

ABSTRACT

Approximately 9%, or the equivalent of 23.3 million people in Indonesia, live with limitations—whether physical, mental, intellectual, or sensory. Persons with disabilities in the productive age group (19–59 years) have the right to work and earn an income. However, their limitations often cause difficulties in obtaining employment. This thesis aims to design a business model for the Jembatan Karir website-based platform using the lean canvas method and to address the employment challenges faced by people with disabilities. Data was collected through literature studies and compared with the results of interviews and questionnaires across several Lean canvas blocks. The processed data was then used to design the Jembatan Karir business model. Based on the analysis, a Lean canvas and *mockup* were developed and subsequently underwent verification and validation. Verification was carried out through discussions with the Jembatan Karir owner team. Further verification of the *mockup*, based on the Lean canvas design in the Problem and Solution blocks, was conducted with people with disabilities in Bandung City. The validation results in the Problem block revealed several challenges faced by people with disabilities, including limited access to job opportunities, discrimination in recruitment information stages, and the lack of accessibility on job vacancy platforms. To address these issues, the Solution block presents Jembatan Karir as a website-based platform for people with disabilities to find inclusive job opportunities by providing features such as Cari Kerja, Cari Freelance, Tips Berkarir, Fitur Aksesibilitas, Mitra Kami, Chat and Notification.

Keywords - Disability, Jembatan Karir, Lean canvas, Employment