

RINGKASAN

Penelitian ini membahas implementasi *E-Government Public Relations* oleh Dinas Komunikasi dan Informatika (Diskominfo) Kabupaten Sragen dalam mendiseminasikan informasi publik yang ramah bagi penyandang difabel. Akses informasi merupakan hak asasi setiap warga negara, termasuk difabel yang kerap menghadapi hambatan dalam memperoleh informasi digital. Penelitian ini menggunakan pendekatan kualitatif deskriptif dan paradigma konstruktivisme, dengan metode studi kasus untuk mendalami strategi komunikasi Diskominfo melalui platform digital seperti *website*, Instagram, YouTube, dan X (Twitter).

Hasil penelitian menunjukkan bahwa meskipun *website* resmi Kabupaten Sragen telah dilengkapi fitur aksesibilitas seperti pembaca teks, kontras warna, dan formulir *braille* sesuai standar WCAG, pelibatan penyandang difabel dalam perancangan dan evaluasi belum dilakukan secara optimal. Komunikasi publik yang dilakukan masih bersifat satu arah dan belum sepenuhnya mencerminkan prinsip komunikasi simetris dalam Teori *Excellence Public Relations*. Strategi komunikasi digital masih belum menjangkau seluruh ragam disabilitas, terutama difabel netra total dan rungu wicara.

Penelitian ini menyimpulkan pentingnya peran *E-Government Public Relations* yang melibatkan semua kalangan, termasuk penyandang difabel, agar penyebaran informasi bisa diterima dan dimanfaatkan secara adil dan merata. Diperlukan pelibatan langsung difabel, pelatihan penggunaan fitur aksesibilitas, serta pengembangan kebijakan yang menjamin semua orang dapat mengakses informasi dengan mudah.

Kata Kunci: *E-Government*, *Public Relations*, Akses Informasi, Difabel, Diskominfo Sragen

SUMMARY

This study discusses the implementation of E-Government Public Relations by the Communication and Information Office (Diskominfo) of Sragen Regency in disseminating public information that is accessible for persons with disabilities. Access to information is a fundamental human right, including for people with disabilities who often face barriers in accessing digital information. This research adopts a descriptive qualitative approach and constructivist paradigm, using a case study method to examine Diskominfo's communication strategies through digital platforms such as websites, Instagram, YouTube, and X (Twitter).

Results of the research show that while Sragen Regency's official website has been equipped with accessibility features such as text readers, color contrast options, and braille-friendly tools in accordance with WCAG standards, the involvement of persons with disabilities in the design and evaluation processes remains limited. Public communication practices are still predominantly one-way and have yet to fully reflect the principles of two-way symmetric communication as outlined in the Excellence Public Relations theory. The digital communication strategy has not yet accommodated all types of disabilities, particularly individuals with total visual impairment and those who are deaf and speech-impaired.

This study concludes that the role of E-Government Public Relations must ensure meaningful engagement of all segments of society, including persons with disabilities, so that information dissemination can be received and utilized fairly and equally. It requires the direct involvement of people with disabilities, training on how to use accessibility features, and the development of policies that ensure everyone can access public information easily.

Keywords: *E-Government, Public Relations, Information Access, Disability, Diskominfo Sragen*