

ABSTRACT

Inclusive Communication Strategy of Sunyi House of Coffee and Hope

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Currently, people with disabilities are not fully included in the world of work due to a lack of understanding and acceptance in society. To see the acceptance that occurs in people with disabilities, the researcher uses the concept of communication strategies developed through inclusive communication. One of the business units used as a research subject is a coffee shop called Sunyi House of Coffee and Hope. Therefore, this research agrees to find out the implementation of the inclusive communication strategy of Sunyi House of Coffee and Hope through the practice of inclusive communication strategies. In obtaining data sources that cover the researcher's needs, this research uses the interview method and the constructivist paradigm. The author gets 4 informants including the owner, CEO, human resources, and Sunyi House's disabled employees. The results of the study found that the inclusion values applied to Sunyi House can already be applied through the existing inclusion communication strategy. This is based on three stages, namely, planning, implementation, and evaluation. With the existence of disabled employees at Sunyi House, they can take advantage of opportunities to disseminate disability issues, especially Deaf friends. In finding out more details, there are 4 parts that can be taken from the concept of inclusive communication, namely inclusive language, inclusive interaction, inclusive decision making, and inclusive events. It can be concluded that Sunyi has implemented an inclusive communication strategy in empowering people with disabilities, because in addition to establishing employment, they are also familiar with disability issues. The recommendation given by the author is that in the future all companies can implement inclusive communication strategies if they want to empower people with disabilities in their organization.

Keywords: *Inclusive Communication Strategy, Inclusive Communication, Disabled Employee, Sunyi House of Coffee and Hope.*

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