

ABSTRAK

Penelitian ini bertujuan menganalisis pengelolaan media komunikasi oleh KPU Kabupaten Banyumas dalam meningkatkan aksesibilitas informasi bagi pemilih penyandang disabilitas menuju Pemilu 2029. Penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Informan dipilih secara purposive sampling, terdiri dari komisioner KPU, staf humas, dan dua penyandang disabilitas (tunanetra dan tunarungu). Analisis data menggunakan model interaktif Miles dan Huberman dengan Teori Ekologi Media Marshall McLuhan sebagai kerangka analisis. Hasil penelitian menunjukkan KPU Banyumas mengelola media secara terintegrasi melalui media digital (website, Instagram, Facebook, YouTube), media konvensional (baliho, spanduk, videotron, televisi), dan komunikasi langsung melalui sosialisasi serta kerja sama dengan organisasi disabilitas. Namun, masih ditemukan kesenjangan komunikasi akibat perbedaan literasi digital dan kemampuan mengakses teknologi di kalangan penyandang disabilitas. Penelitian menyimpulkan bahwa efektivitas pengelolaan media tidak hanya ditentukan oleh ragam media yang digunakan, tetapi oleh kemampuan mengintegrasikan berbagai media sesuai karakteristik dan kebutuhan pengguna, dengan komunikasi tatap muka tetap menjadi bentuk penyampaian informasi paling efektif bagi sebagian penyandang disabilitas.

Kata Kunci: Ekologi Media, Aksesibilitas, Pemilih Difabel, KPU Banyumas

ABSTRACT

This study aims to analyze the management of media communication by the General Election Commission (KPU) of Banyumas Regency in improving information accessibility for voters with disabilities towards the 2029 Election. The study employs a qualitative descriptive approach with data collection techniques through interviews, observation, and documentation. Informants were selected using purposive sampling, consisting of KPU commissioners, public relations staff, and two persons with disabilities (blind and deaf). Data analysis used the Miles and Huberman interactive model with Marshall McLuhan's Media Ecology Theory as the analytical framework. The findings indicate that KPU Banyumas manages media in an integrated manner through digital media (website, Instagram, Facebook, YouTube), conventional media (billboards, banners, videotrons, television), and direct communication through socialization activities and collaboration with disability organizations. However, communication gaps were still found due to differences in digital literacy and technology access capabilities among persons with disabilities. The study concludes that the effectiveness of media management is not merely determined by the variety of media used, but by the ability to integrate various media according to user characteristics and needs, with face-to-face communication remaining the most effective form of information delivery for some persons with disabilities.

Keywords: Media Ecology, Accessibility, Voters with Disabilities, KPU Banyumas