

RINGKASAN

Disabilitas di masyarakat kerap mengalami permasalahan stigma negatif dan marginalisasi. Komunitas Gerakan Peduli Anak Difabel (GPAD) Kota Pekalongan bertujuan untuk mengatasi permasalahan tersebut. GPAD berupaya mengubah stigma negatif, mengembangkan empati dan pemahaman mendalam, serta meningkatkan partisipasi aktif masyarakat dalam mendukung penyandang disabilitas. Penelitian ini bertujuan menganalisis upaya GPAD dalam meningkatkan pemahaman dan empati masyarakat terhadap disabilitas. Metode yang digunakan dalam penelitian ini yaitu kualitatif dengan pendekatan fenomenologi. Pendekatan fenomenologi dikaji secara mendalam pengalaman subjektif peserta dan berbagai lembaga yang pernah berkolaborasi. Pengumpulan data dalam penelitian ini melalui wawancara, observasi, dan dokumentasi. Teknik penentuan informan melalui *purposive*, dengan informan terdiri dari informan utama dan informan pendukung.

Hasil penelitian menunjukkan bahwa Komunitas Gerakan Peduli Anak Difabel (GPAD) di Pekalongan memiliki peran dalam meningkatkan pemahaman dan empati masyarakat terhadap disabilitas. Melalui Program Kelas Mengenal Difabel (KMD), GPAD berhasil mengubah pandangan peserta dari yang awalnya penuh stigma negatif menjadi lebih positif. Berbagai kegiatan edukatif, baik secara *offline* seperti kelas bahasa isyarat dan paket cinta difabel maupun secara *online* melalui konten edukatif, efektif dalam mengedukasi masyarakat mengenai pentingnya inklusi bagi penyandang disabilitas. Program KMD mendapatkan respons positif dari berbagai *stakeholder*, meskipun masih diperlukan kolaborasi lebih lanjut agar dampaknya lebih luas, terutama dalam mempengaruhi kebijakan lokal terkait inklusi.

Berdasarkan temuan penelitian ini, disarankan agar GPAD memperkuat kolaborasi dengan instansi atau lembaga untuk memperluas jangkauan program KMD. Selain itu, pengembangan program pelatihan lanjutan bagi peserta KMD perlu dilakukan untuk memastikan perubahan sikap inklusif dapat berkelanjutan. GPAD juga diharapkan dapat meningkatkan edukasi masyarakat melalui pembuatan lebih banyak konten edukatif di media sosial guna menjangkau *audiens* yang lebih luas.

SUMMARY

People with disabilities in society often face issues of negative stigma and marginalization. The Gerakan Peduli Anak Difabel (GPAD) Community in Pekalongan City aims to address these problems. GPAD strives to change negative stigma, develop empathy and deep understanding, and enhance active community participation in supporting people with disabilities. This study aims to analyze GPAD's efforts in improving public understanding and empathy toward disabilities. The research method used is qualitative with a phenomenological approach. Through this approach, the subjective experiences of participants and the community are explored in depth. Data collection methods include interviews, observations, and documentation. The sampling technique used is purposive, involving both primary and supporting informants.

The results of the study show that the Community of Caring for Children with Disabilities (GPAD) in Pekalongan has a role in increasing public understanding and empathy towards disabilities. Through the Class Program for Getting to Know the Disabled (KMD), GPAD has succeeded in changing the views of participants from initially being full of negative stigma to being more positive. Various educational activities, both offline such as sign language classes and disability love packages and online through educational content, are effective in educating the public about the importance of inclusion for people with disabilities. The KMD program has received a positive response from various stakeholders, although further collaboration is still needed so that its impact is wider, especially in influencing local policies related to inclusion.

Based on the findings of this study, it is recommended that GPAD strengthen collaboration with external parties to expand the reach of the KMD program. In addition, the development of advanced training programs for KMD participants needs to be carried out to ensure that inclusive attitude changes can be sustainable. GPAD is also expected to improve public education by creating more educational content on social media to reach a wider audience.

Keywords : Disabilities, Inclusion Society, GPAD Community, Class to Know Disabilities (KMD)