EMPOWERMENT COMMUNICATION INDONESIAN DISABILITY WOMEN'S ASSOCIATION (HWDI) WEST JAVA

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Abstract

The Sustainable Development Goals prioritize inclusivity, particularly for persons with disabilities, yet women with disabilities often face compounded stigma, hindering their self-efficacy in various spheres of life. This study examines how rituals organized by the Indonesian Disabled Women's Association (HWDI) influence the self-efficacy development of women with disabilities. Focusing on indicators such as self-development, employment, organizational participation, socialization, and family dynamics, qualitative methods were employed in a case study within HWDI branches in Bandung and Cianjur.The rituals facilitated by HWDI, spanning training sessions, sharing forums, committee engagements, and religious activities, yielded positive outcomes for the self-efficacy enhancement of women with disabilities. Crucially, family support and organizational backing emerged as pivotal, with motivational and religious messages playing a reinforcing role in bolstering self-efficacy.In conclusion, HWDI's rituals play a significant role in empowering women with disabilities, with family and organizational support, coupled with positive messaging, serving as catalysts for their empowerment across various life domains. This research underscores the importance of targeted interventions by organizations like HWDI in fostering inclusivity and enhancing self-efficacy among marginalized groups.The implications of this study extend to policy and practice, emphasizing the need for interventions tailored to the unique challenges faced by women with disabilities. Insights gleaned from this research can inform the development of policies and programs aimed at promoting inclusivity and strengthening self-efficacy among this underserved population.

Keywords: Disabilities, Motivation Message, Self Efficacy, Sharing.

INTRODUCTION

The Sustainable Development Goals (SDGs) agenda is an agenda for everyone without leaving certain parties "no one left behind", especially SDGs number 1, 2, 3, 4, 8, 10 and 16 The form of Government commitment is shown by the enactment of Law No. 8 of 2016 (Mañas-Viniegra et al., 2023). on Persons with Disabilities. Especially for women with disabilities, who are stigmatized by the weak because of their condition as disabled and women.The stigma attached to disability results in low self-efficacy(Lassiter et al., 2023). People with disabilities tend to have lower levels of self-efficacy, with disability self-efficacy scores generally lower than individuals in good health, as previous studies have shown (Oliver et al., 2022; Quinones et al., 2021) Furthermore, low self-efficacy is one of the causes of disability, women feel unable to carry out activities such as those carried out by non-disabled people, including organizing, socializing and working(Melkamu et al., 2021).

As a result of their disability, individuals with disabilities face various problems, both in terms of emotional, social and work (de Castro et al., 2017; Emerson & Llewellyn, 2023; Quinones et al., 2021)

There are 5 sources of self-efficacy, namely: (1) Mastery or persistent experience, referring to past events that are considered key factors in the formation of one's self-efficacy, including successes and/or failures experienced; (2) Self-perceived experience; (3) Social persuasion; (4) Psychological or emotional state; (5) Social support from family, which can be in the form of advice, advice, and guidance, are factors that affect self-efficacy (Alief Nizar Abdika & Wiwin Hendriani, 2018).

The sources of self-efficacy include cognition aspects built by the Indonesian Disability Women's Association (HWDI), as one of the disability organizations that has proven its benefits in providing mastery of experience and support to build disability self-efficacy through training. Previous research at PT Thisable Enterprise that provides skills training for people with disabilities, shows that people with disabilities have the ability and potential to contribute optimally to work, such as application-based companies such as GoLife (Ramadhani & Fawzi, 2021).

Mastery of experience in the form of training, "sharing", religious activities, committees regularly, as an effort by HWDI to form self-efficacy. In the context of HWDI, it is formed through its organizational culture, including through personal, task, social, and organizational rituals. The psychological approach to self-efficacy, as proposed by Bandura (1997), emphasizes that self-efficacy is formed through cognitive processes, motivation, affection, and selection/selection processes.

The view of Pacanowsky and Trujilo (1982) says in conceptualizing organizational culture (Organizational Culture Theory) that organizations are best understood with a cultural lens approach, to observe, record, and understand the communicative behavior of its members, not managerial-oriented as well as business organizational communication. But the organizational communication approach in the organizational culture approach here is to understand how organizational life is achieved communicatively (Pacanowsky & O'Donnell-Trujillo, 1982). The cultural implications of empowerment are enormous. To be successful, the empowerment process must support individual learning and self-development (Cook, 1994).

The results of previous research studies have not found research on women's disability organizations with Pacanowsky's theoretical approach by looking at communication performance in women's disability organizations associated with self-efficacy. Coopman stated that there is still a lack of research concern to improve communication between people with disabilities and non-disabilities and detect a unique disability culture as a shared culture (Coopman, 2003). The novelty of this study is the performance of communication in increasing disability self-efficacy through HWDI West Java organizational rituals. The formulation of this research problem is how the performance of HWDI empowerment communication in the process of forming disability self-efficacy.

RESEARCH METHODS

This research uses qualitative methods with a case study approach in the HWDI Bandung and Cianjur areas, West Java. Data on the distribution of disability in West Java province. Pre-study HWDI Bandung and Cianjur actively make efforts to increase their disability capacity, the closest location to the West Java government and DPD HWDI. Data was collected through unstructured interviews with 16 informants, participant observation, and documentation. Informants consist of physical, deaf, visual and mental disabilities. Direct observation at the location of internal meetings and with government agencies, training, seminars, meetings, religious activities, providing assistance from agencies, and making visits to disability homes which are all recorded in the form of field notes and stored in the form of videos, and documentation.

The interview explored the performance of HWDI ritual communication in constructing disability self-efficacy. Informants are selected purposively who understand the research problem, determine the group of participants who become informants in accordance with selected chiteria that are relevant to the research problem Interviews with mental disabilities assisted by parents and deaf disabilities assisted by signal spokespersons. Data analysis was carried out with Nvivo 12 Plus, starting from compiling units of meaning, formulating codes, categories and themes (Erlingsson & Brysiewicz, 2017). with the theme of focusing on HWDI organization. The study runs from March to August 2023. Qualitative data analysis through the process of data collection, interpretation and reporting of results.

The flow of activities that occur simultaneously in qualitative data analysis (Miles et al., 2013) are: data collection, data reduction, presenting data and drawing conclusions or verification. The results of the analysis are described in tables and figures for easy interpretation and represent the number of links between components, many informants discuss in units of meaning in interview transcripts processed with NVivo 12 Plus. Conducting qualitative analysis with the help of occasional numbers is a good way to test for possible bias (Miles et al., 2013).

RESULTS AND DISCUSSION

HWDI West Java is a women's organization founded on September 9, 1997. Currently, HWDI Bandung and Cianjur City which has 95 members managed by 16 women administrators with disabilities consist of types of physical disabilities, deaf disabilities, blind disabilities. Only certain activities involve volunteering. Interaction and communication through HDWI's communicative performance in the form of training, religious, "sharing" and meeting activities, facilitating disability empowerment has given disabled members a sense of empowerment. Empowerment occurs through the communication process (Coopman, 2003). HDWI has served as a place of learning in solving problems and finding solutions, a forum for exchanging ideas, knowledge and experiences among people with disabilities. To help people with disabilities gain awareness, skills, communicate in cultures that are still dominated by non-disabled (Coopman, 2003)

Continuous empowering communication by HWDI can be viewed as the establishment of organizational culture within the HWDI organization. Communication becomes a tool for implementing empowerment: "empowerment occurs through communication (Coopman, 2003). Empowerment communication by HWDI is carried out through increasing women's disability capacity through psychological empowerment that contributes to changes in disability self-confidence through ritual training activities, "sharing", disability involvement, religious activities and meetings. Support HWDI, families, people with disabilities, neighbors and community leaders, through positive messages of encouragement, religious messages and appreciation. Referring to the concept of development communication, development communication through increasing self-efficacy carried out by HWDI in the practice of communication behavior, in every value-laden message communicated is an effort to achieve changes in self-improvement of disability from insecurity to self-confidence so that they are motivated to do something according to their abilities, said that communication is considered part of development efforts. The concept of development is basically an effort to achieve changes that are in the nature of improvement, improvement, and the creation of new things that bring progress (Melkote & Steeves, 2001).

Hwdi Rituals Impact Self-Efficcasy Disability

Communication performance manifested in various trainings, as cognitive shaping aspects, held by HWDI has contributed with a large number of links to the formation of knowledge about disability. The process of "sharing" in this ritual not only plays a role in increasing knowledge, but also strengthens aspects of affection for disabilities. These two aspects spur motivation, becoming capital for people with disabilities to take concrete actions in accordance with confidence in their abilities and capacities. In this context, disability self-efficacy appears in the form of the ability of disability to follow and develop themselves, organize, socialize, contribute to the world of work, achieve achievements, and form families as well as those who do not have disabilities. Through this ritual, the disability is thoroughly involved in cognitive aspects, in accordance with the view of Bandura which states that the process of forming self-efficacy involves stages of cognition, affection, motivation, until finally the individual selects actions with awareness of his abilities(Bandura, 1997)
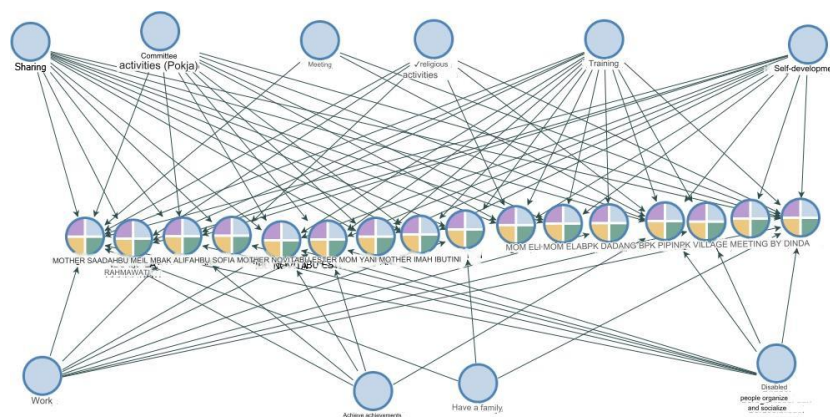

Figure 1: NVivo Analysis of HWDI rituals impact self-efficcasy disability

The figures presented in Table 1 describe the personal, task, social and organizational rituals of HWDI in terms of the type of ritual and the contribution caused in the process of forming disability self-efficacy. "Sharing" is a form of personal ritual, committees that involve disabilities in order to complete organizational tasks are a form of task rituals, religious rituals are a form of social rituals. This type of organizational ritual is carried out in the form of meetings and training. Based on processed data, Nvivo 12 Plus all contribute to the formation of disability self-efficacy. In Table 1, the performance of ritual communication is illustrated which has many links related to the formation of self-efficiency, self-development, disability is the performance of communication, rituals, training and "sharing", and religious activities.

Table 1: Types of HWDI Rituals Impact on Self Efficiency Disability

Ritual	Self Efficacy caused					
	Self-development	Work	Organize and Socialize	Achieving Achievements	Have a family	Quantity
Training	11	8	7	5	3	34
"Sharing"	10	5	6	5	3	29
Involvement Committee	10	5	6	5	2	28
Religious	5	2	4	2	2	15
Meeting	3	2	3	2	2	12

The performance of ritual communication with a small number of links is a ritual of meeting activities. Training activities, "sharing" activities, and disability involvement in committee activities have a large number of links to the formation of self-efficicasy in the context of disability empowerment. Structured and inclusive training enables participants with disabilities to develop their skills, knowledge and confidence. Sharing activities support the establishment of an inclusive and mutually supportive environment, increase social integration, and disability trust. Disability involvement in committee activities not only creates an inclusive space, but also contributes significantly to disability empowerment.

Active involvement in planning, implementing, and evaluating activities, disability will feel empowered by having a role. This helps change the self-perception of disability towards the ability and potential of the disabled self. Disability involvement in committee activities is not only about creating inclusivity, but also about creating opportunities for self-development, increased independence.In this context, training activities, "sharing" activities, and committee involvement and religious activities that are followed by disabilities are important instruments to strengthen self-efficiency and encourage disability empowerment in order to create a more equitable and inclusive environment.

This finding is reinforced by the observation that during the meeting, there was a "sharing" session that asked the disability to "share" expressing what was felt on the day of the meeting including what his "vent" was. Training meetings, committee involvement are activities that members are waiting for because people with disabilities enthusiastically want to attend in order to meet fellow disabled people, feel they will gain knowledge and get transportation money that adds enthusiasm to attend. In religious activities, members who attend do not get transpot.

Training that is carried out on an ongoing basis usually provides homework (homework) assignments for trainees' disabilities and becomes a bill to these participants. At the beginning of the next training session, each disability was asked one by one the homework that had been done and no matter how much that had been done, applause was always appreciated. For trainees who have not done it, encouragement is given which is sometimes accompanied by jokes to motivate so that the next meeting can be completed.

The key element in the process of forming self-efficacy through this ritual is the ritual ability carried out by HWDI to touch cognition that causes affection, leads to the formation of motivation, in the end the disability is driven to feel compelled to do something that he considers capable of doing or manifested in the form of real action. It can be seen that HWDI does not only involve disability in organizational management but the involvement of cooperation in the form of activity committees has encouraged disability to do what they feel capable of doing. This finding reinforces the research of Anabel and Gilda (2021) which revealed that the cooperation of friends has a great influence on self-esteem, when the disabled in this case see their efforts recognized, which motivates them(Moriña & Biagiotti, 2022). In addition, feeling part of a group is very important.

The Origin Of Support Has An Impact On The Self-Efficacy Of Disability

Support with the link to the highest number of NVivo analysis from family, organizations and friends of fellow disabilities shows a crucial role in the process of forming disability self-efficiency. The family, as the main source of support, provides a sense of security, encouragement, and guidance that supports the formation of self-efficasy disability. In addition, the support of fellow people with disabilities provides opportunities to share experiences, create solidarity, and reinforce positive self-perceptions.

Support from HWDI has enhanced family support with a large number in the link between support and contribution to disability to realize self-efficacy in self-development, disability can work, encourage organization and socializing, disability is able to achieve achievements and can have a family.

The two strongest sources are the immediate environment of disability which has contributed greatly to the formation of a form of disability self-efficacy. Bandura (2012) believes that individual behavior is influenced by environmental factors(Bandura, 2011).

The lowest support from neighbors and the surrounding community, one of which is that it has not provided enough space to know the abilities of disabilities, educating the public how to interact with various types of disabilities. As stated by Mrs. RT where Mrs. Sofia lives:

> "I didn't know that Sofia's mentally disabled mother's daughter had ever won Quran-reading, we didn't know how to talk..., approached, we were afraid that we would not be sidelined by her parents..."
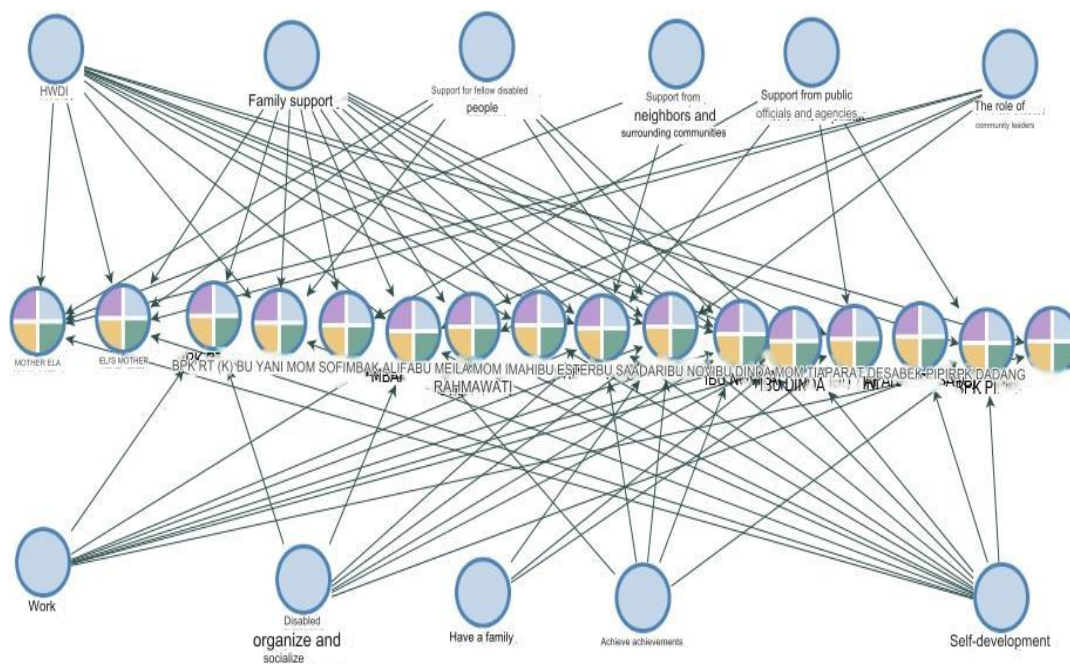
Figure 2: NVivo Analysis of support has an impact on the self-efficacy of disability

The above findings are reinforced by the observation that HWDI is very persistent in providing support to its members. This is shown how HWDI administrators go door to door to HWDI members who have difficulty obtaining family permission to participate in HWDI activities by providing understanding to parents with disabilities so as not to exclude people with disabilities. Here it is also seen that family support is a very important factor for the emergence of a sense of confidence in the ability of self-disability so as to be able to realize self-efficasy. The low support of community leaders for the process of forming disability self-efficasy is a challenge. Incomprehension and lack of awareness of the needs of individuals with disabilities in a community environment can result in social isolation and low self-confidence. This shows the need for attitude change and increased understanding at the community level to create an inclusive environment that supports the positive development and empowerment of individuals with disabilities in building strong self-efficiency.

Table 2: Origin of Support Impact on Disability Self Efficiency

Self Efficacy caused						
Origin of Support	**Self-development**	**Work**	**Organize and Socialize**	**Achieving Achievements**	**Have A Family**	**Quantity**
Family	9	7	6	4	3	29
HWDI	10	6	4	5	2	27
Fellow Disability	6	3	3	2	2	16
Community Figures	5	2	2	2	1	12
Neighbors and surrounding communities	2	1	1	1	0	5
Agency officials	1	2	2	2	1	8

Forms Of Positive Message Content That Forms Self Eficcasy Disability

The figure presented in Table 3, is the number of links between the components in the analysis process and NVivo 12 Plus. Communication messages (positive messages) that motivate and religious messages have a large number of link contributions indicating that these two forms of messages are felt disability contributes to realizing self-efficacy in the form of self-development, work, organization and socializing, to achieve achievements and to raise a family.

Religious messages are given in the form of recitation, meetings with ustad during Islamic religious commemorations and the message conveyed is usually associated with the Qur'an or hadith as reinforcement. As conveyed in the religious message during breaking the fast together, it was said by Ustad that:

> "Allah does not see from a person's physique but is from his addiction and practice..., so as a disability remains the same in the eyes of Allah Subhana Wata Allah as non-disabled people".
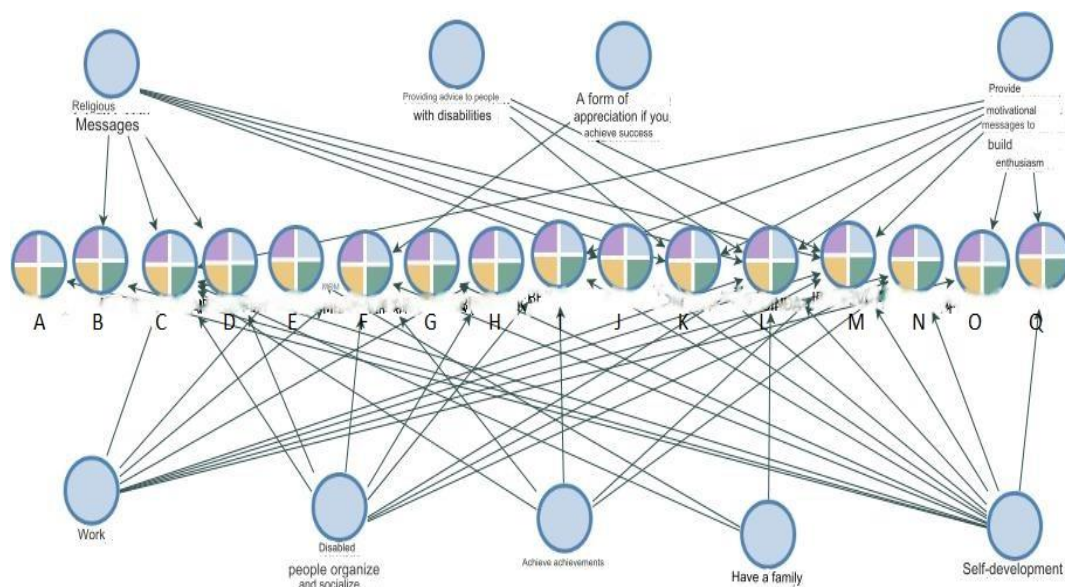

Figure 3: NVivo Analysis of Positive Message Content that Forms Self-Efficacy in Disability.

Religious messages can be well received by people with disabilities in realizing self-efficiency because all HWDI members are Muslims and the portion of Muslims in Pasundan reaches 97.29% of its total population of 47.59 million people.

Communication with positive messages shows an impact because the purpose of communication is to get an impact on communicants, one of which is increasing self-confidence or self-ability(Ie, 2023).

Table 3: Content Forms of Positive Messages HWDI Builds Self Efficacy Disability

Forms of Positive Messages	Self Efficacy caused					Quantity
	Self-indulgence	Work	Organize and Socialize	Achieving Achievements	Have a family	
Motivating messages	6	4	4	3	1	18
Religious Message	6	3	4	2	2	17
Advise	3	2	2	1	1	9
Words of Appreciation for Success	1	1	1	1	0	4

Motivational positive messages, religious messages, and messages containing advice to individuals with disabilities have a large number of links in the process of forming self-efficasy, indicating that these messages provide emotional encouragement, support self-confidence, and stimulate disability motivation to overcome obstacles. Meanwhile, messages containing advice provide practical and strategic direction, facilitating skills development and ways for disability to adapt to achieve their life goals. The combination of these messages creates an environment that motivates and strengthens the confidence of individuals with disabilities to reach their full potential, contributing significantly to the formation of disability self-efficasy. The observations corroborate the findings that motivating messages can provide a boost to disability self-confidence so that HWDI members are able to manifest it in the form of self-development, work, organization and socializing, trying to excel or produce good work and these beliefs also remove doubts in women with disabilities whether they can have a family and have children like their non-disabled peers.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The communication performance of HWDI empowerment in the process of forming disability self-efficacy occurs through training rituals, "sharing" sessions, committee involvement, religious activities become the most attention in eradication and contribute to the formation of disability self-efficacy so as to realize self-efficacy in the form of self-development, work, gain prestige, organize and socialize and raise a family. This process involves cognitive, affective, and motivational aspects, which ultimately encourage the disability to take concrete actions according to their abilities. Communication of disability empowerment through self-efficacy is a psychological, mental approach so that disability is able to overcome difficulties in terms of social and psychological adjustment caused by physical limitations and abilities.

HWDI has succeeded in encouraging people with disabilities to feel capable of performing tasks they consider realizable. Support from various sources, especially organizations, family, and friends with disabilities, plays a crucial role in the process of forming disability self-efficacy. The religious message provides a spiritual dimension that gives meaning and hope in the face of challenges, provides profound moral instruction and affirms that disability remains recognized and valued in God's eyes, regardless of one's physicality. These messages help clear doubts in people with disabilities, especially women, about their ability to develop, work, organize, socialize, and raise families.

Recommendations

Integrate maximum HWDI rituals with family support and positive messages. Maintain rituals that have contributed to the self-efficacy of disability. To strengthen the support of families and fellow people with disabilities, it can be maximized by improving disability management strategies, one of which is reactivating meetings with parents with disabilities with "sharing" sessions between parents who have family members with disabilities. To gain the support of neighbors and the surrounding community, efforts are needed to educate the community about good practices in interacting with disabilities. The support of agency officials can be maximized by advocacy efforts and submitting budget proposals that can support and contribute to disability empowerment efforts carried out by HWDI.

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