions that must be met for social interaction to occur, namely: There is social contact and there is communication. Likewise, for the interaction process, there are two types of social processes that arise as a result of social interaction, namely associative and disassociative.

CONCLUSION

The blind people who are members of the ISS Refleksiology Clinic in Kebon Jeruk use Facebook social media to increase their friends, self-expression, existence, and entertainment. The Facebook media used allows them to work together to provide each other with the information they need and as a forum for friendship between them. The interaction between the members is quite intensive. Most of them give positive comments so that associative interactions occur. There are also negative comments that cause disassociative interactions that are relatively few and can be resolved well between them.

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