

Elimination of Negative Stigma through the Use of Media Technology by Librarians with Blind Disabilities

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ABSTRACT :

This research examines the efforts of librarians with visual disabilities to remove negative stigma from society. Research focus on the use of technological media by librarians with visual disabilities to eliminate the negative stigma towards blind people who are considered unable to use technological media. Previous studies agree that every librarian's activities require visual support in all their work. The use of technological media by librarians with disabilities is a social construction of technology as an effort to change social relations in society. This research aims to find out how the use of technological media by librarians with visual disabilities in eliminating the negative stigma. This research uses a qualitative methodology with a case study approach. Data collection techniques include observation and interviews. The data obtained is explained through the stages of data reduction, data presentation and verification. Librarians with visual disabilities have the skills to operate technological media with the help of special software for blind people. Skills in using technological media are demonstrated to users who come to the library. Skills in using technological media supported by special software are demonstrated by blind librarians to users with the aim of changing the negative stigma that assumes that people with disabilities cannot use technological media in their activities. The use of technological media by librarians with disabilities is a socio-technological construction and an adaptation strategy to change their relationship with the social environment.

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INTRODUCTION

The work activities carried out by librarians are basically related to universal visual vision, starting from procurement, management and library service activities. In particular, library management really requires vision in managing collections, whether conventionally or using technological media. This was conveyed by Robertson (2016) that librarians rely on their eyes more than any other sense organ. Service activities also require eyesight, especially in library services, library services require librarians to quickly find collections on the collection shelves. There are many problems with visual disabilities, especially in the scope of using technological media to support their work. Blind employees face challenges in working in predominantly sighted environments, and future technology should support their integration as equal peers (Branham & Kane, 2015). Currently, various information is available in technological media, but the condition of visual impairment is an obstacle in accessing information using technological media. Visual impairment is a major accessibility hindrance to various information resources, making it difficult for visual impaired people to use information resources effectively (Suomi & Sachdeva, 2016). The use of technological media in the workplace also becomes an obstacle for visually impaired people in achieving productivity, adopting and implementing assistive technologies in the workplace for people with visual impairments can be difficult, and addressing accessibility issues is needed to support collaborative work between people with visual impairments and their sighted colleagues (Wahidin et al., 2018). Even though people with disabilities have limited vision and utilize technological media, this does not mean they do not have the skills that can be used to carry out their work in the library effectively, especially using technological media to support their work activities as librarians.

The limitations of people with visual disabilities not only have implications for activities, but also social aspects. This limitation means that many people with disabilities receive negative stigma from society. Chairman of the Indonesian Blind Association, Ismail Prawira Kusuma (Rachmaningtyas, 2013) revealed that there are many negative assumptions associated with blind people, such as the assumption that they are weak, helpless, and need to be pitied, in other words, blind people are stigmatized. or inappropriate negative perceptions from society regarding their situation, they also experience discrimination by society regarding their situation. Stigma and ocularcentrism significantly shape opportunities for blind adults, affecting their employment, social isolation, and poverty rates (Bulk et al., 2020).

There are several people with visual disabilities who work as librarians, some of whom work at the National Library of the Republic of Indonesia, the Library of the Sunan Kali Jaga State Islamic University, and the Special School (SLB) A National Level Pembina DKI Jakarta Library. These three institutions have special services for blind people, and these special services are directly managed by blind librarians whose daily work is very familiar with technological media. Librarians with visual disabilities not only act as simple library managers, but also act as individuals who can provide input to the parent institution of the library to improve and optimize library services for people with visual disabilities.

The majority of collections contained in the National Library of the Republic of Indonesia, the Sunan Kali Jaga State Islamic University Library, and the Special School (SLB) A Pembina National Level DKI Jakarta Library are printed collections in letter format braille which is familiar to be used by blind people when searching for information. However, technological developments mean that people with visual disabilities don't just rely on letters braille. However, technological media has helped many people with disabilities in carrying out activities, especially getting jobs. The development of technological media is good hardware nor software provide opportunities for blind people to be able to use technological media. One of the technological developments that helps the work of the blind is JAWS (Job Access With Speech), JAWS is the most preferred and used assistive software for persons with visual impairment, supporting gainful employment, social inclusion, and confidence in the community (Bhavna et al., 2021). Various software which are friendly for use by blind people have been produced and developed, whether for daily activities or to demonstrate work activities.

Library management, especially the management of library collections which predominantly depend on technological media, enables librarians with visual disabilities to be able to use technological media in their daily activities as librarians. Librarians with visual impairments also play a role in developing platform the digital one user-friendly and can be used by blind librarians to search for information through computer devices in the library, so this is an effort made by blind librarians to eliminate the stereotype of public opinion that blind people cannot use computers.

The use of technological media as an effort to eliminate negative stigma by librarians with visual disabilities is related to the social construction of technology. The actions of librarians with visual disabilities in using technology to remove negative stigma from society are not formed because of the existence of technological entities, but rather efforts to eliminate negative stigma that form technology. How librarians with visual disabilities use technological media in their daily lives as librarians cannot be understood without an understanding of how technological media works in their social context.

Pinch and Bijker (Klein & Kleinman, 2002) reveal that the concept of social construction of technology is an embodiment of particular interpretation, all members of a particular social group have an affinity for the same technological devices. This means that technological media is part of a social construction formed by librarians with visual disabilities who have the same goals and purposes for use in a social context. To use technological media, librarians with visual disabilities need to adapt, where the aim of adapting the use of technological media is related to current and future needs. John W. Batnett (1976) stated that adaptation is behavior seeking satisfaction to achieve current and future needs. When a population adapts, they are actually changing their relationship with their environment to make it a more suitable place to live.

Based on the background above, this research aims to find out how the use of technological media by librarians with visual disabilities in eliminating the negative stigma

from society towards the blind community who are deemed unable to use technological media for their activities.

RESEARCH METHOD

This research uses a qualitative research method with a case study approach, where this method aims to describe the characteristics of a group or individual, or to determine the relationship between a symptom and other symptoms in society. Through this research, the researcher wants to explore in depth the relationship that occurs between the subject, namely librarians with visual disabilities, and the object of research, namely technological media, where this relationship has a specific goal, namely eliminating stigma from society regarding the perspective of the community of people with visual disabilities. This research uses techniques purposive sampling namely determining the group of participants who become informants according to selected criteria that are relevant to the research problem (Bungin, 2008), researchers divide the criteria that can become research informants, namely those with visual disabilities who work as librarians, and use technological media in their work activities as librarians. The informants in this research are Imam Mahdi who is a blind librarian at the Sunan Kalijaga State Islamic University Library in Yogyakarta, Ifan Suswandar who is a blind librarian at the National Library of the Republic of Indonesia, and Aris Yohanes Elean who is a blind librarian at the Special School. (SLB) A Jakarta National Level Coach. The data collection techniques used in this research are interview techniques, observation and literature study. The data that has been obtained will be analyzed using the stages of data reduction, data presentation, and Verivication (Sugiyono, 2015).

RESULTS AND DISCUSSION

A person with a visual disability is someone who experiences limited vision so that in their activities they encounter obstacles and difficulties, including in carrying out their professional activities. However, as humans in general, people with visual disabilities also have the same rights and opportunities as non-blind people in employment matters. This is a mandate from Law of the Republic of Indonesia Number 8 of 2016 concerning Persons with Disabilities, article 5 states that people with disabilities also have jobs, and is continued in article 11 which states that people with disabilities also have the right to work which is organized by the Government, Regional Government or Private Sector. without discrimination, and receive the same wages as workers who do not have disabilities (Undang Undang Republik Indonesia Nomor 8 Tahun 2016 Tentang Penyandang Disabilitas, 2016). However, in reality there are still many gaps and discrimination experienced by disabilities in employment, one of which is stigma. Disabled people are still considered to be less educated and do not have work skills because of their limitations, that they are seen as incapable in every way which is the cause of these various problems, the stigma of people with disabilities can also occur because of the expectation that people with disabilities are also less able to contribute to the good of the family and society, as well as the perception that they are a burden (Mulyani et al., 2022).

People with visual disabilities are also a type of disability that often receives a negative stigma in society. Chairman of the Indonesian Blind Association, Ismail Prawira Kusuma

(Rachmaningtyas, 2013) said that there are many negative assumptions associated with blind people, such as the belief that they are weak, helpless and need to be pitied. In other words, people with visual disabilities receive stigma or inappropriate negative perceptions from society regarding their situation. People with visual disabilities experience discrimination by society due to their physical condition which has limitations in their sense of sight. A person with a visual disability is someone who has limited vision so that they encounter obstacles and difficulties in their activities. Apart from limited access, the lack of technological devices that can accommodate blind people will also limit the capacity of blind people to access digital spaces (Tanto & Malau, 2020).

Special Technology Media for Visual Disabilities in Libraries

In an effort to fulfill equal information needs, libraries must provide special services for people with visual disabilities and provide various information sources to access information needs. Libraries must provide human resources who can manage library services that are specifically provided for people with disabilities, namely expert staff, a special librarian who is competent in managing information and services in the library, especially for library services for people with disabilities. If we refer to the rights stated in Law of the Republic of Indonesia Number 8 of 2016 concerning Persons with Disabilities, the librarian profession is one of the professions that blind people with disabilities have the right to obtain and exercise. Various libraries have involved people with disabilities in managing their libraries, namely the National Library of the Republic of Indonesia, the Sunan Kali Jaga State Islamic University Library, and the Special School Library (SLB) A National Level Pembina DKI Jakarta.

Social stigma or society's social view of the existence of people with visual disabilities is also something that encourages librarians with visual disabilities to become librarians. People often think that blind people are people who have deficiencies, the consequence of which is that they are often deemed unable to do several things, including using technological media and activities, especially when doing work. Through their profession as a librarian, blind librarians want to show the public that blind people can also use technological media in their activities, especially work activities, so that it is hoped that this negative stigma can be eroded from the community's perspective.

With the limited vision of librarians with visual impairments, of course carrying out various forms of work requires special facilities to create efficiency and effectiveness in carrying out their work activities. Imam, who is a librarian with a visual disability, chose to work in the Disabled Corner service at the Sunan Kalijaga State University Yogyakarta Library because the library facilities support the work of librarians with a visual disability.

"The motivation is because the facilities here are good, especially for me as a blind person with low vision, my job is to help users who are generally my friends, so I help them look for the books they want, the books I have been looking for then I scan the books on the computer "Later, from the scan results, the sentences in the book's soft file will be output in audio form, so they can listen to the story on the computer". (Imam, interview 2019).

Several facilities from the Disability Corner service at the Sunan Kalijaga State University Yogyakarta Library have supported the activation of librarians with visual disabilities in carrying out librarianship activities, including screen reader which is an application that can interpret the computer screen display into a format audio, The technological facilities available in this library enable librarians with visual disabilities to easily provide services to users who are also visually impaired.

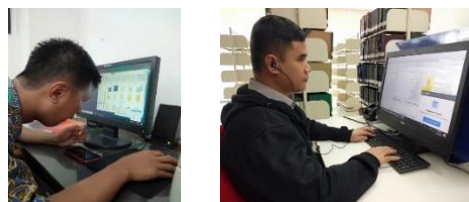
Technology media screen reader available at the Difabel Corner service is JAWS (Job Acces With Speech).

"The computer already has applications that make my work easier, such as the JAWS screen reader application, I scan the book that the user is looking for, later it will become an electronic book that can be read by the JAWS application, then before giving it to the user I first input the scanned file into the library server UIN, so everyone, especially blind friends, can access it anywhere". (Imam, interview 2019).

Apart from that, the National Library of the Republic of Indonesia (Perpusnas) facilitates librarians with visual disabilities with the same technological devices as the Disability Corner service library, Sunan Kalijaga State University Library Yogyakarta, but there are software additionally namely NVDA (Non Visual Desktop Access) which has speed audio from screen reader namely 95%. This was conveyed by Ifan who is a librarian with visual disabilities at the National Library of the Republic of Indonesia.

"I can operate a computer with a screen reader, yes, because I often need this application to use a computer. If the screen reader speed is 95% Indonesian vocal speed, on the computer the work I have done is making an audio book catalogue, I type the title of the book, I updated the information about NVDA for screen readers. I looked for add-ons to improve the performance of this NVDA application". (Ifan Siswandari, interview 2019).

The technological facilities available at the National Library of the Republic of Indonesia provide librarians with ease in carrying out their work as librarians, one of which is managing library collections. The development of technological media specifically for blind people is not only in libraries, the government has paid special attention to the development of special technological media for blind people, one of which is Si Votun created by the West Java Provincial Communication and Information Service (Diskominfo Jabar), which is an application This helps blind people with equal rights in obtaining information (Qanita, 2023).



Source: (Sunan Kalijaga State University Yogyakarta Library National Library of the Republic of Indonesia, 2019)

Figure 1 Librarians with Visual Disabilities Using Technology Media

The technological media mentioned above are facilities provided by the Sunan Kalijaga Yogyakarta State University Library useable for the blind, especially for librarians with the blind to support their work. The technological media that is facilitated is technological media that is specifically for the blind disabled community. Technological media is a tool that really helps the blind in carrying out activities. This technological entity provides wide space for the blind in carrying out various daily activities. The physical limitations of blind people do not prevent them from pursuing technological developments where blind people can access and obtain information via the internet, including accessing digital libraries, it's just that the facilities used sometimes don't support it, for example they can't read information in image format. jpg, png or and scan the results, so they can only use information in document form (Widiyawati, 2019). Skills in using technological media are not only an opportunity for blind people to have freedom of activity, but also as a form of self-actualization to eliminate the negative stigma which assumes that blind people cannot use technological media, which has implications for limitations in accessing information, physical differences become a barrier for people with disabilities. blind to access information widely because not all information that is spread is provided using letters braille (Adiba et al., 2019).

Implementation of Stigma Removal Through Technology Media in Libraries

Apart from that, Aris, who is a librarian at the Special School Library (SLB) A National Level Trustee of DKI Jakarta, is of the view that the wider community does not really understand what the real life of people with visual disabilities is like, sometimes people often question what people with visual disabilities usually do, this view discredits people with disabilities. work-related issues. Through his profession as a librarian, Aris wants to eradicate the negative stigma from society towards the blind community, which is society's view of the negative stigma that considers blind people unable to work, especially in libraries. "

There is a lot of stigma that people with visual impairments are doing their job, especially for librarians. Not many people understand that the job of a librarian is hard, especially since it requires not only physical energy but also mental energy, so for example I sit in a chair in front of a computer, looking for references and applications, for those who see it I just sit, while I have a lot of work to do. I want to show that stigma is wrong, so that negative perceptions disappear in society." (Aris, interview 2019).

The dexterity of the blind in using information technology media makes it easier for them to do everything, such as looking for information, reading books and even doing assignments, the dexterity of the blind in following technological developments means that the blind can now be independent in using technology for learning (Aqilla & Sariningsih, 2022). Operating computers and other technological media is a form of self-actualization for blind librarians in demonstrating their ability to use technological media, which until now the blind community has been considered incapable of using technological media. This is a method used by blind people in an effort to erode the stigma which assumes that blind people do not have skills in using technological media.

The negative stigma from society which thinks that people with visual disabilities are people who do not have knowledge which is a consequence of limited access to information and are considered as weak people and need a helping hand from society is what encourages librarians with visual disabilities to work as librarians, this is delivered by Imam who is familiar with technological media in libraries.

"I want to erode the paradigm and stigma that until now the blind are looked down upon, when the blind cannot see they are considered weak people who have little information and don't know anything." (Imam, interview 2019).

The same thing was conveyed by Ifan, who works as a librarian at the National Library of the Republic of Indonesia, who has the desire to inform the public about what the public does not know about people with visual disabilities. This is motivated by the fact that people only know that people with visual disabilities are only able to search for information through writing braille of course, with a view like this the consequence that results is society's discrediting of the capacity of blind people in using information technology and having a lack of information and knowledge. However, the public does not yet know that people with visual disabilities can also use information technology such as computers and smartphone in carrying out activities, especially work.

"Through this profession, I want to better inform the public about what the public has not yet known about blind people because previously the public only knew and identified blind people with braille, but really didn't know about blind people who were already familiar with technology, for Yes, the librarian profession is a way for me to prove to society that a blind person can work in a library. The more negative stigma there is, the more I show that the stigma is wrong, so that negative assumptions disappear in society, for example how blind people operate computers online or offline. The blind can also write their writing using a computer, this can be proven by current technological advances which have supported the performance of the blind". (Ifan Siswandari, interview 2019).

Self-actualization using technological media is one way of communication used by blind people to show that blind people can also use technological media. The aim of this communication is to change the public stigma which assumes that blind people cannot use technological media.

Basically, social stigma and views formed in society regarding an environment that is less supportive for individuals with disabilities need to be changed, Yusainy (2016) said, one of the ways is by using technological media as a tool for disability activities. Various technological media such as computers and smartphone has supported various activities for the visually impaired. Mariska and Yuce (2022) revealed that audio media that can be used by visually impaired people is talkback to in smartphone for various daily activities such as searching, order food, goods or services online, while using a computer or laptop software JAWS (Job Access With Speech). Apart from that, people with visual disabilities are already familiar with social media, such as Instagram, the ease of using Instagram social media makes people with visual disabilities have a goal, and recognize that they are dependent on using Instagram

because it is a complex information medium with effective features (Akhsan & Ramadhana, 2020). With skills in operating technology media and support from software which is specifically intended to enable blind people to control and understand the commands on the computer. The visually impaired can direct the cursor to an area of text that JAWS interprets into audio format and uses keyboard to give commands to the computer. Because of this negative stigma, the visually impaired want to prove that society's view of people with disabilities who cannot use technological media is wrong. Becoming a librarian is a way and forum for blind people to provide proof that blind people are also able to use information technology.

Removing Stigma Through Libraries

Efforts made by the blind to eliminate negative stigma from society are carried out by directly demonstrating the activities of using technological media by librarians with disabilities. Libraries, which are public spaces, are often visited by users to look for collections. This is an opportunity for librarians with visual disabilities to show the dominant library users who are non-blind people that people with visual disabilities can use technology in their work activities, this was conveyed by Ifan.

"So with so many visitors coming here, I want to show and inform the public that people with visual disabilities are not only synonymous with my braille but are already familiar with technology, for example how people with visual disabilities operate computers online or offline". (Ifan Siswandari, interview 2019).

Direct communication is an effective method used by blind people to communicate messages of change. Interpersonal communication is more successful in changing the thought patterns and behavior of communicants compared to other communication methods (Agustin et al., 2023). Demonstrating the ability to use technological media directly in public spaces becomes a forum for changing the negative stigma in society towards blind people. People who see directly the blind in using technological media will certainly change their views towards blind people.



Source: Library National Library of the Republic of Indonesia

Figure 2 Librarian with a Visual Disability Shows Readers Skills in Using Technological Media

Apart from that, blind people can also write using computers, which currently is predominantly written using technological media in the form of computers. This was conveyed by Ifan.

"Blind people can also write works using computers, this can be proven by current technological advances which have supported the performance of blind people". (Ifan Siswandari, interview 2019).

Blind people who can write are clear evidence that blind people can maximize their ability to use computers (Aqilla & Sariningsih, 2022). This is of course supported by software embedded in computers operated by visually impaired people. Assistive technology (Assistive Technology) namely technologies or all kinds of tools/objects that are modified or directly used to improve the abilities of the visually impaired, JAWS which is a screen reader can help the visually impaired in operating technological media (Arifin & Widyasono, 2020).

Through the profession as a librarian, the blind want to show the public that the blind can also use technology in work activities and follow technological developments. Proficiency in using this technological media is proof from librarians with visual disabilities to the public that the blind community is also blind aware This modernization and verification phase can be a tool used by the blind disability community to eliminate the negative stigma of society. This was conveyed by Ifan.

"I want to make an effort so that society knows that people with visual disabilities can also keep up with technological developments, I want to erode the paradigm and stigma that so far people with visual disabilities are looked down upon, when people with visual disabilities cannot see they are considered weak people and have little information and don't know anything". (Ifan Siswandari, interview 2019).

Blind people with disabilities have made many efforts to eliminate the negative stigma that society places on them by utilizing technology such as visually impaired people utilize NVDA (Non Visual Desktop Access) which is a technological tool/assistive to help improve skills, psychological self-confidence, help with orientation and mobility, as well as create learning independence and provide the key to education for people with visual disabilities (Hidayat, 2020).

The condition of a person having a visual disability is not a guarantee that he or she does not have knowledge, and the condition of someone who is able to see is also not a guarantee that that person has knowledge, because with the advancement of special technological media for people with a visual disability, it has become an opportunity for the blind to show it to the wider community. that the knowledge of people with visual disabilities has been supported by technological advances. The implication of this is of course to change the negative stigma in society towards blind people. This was conveyed by Ifan.

"Through my profession as a librarian, I want to prove to the public that visual impairment is not an excuse for ignorance, because it is not impossible for sighted people to know a lot about information. Moreover, with technological advances that can be enjoyed by the blind, there are no longer any limits for blind people to know everything". (Ifan Siswandari, interview 2019).

Between librarians with visual disabilities, society and technology are interconnected entities. Technological media in libraries used by librarians with visual disabilities are not just objects, but are also part of the social-technological component formed by technological

media, librarians with visual disabilities, their ability to use technology, and the meaning contained in the technological media. This was conveyed by Pinch and Bijker (Oti-Sarpong & Leiringer, 2021) that the social construction theory of technology empirically investigates the interactions between humans, technology and institutions, technology is treated not just as an object, but as an ongoing socio-technical composition. development consisting of technology, people, meaning, and practice. Furthermore, Pinch and Bijker (Oti-Sarpong & Leiringer, 2021) explained that there are main components in the social construction of technology, namely flexibility of interpretation, social construction and the dynamics of technological network heterogeneity.

Flexibility relates to the interpretation of how actors can change the form and function of technology rather than as an object, in this case librarians with visual disabilities consider technology not only as a tool to help with their work, but also as a tool that can help librarians with disabilities eliminate negative stigma in society by demonstrating skills in using technological media. Social construction means that technology is constructed dynamically, its form and function will develop following changes, technology is not static and not permanent and will continue to change according to its users. The social construction of technology reveals that technology development is driven by interactions among diverse actors, promoting sustainability, localization, and democratizations of decision-making (Huabin, 2005). Based on this social construction component, current technological developments are inclusive, meaning that technology adapts itself to the needs of its users, namely librarians with visual disabilities, where in the library where they work there are already various hardware and software which can be operated by librarians with visual disabilities. The dynamics of technological network heterogeneity relate to networks or relationships that are dynamically formed by technology and its users, in this case there is a relationship between technological media and librarians with visual disabilities, where technological media fits its function to facilitate librarians with visual disabilities in their work as librarians, whereas Technological media is used by librarians with visual disabilities as part of their social life, especially for the purpose of eliminating the negative stigma from society towards blind people who are deemed unable to operate technological media. Assistive technologies, such as the Social Interaction Assistant, can enhance social interactions for visually impaired individuals by reducing stereotypic body mannerisms and accessing facial expressions (Krishna & Panchanathan, 2010).

The use of technological media is part of the strategy of librarians with visual disabilities in adapting to the social environment, where the aim of adaptation is to change the negative stigma of people with visual disabilities in the eyes of society. Bannet (1976) revealed that when populations adapt, they are actually changing their relationship with their environment to make it a more suitable place to live. The use of technological media by librarians with visual disabilities is a method used to adapt to technological developments and follow developments in society in the use of technology itself. Librarians with disabilities who are skilled in using technological media are an effort to change the relationship between blind people and society who think that blind people cannot use technological media. By eliminating the negative

stigma in the eyes of society, it will create a social environment that is socially inclusive, especially and creates a safe and comfortable environment for people with visual disabilities. This adaptation strategy is through a process of behavior, strategies and processes which are steps that have been taken by librarians with visual disabilities to eliminate negative stigma in society through the use of technological media.

CONCLUSION

The rapid development of technological media provides opportunities for blind people to be able to use these technological media in various activities, one of which is supporting the work carried out by librarians with visual disabilities. Various hardware and software has been developed specifically to assist the activities of librarians with visual disabilities in managing libraries and providing services to users. Skills in using technological media are a way for librarians with visual disabilities to eliminate the negative stigma of society which assumes that the blind community cannot use technological media. Communication is a method used by librarians with visual disabilities to change the negative stigma of society, one of which is communication carried out in libraries. The library as a public space where visitors meet is a place for librarians with visual disabilities to inform the public that people with disabilities can use technological media through interpersonal communication with users and the implementation of skills in using technological media.

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