

ABSTRACT

This study is motivated by the low participation of people with disabilities in the workforce and the need for an inclusive and sustainable empowerment model. Café More.id at Wyata Guna Bandung serves as a real-life example of social entrepreneurship that provides training and employment opportunities for the disabled community. However, an in-depth analysis is still required regarding the strategies used, challenges faced, and their impact on the motivation and social identity of people with disabilities. The objective of this research is to analyze the social entrepreneurship strategies implemented by Café More.id in empowering people with disabilities, as well as to identify the challenges and their effects on motivation and economic participation. This study also aims to provide practical recommendations for the development of similar programs in the future. The research adopts a qualitative approach with a case study design. Data were collected through in-depth interviews with seven participants, including the head of Sentra Wyata Guna, managers, baristas with disabilities, and consumers. Observation and documentation were also conducted to enrich the data. Data validity was ensured through source and method triangulation, as well as credibility, transferability, dependability, and confirmability tests. Data analysis was carried out using the Miles and Huberman and Spradley models. The findings show that the social entrepreneurship strategy at Café More.id not only provides training and employment but also creates a safe, inclusive work environment that supports personal development. The intrinsic and extrinsic motivations of the baristas significantly contribute to the program's success. As a recommendation, future research should adopt a mixed-method approach and expand the study location to produce more holistic and generalizable results. Governments and non-governmental organizations are also encouraged to actively collaborate with social entrepreneurs to broaden the impact of disability community empowerment.

Keywords: Café More.id, Case Study, Consumer Perception, Disabled Community, Empowerment, Motivation, Social entrepreneurship.