

Difabike Group Dynamics on the Empowerment and Independence of the Disabled in Yogyakarta City

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ABSTRACT

People with disabilities are still a vulnerable and marginalized group in society because of the limitations that each individual has. On the other hand, they also have sufficient knowledge and skills. The humanistic psychological approach to the process of humanizing humans is the basis that can minimize negative issues that hit the group by using AIS/Activity Interaction Sentiment Theory. In collecting the data, this research uses qualitative descriptive by interviewing the founders of the Difabike fleet, drivers, and local officials as a triangulation of the data. The results of this study show that stakeholders are still struggling with stagnant development and focus on skills training without ongoing assistance. Seeing this, the founder of the Difabike fleet took the initiative to improve group dynamics for people with physical disabilities. The difabike fleet applies a family pattern where the founder embraces its members to provide actualization so that they are empowered and develop their potential.

Keywords:

Group Dynamics, Difabike, Empowerment of Diffable

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INTRODUCTION

Indonesia is a country with a diversity of ethnicities, races, ethnicities, languages, and religions. With this diversity, the individuals in it actually have an interest in gathering and interacting with each other. Humans as humans who live in a social system will not be separated from the help of others because of limitations in themselves that must be complemented by other human experiences. In fulfilling this, there are various motives that a person wants to achieve by building what is commonly called a group.

Groups are a natural thing. Communication within the group is a very important component of the group process. Interacting and learning from each other, learning to know each other, identifying with the group, and sharing the information needed to form a positive group (Zulkarnain, 2013: 64).

Communication is at the core of the group process. A group that communicates will lead to communication behavior. Michael Burgoon (in Wiryanto, 2005:45) defines group communication as face-to-face interaction between three or more people, with known goals, such as information sharing, self-preservation, and problem solving, in which members can remember members' personal characteristics and other members properly.

Persons with disabilities are one of the social problems existing in Indonesia (Ifahturahman et al, 2017). Groups of people with disabilities in the Special Region of Yogyakarta Regional Regulation Number 4 of 2012 are "everyone who experiences disturbances, abnormalities, damage, and/or loss of function of physical, mental/intellectual, or sensory organs for a certain period of time or permanently and faces physical and social environmental barriers." To put it in a friendlier way, these groups are usually referred to as people with disabilities. Even though the government has provided protection and work rights that are different from normal people (Ratnasari & Salain, 2016) in fact, they still have difficulty getting work. People with disabilities are part of a marginal group. The existence of people with disabilities is quite a priority because of their limitations (Putra, 2018). This group is often underestimated as an unproductive and ineffective party in carrying out activities in normal life. The shortcomings felt by people with disabilities become discrimination against

individuals or groups, such as: refusal of children with disabilities to enter public schools, the absence of information facilities or job selection tools that can be accessed by participants with disabilities, refusal to access employment opportunities, lack of accessible public service facilities for people with disabilities, lack of opportunities and government support for the participation of athletes with disabilities at the world level, and negative stigma about the existence of people with disabilities (in Rotinsulu et al., 2012: 4-6).

On the other hand, the group also has the ability and potential to develop independently. Facilities in the form of physical and non-physical accessibility for people with disabilities are still relatively limited, making it difficult for them to carry out social functions in society. This is, of course, not in line with the moral principle of equal rights, obligations, and equal positions for persons with disabilities as Indonesian citizens, as stated in Indonesian Law Number 8 of 2016.

The presence of a disabled fleet in the city of Yogyakarta, one of which is the first means of transportation that was initiated with the aim of helping people with disabilities to get decent jobs. The negative stigmatization that arose against the group motivated a young man named Triyono, who also has a background of working with people with disabilities, to create an innovative space for movement as a solution to various obstacles faced by his group. This service industry seeks to build social life by embracing various stakeholders. The humanistic psychology approach "Humanizing humans..." adheres to the value of appropriateness and justice, especially for members of the disabled fleet group, who also have the opportunity to develop themselves and achieve economic prosperity to be on par with other general people without any tendency to rely on others. Over time, this group slowly integrates to change the image attached to these people with disabilities.

A. Group Dynamics

Groups are a part of human life. Group dynamics is a discipline of social science that investigates human behavior in groups or sciences, including studying group workers, determining causes, and assessing the implications for individuals and groups (Amir, 2009). Humans are the main supporters of any group regardless of its form. A group is a group of people who have a common goal and who interact with each other to achieve that common goal, get to know each other, and view them as part of the group (Mulyana, 2014). This is in line with what Robin in Furqon (2003) said that the organization is defined as a consciously coordinated social unit, consisting of two or more people, which functions on a relatively continuous basis to achieve certain goals. In a group, there is always social interaction carried out by a collection of its members. Social interactions (Agus Suparno et al., n.d.) are dynamic social relationships involving relationships between individuals, between groups of people, as well as between individuals and groups of people.

To maintain cohesiveness in a group, communication is required (Tutiasri, 2016). The interaction between group members and the group as a whole produces a group dynamic. Including the role of leadership in a group is one of the comprehensive concerns in the study of group dynamics. According to Johnson (in Zulkarnain, 2013) group dynamics is part of behavior in developing group relationships, which at least has several elements:

1. There is a group of two or more people.
2. Conduct interactions.
3. Members influence each other.
4. The state of the group from time to time moves.

B. Humanistic Theory

Humanistic psychological theory is very concerned with the human dimension in dealing with the environment humanely, with an emphasis on individual freedom to express opinions and make choices, values, responsibilities, goals, and meanings. Abraham Maslow (in Minderop, 2011: 49) assumes that humans are actually good creatures, so humans have the right to realize self-actualization as physical needs (physiological basic needs which include food/drink, clothing, rest, sex, and shelter needs, or psychological needs (love and belonging, security, and self-esteem). So, from this approach, humans are considered only to be able to reach the next level or level after basic needs are satisfied.

This study focuses on the dynamics of the disabled fleet group towards the empowerment and independence of the disabled in the city of Yogyakarta, so that in the future it is expected to be a strong foothold for the implementation of protection policies and the fulfillment of the rights of people with disabilities for the sake of a fair and quality life in the future. In addition, it is specifically focused on the contribution of theoretical development to actualization in group communication.

C. AIS THEORY/Activity Interaction Sentiment Theory

The theory is based upon the idea that the relevant aspects of the social environment can be seen as foci around which individuals organize their social relation (Feld, 1981). According to George Homans, AIS theory provides a new alternative that can be developed in a group from the activities carried out, the interactions that are developed and the feelings generated by its members because it is based on a rationale, namely (in Zulkarnain, 2013: 18):

1. The more people do activities with other people, the more interactions that can foster a sense of togetherness.
2. The more often someone interacts, the more often that person shares feelings with others.
3. The more a person understands the feelings of others, the higher the frequency of interaction, which means that the activities are carried out more often.

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RESEARCH METHOD

This research uses a descriptive qualitative method with a case study approach to see how the dynamics of the disabled fleet group as people with disabilities are independently able to form and empower each other among them. Qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people or observed behavior (Moleong, 2010) and also qualitative descriptive studies focus on low in reference description, which increases the likelihood of agreement among multiple researchers (Colorafi & Evans, 2016). The location of the research was carried out in the city of Yogyakarta because it was the origin city of the originator of the birth of the disabled fleet as the first transportation for people with disabilities in Indonesia, with research informants consisting of the disabled founder, disabled drivers, and other supporting parties.

To complete the research data, the following data collection techniques were carried out by (Sugiyono, 2013): (1) gradual in-depth interviews, (2) observation, where researchers observed directly how the process and group dynamics occurred in the Difabike fleet group, and (3) visual documentation that focuses on field notes and the use of photos of activities carried out by the Difabike fleet on several social media.

RESULTS AND DISCUSSION

Fleet difabike was founded in 2015 as a business engaged in mobility and has been able to expand its business in various other cities, such as: Cilacap, Tegal, Kendal, Sidoharjo, and Banjarmasin. In addition, the Difabike fleet also has the following vision and mission (source: difacitytour.com, accessed on June 30, 2021):

1. Creating suitable job opportunities for friends with disabilities that are packaged in a better system.
2. Changing the community's paradigm that people with disabilities are a social burden, becoming part of the socio-economic subjects of the community.
3. Connecting between the general public and friends with disabilities.

Not wanting to be outdone by other competitors, some of the services provided by the Difabike fleet include: city tours, online transportation, cargo, boarding transfers, massages for the blind, and even, in 2020, started to pioneer a business in the culinary field with prices that are quite affordable in the pocket. public. The Fleet's head office is located at Jalan Sriloka No. 5A, Kampung Bugisan, Patangpuluhan Wirobrajan, Yogyakarta. Under the auspices of PT Difa Bergerak Indonesia, over time, to further introduce the existence of the Difabike fleet to the public, various related information can also be accessed on several digital platforms, such as: Google play, app store, website, instagram, or Facebook.

The presence of the disabled fleet in the city of Jogja at least provides a new color for the disabled world so that they are not underestimated. Even with the optimistic attitude of the initiator, not only in Indonesia, several other big countries, such as Hong Kong, London, Sydney, and countries in Southeast Asia, often invite Triyono to simply share his experience of starting a business that can be used as a model for being the world's first recognized pioneer with a focus on empowering fellow disabled people.



Fig 1. Difabike Fleet Official Website and Instagram

Source: <http://difacitytour.com/> and instagram account @difabike, accessed on 2 July 2021

The existence of the Difabike fleet in Indonesia is no less rapid. Various talk shows in local and national mass media, as well as seminars at public and private universities often involve the journey of the founder as one of the young people who inspires because he has received many awards, one of which was from the Indonesian World Record Museum in August 2021.



Fig 2. National Mass Media Invitation to Difabike Before the Covid-19 Pandemic
Source: instagram account @difabike, accessed on August 25, 2021

In particular, the drivers use modified motorbikes to pick up and drop off passengers without exception, be they local tourists, domestic tourists, or foreign tourists who visit various priority tourist destinations in the city of Yogyakarta and its surroundings. There are 26 active members of the Difabike fleet from every city district in Yogyakarta. The investor is also committed to building work professionalism, one of which is by providing guarantees and welfare for drivers, ranging from: mobile phones, official clothes, BPJS Health, Accident Insurance, vehicles, basic salaries, and several other supporting rewards.



Fig 3. Difabike Fleet Activities Before the Covid-19 Pandemic
Source: Difabike Documentation, accessed on July 10, 2021

The COVID-19 pandemic crisis, which has not yet shown a bright spot, has actually had an impact on the operations of the disabled fleet, especially from the economic side, which is getting worse so that their income has decreased by 90%. Of course, this phenomenon has again added to a long series of problems that continue to suffocate disabled groups who do not only live in the city of Jogja but also in several other places.

The founder admitted that there are several empowerment programs for people with disabilities every year that are often given by the government, such as sewing, cooking, cooperatives, or raising livestock. However, it is felt that the series of programs are still not very relevant to targeting the needs of people with disabilities themselves. Many efforts have also been made, including by Triyono himself, to continue to propose various innovation programs, especially in the current era, for the elites to be able to adapt to the various challenges that exist.

In addition, to continue to fill their spare time during the pandemic, the difabike fleet drivers are finally given the option to remain active drivers or even become side drivers who can also carry out other activities to continue to meet their individual needs, for example, a massage therapist or just a street vendor.

Full of confidence, the fleet of difabikes slowly made adjustments. A number of alternative jobs in the new life order have also been carefully prepared while prioritizing productivity, including in 2020, the Difabike fleet has tried to work with local residents in the nearest environment to market several local culinary products (chicken noodles, kreni soup, fruit ice), as well as preparing various virtual programs that are considered prospective and designed with a focus on branding the values of local wisdom in the city of Jogja, including: providing coverage for making bakpia, satay klatak, gudeg, tumpeng, batik processes and others.

The operational ups and downs of the difabike fleet are basically unavoidable. The ability to innovate with the latest communication strategies is a must that can be used to continue to empower each other to support the lives of disabled drivers in accordance with the existing vision. Being able to collaborate with the Disability Entrepreneur Center, having team members spread throughout the region, and being able to complete a more compatible difabike fleet application will be the founder's goal to continue to be able to help and embrace all people with disabilities. Developments in the city of Jogja are also expected to be balanced with infrastructure equipment that meets standards for the benefit of people with disabilities. At a minimum, there should be transportation, services, assistive devices, and the "wheelchair" symbol in every public space so that it can provide security and comfort for the activities of people with disabilities and their own group of disabled fleets.

Difabike Fleet Empowerment and Independence

Highlighting several empowerment systems, especially for the segmentation of people with disabilities with low educational backgrounds, which are routinely provided by the government, such as sewing, cooking, cooperatives, or animal husbandry programs (*based on information obtained by researchers in the field*) turned out to be enough to cause a dilemma *"Whether the activities carried out have been implemented properly. What is constructive with existing policies to be able to prosper the lives of different groups? or even just a monotonous activity that has not made the different group itself out of their respective zones. Instead, it is hoped that they can empower each other."*

In the current pandemic, the acceleration of the use of technology must be mastered by everyone, including people with disabilities. One of the empowerment innovations for disabled groups can be done through the use of digitalization, which must be realized as a significant way to produce more modern, quality, and competitive individuals, especially those who are able to create their own jobs. Increasing empowerment programs by the government should be done by focusing on the social needs of these disabled groups. For example, with the existence of advocacy or training, that smells like virtual marketing.

It is the same as the implementation of the marketing communication program stated by Puspita et al (2018), "which must have its own uniqueness and distinctiveness as a collective appeal from each substance in order to provide maximum results". Especially what happened to the disabled fleet group, one of the transportation businesses for people with disabilities in the city of Jogja. So, the prospect of entrepreneurship can be an alternative job that still prioritizes humanist values to be able to survive in the midst of the crush that hit. The presence of the disabled fleet is an approach that must be appreciated with social responsibility that is able to build interaction between fellow people with disabilities. The leadership that is carried out will determine the dynamics of the group and continue to create a positive communication climate. The aspect of communication within a group plays a very important role, especially with the existence of two-way communication to reduce various risks of internal or even external conflicts.

The empowerment of the disabled fleet at least allows the disabled drivers themselves to get to know each other, become one unit with the goals, norms, and efforts that have been mutually agreed even to this day. Highlighting the trend of ideas towards inclusive areas, both inclusive villages and inclusive cities, which have been widely promoted by various regions, including the determination of the Yogyakarta City Government to realize the existence of the Yogyakarta Special Region Regional Regulation Number 4 of 2012, in practice it has not been so maximal in meeting the needs of people with disabilities, because it seems that there are still very few facilities, arrangements, assistance, and education that make it easier for disabled groups to carry out activities in public spaces (eg: public transportation, public toilets, gas stations, office buildings, shopping centers, parking lots, places of worship/objects tour).

Even though the inclusive concept in Indonesia is more focused on issues with disabilities based on the Unesco assessment instrument (2017), it becomes a challenge to support regulations that need to be optimized with various related programs. This condition is also felt by the drivers of the difabike fleet. Overall, creating safe and comfortable disabled-friendly services, especially through accessibility and mobility in the city of Jogja, is still not sufficient, except for the facilities for the acceleration of the Covid-19 Vaccination Program, which so far has been fairly evenly distributed to target groups of people with disabilities.

Even in this context, the contribution of millennial disabled people to industry 4.0 is also very much needed as young people who are more addicted to the use of technology in order to regenerate people with disabilities in various sectors, especially as successful and independent start-ups in the current era. Which is in line with the rationale of the Activity Interaction Sentiment Theory/AIS theory by Homans: “a strong sense of togetherness of a group can be developed from an activity and interaction that continues to be carried out by its members”. It is the contribution of millennials with disabilities that in the future deserves to be used as a strategy to continue to be able to empower each other among them.

The planning of the virtual season program, which is used as an alternative for difabike fleet operations to survive in the adaptation period of new habits, must also be accompanied by good driver instincts for media skills and language improvement training, especially to reach the global segment. On the other hand, the evaluation of the government’s work products must be scrutinized carefully so that it does not only take the form of political rhetoric. The orientation of achieving inclusive areas must be guided by the needs of people with disabilities based on the implementation of previous policies in order to produce access that really facilitates groups of people with disabilities in carrying out their social functions.

Gradually, the government can provide guidance for groups of people with disabilities, including members of the disabled fleet, by providing digital-based understanding from professional experts in their fields, which, of course, remains humane in today’s industry. In addition, the manifestation of the acceleration of an inclusive area needs to be supported by community participation with awareness and sincerity in preparing access and mobility that are friendly for people with disabilities.

Social justice for all Indonesian people, as stated in Pancasila as the state foundation, is the same as equalizing the position of groups of people with disabilities, like society in general, so that these groups can explore their potential gradually armed with independence to anticipate all possibilities that will occur in the future. Innovation in carrying out leadership is one form of problem solving for the physical limitations of the members of the disabled fleet group. The role of the leader in developing the intensity of the relationship between each member was able to show the spirit of work with an attitude of cohesiveness/attitude of togetherness for a long time. Members of the difabike group always seem to really enjoy interacting with each other. This is evidenced by the increasing number of drivers every year. The city of Jogja, as the pioneer of this disabled-friendly transportation business, is expected to bring about change to make groups of people with disabilities move up to a higher level to a better standard of living.

CONCLUSION

The disabled fleet, as the first transportation pioneer for people with disabilities with tour or cargo services, has changed the community’s paradigm towards the issue of people with disabilities so far. Empowerment, among others, shows an unusual condition because it does not depend on hopes and expectations from government programs, which so far have only been in the form of social assistance and employment, which are considered less constructive.

Choosing to be more independent in actualizing the potential of these disabled groups, of course, must also be supported by various services and the provision of disabled-friendly physical infrastructure, especially in public spaces, in order to achieve an inclusive area that is quite ideal. The city of Jogja as a whole has not even met the standards for mobilizing the Difabike fleet in operation. However, the process of group dynamics that occurs is closely related to the leadership role that has been carried out so far, so that it is able to build harmony between its members despite the various social obstacles that come their way.

In managing a business, the health of the economy is largely determined by the adaptation of creativity and continuous innovation so that it does not become extinct as the times develop. It is time for stakeholders to accommodate the fulfillment of the rights of people with disabilities to the fullest through selling-value assistance on a digital basis in the current pandemic era as a new model of empowerment that is right on target. In addition, all elements of society must immediately become public relations that can campaign for the principles of decency and justice, like a moral and dignified citizen for groups of people with disabilities wherever they are.

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