# ABSTRACT

**Jonathan Sidharta / 61150098 / 2019 / *The Use of Sign Language on Television News Programs on I-News TV for People with Hearing Impairment in Jakarta* / *Advisor*: Rizal Yusacc, S.Sos., M.Si.**

*The use of sign language on television aims to improve the rights of hearing-impaired people to be able to obtain information. Sign language is used on television news programs. This research is about The Use of Sign Language on Television News Programs on I-News TV for People with Hearing Impairment in Jakarta. The aim of this research is to determine the use of sign language on I-News TV for people with hearing impairment by observing three effects of mass communication namely cognitive effects, affective effects, and conative effects.*

*The theory used was the Stimulus-Response Theory which states communication as a very simple action-reaction process that verbal words, non-verbal cues, pictures, and certain actions can stimulate others to respond in certain ways. Researcher used the Stimulus-Response Theory to observe the effects of mass communication which divided into cognitive, affective, and conative effects. The three elements of the effects determined the effectiveness of this research.*

*This research used a descriptive qualitative approach. Data collection techniques used were observation and structured interview. The research data were obtained from interviews with three sources analyzed with a descriptive qualitative approach that was processed and analyzed using existing theoretical foundations and systematically explained based on the facts in the field.*

*The result of this research reveals that the use of sign language has a role in providing effects on hearing-impaired people. From the results of this research, it can be concluded that the use of sign language on I-News TV plays an active role for hearing-impaired people which can be seen from the three effects of mass communication that provides cognitive, affective, and conative effects directly for people with hearing-impairment. Hearing-impaired people also assume television is a media to be trusted.*

*The conclusion of this research is the process of delivering messages carried out by sign language interpreters towards hearing-impaired people is advantageous. This shows that the use of sign language on I-News TV provides cognitive, affective, and conative effects to people with hearing impairment.*

***Keywords: Stimulus-Response Theory, Sign Language***