

ABSTRACT

Fulfilling information needs is a right for all Indonesian society, including people with disabilities. People with disabilities in Indonesia still lack accessibility and facilities for their information fulfillment process. This research discusses the utilization of the PT. Kereta Api Indonesia (Persero) Public Information Disclosure Office (PPID) website in managing disability-friendly public information disclosure. This study examines the utilization of the disability-friendly website of PPID PT. KAI (Persero) based on The Circular Model of SoMe Theory using a qualitative approach and descriptive method. Data collection was conducted through interviews, observations, and document studies. The results show that the utilization of the PPID PT. KAI (Persero) website in disability-friendly public information disclosure, based on the steps taken, has yielded several positive results in the stages of information dissemination, website optimization, website management, and audience engagement processes.

Keywords: Disabilities, PT. KAI, Public Information Disclosure, Website Utilization