

ABSTRAK

Sunyi *House of Coffee and Hope* merupakan kafe inklusif yang mempekerjakan penyandang disabilitas sensorik, khususnya tunarungu dan tunawicara, sehingga interaksi dengan pelanggan didominasi oleh komunikasi nonverbal dan bahasa isyarat. Meskipun terdapat keterbatasan komunikasi verbal, kafe ini tetap diminati dan memiliki pelanggan yang datang berulang kali, sehingga memunculkan fenomena menarik terkait pengalaman komunikasi yang terbentuk. Penelitian ini bertujuan untuk mengeksplorasi pengalaman komunikasi pelanggan saat berkunjung dan berinteraksi dengan pekerja disabilitas di Sunyi *House of Coffee and Hope* cabang Barito. Penelitian ini menggunakan pendekatan kualitatif dengan metode fenomenologi Alfred Schutz untuk memahami makna subjektif dari pengalaman pelanggan. Data dikumpulkan melalui wawancara mendalam semi terstruktur terhadap pelanggan yang telah berkunjung lebih dari satu kali serta didukung oleh observasi langsung. Analisis data menggunakan model Miles dan Huberman melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan dengan proses coding berupa open coding, axial coding, dan selective coding. Hasil penelitian menunjukkan bahwa pengalaman komunikasi pelanggan terbentuk melalui *because motive* yang didasari oleh pengetahuan dan pengalaman sebelumnya, rasa penasaran, ketertarikan terhadap konsep inklusif, dan minimnya interaksi dengan penyandang disabilitas. Serta *in order to motive* yang terlihat dari meningkatnya apresiasi terhadap inklusivitas, keinginan untuk kembali, serta kecenderungan merekomendasikan cafe. Interaksi nonverbal menghadirkan tantangan dan hambatan, namun juga mendorong proses adaptasi, interpretasi makna, serta munculnya empati dan kesadaran inklusivitas. Keterbatasan komunikasi verbal tetap menjadi hambatan pada awal interaksi bagi sebagian pelanggan, namun melalui proses adaptasi, hambatan tersebut dapat disikapi hingga membentuk pengalaman komunikasi yang bermakna dalam konteks sosial yang inklusif.

Kata kunci: Disabilitas, Fenomenologi, Pelanggan

ABSTRACT

Sunyi House of Coffee and Hope is an inclusive café that employs persons with sensory disabilities, particularly individuals who are deaf and non-verbal. As a result, interactions between workers and customers are predominantly carried out through nonverbal communication and sign language. Despite the limitations in verbal communication, the café continues to attract visitors, including repeat customers, which presents an interesting phenomenon regarding the communication experiences formed within this inclusive environment. This study aims to explore the communication experiences of customers when visiting and interacting with workers with disabilities at Sunyi House of Coffee and Hope, Barito branch. This study employed a qualitative approach using Alfred Schutz's phenomenological method to understand the subjective meanings behind customers' experiences. Data were collected through semi-structured in-depth interviews with customers who had visited the café more than once, supported by direct observation. The data were analyzed using the Miles and Huberman interactive model through the stages of data reduction, data display, and conclusion drawing. In addition, the analysis process involved open coding, axial coding, and selective coding. The findings show that customers' communication experiences were shaped through because motives, which were influenced by prior knowledge and experiences, curiosity, interest in the concept of inclusivity, and limited previous interaction with persons with disabilities. Meanwhile, in-order-to motives were reflected in customers' increased appreciation of inclusivity, their intention to revisit the café, and their tendency to recommend it to others. Nonverbal interactions presented challenges and barriers, but also encouraged processes of adaptation, meaning interpretation, as well as the development of empathy and awareness of inclusivity. Limitations in verbal communication remained an initial barrier for some customers during the interaction process. However, through adaptation, these barriers were gradually managed, leading to meaningful communication experiences within an inclusive social context.

Keywords: *Disability, Customers, Phenomenology*