

ABSTRACT

This study aims to analyze the inclusive content strategy implemented by Sunyi Coffee through their Instagram account. Sunyi Coffee is a coffee shop that empowers people with disabilities, especially the deaf and mute, as part of their business operations. Through a qualitative approach and case study method, data were obtained from in-depth interviews with business owners, social media admins, and people with disabilities and cafe visitors. This study also analyzed the content uploaded on Sunyi Coffee's Instagram to evaluate the effectiveness of conveying inclusive messages. The results of the study show that Sunyi Coffee has succeeded in building an inclusive brand image through educational, inspiring, and interactive content, such as sign language videos and stories of deaf baristas. However, despite receiving a positive response from the general public, the involvement of disabled audiences as the main target is still relatively low. This finding indicates the need to strengthen content strategies in terms of visualization, storytelling, and accessibility. This study is expected to provide theoretical contributions to inclusive communication strategies on social media and provide practical input for MSMEs in implementing branding based on diversity and equality.

Keywords: *Brand Positioning, Communication Strategy, Disabilities, Inclusive Content, Instagram, People with, Sunyi Coffee*