

ABSTRACT

Equal rights and opportunities to participate, communicate and interact in society are the rights of every individual, including for minorities such as people with disabilities. In Indonesia, people with disabilities make up 8.5% of the total population. Deaf people, as one of the disability groups, have a unique way of communication, either through SIBI or BISINDO sign language. However, the negative stigma towards deaf people in society hinders daily interactions and leads to discriminatory behavior, known as audism. Generation Z, with its high view of inclusivity and diversity, has an important role to play in changing the stigma and creating an inclusive environment for deaf people. However, limited access to educational media about sign language is a barrier to expanding their understanding. Therefore, efforts are needed to develop interesting and innovative educational media to increase Generation Z's interest and participation in sign language learning. Hopefully, with a higher awareness of diversity and the needs of others, a more inclusive environment for deaf people and other disabilities will be created, without discrimination in everyday life.

Keywords: Deaf, Sign Language, Audism, Generation Z, Educational Media.