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Corporate Digital Responsibility in Practice: A Study of Accessibility on Indonesian Cyber Media Websites

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ABSTRACT

Internet has become the main source of information for Indonesian, with cyber media websites as one of the most accessed channels. The development of digital technology has shaped the practice of public relations into a broader strategic function, combining ethical considerations and social responsibility in the use of technology to ensure equal accessibility and inclusion for all groups in the era of digital transformation. The purpose of this research is to determine the level of compliance of cyber media websites in Indonesia with the principles and components of WCAG 2.0 accessibility, the types of users affected by accessibility errors found on cyber media websites in Indonesia, and the increase in accessibility of Indonesian cyber media websites in the 6 months' time. This research uses a quantitative approach with descriptive methods. The sample for this research consisted of 41 Indonesian cyber media websites, taken by simple random sampling. Data was collected using Achecker. The research results show all samples of Indonesian cyber media website have accessibility problems with the average of 635 problems per website, indicating the need for initiatives from cyber media companies to improve website accessibility. 75 out of 79 accessibility error types found are affecting people with visual disability. There has been a 0.01% increase in accessibility issues on Indonesian cyber media websites in the six-month period, indicating the importance of regular evaluation and improvement as part of corporate digital responsibility to ensure relevance and compliance with user accessibility needs.

Introduction

The presence of cyber media has now made people's lives easier in obtaining information. The Ministry of Communication and Information together with the Katadata Insight Center in data regarding information sources for Indonesian society in 2022 found that cyber media is ranked third out of 6 main sources of information for Indonesian society (Kementerian Komunikasi dan Informatika & Katadata Insight Center, 2022). Based on data from the Press Council as of 19 September 2023, there are 1766 cyber media in Indonesia that provide information services (Dewan Pers, n.d.). The practice of adopting websites by conventional media raises new challenges in how news is delivered and consumed by readers on the internet, with the need to change the form and definition of print media formats, combining all the potential of communication and information technology (Yazid et al., 2018). This can have a positive impact in creating freer and more creative information media, but can cause gaps in access to information. One group of people who are likely to be significantly affected are people with disabilities (Magnus Prestianta et al., 2018). Therefore, applications and services need to be produced in a way that reduces barriers for the disabled community (Yazid et al., 2018).

In the early days of their widespread use, websites were primarily text-based which were still easy to use for people with disabilities with features *text-to-speech*. However, with its evolution, website designers added features like images, frames, tables, animated Java applications, as well *streaming* audio and video to organize information with a more complex display. This makes websites full

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of barriers to access for people with disabilities (Hackett et al., 2004). Examples include banners on websites that often shift so they are not read until finished by screen readers and image content that cannot be understood by people with visual disabilities because they do not have alternative text.

To overcome this access problem, it is necessary to ensure that information technology and the information it contains are used to increase human self-esteem. The creation of a new social contract that ensures the fulfillment of everyone's rights to achieve their potential as human beings is necessary to achieve this goal (Mason, 1986).

The World Wide Web Consortium (W3C) is an international consortium that has carried out a collaborative process with individuals and organizations around the world to form the Website Content Accessibility Guideline (WCAG). These standards are established in the Accessibility Initiatives (WAI) program which provides a common standard for website content accessibility that meets the needs of individuals, organizations and governments across countries. The primary target users of this standard are website content developers and anyone who needs website accessibility guidelines. WCAG has been recognized as an international reference in website accessibility (Yazid et al., 2018).

Nowadays, the level of website accessibility can be measured using tools *online* which are available on the market. One of them is AChecker which is a website accessibility evaluation tool that is popularly used in website accessibility evaluation research and has been recognized as the most accurate measuring tool. AChecker groups evaluation results into three categories: *known problem*, *likely problem*, and *potential problem* (Yazid et al., 2018). The presence of this automatic accessibility measuring tool allows companies to identify accessibility problems and make appropriate improvements.

The right of people with disabilities to obtain information and the presence of WCAG creates an obligation for Indonesian cyber media companies to ensure the accessibility of their websites. Cyber media websites need to be designed in a way that reduce the accessibility issues for disabled people (Aranyi & van Schaik, 2016), aligned with Article 24 of Constitution of Indonesian Republic Number 8 2016 that assure disabled people's rights on receiving information through accessible medias. Efforts by Indonesian cyber media companies to provide accessible websites for the public are one of the efforts to implement *corporate digital responsibility* (CDR). CDR is the company's responsibility to utilize technology to engage and provide services to society in a way that brings society towards a positive future (Joynson, 2018). CDR becomes part of the role of public *relations* (PR) because PR has the function of defining and emphasizing management's responsibility to serve the public interest which helps management utilize change effectively (Ardianto, 2019).

There is other previous research about the condition of cyber media websites in other countries, such as Malaysia and Pakistan. In research conducted by Mariam Azwa Yazid and partners in 2018, it is found that all website samples are not accessible and not even fulfilling the minimum level of accessibility established in WCAG 2.0 (Level A) (Yazid et al., 2018). Another research about the comparison of local and international news websites is done in Pakistan by Bawany and partners in 2014. It is found that international news websites are more consistent and accessible than local news websites (Bawany et al., 2014).

Therefore, researchers are interested in examining the accessibility of Indonesian cyber media websites as an implementation of *corporate digital responsibility*. Researchers will use the AChecker tool to retrieve website accessibility data with WCAG 2.0 Level AA guidelines as a reference. Data collection will be carried out twice to obtain data on differences in website accessibility problems within a period of 6 months.

Research Questions

- To what extent do WCAG 2.0 accessibility principles apply to cyber media websites in Indonesia?
- To what extent is the WCAG 2.0 accessibility component in cyber media websites in Indonesia?
- To what extent are the types of users affected by the WCAG 2.0 accessibility error on cyber media websites in Indonesia?
- To what extent has WCAG 2.0 accessibility increased on Indonesian cyber media websites in a period of 6 months?

Methods

The method used in this research is a descriptive method. The process of the descriptive method used for this study is described as below:

Step 1: Collecting the URLs of the cyber media websites that were used as samples

Step 2: Evaluate the accessibility using AChecker accessibility evaluation tool and referring to WCAG 2.0 Level AA standards

Step 3: Inputting data statistically using Google Sheets and grouping each data into categories: known, likely & potential, followed by data on accessibility errors that impact people with disabilities

Step 4: Draw conclusions from data results that have been categorized and written descriptively as research results.

The author in this research raised the topic of analyzing the accessibility of Indonesian cyber media websites. Therefore, this research takes the target population, namely Indonesian cyber news websites which have been factually and administratively verified by the Indonesian Press Council as of September 19 2023, totaling 695 press companies.

The population of this study is quite large, namely 695 press companies, so sampling is needed. Sample

calculations were carried out using a *sample size calculator* from the SurveyMonkey website with a large *confidence level* 95% and *margin of error* 15%, resulting in 41 samples to be studied. *Confidence level* with a size of 95% used in accordance with the general standards used in statistics. The 15% margin of error is appropriate because this exploratory research aims to uncover broad patterns within time and resource constraints, guiding strategic insights rather than critical decision.

The type of sampling technique used is *probability sampling* where there is an equal opportunity for each element of the population to be selected as a member of the sample. Technique *simple random sampling* used because the population members in this study are considered homogeneous so there is no need to pay attention to existing strata (Sugiyono, 2017). The samples taken were the first 41 press companies on the press company data list on the Press Council website on September 19 2023.

In this research, researchers will use the AChecker evaluation tool developed by the Inclusive Design Institute. AChecker is widely used in studies regarding website accessibility evaluation and is recognized as the most accurate website accessibility tool (Yazid et al., 2018). AChecker is used to evaluate HTML content for accessibility issues by entering a website page address, uploading an HTML document, or pasting the full HTML source code of a website. AChecker produces a report of all a website's accessibility issues against selected website accessibility guidelines (AChecker, n.d.).

Meanwhile, to retrieve data on the number of website pages, researchers used the "Site:" operator method in Google Search. This method is used by typing site: and website address to get the number of pages on that website that are available on the Google search tool.

In this research, researchers used sheets *coding* as a tool to measure the validity of research data. Sheet *coding* is a tool that contains all categories, aspects that you want to know in content analysis. Sheet *coding* can be compared to a questionnaire in survey research (Eriyanto, 2011).

The data validity technique used in this research is content validity. Content validity is carried out to ensure the suitability of the contents of the questionnaire with the research objectives. Content validity ensures that a measure includes a set of items that is adequate and representative in revealing the concept. In this research, content validity will be used with the type of concurrent/match validity to see whether the measuring instrument used produces the same findings as other measuring instruments (Eriyanto, 2011).

This research uses inter-reliability techniques *coder* (*intercoder reliability*). The reliability calculation used in this research is the reliability calculation using the Krippendorf formula (Eriyanto, 2011). Reliability calculations using the Krippendorf formula were carried out using the Krippendorff's Alpha Calculator tool where

Table 1: Research sample list

S. No.	*Website Link*
1	Titikkata.id
2	Gemapos.id
3	Suarasurabaya.net
4	Metropolitan.id
5	Radarsuara.com
6	idxchannel.com
7	busam.id
8	Kontan.co.id
9	Bithe.co
10	Beritajateng.tv
11	tribunsumsel.com
12	putraindonews.com
13	Ulasan.co
14	diksimerdeka.com
15	kaltara.tribunnews.com
16	Kabarpas.com
17	Bolasport.com
18	mcwnews.com
19	kompas.com
20	blok-a.com
21	padang.tribunnews.com
22	TribunAmbon.com
23	radarbanjarmasin.jawapos.com
24	realitapost.com
25	Tribunbengkulu.com
26	Ketik.co.id
27	ayopalembang.com
28	sinarperbatasan.com
29	transkepri.com
30	radarinformasinews.com
31	ipol.id
32	mimbaronline.com
33	diskursusnetwork.com
34	beritakita1.click
35	Tajuk.News
36	bangkapos.com
37	nukilan.id
38	minanews.net
39	mediabengkulu.co
40	kabarmakassar.com
41	indragirione.com

Source: Dewan Pers (dewanpers.or.id/data/perusahaanpers), 19 September 2023

Table 2: Accumulation Total of Indonesian Cyber Media Websites Accessibility Problems

Number of websites	*Total of accessibility problems*		*Average*		*Max*		*Min*	
	Dec 2023	*Jun 2024*	*Dec 2023*	*Jun 2024*	*Des 2023*	*Jun 2024*	*Des 2023*	*Jun 2024*
41	25590	26041	624.14	635.14	1357	1438	15	15

Source: Researcher's analysis, 23 June 2024

the researcher uploaded a CSV document. which contains website accessibility problems data from *coder* 1 and *coder* 2.

As for the two processes *coding* carried out by the same person, namely the researcher himself and using 2 different devices. *Coding* 1 in this research was carried out using an Apple iPad Pro 2nd Generation device. Meanwhile, coding 2 in this research was carried out using the HP EliteBook 830 G8 device.

The data analysis stages carried out in the research were divided into several stages: (1) collecting the URLs of the cyber media websites that were used as samples; (2) using WCAG 2.0 Level AA standards and the AChecker accessibility evaluation tool; (3) inputting data statistically using Google Sheets and grouping each data into categories: known, likely & potential, followed by data on accessibility errors that impact people with disabilities; (4) draw conclusions from data results that have been categorized and written descriptively as research results.

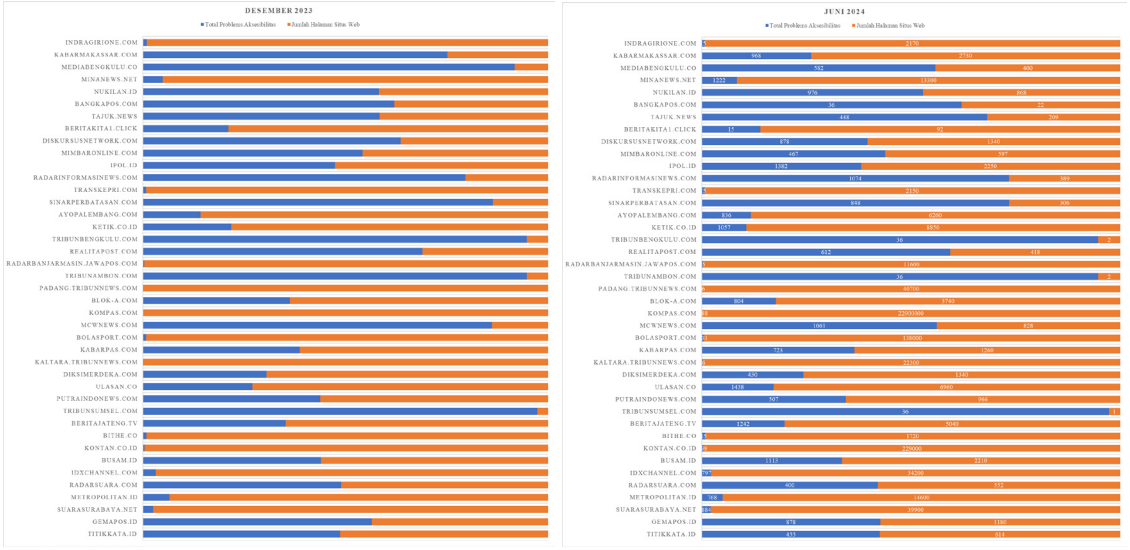
Results

WCAG 2.0 Accessibility Principles Application in Cyber Media Websites in Indonesia

Based on the analysis carried out, 41 Indonesian cyber media websites studied were found to have problems that do not comply with WCAG 2.0 Level AA accessibility guidelines. The large average number of accessibility problems compared to the minimum number shows that most websites have a number of problems with great accessibility, but there are websites that have problems with very little accessibility. Total problems This accessibility is also not necessarily directly or vice versa with the number of website pages. The evaluation results of 41 Indonesian cyber media websites show problems accessibility in categories potential is problems the most frequently found. Meanwhile category problems accessibility with problems the lowest is the category likely.

These findings indicate that Indonesian cyber media websites still do not fully comply with website accessibility principles based on WCAG 2.0 Level AA accessibility guidelines, which means that Indonesian cyber media websites cannot fully be seen/felt, used, understood and compatible with user devices (W3C, 2023). The varying average number of accessibility problems on Indonesian cyber media websites also shows the varying levels of compliance of cyber media websites with WCAG 2.0 Level AA accessibility guidelines.

The varying levels of compliance of cyber media websites with the WCAG 2.0 Level AA accessibility guidelines may indicate that there has been no standardization of the



Source: Researcher's analysis, 30 June 2024

Figure 1: Comparison of Website Pages and Total Website Accessibility Problems Found

Table 3: Categories of Indonesian Cyber Media Websites Accessibility Problems

Accessibility problems category	*Number of accessibility problems found*		*Average number of accessibility problems found*		*Number of websites*	
	Dec 2023	*Jun 2024*	*Dec 2023*	*Jun 2024*	*Dec 2023*	*Jun 2024*
Known	2558	2386	62.39	58.19	40	40
Likely	5	4	0.12	0.09	3	2
Potential	23027	23651	561.63	576.85	41	41

Source: Researcher's analysis, 24 June 2024

accessibility of Indonesian cyber media websites. All cyber media websites studied have been administratively and factually verified, which means that a press company has met the press company standards approved by the Press Council. There are 17 points of requirements included in the press company standards, but not a single point of requirements mentions requirements related to accessibility (PERATURAN DEWAN PERS Nomor: 4/ Peraturan-DP/III/2008 Tentang STANDAR PERUSAHAAN PERS, 2008). This also applies to the cyber media reporting guidance document which is specifically aimed at cyber media managers, where there is no mention of directions for cyber media to manage the accessibility of websites (Dewan Pers, 2012).

For cyber media companies in Indonesia, this could be an opportunity to gain a competitive advantage by becoming an organization that aims to ensure responsible technology development in areas that are still not regulated (Van Der Merwe & Al Achkar, 2022). Apart from being a competitive tool, Scarpi & Pantano (2024) also emphasize that CDR consists of a set of shared values and principles that govern how companies use and create digital technology. CDR requires all actors involved in technology development and integration to act ethically and responsibly (Scarpi & Pantano, 2024). Ethical in this context means companies need to question what they should do, not just what they should do based on the law (Hagelstein et al., 2021).

The research results show categories problems the most cyber media website accessibility is category potential, followed by categories known, and categories likely in total problems lowest. This is in line with Obead Alhadreti's research on evaluating the accessibility of hospital websites in Saudi Arabia which states that there will be more potential problems compared with known problems, and likely problems will be found less frequently (Alhadreti, 2021). Similar results were also found in research by Mostak Ahmed and colleague's potential problems which were found to be very high, followed by known problems, and likely problems which are very low (Ahmed et al., 2020).

This is because a potential problem is a problem which cannot be identified with certainty by AChecker and requires manual inspection to determine whether there is a problem with the website's accessibility or not. Whereas known problem is a serious problem that has been identified as an accessibility barrier and needs to be urgently fixed to make websites accessible (Yazid et al., 2018). High percentage of known problems means that there are obstacles that will limit people with disabilities from accessing content from the website (Arini, 2020). Even in Sarah Alismail and Wallace Chipidza's research regarding accessibility evaluations on Covid-19 vaccine registration websites in the United States, web pages can get conditional pass status if they are not found. known problems at all and found at least one likely problem and/or potential problems (Alismail & Chipidza, 2021). Likely problems are identified as a possible bottleneck, but still requires manual inspection to address this issue (Yazid et al., 2018).

Therefore, it is important for website designers and managers to learn and apply website accessibility standards (Acosta et al., 2018; Ahmed et al., 2020). In this case, companies cannot pass the responsibility of website accessibility entirely to digital asset creators. In an era where technology and data are integrated into every aspect of operations, companies must be sensitive to the potential long-term impact of the digital decisions they make. CDR needs to ensure that companies consider appropriate behavioral alternatives and actions, both at the individual and organizational levels. In other words, ethical responsibility must be part of the business decision-making process, especially regarding technology that has a direct impact on society (Lobschat et al., 2021).

WCAG 2.0 Accessibility Component in Cyber Media Websites in Indonesia

Research into the types of errors is very important to identify recurring errors from cyber media website developers. If the error recurrence rate is quite frequent, we can assume that the developer does not know about the error and how to fix it, or even does not care about the issue which causes intentional or unintentional neglect. Ignoring consumers' accessibility needs may give a negative perception of a company, such as how ignoring accessibility needs can make the public believe that the government does not care about the special needs of people with disabilities (Hafiar et al., 2022).

Even though checking website accessibility uses WCAG 2.0 Level AA guidelines, websites are still found that have Level A errors. This shows that not all Indonesian cyber

Table 4: Disability Types That Are Impacted by Indonesian Cyber Media Websites' Accessibility Problems

Disability types that are impacted	*Number of accessibility error types*
Visual	75
Cognitive	49
Auditory	15
Deaf blind	26
Physical	36

Source: Researcher's analysis, 30 June 2024

media websites have met the minimum level of compliance with WCAG 2.0. The Level AA guidelines were used because Level AA is the target that most organizations seeking to improve their accessibility will aim to achieve (W3C, n.d.).

The research results show that success criterion with problems the most accessibility is non-text context. This is also one of the most pressing issues in the research of Hafiar and colleagues (Hafiar, Subekti, et al., 2022) and Yazid and colleagues (Yazid et al., 2018). Repair non-text context problems also became the main recommendation in Ismail & Kuppusamy's research on accessibility homepage site web universities in India (Ismail & Kuppusamy, 2018). This can be caused by the development of websites where along with the development of website design, website developers often add non-text context such as images, frames, tables, applications, and streaming audio and audiovisual. However, the development of websites cannot be used as an excuse because the research results of Hackett, Parmanto, and Zeng show that the more complex a website is, it does not mean that its accessibility will decrease (Hackett et al., 2004). This is included in corporate digital responsibility cyber media, where along with the increasing complexity of cyber media websites aimed at making a profit, the company's responsibility also increases to ensure that this development does not prevent people with disabilities from accessing information.

Therefore, cyber media companies need to ensure that their commercial objectives remain balanced with consumer demands for protection and fairness in the use of technology (Elliott & Copilah-Ali, 2024). According to Dörr & Lautermann (2024), CDR is not only corporate social responsibility, but also the responsibility to design digital strategies that consider the influence of technology on stakeholders and society at large. The ever-growing digital transformation requires companies to adopt new ethical principles, in the context of website development in the form of WCAG 2.0 which is a guide in creating websites that are accessible to all types of users.

Types of Users Affected by WCAG 2.0 Accessibility Error on Cyber Media Websites in Indonesia

The research results show that the type of disability that is most affected by problems that was found on the Indonesian cyber media website was visual disability. These results are in line with the research results of Hafiar and colleagues that website users with visual disabilities are the group of people with disabilities who are most often affected. Lots of discovery problems can be caused by the use of the WCAG 2.0 standard which places significant weight on the need to address accessibility issues faced by visually impaired people and users of screen reading aids (Hafiar, Subekti, et al., 2022).

Website improvements to accommodate the accessibility needs of people with visual disabilities are significant when considering the size of the population of people with visual disabilities in Indonesia. The results of the 2015 Inter-Census Population Survey (SUPAS) conducted by the Central Statistics Agency (BPS) show that as many as 270,471 people in Indonesia aged over 10 years cannot see at all. This figure becomes even higher when added to the number of Indonesians who experience visual impairment in the major category (1,502,819 people) and the minor category (11,447,950 people). These figures are the number of Indonesian people who have difficulty seeing, both men and women, and are spread across rural and urban areas (Magnus Prestianta et al., 2018).

The research results show that the type of disability is least affected by problems Website accessibility found on Indonesian cyber media websites is audio disability. These findings indicate that perhaps the non-text context on Indonesian cyber media websites is more visual than audio, because barriers for people with auditory disabilities are created by the lack of alternative text for audio content (Arini, 2020). However, just like people with visual disabilities, people with auditory disabilities can also be helped by the presence of alternative text for non-text content. Descriptions of images or other multimedia embedded on websites need to convey the meaning and content of these elements, in order to provide the same understanding to users with disabilities (Arini, 2020).

Accessibility barriers can create a certain perception of the company that owns the platform. Accessibility is related to reputation, including the reputation of a brand and corporation (Hafiar, Subekti, et al., 2022).

One dimension of corporate digital responsibility is stakeholders, where CDR implementation efforts are seen as a way for companies to identify and recognize stakeholders that need to be considered (Mueller, 2022). The type of accessibility errors found on a website can indicate the types of users who are considered stakeholders of the cyber media website and which are not (Arini, 2020).

Difference between Indonesian Cyber Media Websites' Accessibility Problems in 1st and 2nd Checking

The research results show an increase in accessibility problems of the Indonesian cyber media website during the second check within a period of 6 months after the

first check. This step is taken to monitor changes to the website within a certain period of time. It is recommended in Alismail & Chipidza research that automatic and manual evaluation processes should be carried out continuously because websites are usually easy to change and update. Regular evaluations are recommended because they can help the media to identify new problems and correct them (Alismail & Chipidza, 2021).

The results of the research show that the number of pages found on Indonesian cyber media websites has increased in the second check. This is due to the average age of a web page being only 100 days, so the website needs to be continuously updated to remain relevant (Hackett et al., 2004). Changes to these web pages can also affect changes to accessibility problems on a website.

Regularly checking and improving website accessibility is one form of implementation of corporate digital responsibility for Indonesian cyber media companies. This is because the very rapid development of technology requires companies to have a different approach to corporate digital responsibility to maximize the level of corporate responsibility (Herden et al., 2021). In checking accessibility, companies cannot only rely on website developers, but also need to involve PR from cyber media companies to ensure the company's responsibility in managing the website so that it is accessible for all types of users (Lobschat et al., 2021).

Directions for checking and improving this need to be included in regulations made by industry and government, to achieve full equality and encourage compliance from cyber media companies (Easton, 2011). It is hoped that this regulation can become a clear guideline on which cyber media companies can develop their digital technology (Becker et al., 2023). Even though it has not been regulated by the government or the Press Council, cyber media companies can voluntarily create policies to carry out routine monitoring as a form of implementation of corporate digital responsibility carried out outside the scope of regulations (Van Der Merwe & Al Achkar, 2022).

Conclusion

The 41 samples of Indonesian cyber media websites studied still had many accessibility problems that were not in accordance with the accessibility principles of the WCAG 2.0 Level AA guidelines. This shows the need for initiatives from cyber media companies to improve website accessibility by complying with WCAG 2.0 Level AA guidelines in website development. Cyber media companies also need to understand these guidelines and not just rely on website developers to ensure website accessibility as a form of implementation of corporate digital responsibility.

The results of the types of errors on cyber media websites show that cyber media websites in Indonesia have not met the expected WCAG 2.0 accessibility components, especially in the types of errors in non-text context. This suggests that cyber media companies have not sufficiently balanced commercial objectives with the responsibility to ensure accessibility for people with disabilities through the implementation of WCAG 2.0 guidelines.

The type of user most affected by the WCAG 2.0 accessibility error on Indonesian cyber media websites is people with visual disabilities. With the significant number of people with visual disabilities and the importance of improving accessibility to meet the needs of all users, including people with auditory disabilities and users with limited technology, there is an urgency for cyber media companies to implement corporate digital responsibility.

There was an increase in WCAG 2.0 accessibility issues on Indonesian cyber media websites in the six month period, indicating the importance of regular evaluation and improvement as part of corporate digital responsibility to ensure relevance and compliance with user accessibility needs.

Suggestion

Cyber media public relations practitioners should provide recommendations to cyber media companies in website development in order to ensure a balance between commercial development and the company's responsibility to create accessible websites. Cyber media public relations practitioners need to bridge coordination between cyber media companies and website developers in the website development and checking process in order to ensure website development complies with WCAG 2.0 accessibility guidelines.

Cyber media companies should improve accessibility by collaborating with web developers to follow WCAG 2.0 guidelines in order to have a competitive advantage in accessibility so that websites can be accessible to all types of users. Indonesian cyber media companies need to provide education regarding WCAG accessibility guidelines and check website accessibility to ensure that all parties involved in creating and managing websites understand and implement these standards. Indonesian cyber media companies also need to involve corporate public relations in an ethical advisory capacity in decision making regarding website development to ensure decisions taken have considered a balance between commercial needs and the company's digital responsibilities. Indonesian cyber media companies should check and improve website accessibility regularly by referring to the WCAG 2.0 standard so that they can adapt to changes to the website so that it remains accessible for all types of users.

It would be best for the Press Council to prepare guidelines and regulations related to the accessibility of cyber media websites by conducting comparative studies with accessibility guidelines that apply globally and adapting them to the needs of people with disabilities in Indonesia in order to provide urgency for cyber media

companies to improve the accessibility of their websites. The Press Council needs to carry out further verification for cyber media websites by checking website accessibility to ensure verified websites can be accessed by all types of users.

Academics should conduct research on cyber media companies in Indonesia to find out the efforts that have been made and the level of awareness of companies in creating accessible cyber media websites.

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