

ABSTRAK

Nur Mala Alfina, NIM: 3193122008. Judul Skripsi: Representasi Perempuan Penyandang Disabilitas Melalui Media Sosial Instagram @TERALAFoundation. Skripsi. Program Studi Pendidikan Antropologi, Fakultas Ilmu Sosial, Universitas Negeri Medan, 2026.

Media sosial menjadi ruang penting dalam advokasi dan pemberdayaan kelompok marjinal, termasuk perempuan penyandang disabilitas. Penelitian ini bertujuan untuk menganalisis representasi perempuan penyandang disabilitas dalam akun Instagram @Teralafoundation serta strategi framing yang positif digunakan dalam membangun citra positif. Metode penelitian menggunakan pendekatan kualitatif dengan pendekatan etnografi virtual. Data diperoleh melalui observasi konten Instagram, wawancara mendalam dengan pendiri, pengelola media sosial, serta peserta kegiatan, dan dokumentasi digital berupa unggahan serta interaksi audiens. Analisis dilakukan dengan merujuk pada teori representasi Stuart Hall. Hasil penelitian menunjukkan bahwa Instagram Terala Foundation menampilkan perempuan penyandang disabilitas sebagai individu yang mandiri, produktif, dan berdaya. Konten menekankan kisah inspiratif, pelatihan keterampilan, dan keberhasilan partisipasi dalam kegiatan sosial-ekonomi. Strategi framing yang positif diwujudkan melalui visual inklusif, narasi motivatif, hashtag edukatif, serta testimoni yang memperkuat pesan pemberdayaan. Respon audiens didominasi apresiasi positif, meski sesekali muncul komentar diskriminatif yang ditanggapi secara edukatif oleh pengelola. Kesimpulan penelitian ini adalah bahwa Instagram Terala Foundation efektif membangun representasi positif perempuan penyandang disabilitas sekaligus berfungsi sebagai media advokasi digital menuju masyarakat yang lebih inklusif.

Kata Kunci: representasi, perempuan penyandang disabilitas, Instagram.



ABSTRACT

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Social media has become an important space for advocacy and empowerment of marginalized groups, including women with disabilities. This study aims to analyze the representation of women with disabilities in the Instagram account @Teralafoundation and the positive framing strategies used in building a positive image. The research method uses a qualitative approach with a virtual ethnography approach. Data was obtained through observation of Instagram content, in-depth interviews with the founder, social media managers, and activity participants, as well as digital documentation in the form of posts and audience interactions. The analysis was conducted with reference to Stuart Hall's representation theory. The results of the study show that the Terala Foundation's Instagram account portrays women with disabilities as independent, productive, and empowered individuals. The content emphasizes inspirational stories, skills training, and successful participation in socio-economic activities. Positive framing strategies are realized through inclusive visuals, motivational narratives, educational hashtags, and testimonials that reinforce the message of empowerment. Audience responses are dominated by positive appreciation, although occasionally discriminatory comments appear, which are responded to educationally by the administrators. The conclusion of this study is that the Terala Foundation's Instagram account is effective in building a positive representation of women with disabilities while also functioning as a digital advocacy medium towards a more inclusive society.

Keywords: representation, women with disabilities, Instagram.

