

Government Policy on Accessibility of Persons with Disabilities in Finding Jobs in Pematangsiantar City

Alyunzira Wardani¹, Zulkifli², Indra Fauzan³

^{1,2,3}University of Sumatera, Indonesia

alyunziraws@gmail.com

Abstract:

This study aims to determine the Government Policy on Accessibility of Persons with Disabilities in Finding Jobs in Pematangsiantar City. this research uses a qualitative approach. The result of this study shows Government policies related to the accessibility of persons with disabilities in obtaining employment in Pematangsiantar City are not yet fully available. This can be seen from the unavailability of programs for handling persons with disabilities from the P3A Social Service in the form of social assistance, skills training, and social advocacy for the fulfillment of the rights of persons with disabilities. Programs from the Manpower Office are not yet available, namely the lack of advocacy carried out by the Manpower Office regarding the marketing of workers with disabilities, the availability of job vacancies information, the provision of job fairs, and training programs for disabilities that are still planned but have not been realized. The program from the Regional Personnel Agency (BKD) has not met the 2% quota for employing persons with disabilities.

Keywords

Government policy;
accessibility; disabilities;
finding jobs



I. Introduction

The application of accessibility for persons with disabilities to gain access as job seekers or as workers has not been further regulated in a comprehensive regulation to ensure the protection of the rights of persons with disabilities. The government as the implementer of the law has not implemented ensuring the fulfillment of accessibility for persons with disabilities in obtaining employment opportunities. This of course needs more handling and attention to efforts to equalize or provide access to persons with disabilities to channel their potential in all aspects of state and community administration so as to achieve a better level of community welfare in social development.

Pematangsiantar City as one of the largest cities in North Sumatra Province needs to carry out social development for the welfare of the community, including people with disabilities. Based on the author's understanding, Pematangsiantar City does not yet have a Regional Regulation that regulates the rights of persons with disabilities in Pematangsiantar City. Based on data from the Social Service of Pematangsiantar City in 2020, the number of people with disabilities in Pematangsiantar City is 323 people. Based on these data, it is known that 260 people with disabilities do not work or around 90% are categorized as unemployed and on average they come from underprivileged families.

Based on the results of the assessment and mentoring that has been carried out with persons with disabilities in Pematangsiantar City, the difficulty of persons with disabilities in obtaining employment is due to the lack of absorption of workers with disabilities in the world of work. During the last 5 years, it is known that there are still many companies, both

private and government-owned, that have not employed persons with disabilities even though the quota for persons with disabilities has been regulated in Law no. 8 of 2016. Data from the Central Bureau of Statistics of Pematangsiantar City in 2018 shows that of the 22 large industrial groups and 25 small industrial groups in Pematangsiantar City, there are no private and government-owned companies that employ persons with disabilities.

Based on field observations, in 2019 there was one company that recruited persons with disabilities to work, namely PT. Alfamart Pematangsiantar City branch. This recruitment was informed by the Department of Manpower and employee selection was carried out directly by PT. Alfamart. The company requires persons with disabilities with the minimum criteria of high school education and a maximum age of 35 years. After collecting data on persons with disabilities, employee selection is then carried out including written examinations and interviews accompanied by assistants for persons with disabilities in Pematangsiantar City. There are 5 people with disabilities who take part in the job selection. However, after waiting for news of whether the continuation was received or not for more than 3 months, PT. Alfamart has not provided certainty and answers. There is no notification whether persons with disabilities are accepted or not. This causes people with disabilities to be disappointed and confused about the reasons for the company's refusal.

Information regarding job vacancies that match the abilities of persons with disabilities is also not adequately available either from the government or the company does not yet have a job vacancy site that can be accessed by persons with disabilities. the company and the government have never collaborated in the form of providing a job market for persons with disabilities such as types of work that are in accordance with the abilities of persons with disabilities or what jobs can be done by persons with disabilities according to their abilities and degrees of disability in government or private companies and there are no policies related to management workers with disabilities according to service standards. This of course prevents persons with disabilities from accessing work easily.

Data from the P3A Social Service of Pematangsiantar City in 2020 stated that 163 people with disabilities of productive age did not work. Consisting of 34 people with physical disabilities, 25 people with sensory disabilities, 33 people with intellectual disabilities, 51 people with mental disabilities, and 20 people with multiple disabilities, on average they have never received training and skills from related parties dealing with people with disabilities and employment issues. There is no program provided by the P3A Social Service and the Pematangsiantar City Manpower Office to encourage the participation of persons with disabilities in the world of work. The provision of skills that are in accordance with the abilities of disabilities is very important and will provide knowledge and increase their competence to compete with other job seekers.

The factors that cause people with disabilities to not be able to easily access work are also influenced by low education factors. On average, people with disabilities in Pematangsiantar City do not go to school and only graduate from elementary school to junior high school. Around 140 people with disabilities do not go to school and only graduate from elementary school to junior high school. The rest, only 23 people with disabilities who have studied up to high school level and even D1-S1. Low education causes people with disabilities to not have adequate skills so it is difficult to get a job. Employers/employers require that prospective workers have at least a high school education/equivalent to a D4/S1 degree. This makes people with disabilities unable to access job vacancies according to the employer's criteria.

Pematangsiantar City Government has not been sufficiently responsive in responding to the problems of persons with disabilities. Accessibility of persons with disabilities in

obtaining employment should be easily available to improve the welfare of persons with disabilities. However, in reality, the accessibility of persons with disabilities in obtaining employment in Pematangsiantar City is still low. This is caused by various factors that will be explained in this study. So it is necessary to do further research related to the Accessibility of Persons with Disabilities in Getting Jobs in Pematangsiantar City.

II. Review of Literature

2.1 Definition of Social Problems

The definition of a social problem according to Soekanto (2003) is a discrepancy that occurs between elements of culture or society, where the discrepancy can endanger the lives of social groups in society or hinder the fulfillment of the basic desires of the members of the social group, causing a lame social ties. Social problems arise from deficiencies in humans or social groups originating from economic, biological, biopsychological and cultural factors. Every society has norms related to welfare, health and adjustment of self or group. If there are deviations from these norms, it can be said that abnormal symptoms are social problems. Suharto (2005) stated that no human society is perfect. Problems always represent a need that must be met.

2.2 Definition of Social Welfare

Social welfare students are very familiar with social work. One of the most well-known definitions of social welfare is according to Friedlander in Fahrudin (2012): "Social welfare is the organized system of social services and institutions, designed to aid individuals and groups to attain satisfying standards of life and health, and personal and social relationships that permit them to develop their full capacities and to promote their wellbeing in harmony with the needs of their families and the community" Social welfare is an organized system of social services and institutions designed to assist individuals and groups to achieve an adequate standard of living and health and personal and social relationships to enable them to develop their full capacities and well-being in line with the needs of the family and society.

2.3 Definition of Persons with Disabilities

Disability comes from English, namely disability with the etymology of the words dis-(not) and ability (ability). Literally, disability means the inability to do something. Prior to the revision of the word 'disability', people were more familiar with the term disability/disability. In the quarter of 2016 a law reformation on persons with disabilities was launched which includes an understanding of persons with disabilities themselves.

2.4 The Nature of Work

Work is generally defined as an active activity carried out by humans. The term work is used for a task or work that produces a work that is worth the reward in the form of money or other forms. In human life always hold various activities. One of these activities is manifested in movements called work. Work implies carrying out a task that ends with the fruit of the work that can be enjoyed by the person concerned.

An important driving factor that causes people to work is the existence of needs that must be met. Activities in work contain elements of a social activity, produce something, and ultimately aim to meet their needs. However, behind this indirect goal, people work to get rewards in the form of wages or salaries from their work. So, in essence, people work not only to maintain their survival but also to achieve a better standard of living (As'ad, 2002:46).

In the world of work, employees are required to have high work effectiveness. Organizational effectiveness is usually interpreted as the success achieved by an organization in its efforts to achieve predetermined goals. As the opinion of (Gibson, James L. 2006) saying that the effectiveness is "the achievement of goals set by cooperative effort". Clearly, if the target or goal has been achieved as it is planned before, it is called effective. Thus, if the target or goal is not completed within the allotted time, the work is not effective. The success and failure of an organization to achieve its intended goals depends on the ability of employees to carry out their duties and responsibilities for the assigned tasks to them. If the work results are in accordance with what has been determined, the situation can be said to be effective (Kataria in Kuswati, 2019)

2.5 Public Policy and Social Policy

Anderson in Agustino (2017) defines public policy as a series of activities that have a specific purpose that is followed and carried out by a person or group of actors related to a problem or something that is being considered. Policy can also be seen as a system. The system is a series of interrelated and dependent parts and arranged in certain rules to produce a single entity. According to Dunn (1994) the policy system includes the reciprocal relationship of three elements, namely public policy, policy actors and the policy environment.

Public policy refers to a term or concept to describe certain choices of action that are very distinctive or specific, such as to certain fields in the public facilities, transportation, education, health, housing or welfare sectors, including in the field of public policy. Public policy ultimately concerns the achievement of public goals. That is, policy is a set of government actions designed to achieve certain results expected by the public as a constituent of the government. The policy process must be able to help policy makers formulate goals. A policy without a goal has no meaning, it is not even impossible that it will cause new problems. For example, a policy that does not have a clear goal, programs will be implemented differently,

Social policy is a form of public policy that regulates social welfare. Social policy is a government decision made to respond to issues of a public nature, namely overcoming social problems or meeting the needs of the community at large. According to Bassant, Watts, Dalton and Smit (in Suharto Edi 2008); In short, social policy refers to what governments do when they attempt to improve the quality of people's life by providing a range of support, community services and support programs. That is, in short, social policy refers to what the government does as an effort to improve the quality of human life through the provision of income allowance programs, community services and other social benefit programs. As a public policy, (prevention), and curative (healing), and developmental (developmental). Social policies are provisions designed collectively to prevent occurrence of social problems (preventive function) overcoming social problems (preventive function) curative) and promote well-being (development function) as a form of state obligation in fulfilling the social rights of its citizens (Suharto, 2006).

2.6 Disabled Persons Policy

An organization must understand how consumers make decisions. The decisions taken by consumers are closely related to what he buys (products and services), the quantity purchased, the place where he buys, the time he buys it, and things that can affect it. A decision is defined as the selection of available options (Zachary et al, 2017). According to Nurhandayani (2019) the role of influencers is one of the factors that can influence purchasing decisions.

H2. Influencer marketing has an effect on purchasing decisions. The Indonesian government has guaranteed equal rights for persons with disabilities. This is especially stated in the highest legislation in Indonesia, the 1945 Constitution, which guarantees equal rights for every citizen in various aspects of life, including the fields of health, education, work, social, religion, and politics. Considering that persons with disabilities are part of Indonesian citizens, the recognition of this right of course also applies to persons with disabilities.

The guarantee of equal rights for every citizen is also mentioned in various sectoral regulations in the fields of education, health, public facilities and transportation, as well as political participation. However, not all of these regulations specifically mention disability. Regulations that have recognized the existence of persons with disabilities are the National Education System Law, Health Law, Manpower Law, and Regulations related to the accessibility of public facilities and transportation.

2.7 Local Government

The definition of Regional Government according to Law Number 23 of 2014 concerning Regional Government Article 1 paragraph 2 is the administration of government affairs by the regional government and DPRD according to the principle of autonomy and co-administration with the principle of autonomy as wide as possible in the system and principles of the Unitary State of the Republic of Indonesia as referred to in the Law. 1945 Constitution of the Republic of Indonesia.

2.8 Influencer Marketing Influence on Marketing Performance with Purchasing Decisions as an Intervention

As it has been stated that influencer marketing has an influence on marketing performance (De Veirman et al, 2017). However, the role of influencer marketing can also have a negative influence on the organization if the organization chooses a controversial influencer or in other contexts has a negative impression, it will be able to reduce the performance of the organization itself. When the influencer's role has a positive impact on performance, the organization's chances of getting consumers are greater.

H4. Influencer marketing has an effect on marketing performance with purchasing decisions as an intervention.

III. Research Methods

This study was conducted to determine the low accessibility of persons with disabilities in obtaining employment in Pematangsiantar City which was seen from various aspects, namely the regulation of laws on the accessibility of persons with disabilities in obtaining employment, employers' understanding of persons with disabilities who work, government policies related to the accessibility of persons with disabilities in obtaining employment and views of persons with disabilities on the accessibility of finding work. This study aims to provide an overview and description related to a problem systematically based on the perspective of research informants directly.

Based on the problems raised, this research uses a qualitative approach. Research using a qualitative approach is a research procedure by producing descriptive data in the form of written or spoken words from people and observed behavior. Qualitative research basically has a theoretical foundation based on phenomenology and explores meaning in research. Therefore, in this section, phenomenology is used as the main theoretical basis, while others, namely symbolic interaction, culture, and ethnomethodology, are used as an additional basis for the theoretical background of qualitative research.

IV. Result and Discussion

Government policy is a factor that supports the success of fulfilling the accessibility of persons with disabilities in obtaining employment in Pematangsiantar City. Policies are made by the local government which has the authority and responsibility in fulfilling the accessibility of persons with disabilities in obtaining employment. This is the duty and responsibility of the Manpower Office, the P3A Social Service, and the Pematangsiantar City Regional Personnel Agency (BKD).

4.1. Work Program at the Department of Manpower

The fulfillment of accessibility of persons with disabilities in obtaining employment in Pematangsiantar City is still low. This can be seen from the lack of attention and support from local governments in responding to the problems of persons with disabilities. The lack of government support can be seen from the efforts of the Manpower Office in disseminating the Manpower Law regarding work quotas for persons with disabilities, both in BUMN/private companies, which are still minimal. The increase in the participation rate of persons with disabilities in the world of work is also very low. This is influenced by the lack of effort by the Manpower Office to market workers with disabilities and provide information on job vacancies to people with disabilities. The available training and job skills programs have never been given to persons with disabilities.

4.2. Work Program at the P3A Social Service

The program at the P3A Social Service regarding the handling of persons with disabilities in fulfilling the accessibility of getting a job has not been established and implemented for the last four years. The P3A Social Service does not yet have sufficient budget related to handling the problems of persons with disabilities. The existing program for handling problems for persons with disabilities is obtained from the Ministry of Social Affairs of the Republic of Indonesia through the social rehabilitation program for persons with disabilities in the form of providing Social Assistance for Persons with Disabilities. This Aspd program is in the form of providing cash assistance worth 2,000,000 rupiah which is given to 16 people with disabilities as beneficiaries in Pematangsiantar City. The ASPD program is a social ministry program that is budgeted based on the APBN.

4.3. Pematangsiantar City Regional Personnel Agency (BKD) Work Program

Pematangsiantar City Government has opened work opportunities for people with disabilities to apply as State Civil Apparatus (ASN). The procurement of ASN for people with disabilities was carried out in 2019. There were one person with disabilities who were accepted as ASN at the Pematangsiantar City Regional Secretariat. Persons with Disabilities who are accepted as ASN are residents of South Tapanuli and are not native to Pematangsiantar City. The person with a disability has the appropriate qualifications when applying, namely the formation of a Financial Verifier with the educational requirements of S-1 Economics.

“Sudah ada 1 ASN disabilitas yang lolos di bagian verifikator keuangan di sekretariat. Beliau bukan warga siantar dan memiliki kualifikasi yang sesuai dengan formasi yang dibutuhkan.” (Muhammad Basri Hasibuan, ST Subdit informasi dan data Badan Kepegawaian Daerah Kota Pematangsiantar)

The procurement of CPNS for applicants with disabilities has begun to be carried out by the Pematangsiantar City Government. However, its implementation is still not in

accordance with the mandate of the law which requires local governments to provide a 2% work quota for persons with disabilities. This figure is still far from expectations if you look at the number of Civil Servants (PNS) in Pematangsiantar City as many as 4,273 people in the last 2020. The number of persons with disabilities whose formation is opened for CPNS should be around 85 people. So it can be concluded that the percentage of CPNS procurement for persons with disabilities in Pematangsiantar City is still far from the figure set by the government.

The lack of policy support from the Pematangsiantar City Government, both the Manpower Office, the P3A Social Service, and the Pematangsiantar City Regional Personnel Agency (BKD) in providing accessibility for people with disabilities to get jobs are as follows:

a. Low Participation of Persons with Disabilities

Job seekers are the workforce who are unemployed or looking for work or those who are already working but want to move or change jobs, either at home or abroad by registering with the executor of the placement of workers or directly applying for a job to the employer. The Manpower Office provides employment placement services for job seekers who register at the Manpower Office according to available job vacancies. During the process of searching for candidates and prospective workers, there has never been a person with a disability who has applied as a job seeker (pencaker) at the Manpower Office for the last 4 (four) years. The participation of persons with disabilities as job seekers is very low. This was clarified by Tumpal Pasaribu, SH Head of the Information Section of the Job Market and Job Exchange as follows:

“Terkadang disabilitasnya itu sendiri yang tidak datang ke dinas tenaga kerja. Bagaimana kami tau kalau mereka perlu kerja? Kalau mereka ada mendaftar kan kami bisa pasarkan.”

People with disabilities have never registered to look for work at the Pematangsiantar City Manpower Office so that the Manpower Office does not understand and know the work needs needed by people with disabilities.

b. Weak role of Disabled Persons Organizations

There are 3 organizations with disabilities in Pematangsiantar, namely the Indonesian Association of Persons with Disabilities (PPDI), the Indonesian Blind Association (Pertuni), and the Movement for the Welfare of the Deaf Indonesia (Gerkatin). These three organizations have been formed and registered with Kesbangpol since 2019. Organizations for Persons with Disabilities in Pematangsiantar City have little role in encouraging and advocating the rights of persons with disabilities who are members of this organization to the local government. The role of the organization as a forum for voicing the rights and needs of persons with disabilities is still not running well. The existing organizations of Persons with Disabilities are still passive and do not respond to the complaints of each member.

“Organisasi kita ini kan masih baru disiantar, jadi kita belum pernah memang untuk audiensi ke pemerintah. Tapi sudah ada rencana bu. Cuman karena sekarang kondisi juga lagi pandemik makanya terhambat.”

c. Lack of Coordination

The lack of support provided by the Manpower Office regarding job placement for workers with disabilities is also influenced by the lack of coordination and collaboration between the WUA Social Service, companies, and the community. Based on the results of interviews conducted with various informants from the WUA Social Service, Manpower Office, Companies, and Organizations of Persons with Disabilities themselves, they stated that they had never had a working relationship or coordination with one another.

“Belum pernah dilakukan koordinasi dengan Dinas Ketenagakerjaan terkait disabilitas yang bekerja ini. Karena yang saya tau ini program baru untuk disabilitas. jadi kedepan akan kita upayakan.” (Risbon Sinaga, MM Kepala Bidang Sosial Dinas Sosial P3A Kota Pematangsiantar)

The P3A Social Service stated that it had never coordinated with the Manpower Office regarding the employment program for persons with disabilities. The WUA Social Service has never reported or discussed data on persons with disabilities who need work or job training. this is a new target for the WUA Social Service Office and efforts will soon be made to establish a better working relationship. Furthermore, four companies in Pematangsiantar City also stated that they had never established good communication with the Manpower Office or the WUA Social Service. This is as said by Zulmi Irawan Supervisor of PT. Ramayana Lestari Sentosa, Tbk Pematangsiantar City as follows:

“Belum pernah ada kerjasama dengan pemerintah atau Dinas Ketenagakerjaan begitu. Dinas Ketenagakerjaan juga tidak ada memberitahu kepada pihak perusahaan.”

PT. Ramayana Lestari Sentosa stated that he had never communicated with the Manpower Office. This is also similar to that stated by PT. Bumisari Prima, PT. Pos Indonesia, and CV. Horas The rice mill that has never been in contact with the Manpower Office. Only one company, namely PT. Alfamart, which has collaborated with employee recruitment with the Pematangsiantar City Manpower Office.

“Kita menjalankan proses perekrutan karyawan selalu melibatkan pihak pemerintah di berbagai daerah. Kita selalu libatkan Dinas Ketenagakerjaan diberbagai daerah untuk merekrut karyawan. Semua prosesnya sama jadi kita menghubungi Dinas Ketenagakerjaan lalu pencari kerja mendaftar dan diadakan seleksi di Dinas Ketenagakerjaan sendiri. Saya langsung datang ke Dinas Ketenagakerjaan di daerah masing-masing untuk prosesnya.” (Rizki Fauzi Nasution HRD PT. Alfamart)

Based on the results of interviews with various informants related to the coordination and communication that has not been carried out properly. There is no reciprocal relationship between the parties involved in providing job accessibility for persons with disabilities, both from the Regional Government, the Company, and the Community. This causes the lack of available job opportunities for persons with disabilities to obtain decent work.

c. Budget

Based on the results of an interview with the Head of the Social Affairs Division of the WUA Social Service, the basic problem that has caused the P3A Social Service Office to have not implemented the independence program for work is the lack of a budget that the WUA Social Service has. The Department of Social Affairs stated that it was difficult to carry out work in accordance with the field and main task. This is influenced by the large number of target

beneficiaries which are not proportional to the amount of budget owned by the WUA Social Service. The P3A Social Service acknowledged that to overcome the problems of 26 types of PMKS, an adequate budget was needed so that each type of social problem could be handled properly, including the problems of persons with disabilities.

“Cuman masalahnya juga tetap di anggaran. Dinas ini kan masih gabung dengan P3A jadi kita kesulitan untuk menggunakan anggaran yang ada sementara ada 26 jenis PMKS yang harus ditangani. Jadi kita akan upayakan ya program ini terlaksana di anggaran 2022 karena pemko sudah mencanangkan program spm salah satunya bagi disabilitas diluar panti.” (Risbon Sinaga, MM Kepala Bidang Sosial P3A Kota Pematangsiantar)

c. Lack of Planning

Pematangsiantar City Government does not yet have a commitment and concern for accessibility issues for persons with disabilities in obtaining employment. This can be seen from the absence of program planning launched by the local government to meet the employment needs of persons with disabilities. The government does not understand the needs and rights of persons with disabilities. The work program for fulfilling the work of persons with disabilities has never been planned by the WUA Social Service, Manpower Office, or Pematangsiantar City Bappeda. The local government is still focused on basic services that have not been well resolved. This causes the problem of people with disabilities that efforts and solutions for handling them have never been planned. Studies or studies on the problem of persons with disabilities in Pematangsiantar City are known to be still low. The government and local communities have not done much research and focus on the problems of persons with disabilities. This is one of the factors causing the lack of planning for programs for handling persons with disabilities in Pematangsiantar City.

Based on the results of the research that has been carried out, it can be concluded that the government's policy on the accessibility of persons with disabilities in obtaining employment in Pematangsiantar City is still inadequate. The work program of the Manpower Office has not been able to provide good accessibility for persons with disabilities to participate in the world of work. There are many people with disabilities who are unemployed or unemployed and have difficulty accessing decent work. The same thing happened to the P3A Social Service which had not made maximum efforts to deal with the problems of persons with disabilities, especially in providing access to work. The Pematangsiantar City Regional Personnel Agency (BKD) has also not maximally fulfilled the 2% work quota for people with disabilities in the procurement of CPNS within the Pematangsiantar City Government.

V. Conclusion

Government policies related to the accessibility of persons with disabilities in obtaining employment in Pematangsiantar City are not yet fully available. This can be seen from the unavailability of programs for handling persons with disabilities from the P3A Social Service in the form of social assistance, skills training, and social advocacy for the fulfillment of the rights of persons with disabilities. Programs from the Manpower Office are not yet available, namely the lack of advocacy carried out by the Manpower Office regarding the marketing of workers with disabilities, the availability of job vacancies information, the provision of job fairs, and training programs for disabilities that are still planned but have not been realized. The program from the Regional Personnel Agency (BKD) has not met the 2% quota for employing persons with disabilities.

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