

**THE USE OF SIGN LANGUAGE AS A MEDIA FOR DELIVERING
INFORMATION ON NATIONAL TELEVISION
NEWS BROADCASTS**

Tira Nur Fitria

Institut Teknologi Bisnis AAS Indonesia
Email: tiranurfitria@gmail.com

ABSTRACT

Sign language is communication using non-verbal words which are delivered without words but with body movements/body language or facial expressions. Sign language has evolved into a practical mode of communication that forms the basis of deaf communities. It is a visual-spatial language based on positional and visual elements including the shape of digits and hands, position, orientation, limb, and gestures. This signal can be seen in a small box at the corners of television newscasts. This research reviews the use of sign language as media in delivering information (news) in TV broadcasts. This research was library research. The analysis showed that news programs broadcast by television stations become one of the providers of information. The existence of sign language facilities in news programs at this time at least minimizes gaps in the right to access information among persons with deaf disabilities. Several previous studies show that sign language is media information read by the news anchor to the TV audience (viewers) with the intermediary of a sign language interpreter. Sign language plays an active role for deaf people based on three effects of mass communication which provide direct cognitive, affective, and conative effects for deaf people. There is a relationship between the influence of the use of sign language in news programs on deaf people such as attracting the attention of deaf audiences with an easy visualization. A presentation of the news is enough to meet the information needs of the deaf person by continuing to prioritize the latest information.

Keyword: Language, National television news broadcasts, News broadcasts, Sign language

INTRODUCTION

Television is a medium that has a big role in the process of communication and delivery of information/messages. Providing information through sign language has begun to be practiced by several institutions, such as delivering news on television (Haryanto and Iriyanto 2021). According to Azmir et.al., (2019), television is a medium that can display messages automatically because in the mass media television, conveying the contents of the message as if directly between the communicator and communicate so that information and messages the television will convey easily understood the audience because audible and easy to hear visually visible. Television news is an event report about a fact, an event, or event's latest and

able to attract a lot of attention people presented with audio and visual to explain information to different general public print media (Azmir et.al., 2019).

Maybe we often see an impression of news on television with a small video display that is on the bottom right. In the video, usually, there is a man/woman who explains the news using sign language (Kurniawan, 2021). The phenomenon of the low sensitivity of the television media to the needs of the deaf in terms of television news information accessibility has limited the space for the deaf to obtain information. Efforts made by non-hearing hearing aids in accessing television news information include reading the lips of newsreaders, analyzing event broadcast images, reading running text, connecting event images with text (captions accompanying images), and also with information obtained from motion newsreader's lips (Yunitasari 2019).

Communicating using non-verbal words is sometimes also known as sign language (Dewi & Rodly, 2022; Kurniawan, 2017). It is delivered without words but with body movements or body language this signal is standardized as can be seen in corners of television newscasts, some people use this non-verbal language for people who are deaf or speech impaired. In addition to body cues, non-verbal language as well as using eye contact, using symbols, colors, and others.

Sign Language is the dominant non-primary form of communication language used in the deaf and hearing-impaired community (Rastgoo et.al., 2021). Sign Language is a medium of communication for many disabled people both deaf and silent (Nath and Arun 2017). Sign language is a language used by using body movements and facial expressions as a symbol of the meaning of spoken language as well combination of hand shape, orientation, and motion of the hand, arms body, as well as facial expressions to express one's thoughts want to be communicated by deaf or disabled persons with disabilities heard. Sign Language (SL) is regarded as a boon for individuals with speech and hearing impairments (El-Din and El-Ghany 2020). SL has evolved into a practical mode of communication that forms the basis of deaf communities. It visual-spatial language based on positional and visual elements, such as the shape of digits and hands, their position and orientation, and limb and body movements. Sign Language is a natural language used for communication by the deaf community. Sign Language (SL) is a subset of hand gestures and facial expressions. Each gesture in SL has a defined meaning (Badhe and Kulkarni 2015). In addition to using facial expressions and body language, sign language employs hand gestures to convey the intended message (Praveen et.al., 2014).

In Indonesia, there are two different types of gestures, including natural sign language and artificial sign systems. Sign language naturally is Indonesian Sign Language or *Bahasa Isyarat Indonesia* (BISINDO) which develops naturally in the deaf community in Indonesia. Sign language has grammar different from the grammar used by people listening in Indonesia. Suryana (2019) states that sign language is something that has an easy meaning to understand in communicating, for example just waving hands, pointing, and counting using fingers. Generally, sign language has a universal meaning or has the same meaning in every country but it does exist. Some sign languages have different meanings (Suryana 2019). Meanwhile, the artificial cue system is not a language, but how to present spoken grammar using hints. An example of an artificial signaling system is *Sistem Isyarat Bahasa Indonesia* or Indonesian Sign System (SIBI). Its form is an order systematic about a set of fingers, hands, and various gestures that symbolize Indonesian vocabulary (Restian 2017). Generally, children who are deaf or hard of hearing learn sign language in special schools or *Sekolah Luar Biasa* (SLB). On SIBI, there are 26 letter signs (where 24 letters are static signals and 2 letters are non-static signals, namely the letters J and letter Z) and 10 number signals (where 10 numbers are static signals). Static gestures are gestures that do not involve hand movement. Cue non-static gestures that involve hand movement. The fundamental difference between the two sign languages is that SIBI uses one hand while BISINDO uses two hands (Yusuf and Tajibu 2021).

According to Aryani (2014), the sign language version of the news program has also implemented the concept of public space, where TVRI tries to be neutral in choosing its audience, not discriminating between the majority and the minority. So, the sign language version of the Indonesia Malam news program on TVRI is a program from the Ministry of Social Affairs, here TVRI only as a public media provides facilities for sign language translators in translating news content for deaf audiences so that they can feel the full right to obtain information from television media. It is increasingly easier for the public to access information. However, this convenience has not been fully felt by the public, especially the deaf who have hearing impairments. The difficulty of understanding the contents of television news for the deaf has made the public's right to obtain information unequally. TVRI as a public media responded to this by facilitating the use of sign language in one of its news programs, namely Indonesia Malam with two sign language techniques, namely the Indonesian Sign Language System (SIBI) and Indonesian Sign Language (BISINDO).

BISINDO is a native and natural sign language that existed from pre-colonial times and was used by ancient people to interact with. In using this sign language (Zuhir and Amri

2019). This sign language conveys every vocabulary word used by both hands a lot in communicating. However, currently, BISINDO is not in the process of spreading fully spread throughout Indonesia, one of them in Aceh. This is due to the influence of schools that use SIBI as a Sign language. Now sign language already exists on television, namely in news broadcasts. Rapid technological advancement has a significant impact on the dissemination of information to all segments of society, including those with disabilities, particularly the deaf. People who are deaf are always identified as unable to hear and unable to communicate (Yusuf and Tajibu 2021).

Indonesian Sign Language System (SIBI), which is the standard language for deaf/speech-disabled people in Indonesia, is not widely recognized and understood by the general public, so there is still a tenuous distance between normal people and people with disabilities in terms of daily interactions in society (Zikky et.al., 2017). According to Morissan (2021), people often misunderstand the sign language used by the deaf as an example of nonverbal communication. Language sign is an example of a language that is not spoken. Sign language indeed has a vocabulary, with certain signs giving meaning. Even though it involves cues, these gestures work like verbal language. Speech, writing, and sign language have the same function, namely, they both show signs. Speech is a sign in the form of sound or sound, writing is a sign that represents sound, and because the deaf cannot speak, hand signals are used to represents a sound but is different from nonverbal signs such as gaze, facial expression, interpersonal distance, touch and so on, so a sign language is verbal language.

There are several previous studies related to the use of sign language in delivering information (news) in TV broadcasts. Febrina (2015), Lestari (2018), Mulyani (2019), Kurniawan (2019), Sidharta (2019), Nanda et.al. (2019), Yusuf & Tajibu (2021), Albari (2021), and Githa & Binastuti (2022). These studies will be discussed in this research. Therefore, the objective of this research is to review the use of sign language as media in delivering information (news) in TV broadcasts.

METHOD

This research was library research. Library research collects information and data with various kinds of materials in the library such as reference books, research results previous similar, articles, notes, various journals related to the problem which want to be solved. Activities are carried out systematically to collect, process, and conclude data using methods/techniques to find answers to problems encountered (Sari 2021). Several stages used

by researchers in conducting this research. The researcher made preparations in the form of making a description of the research such as collecting secondary (documents) related to research from books or articles and journals published, reading, and describing the findings in the research. The researcher classified the existing data, then classified data in the form of a description that can support the researcher in solving the problem being studied. Then the researcher qualitatively analyzed the existing data. After all the research data were analyzed, the researcher then presented the results of the research based on these data. The final results of the entire research are then described in a conclusion, where the results of these conclusions answer that the research that has been carried out provides results.

FINDINGS AND DISCUSSION

This study reviews the use of sign language as media in delivering information (news) in TV broadcasts. First, Febrina (2015) states that the use of sign language in communication on Broadcast National TVRI News is included in the category of being effective in attracting the attention of deaf audiences, effective to be understood by the deaf audience, effective in conveying messages to the deaf audience, provide appeal, and be effective in providing further directions of deaf audience from SLB PGRI Minggir, Sleman, Yogyakarta. Second, Lestari (2018) states that Students with disabilities deaf SMPLB and SMALB B Yakut Purwokerto watching the Liputan 6 Siang news, then students can understand and know the contents of the news conveyed. Students can re-practice the sign language he/she saw on television and help their friend who is confused about the contents of the news conveyed. Students have a sufficient understanding of the news that uses BISINDO as a communication tool for deaf students and is not left behind with the latest information.

Third, Mulyani (2019) states that the role of the sign language interpreter in the Seputar iNews Siang program shows that sign language bridges the information read by the news anchor so that the TV audience (viewers) can receive information on the news properly. Fourth, Kurniawan (2019) states that sign language using iNews Tv news is enough to provide information to deaf friends. Presentation of the news is enough to meet the information needs of the informants by continuing to prioritize the latest information and visualization easy to understand deaf friends.

Fifth, Sidharta (2019) states that the use of sign language on I-News TV plays an active role for deaf people, which can be seen from the three effects of mass communication which provide direct cognitive, affective, and conative effects for deaf people. Deaf people also think that television media is a media that can be trusted. Sixth, Nanda et.al. (2019) state that

effectiveness of communication of sign language interpreters in news broadcasts on TvOne towards deaf students of SMPLB and SMALB in SLB-B Negeri Pembina Palembang year 2018 is Effective. Seventh, Yusuf & Tajibu (2021) state that there is an influence between BISINDO news broadcasts on television on the understanding of public information for the deaf community of the Movement for the Welfare of Deaf Indonesia (GERKATIN) in Gowa Regency. There has been a stimulus to the understanding of deaf community audience information from the Movement for the Welfare of Deaf Indonesia (GERKATIN) in Gowa Regency as seen from the news broadcast on BISINDO on television.

Eighth, Albari (2021) states that the use of the signal system in news programs is quite good for adding information. The level of understanding of deaf people as a whole obtained a percentage score of 85.73% which is in the very good category. This indicates that the message conveyed by the interpreter to the deaf is very good. There is a relationship between the influence of the use of signaling systems in news programs on deaf people. There is an effect of the use of signal systems in news programs on the level of understanding in the city of Bandung. Significant influence in the influence the use of signaling systems that have a good impact on deaf people in GERKATIN.

Ninth, Githa & Binastuti (2022) state that the use of a sign language interpreter (translator sign language) has a positive effect to fulfill information needs. Besides, the effect of using a Sign Language Interpreter (Sign Language Translator) against the fulfillment of student information needs SMPLB and SMALB Depok City are 73.5% while 26.5% were influenced by other factors not examined in the research. So, the iNews Siang Global Television (GTV) news program for SMPLB and SMLB Depok City fulfills the information need for quality information.

The development of television broadcasting media in Indonesia participates with accessibility in the form of sign language and subtitles for translating access to information with audiences, especially the deaf. Television has a great impact on humans (Kencana 2018). Television conveys various information very quickly to audiences. One of the programs whose existence is considered important by the audience is television news shows. To accommodate viewers from among the disabled, an interpreter is present to help translate the contents of TV news for the deaf. As is known, several television shows such as news programs often feature sign language interpreters. The figure that appears in the box at the bottom of the screen may have attracted attention. The presence of this sign language interpreter is to convey the contents of the news to the deaf and mute using sign language.

Television news programs are required to use sign language translation to facilitate deaf people in obtaining the latest information (Lestari 2018). Sign language is sometimes provided for programs television. The interpreter usually appears in the bottom corner of the screen, with programs broadcast full size or a few shrink from that angle. Sign language can help convey messages/information to the deaf so they can help develop knowledge, social maturity, and cognitive development. Hence, the use of language cues in every television program will be required, whereas entertainment shows (not live events) can use subtitles/running text.

Sign language and subtitles are especially important for the Deaf as the right form of access to necessary information. It is so reasoned efforts to increase knowledge and enjoyment and equality for others are called listeners. Right is a group cultural policy for the Deaf has agreed to advocate change strategies according to needs, etc. prioritizing access to information. It requires accessibility with television programs in the form of access to information. so access information is its function will provide access to information for deaf people throughout Indonesia (Wicaksono 2019).

The findings above show that sign language is effective in being media information for deaf people. The existence of sign language facilities in news programs and some private media at this time can at least minimize gaps in the right to access information among persons with disabilities (Istiarni and Triningsih 2018). The provision of sign language facilities makes it possible for the deaf to understand the news that is being broadcast. Even though they are a minority, the deaf cannot be deprived of their rights to obtain information from the television media (Istiarni and Triningsih 2018).

Deaf people are a group that uses sign language to communicate. Naturally, deaf people maximize the remaining senses in the body that are still functioning optimally to be able to receive responses from outside their bodies (Maulida 2021). One form of stimulation is in the form of language information that can be received through the sense of sight. In addition, the way of understanding language in deaf people is different from the way of understanding normal people. One way of learning language for the deaf is to maximize the sense of sight as a tool in receiving language information stimuli and the use of sign language as a way of practicing language communication. Vocabulary in the language cannot be explained through audio learning because of the inability of the deaf to hear. The information stimulation is in the form of visualizing words in the form of pictures as a substitute for audio methods in normal people.

Sign language is a systematic arrangement of a set of fingers, hands, and various gestures that represent Indonesian vocabulary (Samosir et.al., 2022). Besides, sign language is a movement whose meaning has been agreed upon and is used to exchange information. Sign language is a means of communication very vital for the deaf. This sign language uses symbols through hand gestures, gestures face, and body gestures due to the delivery of or message reception having articulation abnormalities, such as not being able to speak and hear (Caropeboka and Palembang 2017). In everyday interactions a day, the deaf community uses language cues naturally, and reflexively by reading someone's lips. The use of gestures and motion lips requires a focus of eye gaze on expression or so-called facial expressions. These two media play an important role in these privileged people to understand of communication. If not understand sign symbols or does not read lips properly, there can be a misperception of the inner meaning of communication (Caropeboka and Palembang 2017). Information presentations need to contain an interesting visual appeal to get attention, and not be repeated so as not to cause boredom (Miarso 2004). Educational presentations need to be made continuously and linked and clear the goal. Presenting meaningful messages, such as presenting news reports with sign language on the "window" of the television screen seems easier at first glance to realize.



Figure 1: Sign Language Interpreter in CNN Indonesia News Broadcast

Source: <https://www.youtube.com/@CNNIndonesiaOfficial>



Figure 2: Sign Language Interpreter in Metro News Broadcast

Source: <https://www.youtube.com/@metrotvnews>



Figure 3: Sign Language Interpreter in BuletiniNews Broadcast

Source: <https://www.youtube.com/@BuletiniNews>

The figure above shows sign language interpreters on TV Broadcast. A person who ‘translates’ or ‘interprets’ sign language is a sign language interpreter. A sign language interpreter or a deaf interpreter is a profession of a translator or transliteration in sign language. A deaf interpreter has the role of translating both spoken and written into sign language. So far there are 300 different sign languages from around the world. However, Indonesia only implements two types of sign language, namely the Indonesian Sign System or *Sistem Bahasa Isyarat Indonesia* (SIBI) and *Bahasa Isyarat Indonesia* (BISINDO). The competent interpreter must comprehend the linguistic and nonlinguistic aspects of each interpreting assignment and respond appropriately (Dean and Pollard 2001). An interpreter will be assigned to translate from spoken using body language directly or using a screen. For example, on a news broadcast on television, there will be one translator who is in charge of translating the news using body language. They appear in the top right or left corner or bottom of the television screen. Although the translator's appearance on the screen is often in the form of small visuals, this effort is at least enough to help friends with disabilities in understanding what is being conveyed by the television program. A sign language interpreter must, of course, have the competence to be able to meet the needs of the audience well (Hastuti 2020).

In the Indonesian deaf and mute community, two Indonesian sign languages have been developed and used in everyday life, namely Indonesian Sign System or *Sistem Bahasa Isyarat Indonesia* (SIBI) and Indonesian Sign Language or *Bahasa Isyarat Indonesia* (BISINDO) (Rapisa 2021; Widodo 2022). SIBI has the same structure as Indonesian spoken grammar, such as prefixes and suffixes. While BISINDO is a sign language that appears naturally in Indonesian culture and is used in everyday life.



Figure 4: BISINDO (Indonesian Sign Language) and SIBI (Indonesian Sign System)

Source: <https://www.klobility.id/post/perbedaan-bisindo-dan-sibi>

Indonesian Sign Language or *Bahasa Isyarat Indonesia* (BISINDO) is often found among Deaf Friends and Inclusion Friends who use sign language. BISINDO was formed by the Deaf group and emerged naturally based on the observations of Deaf Friends. Therefore, BISINDO has various "dialects" in various regions. BISINDO is conveyed with a two-handed gesture. While, Indonesian Sign System or *Sistem Bahasa Isyarat Indonesia* (SIBI). This signaling system was set up by the former head of the SLB who was a listener. SIBI was adopted from American Sign Language. SIBI has been inaugurated by the government but is more often used in learning in special schools. SIBI is considered more difficult because it contains standard and complicated vocabulary, and has prefixes and suffixes. Unlike BISINDO, SIBI is delivered with one hand. The SIBI sign language is performed using only one hand and has the same structure as Indonesian spoken grammar (prefixes and suffixes). The level of difficulty is quite high, so not many deaf friends use this type of daily communication. The difference between SIBI and BISINDO which is quite visible is the movement of the hands. SIBI uses one hand to indicate the alphabet, while BISINDO requires two hands.

Indonesian Sign Language or *Bahasa Isyarat Indonesia* (BISINDO) is familiar with the sign language interpreter in news broadcasts, as stated by the previous research. Lestari (2018) that students have a sufficient understanding of the news using BISINDO as a communication tool for the deaf so that students are not left behind with the latest information. Azmir et.al. (2019) states that Redaksi Sore TRANS7 BISINDO's average effectiveness score is 69.98, indicating that five indicators influence effectiveness, including attention, readthrough ness, cognitive response, affective response, and behavioral response. This theory's guiding principle is whether consumers (Bali Deaf Community) experience an effect after consuming mass media (Redaksi Sore TRANS7 with sign language translator). Yusuf & Tajibu (2021) explain that there has been a stimulus to the understanding of the information audience of the deaf community in Gowa Regency as seen from BISINDO news broadcast on television.

The Indonesian Sign Language or *Bahasa Isyarat Indonesia* (BISINDO) is being championed by the Indonesian Deaf Welfare Movement or *Gerakan untuk Kesejahteraan Tunarungu Indonesia* (GERKATIN) because it is considered primitive and represents a deaf culture in Indonesia. BISINDO is a type of sign language that has been used by deaf friends to communicate since childhood. Unlike SIBI, BISINDO is considered easier and has uniqueness like a regional language. BISINDO is a type of sign language that uses both hands

in its communication. This of course makes communication easier. Moreover, in conveying information to the interlocutor.

In Press Release No. 232/HM/KOMINFO/09/2018 September 23, 2018, about to popularize sign language, the Ministry of Communication and Informatics requires BISINDO to broadcast news. The Ministry of Communication and Informatics fully supports efforts to popularize the use of sign language in Indonesia. One of the policies taken was to oblige broadcast television to provide broadcasts of Indonesian sign language in their news programs. So, the need to fulfill sign language translation in broadcast programs on television must include the participation of television stations. The use of sign language translation should also be implemented in institutions' private broadcasting, which until now has not been all private media using sign language translation in its broadcast program. The use of sign language translation is not only applied to broadcast program only, but the use of sign language translation should be on many programs. As in all news programs, religious, political, and other informative programs. Supervision for interpreters should be able to be improved again. With frequent interpreter supervision then the interpreter's mistakes can be minimized in number so that the deaf audience can receive information properly and optimally.

CONCLUSION

The news programs broadcast by television stations become one of the providers of information. The existence of sign language facilities in news programs at this time at least minimizes gaps in the right to access information among persons with deaf disabilities. Sign language is media information read by the news anchor to the TV audience (viewers) with the intermediary of a sign language interpreter. There is a relationship between the influence of the use of sign language in news programs on deaf people such as attracting the attention of deaf audiences with an easy visualization. A presentation of the news is enough to meet the information needs of the deaf person by continuing to prioritize the latest information (news). Sign language also plays an active role for deaf people based on three effects of mass communication such as direct cognitive, affective, and conative effects. It is hoped that other television media will broadcast the news using sign language for the deaf can follow the information that is developing at this time and can enjoy the newscasts provided by other good media channels domestic and foreign news. It is hoped that the display of sign language translators on television media existing ones so they are enlarged in size, and movement translators are expected to be able to be slower so people with disabilities.

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