

VARINDA RAHMA. 2025. Empowerment Of People With Disabilities Through Inclusive Coffee Activities Of Rumah Kreatif Tamiang, Aceh Tamiang District (Studi Kasus : Program *Corporate Social Responsibility* PT. Pertamina Exploration and Production). Under direction by Nanik Dara Senjawati.

ABSTRACT

This study aims to examine the CSR Inclusive Coffee Program activities of Tamiang Creative House PT. Pertamina Exploration and Production and to examine the empowerment process of people with disabilities in Aceh Tamiang Regency through the Corporate Social Responsibility (CSR) program "Inklusi Coffee" by PT. Pertamina Exploration and Production. (1) An inclusive Coffee activity initiated by PT. Pertamina Exploration and Production that empowers people with disabilities to develop themselves and their creativity through Coffee shop businesses. This study uses a qualitative approach with a case study method. Data collection was carried out through interviews, observations, and documentation with informants selected by purposive sampling. (2) The results of the study show that the empowerment process goes through three fundamental stages: awareness, capacity building, and empowerment. The awareness stage is carried out through Focus Group Discussions (FGD) to build self-confidence. The capacity building stage includes F&B technical training, business management, and the provision of disability-friendly and sustainable infrastructure such as Solar Power Plants (PLTS). The empowerment stage is realized by gradually handing over the authority to manage the cafe to disabled workers to encourage independence. The program has succeeded in significantly improving the economic conditions of participants with incomes above the minimum wage, as well as increasing their self-confidence and social integration, turning Inklusi Coffee into a successful empowerment model. The results of this study also present a comparison of the socio-economic conditions of people with disabilities before and after the Inklusi Coffee business activity.

Keywords : *Coffee Inclusion, Community Empowerment, People with Disabilities, Corporate Social Responsibility.*

VARINDA RAHMA. 2025. Pemberdayaan Penyandang Disabilitas Melalui Kegiatan Inklusi *Coffee* Rumah Kreatif Tamiang Kabupaten Aceh Tamiang (Studi Kasus : Program *Corporate Social Responsibility* PT. Pertamina Eksplorasi dan Produksi). Di bawah arahan Nanik Dara Senjawati.

ABSTRAK

Penelitian ini bertujuan untuk mengkaji kegiatan Inklusi *Coffee* program CSR Rumah Kreatif Tamiang PT. Pertamina Eksplorasi dan Produksi dan untuk mengkaji proses pemberdayaan penyandang disabilitas di Kabupaten Aceh Tamiang melalui program *Corporate Social Responsibility* (CSR) “Inklusi *Coffee*” oleh PT. Pertamina Ekplorasi dan Produksi. (1) Kegiatan inklusi *Coffee* yang diinisiasi oleh PT. Pertamina Eksplorasi dan Produksi yang memberdayakan para penyandang disabilitas untuk melakukan pengembangan diri dan kreativitas melalui usaha *Coffeeshop*. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi dengan informan yang dipilih secara purposive sampling. (2) Hasil penelitian menunjukkan bahwa proses pemberdayaan melalui tiga tahapan mendasar yaitu penyadaran, peningkatan kapasitas, dan pemberdayaan. Tahap penyadaran dilakukan melalui *Focus Group Discussion* (FGD) untuk membangun rasa percaya diri. Tahap peningkatan kapasitas meliputi pelatihan teknis F&B, manajemen usaha, dan penyediaan infrastruktur yang ramah disabilitas dan berkelanjutan seperti Pembangkit Listrik Tenaga Surya (PLTS). Tahap pemberian daya diwujudkan dengan menyerahkan kewenangan pengelolaan kafe secara bertahap kepada pekerja disabilitas untuk mendorong kemandirian. Program ini telah berhasil meningkatkan kondisi ekonomi peserta berpenghasilan di atas upah minimum secara signifikan, serta meningkatkan kepercayaan diri dan integrasi sosial mereka, menjadikan Inklusi *Coffee* sebagai model pemberdayaan yang sukses. Hasil penelitian ini juga menyajikan perbandingan kondisi sosial ekonomi masyarakat penyandang disabilitas sebelum dan sesudah adanya kegiatan usaha Inklusi *Coffee*.

Kata Kunci : Inklusi *Coffee*,Pemberdayaan Masyarakat, Penyandang Disabilitas, Tanggung Jawab Sosial Perusahaan.