

ABSTRACT

This research is about to analyze the discourse related to the identity of persons with disabilities which is constructed in the company's press release on Corporate Social responsibility program. This topic is chosen to criticize how the identity of persons with disabilities is constructed by public relations with the background of the ideology of capitalism as the company's efforts in imaging. This topic also becomes interesting because the existence of this disability penyandang still be a minority so less get the same guarantee and protection with normal people. Therefore, the formulation of the problem in this study is how the identity of persons with disabilities is discourse in the press release of telecommunication and insurance companies in terms of the imaging context undertaken by the company. The type of research used is explorative which aims to dig deeper hidden meanings, dismantle the concepts and to understand how the interests are in it. The unit of analysis in this study is the signs in the form of text on the press release seen from the vocabulary, semantics and sentence arrangements contained in the press release which contains the topic of people with disability in Indonesia within the period 2016-2017. The analysis technique used in this research is Critical Discourse Analysis using Norman Fairclough's approach. Through this critical discourse analysis method, three levels of analysis will be conducted, such as text, discourse practice, and sociocultural practice. This study shows that the position of identity of persons with disabilities offered by the company is still problematic, given the large number of identity offers articulated in the press release in each company. Then the issue of disability is only used as a target of hegemony for the company to form a positive image and reputation of the company.

Keywords: Person with Disabilities, Press release, Critical Discourse Analysis