

PENGARUH PEMBELAJARAN INKLUSIF SUNYI ACADEMY TERHADAP TINGKAT PENILAIAN SOSIAL DAN CITRA DISABILITAS

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ABSTRAK

Di Indonesia, penyandang disabilitas masih menghadapi stigma negatif, keterbatasan akses pendidikan, serta ketimpangan kesempatan kerja, sehingga penilaian sosial dan citra terhadap disabilitas cenderung bersifat eksklusif dan diskriminatif. Sunyi *House of Coffee and Hope* melalui program pembelajaran inklusif Sunyi Academy menawarkan model pemberdayaan yang memfokuskan pada pengembangan *hard skill* dan *soft skill* kerja bagi penyandang disabilitas. Penelitian ini bertujuan untuk menganalisis sejauh mana pembelajaran inklusif Sunyi Academy memengaruhi peningkatan penilaian sosial dan pembentukan citra positif penyandang disabilitas di mata konsumen. Penelitian menggunakan metode kuantitatif dengan pendekatan eksplanatif, berbasis paradigma positivistik, dengan teknik survei melalui kuesioner yang disebarakan kepada 100 responden konsumen Sunyi *House of Coffee and Hope*. Hasil penelitian menunjukkan bahwa pembelajaran inklusif Sunyi Academy berpengaruh signifikan dan positif terhadap penilaian sosial disabilitas ($r = 0,887$; $R^2 = 0,786$; sig. 0,001) dan citra disabilitas ($r = 0,778$; $R^2 = 0,605$; sig. 0,001). Temuan ini mengindikasikan bahwa semakin baik pelaksanaan pembelajaran inklusif, semakin tinggi pula penilaian sosial dan citra positif terhadap penyandang disabilitas di mata konsumen. Ditinjau melalui Teori Pengaruh Sosial Kelman, hasil penelitian menunjukkan bahwa pengalaman langsung konsumen dalam berinteraksi dengan karyawan penyandang disabilitas mendorong perubahan sikap melalui tahapan *compliance*, *identification*, hingga *internalization*, sehingga penilaian sosial dan citra disabilitas bergeser dari stigma negatif menuju penerimaan dan pengakuan terhadap kompetensi mereka.

Kata Kunci: Citra Disabilitas, Penilaian Sosial, Penyandang Disabilitas, Sunyi Academy, Teori Pengaruh Sosial

THE EFFECT OF SUNYI ACADEMY'S INCLUSIVE LEARNING ON THE LEVEL OF SOCIAL ASSESSMENT AND DISABILITY IMAGE

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ABSTRACT

In Indonesia, people with disabilities still face negative stigma, limited access to education, and unequal employment opportunities, resulting in social assessments and images of disability that tend to be exclusive and discriminatory. Sunyi House of Coffee and Hope, through its Sunyi Academy inclusive learning program, offers an empowerment model that focuses on developing hard and soft skills for people with disabilities. This study aims to analyze the extent to which Sunyi Academy inclusive learning influences the improvement of social assessments and the formation of a positive image of people with disabilities in the eyes of consumers. The study used a quantitative method with an explanatory approach, based on a positivistic paradigm, using a survey technique through questionnaires distributed to 100 consumer respondents of Sunyi House of Coffee and Hope. The results showed that Sunyi Academy inclusive learning had a significant and positive effect on social assessments of disability ($r = 0.887$; $R^2 = 0.786$; sig. 0.001) and the image of disability ($r = 0.778$; $R^2 = 0.605$; sig. 0.001). These findings indicate that the better the implementation of inclusive learning, the higher the social assessment and positive image of people with disabilities in the eyes of consumers. Reviewed through Kelman's Social Influence Theory, the results of the study show that consumers' direct experience in interacting with employees with disabilities encourages attitudinal changes through the stages of compliance, identification, and internalization, so that the social assessment and image of disability shifts from negative stigma to acceptance and recognition of their competence.

Keywords: Disability Image, Social Assessment, Sunyi Academy, Social Influence Theory, People with Disabilities