

# The Representation of Diffable Community's Creative Service Industry in Yogyakarta Indonesia

Alan Sigit Fibrianto\*, Ananda Dwitha Yuniar

Department of Sociology, Social Science Faculty

Universitas Negeri Malang

Malang, Indonesia

\*alan.sigit.fis@um.ac.id

**Abstract**—Negative stigma and discriminative treatment are inherent to diffable or people with different ability's life including industrial aspect. This research aimed to find out the representation of diffable community's creative service industry through "Difa City Tour and Transport" or DCTT in Yogyakarta Indonesia. This qualitative research with single case study approach employed data triangulation to validate data. The data was obtained through observation and in-depth interview with DCTT as a creative service industry for people-with-different ability community (thereafter called diffable community) in Yogyakarta Indonesia. The result of research showed that there were some factors underlying the establishment of DCTT: competitive culture, manpower, life background, social gap, job opportunity, public construction on the diffable people, varying disabilities developed by diffable people, idea creativity, stakeholder support, and desire to change life into the better one. There were such strong capitals as social, economic, cultural, and symbolic in DCTT that were used to maintain the status and position of DCTT in Yogyakarta. Those capitals were intended to establish DCTT creative service industry and were embodied into industrial relation activity of DCTT in Yogyakarta. DCTT became the representation of creative service industry and empowerment for diffable community in Yogyakarta Indonesia, thereby being independent and recognized by the public.

**Keywords**—creativity; community; diffable; representation; service industry

## I. INTRODUCTION

People with disabilities are the minorities wherever they are. Every area has its own problem related to disability. Many local regulations have been made to deal with the problems existing with the varying complexity level of problems in individual areas. The existence of people with disability is inseparable from their long history that in some occasions demand for their rights in order to be equal to other normal human beings, so that their existence is recognized and equal without discrimination and injustice tendency. They voiced a number of things, including: 1) They demand for the right to freedom of expression in public domain; 2) They demand for the right to express their aspiration; They demand for accessibility; 3) They demand for being treated equality other (non-disabled/normal) human beings; 4) They demand for right to get job in every sector, either private or governmental

institution; 5) They want to work in company just like other normal human being that can suffice their daily need.

Essentially, the people with disabilities want to demand for the equalization of right related to any government policy that should treat them justly.

In Indonesia, the involvement of diffable community is still very limited in industrial world, while there have been such governmental policies as Republic of Indonesia's Laws Number 4 of 1997 about People with Disability and Number 8 of 2016 about People with Disability, and Labour and Transmigration Minister's Circulars Number: 01.KP.01.15.2002 about the Placement of Disabled Worker in Company [1]. Article 14 of Republic of Indonesia's Law Number 4 of 1997 about People with Disability mentions that Company should employ at least 1 (one) person with disability qualifying the requirement of corresponding job in every 100 (a hundred) employees. Additionally, Article 1 clause 2 of Republic of Indonesia's Law Number 13 of 2003 about Manpower states that labour includes diffable (people with different ability). Daerah Istimewa Yogyakarta Province also has Local Regulation Number 4 of 2012 about the Protection and Fulfilment of the Rights of People with Disability. However, its realization is still very limited, because no qualification is compatible to people with disability to fill in personnel staff position in the company [1].

Considering the data cited from Social (Social Service) of Daerah Istimewa Yogyakarta (DIY), it can be found that DIY Province has disability rate of 25.050. However, the data obtained from Labour and Transmigration Service of DIY shows that until today there are 24 companies employing people with disabilities. Those companies have different sector backgrounds. The data indicates that 121 people with disabilities have worked in formal sector. The number of disabled workers absorbed in both private and public institutions is very limited. This research discusses activities in the diffable community in Yogyakarta with the title, "The Representation of Diffable Community's Creative Service Industry in Yogyakarta Indonesia".

## II. METHOD

This research uses qualitative research method with case study approach. This research seeks to explore deeply an

activity of people with disabilities that occurred in Yogyakarta through DCTT (Difa City Tour and Transport) as diffable community with the case study method used. Case study is conceived as an approach to studying, explaining, and interpreting a 'case' in natural context without external intervention [2]. Overall, case study design can be justified in certain conditions: (a) the case sets forth an important test on the existing theory, (b) is a scarce or unique event, or (c) relates to the objective of disclosure [3]. Technique of collecting data used was observation, interview, and documentation. Data validation was conducted using source triangulation, to Yogyakarta government and society. The data analysis technique uses an interactive model data analysis component that includes four things, namely data collection, data reduction, data presentation, and conclusion or verification [4-6].

### III. RESULT AND DISCUSSION

The result of research shows that the presence of DCTT is due to the manpower factor for people with disabilities in Yogyakarta, Indonesia. The swift competition current among Yogyakarta people leads the people with disabilities to be sunk in globalization current. In addition, there are many factors affecting the people with disabilities: 1) Competitive Culture; 2) Job Opportunity; 3) Construction on People with Disabilities; 4) Diverse Types of People with Different Abilities; 5) Creativity (Idea/ Thought); 6) Stakeholders; 7) Diffable Social Movement through DCTT in Yogyakarta.

About competitive culture, the presence of disabled *ojek* named DCTT is a portrait of new culture from the disabled people in Yogyakarta replete with creativity and competitiveness. DCTT raises a theme of touring around Jogja, and *online ojek* public transportation. 'Ojek' is a call for a transportation service, generally two-wheeled, in Indonesia, also can be called as a motorcycle taxi or taxi bike. In addition, this *ojek difa* also offers a variety of services such as human picking-dropping, cargo, jogja tour with various intended tourist destinations, blind massage, selling the products of disabled people's creativity, all of which are packaged into one package and can be accessed through "difaBike" application. "difaBike" application is just like other application used by online transportation service provider in general. This application has been available in play store, and can be accessed by anyone using Smartphone.

About job opportunity, so far, people with disabilities access the work realm difficultly. Many disabled people that should access job realm as if are faced with the job opportunity inaccessible to them, so that they cannot obtain job for their own welfare.

About construction on people with disabilities, most people's construction so far considers that people with disabilities are closely related to the term *disable*. Actually, viewed from humanity and positive side inside us, it can be seen that it is not "disable" but "has different ability (*disable*)" as reflected on their figure. Therefore, the mindset of public should actually be changed in viewing the people with different abilities, and negative stigma inherent to them should be

changed through a more humane perspective, trying to position us in their position.

About diverse types of people with different abilities, diverse types of people with different abilities is the main factor in solving welfare problem for people with different abilities, particularly in accessing the work realm, as they should adapt to the competency and the type of different ability should be adjusted with the type of job chosen (not all people with different abilities are facilitated to obtain their right to job).

About creativity (idea/ thought), the emergence of (online-based) *ojek diffable* is a manifestation of creativity arising among the people with disabilities themselves. However, their presence, in addition to be a creative new business, now results in a new polemics amid Yogyakarta people. On the one hand, the presence of DCTT as a media of *disable online ojek* benefits some certain social groups, but on the other hand, their emergence is in contradiction with regulation and policy and results in pros and cons. The benefits of it include: 1) the availability of new job opportunity for the disabled; 2) facilitating the disabled consumers; 3) having a hidden meaning of vision, "to change the stigma about diffable" that is always identical with the term 'disable'; 4) so far diffable only serves as the service users, but the presence of DCTT attempts to break the domination of stigma about themselves, that they are actually able (may a disable not be *ojek* service provider?).

About stakeholders, many NGOs concern with diffable problems: SIGAB, CIQAL, SAPDA, PPDI, HWDI, Indonesian Blind Association, Diffable Society/Community, private as supporter and partner, and other business performers such as motor workshop. The presence of DCTT is considered as getting less support from government sector because of incompatibility of policy to the enacted law.

About diffable social movement through DCTT in Yogyakarta, DCTT operates independently and is created purely from the people with different abilities (diffable) in Yogyakarta. There are some factors underlying the establishment of DCTT: 1) They facilitate the diffable to move everywhere (mobile); 2) They empowering the diffable in Yogyakarta; 3) They also as the education media for their members; 4) DCTT tries to create an accessible and diffable-friendly transportation vehicle for any category of diffable; 5) DCTT is present as the social critique; 6) As the manifestation of their struggle as the minorities.

### IV. CONCLUSION

The presence of DCTT is due to manpower factor for diffable in Yogyakarta. There are some factors becoming the problems for diffable community: job opportunity, construction or stigma on the diffable, diverse type of disability, and contradiction between creativity and policy, and some stakeholders' effect. DCTT is a new social movement of the diffable community in Yogyakarta aiming to get government's and society's recognition and support for its existence.

There are some factors underlying the establishment of DCTT in Yogyakarta: 1) Mobility factor of the diffable and manpower problem for the diffable; 2) DCTT serves as a medium of empowering the diffable in Yogyakarta; 3) DCTT

serves as a media of educating its members; 4) DCTT attempting to be a public transportation vehicle friendly and accessible to the diffable; 5) DCTT is present as social critique; and 6) The presence of DCTT is a new breakthrough and new social movement for the diffable community, particularly in Yogyakarta.

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