

## INTISARI

Informasi lowongan pekerjaan yang mudah diakses merupakan hal yang dibutuhkan oleh tenaga kerja disabilitas. Saat ini, masih banyak penyandang disabilitas yang belum mendapatkan pekerjaan yang layak dikarenakan keterbatasan informasi lowongan pekerjaan dan stigma negatif bahwa penyandang disabilitas tidak dapat bekerja sebaik tenaga kerja non-disabilitas. Banyaknya penyandang disabilitas yang belum mendapatkan pekerjaan mendorong *civil society* untuk lebih peka terhadap urusan publik. Hal ini dilakukan oleh LSM Saujana yang merancang *Platform* Kerjabilias guna menjawab kebutuhan penyandang disabilitas dan hal ketenagakerjaan.

Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus yang bertujuan untuk mengetahui pengelolaan *public value* yang dilakukan oleh *platform* kerjabilias dalam memenuhi kebutuhan penyandang disabilitas khususnya dalam hal ketenagakerjaan. Untuk mengetahui hal tersebut, digunakan konsep *strategic triangle* yang meliputi *legitimacy* dan *support, organizational capabilities* dan *public value*. Kemudian, untuk melihat letak keberhasilan *platform* kerjabilias dari sisi publik dan market digunakan analisis lebih lanjut menggunakan konsep *public value mapping* oleh Bozeman (2007). *Public value* dihasilkan ketika manfaat dari layanan dapat dirasakan oleh penyandang disabilitas, manfaat yang diterima dinilai dari *economic value, social value, education value* dan *political value*.

Hasil penelitian menunjukkan bahwa pengelolaan *public value* melalui *platform* kerjabilias telah dilakukan dengan tepat, hal ini dilihat dengan hasil pengelolaan *public value* yang sejalan dengan konsep *strategic triangle*. Kemudian, *platform* kerjabilias juga telah berhasil mengelola *public value* berupa manfaat dalam hal *economic value, social value, education value* dan *political value*. Keberhasilan kerjabilias dapat dilihat pada pengaplikasian *public value mapping grid* yang masuk pada kuadran *market success* dan *public success*.

Kata kunci: *Public value, platform* kerjabilias, *PVM Grid*

## ABSTRACT

Information on job vacancies that are easily accessible is needed by the disabled workforce. Today, there are still many people with disabilities who have not gotten decent jobs due to the limited information on job vacancies and the negative stigma that people with disabilities cannot work as well as non-disabled workers. A number of people with disabilities who have not yet gotten a job encourage civil society to be more sensitive to public affairs. This was done by Saujana NGO who designed platform to answer the needs of people with disabilities and employment matters.

This study used a qualitative method with a case study approach that aimed to determine the management of public values carried out by the platform of Kerjabilitas in meeting the needs of people with disabilities, especially in terms of employment. To determine this answer, a strategic triangle concept was used which included legitimacy and support, organizational capabilities and public value. Then, to see the location of the success of the Kerjabilitas from the public and market sides, a further analysis was used using the concept of public value mapping by Bozeman (2007). Public value is generated when the benefits of services can be felt by people with disabilities, the benefits received are assessed from the economic value, social value, education value and political value.

The results of the study show that managing public value through the Kerjabilitas has been done appropriately, this is seen with the results of the management of public value that is in line with the strategic triangle concept. Then, the Kerjabilitas has also succeeded to manage public value in the form of benefits in terms of economic value, social value, education value and political value. The success of Kerjabilitas can be seen in the application of the public value mapping grid which is categorized in the quadrant of market success and public success.

**Keywords:** *Public value, platform of Kerjabilitas, PVM Grid*