

Two-Way Symmetrical Model in Enhancing Inclusivity : A Case Study of Sunyi Coffee

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ABSTRAK

Inklusivitas di Indonesia, khususnya di Jakarta, mulai menjadi isu yang kasat mata dan mulai diperhatikan. Isu ini tidak hanya dari segi sosial, tetapi juga dari segi pekerjaan. Pekerjaan kini mulai mempekerjakan penyandang disabilitas, tetapi jumlahnya belum banyak dan masih banyak orang yang belum terbiasa berinteraksi dengan penyandang disabilitas karena stigma sosial terkait disabilitas. Penelitian ini mengeksplorasi peran hubungan masyarakat dalam mempromosikan inklusivitas dan menumbuhkan keterlibatan antara karyawan tuna rungu dan pelanggan di Sunyi Coffee, sebuah kafe yang sadar sosial di Indonesia. Dipandu oleh Model Simetris Dua Arah, penelitian ini menganalisis kesenjangan dalam interaksi dan memberikan rekomendasi yang dapat ditindaklanjuti untuk strategi mendatang. Dengan menggunakan metode kualitatif, termasuk wawancara, observasi, dan analisis kasus, penelitian ini menekankan pentingnya komunikasi terbuka dalam membangun komunitas digital yang dinamis dan inklusif. Temuan ini menawarkan wawasan praktis bagi organisasi yang bertujuan untuk meningkatkan inklusivitas dan hubungan pelanggan melalui platform digital.

Kata kunci: inklusivitas; disabilitas; keberagaman ; hubungan masyarakat; komunitas

ABSTRACT

Inclusivity in Indonesia, especially in Jakarta, is starting to become a visible issue and is starting to be noticed. This issue is not only from a social perspective, but also from a work perspective. Jobs are now starting to employ people with disabilities, but the number is not large and there are still many people who are not used to interacting with people with disabilities because of the social stigma related to disability. This study explores the role of public relations in promoting inclusivity and fostering engagement between deaf employees and customers at Sunyi Coffee, a socially conscious café in Indonesia. Guided by the Two-Way Symmetrical Model, the research analyzes gaps in interactions and provides actionable recommendations for future strategies. Using qualitative methods, including interviews, observations, and case analysis, this study emphasizes the importance of open communication in building a vibrant and inclusive digital community. The findings offer practical insights for organizations aiming to enhance inclusivity and customer relationships through digital platforms.

Key words: inclusivity; disability; diversity ; public relations; community

INTRODUCTION

Humans are diverse, each born different and unique from the other with their distinct traits including the physical attributes of one's size, skin color, height, and many more. One such aspect of human diversity is physical disability. People with physical disabilities often encounter stigma, which manifests in an array of reactions from the physically abled such as fear, pity, patronization, intrusive gazes, discomfort, or disregard. This often limits the ability of people with disabilities to access social places, along with their associated benefits and resources, causing them to experience rejection, revulsion, loss of community, anxiety, and self-doubt. Research studies have consistently highlighted the presence of discrimination against physically disabled individuals throughout all phases of a disaster cycle. Visible barriers such as inadequate physical access to buildings, transportation, as well as other disaster-related services significantly contribute to their challenges (Peek & Stough, 2010)

This does not differ from what is faced by people with disabilities in Indonesia, where they are more often considered an embarrassment and continuously struggle to fit in society. They have become victims of bullying and objects of societal discrimination and fear. Therefore, disability is not an attribute of an individual, but rather a complex collection of conditions constructed by society. Hence, if these barriers are removed, people with disabilities can be independent and equal to other able individuals within society.

The Coordinating Ministry of Human Development and Culture reported that in 2022, Indonesia is home to 22.97 million disabled individuals (Supanji, 2023). However, data from the Bureau of Statistics showed that only 720,748 (or 3.13% of those 22.97 million) of them were employed, while the vast majority still remain unemployed and encountering significant challenges in securing jobs (Badan Pusat Statistik [BPS], 2022).

The primary force behind this substantial gap is due to that same stigma itself, which creates further obstacles for people with disabilities to access proper education and training that are essential resources to meet workforce requirements. This creates further disparity not only towards their participation in the current economy but also reinforces patterns of marginalization and social isolation.

Equal access for the disabled is a human rights concern and has been fought for by existing disability rights movements (laws, policies, practices, or strategies) that aim to secure equal opportunities and equal rights for disabled persons. Indonesia included, has enacted a law on people with disabilities. However, the government has not yet issued government regulations for implementation, as many regional officials tend to treat disabled people as charity cases without any actual intention to empower them. There are too few working fields that indicate the government is doing its best to ensure disability inclusion.

With the ongoing challenges that persist in efforts of providing equal access and opportunities for disabled people in Indonesia, the active engagement of socially conscious groups, including

Gen-Z, could play a pivotal role as a catalyst in making real change and momentum for greater inclusion. In fact, according to an article by Forbes, as the most diverse generation, Gen Zs have shown to be the most socially conscious, having shown active support and participation towards striving for equality among different social groups. This has also been reflected in their effort to ensure that every penny spent is to support a good cause, which not only reflects their values but also provides an apparent change. (Forbes, 2021). By being more tech-savvy and spending their time online, they have utilized the tool of social media as a medium of expressing their support and engaging for the greater good. Therefore, combining the two, alongside the growing support and visibility of disability on mainstream media, is an opportunity for many industries to foster relationships and increase engagement with their customers not only in an offline, but online setting as well. (Azhar et al., 2023)

The coffee industry in Indonesia is witnessing significant growth, driven by the rising domestic coffee consumption behavior as one of the biggest contributors. In 2022, cafés and bars in Indonesia achieved sales of roughly 1.9 billion USD (around IDR 30.2 trillion). This market is projected to grow further, potentially reaching 3.8 billion USD by 2026 thanks to Gen Z and Millennials. These types of generations are likely to be seen in coffee shops nationwide. Weekdays to weekends people come to coffee shops just to socialize with friends, business meetings, and even work from the café, shaping coffee trends rapidly. (Statista, 2022). Many coffee shops tend to sell their own unique selling point such as classy ambience and industrial design, while others employ a more unique and noble approach, such as Sunyi Coffee, which distinguishes themselves by employing people with disabilities, especially the deaf community, offering a unique blend of diversity and inclusivity.

Sunyi Coffee is a coffee shop dedicated to providing work opportunities for disabled communities. First emerged as an idea in 2016 by co-founders Mario Gultom and Almas Nizar, rooted from their collective understanding of the need to address limited career opportunities for the disabled community, especially with the trying times of the current economy. This reality was felt by Sunyi Coffee's senior barista, Diana, claiming "It was especially difficult for disabled individuals like me in find employment opportunities due to reluctance in accepting us in the workplace as a result of bias rooted from misconceptions that we lack capabilities, when we really do have potential." (interview, January 3, 2024). Recognizing the rapid growth of SMEs, specifically the sub-category of Indonesia's food and beverage industry, they would realize their initiative in the form of a coffee shop, launching its first branch in Fatmawati Street back in 2019. As of 2024, the cafe has three (3) active branches in Bekasi, Alam Sutera and Barito.

The team at Sunyi Coffee makes it their vision to be ambassadors of the disabled community through the food and beverages landscape, preparing them for the real world and the limited work opportunities that it has to offer, whilst at the same time striving to educate people regarding the disabled community with hopes of breaking the negative stigma that has been constructed by society for years. To achieve the said vision, Sunyi Coffee has established a set of missions that revolves around elevating and refining the skills of members in the disability community and providing them with opportunities through the workplace as a means for them

to learn and work, whilst at the same time ensuring that Sunyi Coffee as a business grows and continues to become even more profitable, providing a foundation for the business to further expand their purposeful movement through continuous innovation and identification of new business opportunities.

To achieve the mission of creating inclusivity and reducing disparities between the physically able and disabled, Sunyi Academy was established. Through this program, Sunyi Coffee provides the disabled community with an education-based foundation that equips them with the necessary skill sets to strive and survive in the real world and job landscape, particularly entrepreneurial skills. Therefore, they are not only prepared for a successful career in the industry but also empowers them to greater independent business opportunities that allows them to ultimately achieve financial independence that leads them to better life quality and prospective future. In an interview with one of the cafe's staff, Diana, she explained the opportunities that Sunyi Coffee has offered for her future, stating "At Sunyi, I feel comfortable and happy working here. I feel at ease when envisioning a secure future, even into old age, which holds great meaning for me" (interview, January 3, 2024).

The company also strives to educate society regarding the disability community in hopes of breaking the negative stigma that has been constructed by society over the years, expressing their ultimate commitment to educate and promote disability awareness through coffee. In an interview with owner, Mario Gultom, he stated that "There are many cafes that can provide delicious coffee, but not interacting closely within the disabled community that we have offered." (interview, January 3, 2024). In their cafe, customers, are able to immerse themselves in the inclusive experience that is offered, starting from interacting with their staff using sign language when ordering food/drinks, request sign language lessons with the baristas, as well as getting a closer look at the cafe's interior and exterior features that cater to a variety of physical disabilities, starting from the spiral ramp that leads to the cafe's front which enables safe wheelchair navigation, tactile ground surface indicators to guide the visually impaired, and the spacious indoor area of the cafe, with tables purposefully placed at a distance from each other to allow easy movement for visitors in wheelchairs or walking aids. To expand their efforts, the cafe has also collaborated with other companies and public figures, whether it be in the form of training programs, social media content, and special coffee menus.

Overall, Sunyi Coffee has successfully carved their unique identity, because unlike the numerous average cafes that align the cities of Jakarta alone, Sunyi Coffee centers its brand as being ambassadors of inclusivity by combining their operational practices with missions of achieving disability visibility and equality from a cup of coffee. However, through further observation and interviews with the owner of Sunyi Coffee, limitations were identified in their efforts of opportunities for fostering meaningful and deeper engagement between the staff and customers of Sunyi Coffee. While encouraging customers to order in sign language is an important effort towards promoting inclusivity that shouldn't go unnoticed, it heavily relies on the functional aspects of the cafe's services and does not go beyond the transactional level. These modes of interaction lack in depth and continuity for building sustainable relationships with customers. Additionally, most of their efforts are confined to the physical environment of

their cafe. Especially in the current digital era where many customers now have utilised to interact with different brands. This limits the potential of outreach in disability visibility and inclusivity that Sunyi Coffee can achieve, underutilizing and unrealizing the full potential of fostering deeper and more meaningful engagements with their customers.

Taking on the role of PR practitioners, the researchers of this written work believe that public relations extends beyond merely informing the public, but also involves fostering interaction, active engagement and mutual understanding. In the context of Sunyi Coffee, this research is conducted with the objective to directly address the need to enhance meaningful engagements between their disabled staff and customers by focusing on creating an opportunity for deeper connections at Sunyi Coffee through shared experiences, storytelling and even words of encouragement for both parties, creating a “comfort space” while breaking down physical barriers of communication that are present in existing offline-focused interactions, and instead enabling inclusive engagement across the digital sphere by utilizing the increasingly ingrained role of social media in the current new era that persists. To ensure that the following objective is achieved, the Two-Way Symmetrical Model by James E. Grunig and Todd Hunt are adopted.

The Two-Way Symmetrical Model of public relations, introduced by James E. Grunig and Todd Hunt (1984), is one of the cornerstones of modern public relations theory. It explores and emphasizes the importance of mutual understanding and reciprocity in communications, where organizations and their publics can actively engage in dialogue to influence each other’s perspectives. The model contradicts earlier single directional approaches by prioritizing ethics, transparency, and mutual benefit (Grunig, 2006). In an expansion and exploration conducted by Heath and Ni (2019), the researchers highlighted its adaptability in addressing societal inequalities, as it promotes inclusivity and fairness in stakeholder communication with organizations. In the digital age, the model has evolved to include online interaction, allowing dialogic engagements that enable real-time feedback and collaboration in problem solving (Kent & Taylor, 2021). The model’s application is particularly relevant in scenarios involving marginalized communities, as it seeks to amplify their voices and integrate their needs in organizations strategies, showing and ensuring that communication efforts contribute to social equity and trust-building in modern public relations.

Inclusivity in the workplace has continued to gain traction in modern society, particularly as more companies are made that hire people with disabilities. These challenges have exposed the need for organizations to adopt inclusive practices that create a sense of belonging and equal opportunity for all employees. Research conducted by Lindsey et al. (2018) shows the role of organizational culture when it comes to promoting and creating inclusivity, suggesting that these environments are characterized by mutual respect, shared values, and open communication. For service oriented businesses like Sunyi Coffee, inclusiveness extends beyond the hiring practices into the interactions between customers and employees. Yusof et al. (2020) emphasizes the importance of training and awareness programs in equipping staff and customers with the tools to interact meaningfully, therefore creating a more inclusive environment for people with disabilities in and around organizations.

Public relations plays an important part in shaping public perceptions and forming positive relationships between organizations and their stakeholders. Smith (2021) argues that effective PR is not just about disseminating information, but also about understanding and addressing the concerns of the organization's diverse public. For inclusive businesses like Sunyi Coffee, this involved creating opportunities for dialogue that challenge social stereotypes about the disabled. Dialogues between those with disabilities and those who do not are particularly effective in making people aware and receptive of disabled individuals participating in society. Kent and Taylor (2021) state and identify that mutuality, empathy, and commitment are key principles in dialogic engagement, which can be used to build trust and understanding between organizations and their publics. By applying this practice, Sunyi Coffee could apply meaningful interactions between their employees and customers, creating a more deep sense of community with the people they serve.

Digital platforms provide unparalleled opportunities for engagement and the practice of inclusivity. Social media channels such as Instagram let organizations reach diverse audiences while facilitating two-way communication. Rybalko and Seltzer (2019) argue that effective digital communication requires more than just content dissemination; it involves creating a space for dialogue and collaboration. By leveraging social media more, Sunyi Coffee can create more understanding and empathy for their baristas with their customers, allowing them to increase their goals of an inclusive cafe. However, achieving meaningful online engagement requires an organization to conduct careful planning and execution. Kane and Alvani (2014) explore and highlight the importance of accessible digital design, focusing on the importance of features like alt text, captions, and intuitive interfaces. These considerations are important for Sunyi Coffee especially as they discuss accessibility as a main contingent of their mission. Alongside that, Freeman et al. (2020) suggests that organizations must actively address digital exclusion by providing support to ensure all stakeholders can participate fully in online interaction.

Despite the opportunities offered by digital platforms like Instagram as mentioned above, barriers to engagement remain. Chen and Lin (2020) explore how creating meaningful connections between employees and customers requires not only the digital tools available, but also authentic, human-centered communication strategies. For Sunyi Coffee, this involves both sharing stories of the deaf employees of the cafe and creating spaces where customers can actively engage with and learn from their experiences. O'Connor and Shumate (2018) express the importance of measuring the impact of engagement initiatives, suggesting that organizations use metrics like sentiment analysis and interaction rates to assess their strategies' effectiveness. This data-driven approach can help organizations like Sunyi Coffee refine their campaigns and ensure they meet their inclusivity and engagement goals.

Sunyi Coffee themselves has been subject to multiple research studies. In one study, Novita and Winduwati (2021) highlight the integration of public relations and inclusivity in a real-world setting. Their study explores Sunyi Coffee's communication strategies in branding itself as a "disability-friendly" cafe. The study exemplifies how the cafe engages both employees and customers in its narrative, showing itself to be a space of inclusion and empowerment.

Adding on to this, studies on inclusive communication frameworks (Atlantis Press, 2021) reveal that Sunyi Coffee uses social media campaigns to bridge gaps between the disabled community and broader society through posts and audience interaction. In the final study on the topic of Sunyi Coffee, Rahmatika (2022) explores how Sunyi Coffee Tailors its strategies around the theme of disability employment, presenting it as a key factor in its marketing approach. The strategy serves as a social mission and also as a business differentiation tactic in the competitive coffee shop market of Greater Jakarta. The findings resonate with broader discussions of public relations strategies in inclusive business and how they can intertwine social causes and market positioning to effectively engage diverse audiences.

Overall, this review has explored how the Two-Way Symmetrical Model of public relations would be useful in the context of a future Sunyi Coffee strategy. It also explores the use of digital platforms and how different PR strategies can be used alongside inclusivity. It explored the relationship between interaction with customers and how dialogue between people with disability creates more avenues for understanding and empathy and how opening these dialogues between employees and customers allows for a better understanding and fulfillment of Sunyi Coffee's mission. Finally, other studies involving Sunyi Coffee were explored and dissected in a manner that showed how the organization combines both PR strategy with a social mission to help and provide places for disabled individuals to participate in society.

Furthermore, the review conducted also allowed the identification of a noticeable gap in existing literature concerning the application of the two-way symmetrical model in businesses that employ individuals with disabilities, particularly in regard to their engagement strategies in the digital sphere. Additionally, existing research on Sunyi Coffee centers around marketing and branding efforts. Therefore, this further amplifies the novelty behind the conducted research which instead will adopt the two-way symmetrical model to provide a solution in achieving inclusivity through fostered engagement between staff and customers of Sunyi Coffee online, shifting away the focus of more surface-level "traditional" marketing goals to an approach that places importance of continuity of meaningful engagements and relationships.

Therefore, advantages of this conducted research can be derived, both academically and practically. Academically, this research can contribute to further understanding in the adoption of the Two Way Symmetrical Model for businesses that employ individuals with disabilities in their efforts to foster inclusive engagement. Practically, this study will provide Sunyi Coffee with a strategy that allows them to fulfill their maximum potential in fostering engagement between their staff and customers beyond its physical coffee shop, and through different digital platforms.

METHOD

This study uses a descriptive qualitative methodology guided by the Two-Way Symmetrical Model of public relations (Grunig & Hunt, 1984). The study centers Sunyi Coffee, and examines how inclusive communication strategies create engagement between deaf employees

and customers both online and offline and recommendations for a strategy that could be conducted by the cafe.

Data Collection will be processed through:

1. **Interviews:** Loosely structured interviews were conducted with two deaf employees of the cafe and the owner of the organization, Mario Gultom. The interviews aimed to find the perspectives of these individuals on inclusivity, communication challenges, and strategies for creating good communication between employees and customers, overall aligning with the Two-Way Symmetrical Model's focus of including stakeholder feedback (Grunig, 2006).
2. **Observations:** A two month observation period documented the interactions between employees and customers in the cafe. It aimed to provide insights on the application of inclusivity and communications practices discussed in the introduction, in the real world setting of the cafe.
3. **Digital Platform Analyzation:** The Instagram account of Sunyi Coffee was explored and analyzed to see how the online tools are used by the organization to create and facilitate dialogue, inclusivity, and customer engagement. The analysis was conducted based on Kent and Taylor's (2021) dialogic communication framework which is a complement of the principles of Two-Way Symmetrical public relations.

Analytical Framework

As the study uses the Two-Way Symmetrical Model to guide the research, the analytical framework uses it to explore:

1. **Situation Analysis:** Identifying the common communication practices and challenges and creating good and meaningful interactions with stakeholders.
2. **Mutual Understanding:** Evaluating how inclusive strategies create and maintain mutual respect and shared goals between the organization and its publics.
3. **Feedback and Dialogue:** Exploring the effectiveness of the feedback mechanisms and opportunities for two-way communication offline and online.

Ethical Considerations

Ethical principles were adhered to strictly which included: securing informed consent during the interviews, maintaining confidentiality throughout all the interviews and observations. The study was conducted and focused on transparency and respect for all participants involved.

RESULT AND DISCUSSION

As advocates of inclusivity for the disabled community, Sunyi Coffee prioritises on creating lasting impressions, engaging in both offline and online practices. Walking out of the cafe,

customers don't just take away a cup of coffee, but also a memorable experience from hands-on encounters of true diversity and inclusivity. In the physical vicinity of the cafe, customers are encouraged to communicate with the deaf staff of the cafe using sign language and are also able to get closer look on the architectural aspect of the building that was made to cater different physical disabilities which could not be experienced in other cafes that crowd the bustling city of Jakarta. Launching in the current new digital era, Sunyi Coffee has also established their presence online by opening their own social media account on Instagram and TikTok, garnering quite the following of 40.4 thousand, 20.3 thousand followers respectively, as well as a YouTube account with 430 subscribers - with the first two being their most frequently used platforms as seen by the higher frequency of posts uploaded.

Focusing specifically on their Instagram account (@SunyiCoffee), the content that has been shared on the platform is diverse. Some of their posts would include (1) engaging in different trends and challenges to promote the cafe, (2) promoting special events and collaborations with different brands and public figures, (3) behind-the-scenes glimpse of the team at Sunyi Coffee, more often their deaf baristas. With over 1000 thousand posts to date, ultimately the content shared would bear the consistency of always placing the disabled staff front and center, specifically highlighting their skills and stories. This was highlighted by owner, Mario Gultom, in the conducted interview, stating that most existing content surrounding the disabled community adopt the guilt-bait approach, evoking pity by showcasing clips of struggles with sad background music. Instead, Sunyi Coffee took the opposite approach and always showcased their staff in a positive manner, with the staff always smiling and joking around in the uploaded content. Ultimately the message that their staff as members of the disabled community are no less human than the physically able, promoting inclusivity.

Although their current efforts in promoting inclusivity have been extensive, findings towards Sunyi Coffee's potential to foster staff-customer engagement and relationships, specifically in the digital realm, were identified. The first finding would be the limitations that come with the opportunities for the staff and customers of Sunyi Coffee to directly engage, as customers must visit and be physically present in the cafe for it to happen. Even more so, these interactions are mostly transactional and lack depth, providing less room for any meaningful interaction to happen. Further observation conducted in the cafe area also identified the non-compulsory manner to order in sign language which the owner states is to prevent discomfort from customers, and hence they would opt to simply point to the menu. Furthermore, instead of requesting the sign language lessons that the cafe provides, most customers would prefer to attend to their own personal activities in front of their laptops.

The second finding also surrounds the limited engagement between customers and baristas in all social media platforms that Sunyi Coffee engages in. As elaborated previously, it could be identified that their current digital content strategy revolves around uploading photos and videos that are mainly informational and adopting one-way communication patterns, providing less room for interaction and feedback. Furthermore, an analysis on their content also indicated minimum interaction from a low comment to like ratio, with each post receiving an average of 100+ likes and 10 comments. It was also identified that comments, even ones seeking answers

from the Sunyi Coffee team, were also left unresponded. Ultimately, the level of inclusivity and engagement that was provided in-store was not mirrored in their digital presence, hindering the cafe's opportunity to foster engagement beyond the physical space.

Through the lens of Grunig and Hunt's Two Way Symmetrical Model (1984), the combination of the two findings further suggests that Sunyi Coffee has not been maximizing their efforts in reaching their full potential of their employee - customer engagement and relationship, especially evident in the lack of reciprocal communication in their existing social media platforms. This is a disconnect between the expectations of Gen-Z customers that not only comprises a significant portion of Sunyi Coffee's customers, but as highlighted previously, also plays an important role in the expansion of inclusivity online due to their dedication for the existing social issue. Therefore, although the current strategies that are being adopted by Sunyi Coffee resonate with the values of their Gen-Z customers, they fall short of meaningful interactions and reciprocal dialogue towards a social group that extremely values connection through the digital sphere of social media. Therefore, to further achieve their vision and mission, Sunyi Coffee needs to adopt a social media framework which provides clear guidelines on creating engaging content that will stimulate two-way communication based on mutual respect and shared goals of inclusion and disability visibility with their customers.

Therefore, assuming the role of PR practitioners to guide Sunyi Coffee towards the objective of directly addressing the need to enhance meaningful engagements between their disabled staff and Gen-Z customers, Grunig and Hunt's Two Way Symmetrical Model (1984) of public relations will be further adopted, the recommended strategy will revolve around the following pointers : (1) an interactive social media campaign that stimulates active participation from both the customers / followers and staff of Sunyi Coffee, (2) provide real time interaction between the customers and staff by hosting an Instagram live that features Sunyi Coffee's employees, and (3) a virtual wall in the form of a dedicated website

The recommended strategy would focus on promoting inclusiveness and diversity by creating a safe haven for both customers and employees of Sunyi Coffee to share their stories and experiences, and even more so providing each other with words of encouragement. The campaign should kick off with an introduction of an interactive social media campaign which revolves around the theme of active participation. The campaign would involve interactive content which is participatory and shareable on social media platforms such as challenges under a specific hashtag which can feature stories of inclusivity from content created and posted by both customers and employees of Sunyi Coffee. This type of content will spark conversation and mutual understanding from both sides, therefore stimulating a sense of validation and belonging to a specific community based on shared values. Challenges could also take a more informational approach, where Sunyi Coffee can share short videos of simple sign language phrases that can be used in the cafe through social media, and customers are therefore encouraged to record their attempt on the taught sign language, with which participation is rewarded through recognition or special offers.

Sunyi Coffee is also able to utilize social media to provide real time interaction between their disabled staff and customers without having to be physically present in the cafe. Through Instagram live, customers are able to submit their questions either before the Q&A session or through the comments section of the livestream. Under a specific hashtag, customers are encouraged to ask Sunyi Coffee's employees questions that revolve around inclusivity, personal experiences of the staff, and about the cafe. Aside from answering the questions, staff are also able to enquire back to the customers on their personal thoughts and experiences. Therefore, reciprocal dialogues are stimulated, fostering engagement between the customers and employees of Sunyi Coffee.

Lastly, Sunyi Coffee is also able to create a virtual wall in the form of a dedicated website. Through an interview and observation of their digital presence, it has come to our attention that Sunyi Coffee did not have a dedicated website. Through this website, the customers can leave virtual messages or letters to the staff of Sunyi Coffee. The staff would then be able to choose between the submissions and post their response through the Sunyi Coffee Instagram page. Not only does this allow increased visibility for Sunyi Coffee from being present in multiple digital landscapes, but it also allows room for Sunyi Coffee to provide accessibility towards a deeper dive of their story, starting from the company to the employees themselves, allowing them to foster a deeper connection and understanding between the two parties,

Through the approach of Two Way Symmetrical Model, Sunyi Coffee is now not only able to foster engagement between their customers and employees but are even more empowered in their participation of spreading inclusivity through an even more interactive and engaging presence within the digital sphere.

CONCLUSION

Inclusivity in Indonesia, especially in Jakarta, is becoming more visible and getting more attention. This issue is not just social but also work-related. Some jobs are starting to hire people with disabilities, but the number is still small. Many people are still not used to interacting with people with disabilities because of social stigma.

By applying the Two-Way Symmetrical Model of communication, Sunyi Coffee has the opportunity to effectively address communication gaps, ensuring that their staff and customers are not only heard but also actively engaged in shaping the brand's inclusivity journey.

The findings highlight that this approach goes beyond transactional interactions, fostering deeper relationships built on trust, empathy, and shared values. Early indications suggest that the implementation of this PR strategy could lead to measurable outcomes, such as improved customer satisfaction, greater employee engagement, and enhanced brand loyalty. Additionally, the Two-Way Symmetrical Model promotes active collaboration and feedback loops, creating an environment where inclusivity is not just a goal but an ongoing process embedded in the organization's culture.

By integrating these assessments, Sunyi Coffee can refine its approach, ensuring sustained effectiveness and providing a model for other organizations to follow. This study thus not only lays the groundwork for inclusive communication strategies but also invites continued exploration into their broader implications for society.

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