

## DIGITAL MEDIA COMMUNICATION

---

# Communication Patterns and Interactions between Deaf Employees and Customers at Serona Coffee Bintaro

Noviawan Rasyid Ohorella<sup>1\*</sup>, Dicky Suryo Prayogo<sup>2</sup>, Reni Diah Kusumawati<sup>3</sup>, Aldila Kurnia Dian Permatasari<sup>4</sup>

<sup>1</sup>Gunadarma University, noviawanrasyid@staff.gunadarma.ac.id, Indonesia

<sup>2</sup>Gunadarma University, prayogosygo@gmail.com, Indonesia

<sup>3</sup>Gunadarma University, reni\_dk@staff.gunadarma.ac.id, Indonesia

<sup>4</sup>Gunadarma University, aldilla@staff.gunadarma.ac.id, Indonesia

---

### Abstract

This research aims to find out how the Communication Patterns and Interactions of Serona Coffee Bintaro Deaf Disabled Employees with Customers, as well as how customers and the public respond. The research method used is descriptive qualitative with fact finding and appropriate interpretation. The research paradigm used is a constructivist paradigm. The theory used in this research is Interpersonal Communication Theory. The results of this research were obtained through data collection techniques such as in-depth and structured interviews with informants or sources as a form of data search and direct documentation in the field which will be analyzed by researchers.

**Keywords:** Communication Patterns; Interactions; Employees and Customers; Serona Coffee.

---

### Introduction

Communication is a very important component for the continuity of human life, the process of interaction/relationship between individuals, groups and organizations. Communication can be verbal or non-verbal. Because humans are actually social creatures who will always need other people to live their lives (Morissan, 2018). In the process of communicating, the message conveyed by the communicator must receive feedback from the person he is speaking to, so that communication can run properly. The function of communication is to convey messages (Rasyid, 2024).

People with disabilities are often seen as weak and different. This raises demands in the world of work for people with disabilities that are different from non-disabled people in general, in fact both non-disabled people and disabled people have the same abilities and enthusiasm for working. It's just that they need special access to be able to compete in the real world of work. A person with a disability does not have different abilities, but they have the same abilities, they just have to use different methods (Widinarsih, 2019).

Characteristics of the deaf include frequently tilting their head in an effort to hear, paying a lot of attention to the movement of the other person's lips, no reaction to sounds or noises. Deafness is a type of physical disability or what is commonly known as difabel, the term is an abbreviation of Differently abled people, where this term has appeared since 1998. According to law number 8 of 2016 concerning people with disabilities, every person who experiences physical limitations, intellectual, mental, and/or sensory over a long period of interaction.

Coffee shops have become a business trend among the public. Seeing the large profit opportunities from this coffee business, not only coffee lovers, coffee experts also participate. Nowadays, coffee shops

are not just for workers to meet, apart from that, coffee shops are also an option for young people to do assignments or just hang out. because this activity is less formal so the atmosphere of closeness and warmth between members will be more pronounced compared to meetings in the office (Said, 2017).

In communicating, in the world of work for people with disabilities there are many obstacles that occur, such as lip reading, speaking too fast and differences in sign language which can result in uncertainty and inability to convey information. As a deaf worker who works in a non-disabled environment this can create potential communication barriers during work. To be able to deal with this, the role of other people and the environment as social support is needed.

Deaf people often lack confidence in communicating, are unable to adapt, and there is no effective communication between people with disabilities and non-disabled people, this can create obstacles in communicating. These obstacles can be prevented by carrying out self-disclosure, because by carrying out self-disclosure indirectly the individual will gain access to the process of self-esteem and self-identity (Dwi, 2019).

In the communication process, deaf people need appropriate language that can be used in everyday life to convey and understand messages. Usually deaf people interact with movements, sign language and using writing (Rasyid, 2024). The majority of deaf people are more comfortable communicating using sign language because of their limitations, they feel more appreciated.

Deaf people and non-disabled people meet, communication becomes very challenging and complicated, this happens because it is difficult to communicate. Difficulty communicating will make people with disabilities feel uncertain, these difficulties are generally thought to be due to a lack of ability for deaf people who cannot hearing and speaking well and correctly therefore cannot communicate well (Young, 2017).

## **Theoretical Framework**

### **Communication Patterns and Interactions**

Interpersonal communication is the process of exchanging information from one individual to another individual or more with the aim of ensuring that the recipient can understand the message to be conveyed. The interpersonal communication process does not always run effectively. In order for communication to be effective, the communication process must contain openness, mutual support, empathy, positive feelings, and equality or equality between both parties. Failure in interpersonal communication can foster poor social relationships (Novia, 2023).

The primary communication pattern is a process of conveying thoughts by the communicator to the communicant using a symbol as a medium or channel. In this pattern, it is divided into two symbols, namely verbal symbols and non-verbal symbols, namely language as the verbal symbol that is most often and widely used by humans, because language is able to express the thoughts of the communicator. Nonverbal symbols, namely symbols used in communication other than language, are signals with body parts including the eyes, head, lips and hands.

Social interaction is a reciprocal relationship in the form of mutual influence between individuals, individuals and groups or between groups. Factors that cause humans to have social interactions with other people. Is to fulfill life's needs, defend oneself, and continue relationships. Other examples include bargaining between buyers and sellers, greeting and chatting with each other, discussions between employees in the office.

### **Deaf Disability**

Persons with disabilities are people who have long-term physical, mental, intellectual or sensory limitations who, in interacting with the environment and attitudes of society, can encounter obstacles that make it difficult for them to participate fully and effectively based on equal rights (Law Number 19 of 2011 concerning Validation of Rights - Rights of Persons with Disabilities), the term disability comes from English, namely different abilities, which means that humans have different abilities. There are several terms for special needs and the Ministry of Health refers to them as people with disabilities. (kemenpppa 2023).

Deaf people have characteristics that often occur in them, in this case these characteristics include, they often appear confused and like to daydream, they often act indifferent, sometimes they are aggressive, their social development is retarded, their balance is poor, their heads are often slanted, likes to always ask people to repeat their sentences, when they speak they always make certain sounds, if they want to

communicate they want body movements from the person they are communicating with and they always use hand gestures.

States that deafness means a state of hearing loss in a person's ears so that they cannot perceive various stimuli, especially through the sense of hearing. This definition has the implication that it is not only verbal speech communication that is hampered by hearing impairment, but sounds that can provide a sign or even those that are intentionally used as symbols are also included. (serupa.id/).

### **Non Verbal Interpersonal Communication Theory**

The definition of interpersonal communication according to Wayne Pace is a communication process that takes place between two or more people face to face where the communicator can convey messages directly and the recipient of the message can respond directly too. Interpersonal communication includes two main elements, namely the content of the message and how the content of the message is said or done verbally and non-verbally. These two elements should be considered and carried out based on consideration of the situation, conditions and circumstances of the message recipient. Interpersonal communication is an active activity, not a passive one. In interpersonal communication there is feedback, so that this communication is very possible for mutual change or development (Wayne, 1979).

Nonverbal communication is not only a complement, but is the main medium for conveying and receiving messages. Sign language, as a systematic form of nonverbal communication, is the main tool for expressing ideas, emotions and information. Body gestures, facial expressions, and eye contact play a crucial role in building deep understanding. Facial expressions, for example, not only show emotions such as happy or sad, but also provide nuance to the meaning of the message conveyed through hand gestures. Case studies on deaf communication show how nonverbal communication can create closeness and effective understanding, even without sound (Budyatna, 2015).

### **Material and Methodology**

The research subject in this study was Serona Coffee Bintaro in employing disabled workers. Meanwhile, the research object in this research are communication patterns and interactions carried out by disabled employees with customers (Walidin, 2015). The research used uses a descriptive and qualitative approach constructivism paradigm (Haryono, 2020). The data collection method used is field observations, in-depth interviews, literature studies, and documentation.

### **Result and Discussion**

#### **Profile of Serona Coffee Bintaro**

Serona Bintaro coffee shop was founded in 2021 when the pandemic was hitting and was about to end, "our only limits are words, which is a slogan full of meaning from Serona, a coffee shop located in Bintaro, precisely located in the Bintaro Sector 9 area. The word serona has the meaning of equal, similar, and in harmony which describes a condition that whatever the differences, everyone actually has the same opportunities without distinguishing between each other.

This Serona Bintaro coffee shop has been around for 3 years and 8 months, where this coffee shop was built at the beginning of 2021, at that time Indonesia was hit by the Covid-19 pandemic, Serona Bintaro was founded by 3 young people, namely, Ananda Azka, Muhamad Idzan, and also Roma Darul, at first the three of them had the idea to build a coffee shop in Bintaro, of which the three of them were coffee lover and also an activist for organizations for people with disabilities. This Serona coffee shop is located on the outskirts of Jakarta and more precisely, Emerald Club House, Parigi, Kec. Pd. Aren, South Tangerang City, Banten 15227, Serona Coffee Bintaro is not just a place to enjoy coffee or hang out, but this Serona Coffee Shop also often holds activities for deaf friends.

#### **Communication Patterns and Interactions of Employees with Disabilities**

Serona Coffee Bintaro is a coffee shop that employs friends with disabilities, Serona introduces that people with disabilities can also compete with non-disabled friends, interacting with employees with deaf disabilities Serona is very fun and also flexible, we can use sign language if we can master it and we can also use smartphones to make communication easier.

The stages of communicating with Serona employees with disabilities are, when we come to Serona Coffee Bintaro, we will be welcomed by the employees there in a kind and friendly manner and we will be directed to sit at the age of the customer's wishes, then the employee will direct us to the cashier to order. we can use the sign language method or via smartphone and still interact with cashiers who are employees with disabilities, at Serona Bintaro, all employees are not differentiated from one another,

everyone is considered equal here, with this method all customers are It's easy to understand when you come to Serona, even though you may feel confused when you first come, but with the expertise of the employees at Serona, it becomes very effective.

### **Communication Styles Used at Serona Coffee Shop Bintaro**

Communication is one of the main indicators to support the success of the communication process between employees and customers, communication using sign language has its own advantages and advantages, communication using sign language can be used by disabled and non-disabled friends while communication using smartphones can be used By non-disabled and disabled customers, this communication is very effective in finding out the desires of customers who come to Serona Coffee Bintaro. As said by Nanda Azka as owner of the Bintaro coffee shop. The first question the researchers asked was, why does this Serona coffee shop employ deaf friends?

"So the origin of employing Serona employees started on purpose actually, I happened to move from the medical faculty and I was also active in the medical field which is the Isinkai organization, I was active in the field of disability organizations and referred to the theme of deaf friends, and at the time I was planning to build Serona where at that time Covid data was going up and down, and at that time how did I want to create something different in Bintaro by recruiting deaf friends.

From the results of the first interview question, the coffee shop initially employed deaf friends because the owner wanted to make something different in the Bintoro area and it was also seen from the results of his research that the unemployment rate was high, so he recruited deaf friends to work at his Serona coffee shop. . This is absolutely unthinkable, even if deaf friends can work like normal people. Then the second question asked by the researcher was, How is the presence and contribution of employees with hearing impairments at this Serona coffee shop?

"So the presence of Serona's deaf friends and also their contribution at the beginning of the opening of Serona was quite straggling where of course at the beginning we all had obstacles such as communication, but when we recruited them here we initially trained them all from 0, bro. , and also the masses as time goes by they can adapt and develop, I feel that their contribution in this area really means that we can all educate non-disabled friends and non-disabled customers."

### **Reducing Uncertainty by Serona Coffee Shop Owners for Disabled Employees**

Reducing this uncertainty is something that needs to be done for disabled employees so that they feel valued, treated the same as non-disabled employees with the same responsibilities without differentiating between each other. As said by Nanda Azka as owner of the Bintaro coffee shop. The first question the researchers asked was, how do you make your employees feel confident?

"Actually, this was a problem at the beginning, like when they were interviewed they weren't confident, so we mixed the composition of the deaf friends, because sixty percent of the friends here are disabled."

From the results of the interview with the first question, the method used by the owner to ensure that disabled friends can be confident is that initially he recruited disabled friends who actually had a previous working background to be able to help deaf friends who were working for the first time. This is what makes deaf friends more confident even with the limitations they have. Then the second question asked by researchers is, how do you build communication with new customers?

"We are always here every night after closing the cafe asking how the customer satisfaction was today and we also ask about the difficulties, because there are also customers who bully our employees, but I emphasize to them to always be confident and develop a way of communicating in the way you like so that happy customers."

### **Serona Coffee Shop in Increasing the Credibility of Employees with Disabilities**

Serona Coffee Shop provides opportunities for disabled employees, as well as increasing the cognitive or credibility of disabled employees in the business world. This is a positive example for other coffee businesses out there to employ friends with disabilities. As said by Nanda Azka as owner of the Bintaro coffee shop. The first question the researchers asked was, what makes this Serona coffee shop different from other coffee shops?

"We are here to look at the regional scope. We are domiciled in South Tangerang and there are a lot of our competitors here, maybe what I think makes this different is that we here provide spacious outdoor space, friendly for bringing children, and we also provide space for friends with disabilities to work and we are different from coffee shop in the Bintaro area because there is no one like us yet."

From the results of the first interview question, the thing that differentiates Serona Coffee Shop from other coffee shops is that they make this coffee shop with a spacious outdoor space that is friendly if you bring children, and they open up opportunities for friends with disabilities who really want to work at Serona, because there aren't any yet. coffee shop that employs friends with disabilities in the Bintaro area. This is what differentiates Serona Coffee Shop from other coffee shops. Then the second question asked by the researchers was, how do you as an owner believe that disabled employees can work as optimally as non-disabled employees?

"It's very tricky, why am I so confident in them because I know they are only limited by words, but in terms of fighters and also enthusiasm, I am very sure they can compete with other normal employees."

### **Communication Style of Disabled Employees at Serona Coffee Shop**

Communicating is not only done by the owner, but employees with disabilities also need to communicate with customers, even if they communicate using sign language or using tools such as whiteboards, smartphones and others. Even though their limitations do not mean they cannot communicate with co-workers or customers, this is what Roy, a disabled employee at Serona, said. Researchers asked the question How do you communicate with your colleagues?

"I communicate with colleagues and customers who come to Serona using sign language."

The same thing was answered by Caca as a disabled employee of Serona.

"By using sign language or the help of stationery to communicate something to colleagues or customers."

From the results of interviews as answered by Roy and Caca, they both use sign language and tools to communicate with fellow colleagues or customers because this is the way they communicate every day while working.

### **Relationship between Research Results and Theory**

The results of this research relate to the communication patterns and interactions of Serona Coffee Shop employees with disabilities. Through observation, direct observation and in-depth interviews with 5 informants, the way employees communicate uses sign language to communicate with customers, interpersonal communication is one of the ways they communicate, then self-identity must be built within them to build self-confidence in each of them. individual.

This research is related to uncertainty reduction theory, namely, by looking at employees with deaf disabilities who interact with new customers, there will definitely be a sense of uncertainty that occurs for employees and also customers, with this situation employees sometimes don't feel confident because of the uncertainty they get, then themselves Identity here means how employees with disabilities feel confident when meeting new people, such as customers who are visiting Seronayang for the first time, where they don't know each other and there is uncertainty.

### **Conclusions**

Based on the results of research and discussions that have been carried out regarding the communication interaction patterns of employees with disabilities with customers, it has been concluded that, Communication is a very important component for the continuity of human life, the process of interaction/relationships between individuals, groups and organizations. This raises demands in the world of work. People with disabilities are different from non-disabled people in general, in that both non-disabled people and disabled people have the same abilities and enthusiasm for working. It's just that they need special access to be able to compete in the real world of work. Deafness is a type of physical disability or what is commonly known as diffable, the term is an abbreviation of differently abled people, where this term has appeared since 1998. According to law number 8 of 2016 concerning people with disabilities, every person who experiences physical and intellectual limitations, mental, and/or sensory over a long period of time in interaction. Nowadays coffee shops are not just for meeting workers, apart from that coffee shops are also an option for young people to do assignments or just hang out, we here know that Serona Coffee Bintaro provides space and opportunities for friends with deaf disabilities to work and work. Communication is the most important thing and is the most complex aspect of human relationships. Interpersonal communication is an interaction process carried out between two or more people to convey a message involving an individual as the sender of the message and another individual as the recipient of the message which is useful for establishing positive social relationships.

## References

- Budyatna, M. (2015). *Teori-Teori Mengenai Komunikasi Antar Pribadi*. Jakarta: Kencana
- Dwi, B & Rakhma, D. (2019). *Proses Pembentukan Self Esteem dan Self Identity pada Teman Tuli di Organisasi Gerkatina Depok*. Wacana: Jurnal Ilmiah Ilmu Komunikasi Vol 18 No 2. <https://doi.org/10.32509/wacana.v18i2.914>.
- Haryono, C. G. (2020). *Ragam Metode Penelitian Kualitatif Komunikasi*. Jawa Barat: CV Jejak (Jejak Publisher).  
<https://spa-pabk.kemennpppa.go.id/index.php/perindungan-khusus/anak-penyandang-disabilitas/723-penyandang-disabilitas> diakses pada november 23, 2023, pukul 13.10 wib.
- <https://serupa.id/pola-komunikasi-pengertian-jenis-primer-sekunder-sirkular-dll/> diakses pada november 23, 2023, pukul 15.25 wib.
- Morrison. (2018). *Teori Komunikasi: Individu Hingga Massa*. Jakarta: Prenada Media Group.
- Novia, NH, & Dwikurnaningsih, Y. (2023). Hubungan Pola Asuh Orangtua dan Komunikasi Interpersonal Dengan Interaksi Sosial Remaja Karang Taruna Grogol RW 07 Blotongan Salatiga. *Jurnal Ilmiah Wahana Pendidikan*, 9 (1).
- Rasyid, N. Fauziah, D & Andinata, M. (2024). *Brand Awareness Communication Strategy in Setujuan Coffe Marketing on Instagram Social Media*. *Jurnal Komunika* Vol 20 No 2. <https://doi.org/10.32734/komunika.v20i02.18042>.
- Rasyid, N. Dwi, R. Anggraini, D & Yusnitasari, T. (2024). *Strategi Komunikasi Pelestarian Budaya Tari Tradisional Jaipong di Era Modernisasi pada Sanggar Eschoda Management*. Caraka: Indonesia Journal of Communication Vol 5 No 2. <https://doi.org/10.25008/9mcbab90>.
- Said, I. (2017). *Warung Kopi dan Gaya Hidup Modern*. *Jurnal Al-Khitabah*. 3 (1): 38-44.
- Wayne Pace. 1979. *Interpersonal Communication*. Bandung: PT.Remaja Rosdakarya.
- Walidin, W., Saifullah, & Tabrani. 2015. *Metodologi Penelitian Kualitatif & Grounded Theory*. FTK Ar-Raniry Press
- Widinarsih, D. (2019). *Penyandang Disabilitas di Indonesia: Perkembangan Istilah dan Definisi*. *Jurnal Ilmu Kesejahteraan Sosial*. 20(2).
- Young, Alys, et al. (2017). Hearing people perceiving deaf people through sign language interpreters at work: on the loss of self through interpreted communication. *Journal of Applied Communication Research*. Vol.47(1).