

ABSTRACT

This study aims to analyze the motives of members of the DILANS Indonesia Community in learning Indonesian Sign Language (BISINDO) as a form of identity empowerment for the Deaf community. Using a qualitative approach and Alfred Schutz's phenomenological method, this research explores the subjective experiences of community members during the process of learning sign language. The results reveal two main motives underlying their participation: the because of motive, related to past experiences that evoke empathy toward the Deaf, and the in order to motive, oriented towards the hope of creating an inclusive social environment. The findings also show that learning BISINDO not only strengthens social interaction but also shapes self-identity and solidarity among community members. In the context of inclusive communication, sign language functions not only as a means of communication but also as a symbol of identity recognition addressing disparities in information access, serving as a clear form of social empowerment for the Deaf community in Indonesia.

Keywords: communication, deaf community, sign language, DILANS indonesia community, inclusive.