

PERAN KOMUNIKASI NON VERBAL DALAM PROSES PEMBERDAYAAN MASYARAKAT KEPADA PENYANDANGDISABILITAS DI SUNYI *HOUSE OF COFFEE AND HOPE*.

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ABSTRAK

Penyandang disabilitas merupakan istilah yang digunakan untuk menggambarkan kondisi dimana seseorang yang mengalami kekurangan atau kehilangan kemampuannya. Berdasarkan Undang-Undang Nomor 8 Tahun 2016 tentang penyandang disabilitas mengkategorikan ragam disabilitas, yaitu disabilitas fisik, disabilitas intelektual, disabilitas mental dan disabilitas sensorik. penyandang disabilitas pada saat ini masih jauh dari kata adil dimana diskriminasi masih terjadi. Diskriminasi yang didapatpun terkait dengan pemenuhan hak seperti pendidikan dan pekerjaan. Penelitian ini bertujuan untuk mengetahui komunikasi non verbal dalam proses pemberdayaan masyarakat kepada penyandang disabilitas di Sunyi House Of Coffee and Hope. Metode pada penelitian ini menggunakan pendekatan kualitatif studi kasus dengan menggunakan data dari hasil observasi, wawancara, serta dokumentasi. Teori pada yang digunakan yaitu teori interaksi simbolik. Hasil penelitian menunjukkan bahwa bahasa isyarat di Sunyi *House Coffee and Hope* merupakan alat komunikasi yang berperan penting dan utama karena semua kegiatan komunikasi hanya dapat melalui komunikasi non verbal saja baik pada saat pelatihan menjadi barista berlangsung sampai berkomunikasi dengan pelanggan. Komunikasi non verbal baik dengan bahasa isyarat maupun tulisan merupakan benang merah antara para pelanggan dan pihak management kafe serta pemberdayaan masyarakat yang dilakukan oleh Sunyi House Of Coffee And Hope membantu para penyandang disabilitas memiliki hak yang sama dengan masyarakat umum lainnya guna mencapai kesetaraan dan membantu menyelesaikan permasalahan masyarakat. Sunyi House Of Coffee And Hope menggunakan pendekatan social entrepreneurship dengan tujuan utama yakni untuk menyelesaikan masalah masyarakat dan yang kedua mendapatkan profit untuk menyelesaikan masalah masyarakat yang lebih besar lagi.

Kata kunci: Komunikasi Non-Verbal, Penyandang Disabilitas, Pemberdayaan

THE ROLE OF NON VERBAL COMMUNICATION IN THE PROCESS OF EMPOWERING COMMUNITY FOR PEOPLE WITH DISABILITIES IN SUNYI HOUSE OF COFFEE AND HOPE.

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ABSTRACT

Non-verbal communication in the form of sign language is very influential and has an important role for people with hearing and speech impairments because sign language is a tool for them to carry out communication activities. Persons with disabilities is a term used to describe conditions in which a person experiences disabilities or loses his / her abilities. Based on UU NO 8 2016 about persons with disabilities, various types of disabilities are categorized, namely physical disabilities, intellectual disabilities, mental disabilities and sensory disabilities. Currently people with disabilities are still far from being fair where discrimination still often occurs and negative understanding or negative awareness of disabilities is one of the common factors in the occurrence of discriminatory behavior among the community. The discrimination that you get is related to the fulfillment of rights such as education and work. This study aims to determine non-verbal communication in the community empowerment process for persons with disabilities in Sunyi House Of Coffee and Hope. This research method uses a qualitative case study approach using data from observations, interviews, and documentation.. The theory used is the symbolic interaction theory. The results showed that sign language at Sunyi House Coffee and Hope is a communication tool that plays an important and main role because all communication activities can only be done through non-verbal communication, both during training to become a barista until communicating with customers. Non-verbal communication, both in sign language and in writing, is a common thread between customers and the cafe management and social empowerment carried out by Sunyi House Of Coffee And Hope helps people with disabilities have the same rights as other general public in order to achieve equality and help solve problems Public. Sunyi House Of Coffee And Hope uses a social entrepreneurship approach with the main goal of solving community problems and secondly getting profits to solve bigger community problems.

Keywords: Non-verbal communication, Disabilities, Empowerment