

## **ABSTRACT**

*Job opportunities for individuals with disabilities remain extremely limited due to discrimination and societal views that underestimate their ability to contribute productively in the workplace. In 2022, only 720,748 out of 22.97 million people with disabilities were employed, highlighting the scarce job opportunities available to this group. The introduction of Starbucks Signing Store has created job opportunities for deaf individuals. This study aims to understand the communication strategies employed by Starbucks Signing Store to address the interaction and communication gap between deaf and hearing individuals. The research uses a qualitative case study methodology. Data collection methods include observation, interviews, documentation, and audio-visual materials. The data sources for this study include informants from Starbucks management, deaf partners, and hearing customers. The analysis techniques involve data collection, data reduction, data presentation, and conclusion drawing. The findings indicate that the communication strategies implemented to address the communication gap between deaf and hearing individuals involve identifying communication targets, selecting communication media, evaluating message goals, and the role of communicators in the communication process..*

**Keywords:** *Employment Opportunities for Disabilities, Starbucks Signing Store, Communication Strategies, Deaf Individuals, Hearing Individual*