REVIEWER'S REPORT

Manuscript No.: IJAR-55956

Title: PUBLIC RELATIONS STRATEGIES FOR INCLUSIVE EMPLOYMENT: A CASE STUDY OF THE DIFABIS COFFEE AND TEA PROGRAM BY BAZNAS BAZIS JAKARTA

Recommendation:
Accept as it is …………………………….
Accept after minor revision………………
Accept after major revision ………………
Do not accept (*Reasons below*) ………

Rating	Excel.	Good	Fair	Poor
Originality	✓			
Techn. Quality		✓		
Clarity		✓		
Significance	✓			

Reviewer Name: Dr.M.Devaki

Detailed Reviewer's Report

1. Overall Evaluation

The study is well written and clearly explains how public relations (PR) strategies support inclusive employment for persons with disabilities, especially deaf workers, through the Difabis Coffee and Tea Program. The use of the RACE framework (Research, Action, Communication, Evaluation) gives a clear structure to the analysis. The qualitative approach is suitable, and the discussion shows good understanding of inclusive communication and social empowerment. Overall, the paper makes a meaningful contribution to the fields of public relations, disability studies, and inclusive employment.

2. Strengths of the Study

1. **Clear Research Focus**

   The study clearly focuses on how PR strategies help create and sustain inclusive employment. The research objectives are well aligned with the problem statement.

2. **Appropriate Methodology**

   The qualitative case study design, using interviews, observation, and document analysis, is suitable for exploring real-life experiences and practices.

3. **Strong Theoretical Framework**

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The use of the RACE model provides a logical and easy-to-follow structure for analysis and discussion.

4. **Practical Relevance**

The case of a disability-inclusive café run by a faith-based organization is interesting and socially important. The findings can guide other organizations that wish to promote inclusive employment.

5. **Good Integration of Communication and Inclusion**

The explanation of how sign language, visual tools, and storytelling help in building interaction and reducing stigma is a major strength.

3. Areas for Improvement

1. **Simplification of Language**

Some sections use complex academic terms and long sentences. Simplifying the language would make the paper more accessible to a wider audience.

2. **Clarification of Sample Size**

The number of interviewees and their profiles could be stated more clearly to improve transparency.

3. **More Concrete Examples**

Including short real-life examples or quotes from deaf baristas and customers would strengthen the findings and make them more vivid.

4. **Evaluation Methods**

The evaluation stage is mainly described as informal. The study could suggest or discuss more systematic evaluation tools for future programs.

5. **Conclusion Expansion**

The conclusion could more clearly highlight practical recommendations for policymakers, NGOs, and PR practitioners.