

INTISARI

Penelitian ini mengkaji peran kewirausahaan sosial dalam mewujudkan pemberdayaan difabel tuna daksa, dengan fokus pada praktik di Cupable Coffee, Kabupaten Sleman. Berdasarkan pendekatan kualitatif deskriptif, data dikumpulkan melalui observasi, wawancara mendalam, dan studi dokumentasi. Hasil penelitian mengungkapkan bahwa kewirausahaan sosial berperan sebagai katalis transformatif melalui tiga mekanisme utama. Pertama, internalisasi misi sosial sebagai kompas operasional yang menggeser paradigma pemberdayaan dari model amal (*charity*) menuju pendekatan berbasis hak dan kapabilitas. Kedua, inovasi sosial sistematis dalam bentuk rekayasa lingkungan kerja inklusif, adopsi teknologi, dan strategi pemasaran *hybrid*, yang secara efektif mendekonstruksi hambatan eksklusif. Ketiga, penciptaan dampak berjenjang yang berkelanjutan, mencakup peningkatan kemandirian ekonomi dan kepercayaan diri difabel (level mikro), transformasi lingkungan kerja dan persepsi masyarakat (level meso), serta kontribusi pada perubahan norma sosial melalui integrasi ke ekonomi arus utama (level makro). Keberlanjutan model ini dijaga dengan strategi *hybrid organizing* yang mengelola ketegangan antara logika sosial dan komersial, dimana keuntungan finansial diinvestasikan untuk memperkuat dampak sosial. Penelitian menyimpulkan bahwa efektivitas kewirausahaan sosial terletak pada kapasitasnya menginstitutionalisasi nilai-nilai inklusi ke dalam inti model bisnis, sehingga menciptakan sinergi antara keberlanjutan ekonomi dan transformasi sosial. Temuan ini memberikan kontribusi bagi pengembangan teori kewirausahaan sosial dan model pembangunan inklusif bagi kelompok disabilitas.

Kata Kunci: Kewirausahaan Sosial, Pemberdayaan Difabel, Inklusi, Keberlanjutan, Model Sosial Disabilitas.

ABSTRACT

This study examines the role of social entrepreneurship in empowering people with physical disabilities, focusing on practices at Cupable Coffee in Sleman Regency. Using a descriptive qualitative approach, data was collected through observation, in-depth interviews, and documentation studies. The results reveal that social entrepreneurship acts as a transformative catalyst through three main mechanisms. First, the internalization of social mission as an operational compass that shifts the empowerment paradigm from a charity model to a rights- and capability-based approach. Second, systematic social innovation in the form of inclusive work environment engineering, technology adoption, and hybrid marketing strategies, which effectively deconstruct barriers to exclusion. Third, the creation of sustainable, tiered impacts, including increased economic independence and self-confidence among persons with disabilities (micro level), transformation of the work environment and public perception (meso level), and contribution to social norm change through integration into the mainstream economy (macro level). The sustainability of this model is maintained through a hybrid organizing strategy that manages the tension between social and commercial logic, whereby financial profits are reinvested to strengthen social impact. The study concludes that the effectiveness of social entrepreneurship lies in its capacity to institutionalize values of inclusion into the core of the business model, thereby creating synergy between economic sustainability and social transformation. These findings contribute to the development of social entrepreneurship theory and inclusive development models for people with disabilities.

Keywords: Social Entrepreneurship, Empowerment of People with Disabilities, Inclusion, Sustainability, Disability Social Model