

ABSTRACT

DESIGNING SOCIAL CAMPAIGN OF BISINDO THROUGH 3B METHOD (MEETING, LEARNING AND COMMUNICATING)

The government issued disability employment law number 8 of 2016 which states that regionally-owned enterprises, state-owned enterprises, are required to employ at least 2 percent of people with disabilities from the number of employees or workers and for private companies are required to employ at least 1 percent. The existence of this regulation will make a lot of social interaction that occurs between friends and Deaf friends and therefore the need for BISINDO as a communication bridge. Providing an understanding of the importance of getting to know BISINDO using the 3B qualitative method (Meeting, Learning and Communicating) to deal with communication barriers, is a solution to avoid misunderstandings with Deaf friends which can occur anywhere due to the Disability Labor Law that has been issued by the government. The author makes a social movement that campaigns for the importance of knowing Indonesian sign language using the 3B method (Meet, Learning, and Communicating). This campaign uses a persuasion communication strategy with the main media Interactive Booth and utilizes a variety of conventional and non-conventional media. With this campaign, the author hopes to introduce and make people aware of the importance of BISINDO and change the mindset of people who do not care to want to know and learn the basis of BISINDO.

Keywords: Indonesian Sign Language, Deaf Friends, Social Campaign