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Difalink's Strategy in Diminishing Social Stigma for People with Disabilities in Attaining Job

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Abstract

People with disabilities often experience difficulty in obtaining work due to stigmatization in society. The social stigma has been constructed through the media, which creates the opportunity gap for people with disabilities. However, there is Difalink, a job recruitment page specifically for people with disabilities, that has successfully bridged the gap between people with disabilities and institutions that are eager to hire them. This is why an in-depth study was conducted to examine the application of Difalink in addressing the challenges of stigmatization, utilizing qualitative methods and collecting primary data through in-depth interviews with Difalink's staff. Using Erving Goffman's social stigma theory, which states that the social stigma occurs because there are audience and attribute. This is why Difalink has successfully attained its goal as the job portal because they diminish the social stigma from the roots. Difalink found that social stigma toward people with disabilities is based on the views that people with disabilities are unhealthy, unable, and incapable of working. Therefore, Difalink conducted a strategy. At first, it focuses on raising the disability sensitivity within the institution since the institution, as the recruiter, plays the role of the audience. Second, Difalink helps people with disabilities to develop their capabilities. And third, Difalink raises public awareness through Instagram, which at once prevents the social stigma for potential institutions that need workers and potential people with disabilities who need a job.

Keywords: Difalink; social strategy; social stigma; ableism; people with disability; employment

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INTRODUCTION

One of the rights of Indonesian citizens is getting access to education and job opportunities to attain a better life, as it is written in The 1945 Constitution of the Republic of Indonesia article 27 number 2, “Every citizen shall be entitled to work and a living that is decent for humanity“ (Pakpahan, 2024). As the basic law of the Republic of Indonesia, this article affirms that the nation is responsible for fulfilling the society’s rights, including the right to provide employment opportunities to all people evenly and equally.

Focusing on the words “every citizen”, it is understandable that every person in this nation is entitled to get a job, not according to the background. Including the original origin, gender, and the physical form, whether disabled or not. From the Long Form of Population Census year 2020, it is acknowledged that the disability prevalence in Indonesia is 1,4 percent, or it can be drawn that in every 100 citizens, there is one to two people with disability (Badan Pusat Statistik, 2023). Special Region of Yogyakarta Province scores as the region with the highest number of people with disability with 2,02% prevalence, and Banten Province is the region with the lowest number of people with disability with 0,97% prevalence (Badan Pusat Statistik, 2023)

Maxwell defined people with different abilities as them that has the different physical and mental functions (Mawardi et al., 2023). This different function hinders the ability to do daily activities. This definition focuses on defining people with disabilities as people that unable to do their daily activities as people with no disability do. Mawardi et al. (2023) mentioned several types of disability, there are blind or visually impaired, deaf or hard of hearing, speech impairment, physical disability or mobility impairment, emotional or behavioral disorder, intellectual disability, and autism spectrum disorder.

According to Statistics Indonesia, as of 2023, the results of the 2020 population census long form showed that there are more than 21 million people with disabilities in Indonesia. From that number, the percentage of children with disabilities who registered in high school is quite low, about 52,7%. When discussing job preparation, this number cannot accurately represent the readiness of the employee candidate, as educational background and skill set are the primary factors in the recruitment process. Capitalism also worsens the reality by marginalizing people with disabilities, situating them to access the different institutions with people with no disability as they cannot fulfill the market needs of labor (Ali et al., 2024).

Statistics Indonesia in 2023 pointed out that in 2022, across all in every range of educational background that finished by people with disabilities, the number of unemployed

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people is all higher than employed. It is also pointed out that the highest educational background of people with disabilities is obtained from college, but still, the number of unemployed bachelors is higher than the number of employed bachelors. With no employment prospects, 63% people with disabilities then work as casual workers. Statistics Indonesia's data in 2022 indicated that people with disabilities have a two to six times lower chance of obtaining employment, and only 21,65% people with disabilities above 15 years old who obtain employment. In fact, legislators in the Asia Pacific region, as the policy makers of disability-based policy, only represent by 0,4% people with disabilities themselves. The government has not been able to fulfill its responsibility to improve the welfare of people with disabilities in Indonesia (Arif et al., 2025; Farrisqi & Pribadi, 2022; Fatmawati, 2024; Syahfitri et al., 2024).

The reason for this opportunity gap is based on the stigma towards people with disability or also defined as ableism. The National Research and Innovation Agency of the Republic of Indonesia explains ableism as discriminative stigma to people with disabilities (Pramudita et al., 2024). Ableism can be seen through the words and actions that tend to show the superiority of people with no disabilities towards people with disabilities (Mccomas et al., 2025). This stigmatization has even started since they were kids and has hindered their development process (Ainiyah et al., 2025). Moreover, it has hindered them from obtaining a good education and welfare (Nugroho et al., 2025).

Goffman's theory of social stigma defines stigma as an attribute, behavior, or reputation that is socially discredited in some way. This causes a person to be mentally classified by others in an undesirable and rejected stereotype, rather than an accepted and normal stereotype. In his book Stigma: Notes on the Management of Spoiled Identity (1963), Erving Goffman explains that the prerequisite for stigma is a relationship between attributes and audiences. Attributes are anything used by stigmatized individuals to appear more normal, such as sunglasses worn by visually impaired individuals to mask their blindness. While audiences are often associated with "normal people" or those who stigmatize the stigmatized.

According to Bruce & Jo C. Phelan, (2001), there are several pathways to understanding stigma that need to be considered. First, people distinguish and label others who are different. Most people will believe that labeling people who are different is a form of undesirable characteristics with negative stereotypes. Then, labeled people are placed into different categories, thus achieving a level of separation between "us" and "them." These labeled people then experience status loss and discrimination that lead to inequality. Thus, stigmatization

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depends entirely on access to social, economic, and political power that allows for the identification of differences, the construction of stereotypes, the separation of labeled people into different categories, and the full implementation of condemnation, rejection, exclusion, and discrimination.

Erving Goffman divides stigma into several types: physical differences, character differences, and ethnic differences. Stigmatization based on physical differences is given to those with different physical forms, such as people with disabilities. Stigmatization based on character differences is given to those with different lifestyles, such as those with abnormal sexual orientations. Stigmatization based on ethnic differences is given to those with certain tribes, nationalities, races, and religions, such as anti-Semitic movements against Semitic races.

According to Goffman, stigmatized individuals can be divided into two types: discredited and discreditable. In discredited individuals, the source of the stigma is clearly visible, as is the case with people with disabilities and people of certain races. In discredited individuals, the source of the stigma is less obvious and can be identified upon closer examination, such as homosexuality (Umami et al., 2024). Goffman also explains mixed social situations as moments where stigmatized individuals and non-stigmatized individuals find themselves in the same social situation, creating awkwardness in the resulting social contact. Two types of individuals are able to understand the perspective of stigmatized individuals: those who have experienced the experience and those who can wisely understand others.

In one chapter of his book, Goffman discusses the etiquette of stigmatized people when dealing with “normal people.” Stigmatized people should assume that “normal people” are stupid or ignorant of their condition, not that they are evil. There is no need to respond to the insults from normal people, and stigmatized people should ignore or patiently challenge the offense and the underlying views. Stigmatized people should try to help defuse tension by lightening the mood and using humor or even self-mockery. Stigmatized people should treat normal people as if they were respectable. Stigmatized people should follow disclosure etiquette by using their disability as a serious topic of conversation. Stigmatized people should use thoughtful pauses during conversations to allow for recovery from the shock of something being said. Stigmatized people should allow intrusive questions and consent to help. Stigmatized people should see themselves as “normal” to make being “normal” easy.

The social stigma attached to people with disabilities is related to media influence in showing the condition of people with disabilities as unempowered, passive, and fragile people

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(Andira & Malayati, 2024). In entertainment's scope, many disabled characters in kids-rated movies acted as antagonists and or retarded roles, for example, the character `Dopey` in "Snow White and the Seven Dwarfs" (Holcomb & Latham, 2022). The Media reinforces the stigma that people with disability is unable to do anything and need to be pitied (Permana, 2025). In work sectors, a misunderstanding of the company leads to discrimination against workers with disabilities (Rosalina & Setiyowati, 2024). Within society, ableism forms a hierarchy where the rank is based on the ableist values held by individuals (Burch, 2025). It can be seen in so many aspects of our lives. In the end, the practice of ableism can be used as a tool to measure the awareness, sensitivity, and how educated a person is.

Nowadays, the use of job portals is needed to allow so many unemployed people to submit their interest, as the conventional way of recruiting is hard to implement in a large portion of the working population (Idris, 2025). The development of the online recruitment process is also in line with the development of the social industry (Fajarwati, 2021). A job portal is a job vacancy website that bridges the job seeker and the recruiter (Sugiyanto et al., 2025). Job portal facilitates the institutions on recruiting process in a more efficient way (Aldisa et al., 2022; Purnama et al., 2025). There are many job portals and job applications, such are Linkedin, Glints, JobStreet, Karirhub that initiated by the Ministry of Manpower, and many more. But these portals are quite general and do not specifically provide open recruitment for people with disabilities. Yet the portals are inclusively inaccessible.

To obtain the actual system use, a job portal needs to have good information quality and good system quality (Navaratnam & Seekers, 2023; Prakarsa et al., 2024). A job portal generally shows the recruiting institution, available position, job description, submission deadline, and the incentive that will be given. The job seekers usually will have a profile page where they can fill it with personal biodata, curriculum vitae, and work experience. When the job portal users are going to register for the open position, the recruiter can evaluate the capability of the candidate. The layout of the portal affected the willingness of users to apply and the institutions to build a partnership (Kheng et al., 2025).

People with disabilities still find it difficult to find a job because there are unequal employment rights given to them. This can be seen in employed access program that used to be applied to reformulate the quota of workers with disabilities (Pramudita et al., 2024). But, in another way, unemployed people with disabilities can easily attain a job with the help of peer-support or a mentor (Dorstyn et al., 2020). Because the mentors have the cultural competencies

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to understand people with disabilities (Shafaat et al., 2024). From these studies, we can analyze that recruiting people with disabilities using the digital system was unsuccessful, but by using the help of peer-support or a mentor, people with disabilities can be employed. However, to diminish the stigmatization, it requires the community support and collaborative efforts (Nugroho et al., 2025).

However, amongst the opportunity gap, there is a social enterprise that focuses on providing job vacancies for people with disabilities named Difalink. It is a website and per September 2025, Difalink provides 884 job vacancies from 140 partners that are consisted by national and multinational institutions. There are 4037 registered users or job seekers, and from that data, there are 228 people that recruited and employed by the partner institutions. Difalink specified that it works for the service of people with disabilities. Reported from difalink.com, Difalink offers four main points: 1. Uploading the information about job vacancies, 2. Providing training to elevate the skill of the job seeker, 3. Providing the service to build the institution's inclusivity internally, and 4. Consultation service for an institution that is eager to create an inclusive climate within the institution.

The platform layout shows the job position and is followed by the location of the duty, deadline to submit the application, and the disability type that can pursue the position, as well as the information about the recruiter with its institutional logo. The mechanism to apply starts with creating the account, and it must be noted that the applicator is limited to people with disabilities only. Attach the degree certificate and Disability Certificate that is signed by a medical institution, then fill in all personal data that will be in a Curriculum Vitae. A cover letter also needs to be prepared, and it will be submitted in the last submission process. After having the account, the job seeker can click “lowongan” and select the needed position. After clicking “lamar”, the users will read the description of the applied duty, the scope of the job, and the work requirements. If the user is willing to continue the requirement process, then click “lamar” and submit the cover letter. The institution will contact the potential employee to continue the requirement process. With the presence of Difalink, there is a unique-phenomena that needs to be studied. As this portal can successfully bridge the people with disabilities as job seekers and its partners as the institutions that need to inclusively fulfill the employment quota of people with disabilities.

Education equity has been being the challenge to develop the skill sets due to the lack of teaching methodology (Lou, 2024). Difalink then provides educational programs for elevating the understanding that these are the main needs of people with disabilities (Midiyati et al., 2025).

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Difalink's social interventions open up greater opportunities, creating social functioning and independence for people with disabilities (Lestari & Muhtadi, 2021). Mccomas et al., (2025) has describes that people who work with people with disabilities have to first watch their own words and actions so they will not implement their bias and apply discrimination to minimize the ableism. With the facts that ableism is widely implemented in society and Difalink can diminish it through its program, it is necessary to study the strategy that is implemented. So, we can understand how to formulate a strategy that can help people with disabilities.

The challenge of empowered stigma to people with disabilities has been rooted in society. People with disability is considered to be unable to function effectively. Therefor this research will study the efforts made by Difalink as a job portal in diminishing the social stigma of people with disabilities in job seeking process. This research will focus on people with disability that can attain a job digitally and with the help of a mentor. Also, to study how Difalink helps people with disabilities to fulfill their recruitment. This research is expected to contribute to diminishing the opportunity gap for people with disabilities. To contribute to elevating the digital role in fulfilling the rights of people with disabilities. Therefor it is very important to study "Difalink's Strategy in Diminishing Social Stigma."

RESEARCH METHODOLOGY

This research method employs a qualitative approach and is narrated descriptively. The purpose of using a qualitative approach is to provide in-depth, verifiable data resulting from the reality of the recruitment process through Difalink. This approach will facilitate the research in answering the research questions more precisely.

In addition to a qualitative approach, this research also employed a case study method focused on Difalink itself. Difalink staff members were needed as the informants to explain their recruitment process and strategies for reducing the stigmatization of people with disabilities. The staff members in People Management and General Affairs were expected to represent Difalink's function. Explaining the program internally and externally.

This study utilizes two data sources: primary and secondary data. The primary data required are the reality of stigmatization experienced by people with disabilities, the reality of Difalink's role in helping them find employment, and the reality of the strategies implemented by Difalink to reduce existing social stigma. During the primary data collection process, in-depth interviews were conducted with several selected informants.

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The secondary data required includes conceptualizations and in-depth explanations of research elements, such as social stigma, people with disabilities, employment for people with disabilities, and the job portal. This secondary data was obtained through existing studies in the form of relevant books, publications, and research journals.

Simultaneously with the in-depth interview process, virtual observations will be conducted by viewing Difalink's posts on its website and Instagram. Observations on www.difalink.com are intended to monitor posted job vacancy information. Observations on Instagram @difalink are intended to monitor activities initiated by Difalink, such as information on online classes, sharing sessions from people with disabilities who have successfully found work, and the dissemination of information about people with disabilities and employment.

RESULT AND DISCUSSION

Stigmatization of persons with disabilities in obtaining employment

The findings indicate that people with disabilities face stigmatization in society. The challenges associated with stigma that people with disabilities face in obtaining employment are shown in the table below:

Table 1. Social stigma on workers with disabilities

No	Social stigma views
1	The view that disability is the same as illness, which means not being physically healthy and fit
2	The view that disability is the same as being incompetent and having no skills
3	The view that disability is the same as being unable to work like those with abilities.

Source: obtained from primary data

As Difalink has handled so many people with disabilities and institutions through the few programs that it initiates, it has formulated three main forms of stigmatization as mentioned above. These stigmatizations are formulated by how people with abilities view people with disabilities.

The first view is about how people keep seeing people with disabilities as the same as a sick person, while actually this is not. This stigma leads to people with disability unable to pass

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every work requirement that needs a Certificate of Health. In some cases, even if they are proven to be healthy persons, they still cannot be passed by the institution because of the stigma itself.

The second and third view actually quite similar in stigmatizing the capabilities of people with disabilities. For the second view, the stigma focuses on the inability of people with disabilities to achieve certain work skills. For example, people with visual impaired stigmatized as having less ability in doing administrative work, while actually they are not. People with visual impairments can still access any administrative work as long as the device that they use have talk-back feature that can read word by word.

The third view is the next grade of view after stigmatizing the capability. People with disability judged to be less capable than people with abilities, and it can be seen from job vacancies that given to them are more likely to be in the lowest hierarchy of office, for example, to be in the cleaning service division. The government has encouraged that every institution has to offer some positions for people with disabilities to create an inclusive social life, but the stigma still creates the gap by creating the opportunity gap in working positions.

Strategy in diminishing ableism

The ability to diminish the ableism towards people with disabilities can be attained because Difalink has the scheme. This scheme aims to create an inclusive climate in the work area. Focusing on people with ability first, then people with disability since people with ability is the audience for social stigma in this case.

Table 2. Difalink strategy in diminishing ableism

No	Strategy	Description
1	Preparing the audience or people with ability that will work with people with disability	Difalink conducted Program PERSONA (Preparing Employees and Recruiters for Successful Opportunities and Nurturing Abilities). With the sub-program: 1. Employment platform at difalink.com

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		2. Disability Sensitivity sessions 3. Inclusive workplace programs
2	Preparing people with disability to be able to work independently	Difalink conducted: 1. Program DOPE (Disability Empowerment for Professional Equality) 2. Program Disabilities to The Next Abilities (DNA) 3. Program PROOF (disability emPoweRment fOr hOspitality Focused)
3	Raising public awareness about their work	Difalink has communicative social media, @difalink in Instagram

Source: obtained from primary data

PERSONA (Preparing Employees and Recruiters for Successful Opportunities and Nurturing Abilities) program is a program that is conducted for the institution that will be partnered with Difalink. This program consisted of three sub-programs: employment platform, Disability Sensitivity sessions, and inclusive workplace program.

Employment platform program associated with Difalink's website, a platform that connects workers with disabilities with online recruitment companies. This service includes posting job openings on the difalink.com website, providing job consultations, disseminating job information through various media, receiving and screening applications, and sending CVs to companies. Companies continue the recruitment process independently after receiving CVs, with Difalink providing regular monitoring. If a disabled worker is successfully recruited, Difalink will create a "Cerita Sukses" in Instagram with the entire process from advertising to submitting a resume and is free of charge.

The Disability Sensitivity (DS) session aims to create an inclusive work environment for people with disabilities. It is attended by HR, upper and middle management, and staff. This session raises awareness about disabilities, reduces stigma and discrimination, and creates an

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inclusive environment. Session materials cover the employment situation for people with disabilities in Indonesia, tips for working and communicating with people with disabilities, talk shows with workers with disabilities, and sign language classes. Fees for Disability Sensitivity sessions are adjusted based on the materials required by the company. This can be discussed further with the Difalink team.

The Inclusive Workplace Program is a comprehensive program that supports companies in becoming inclusive workplaces for employees with disabilities, tailored to their needs. The program's services include in-depth interviews with internal teams regarding the conditions and potential for disability inclusivity, site visits and accessibility assessments to gauge the company's infrastructure readiness, and the development of a blueprint for recruiting and developing careers for employees with disabilities that align with the company's values and culture. The program also includes Disability Sensitivity sessions for internal teams and an onboarding process for newly hired employees with disabilities.

After preparing its partner through several programs and building up an inclusive atmosphere, Difalink's advanced strategy is preparing its users through training. It is to strengthen the capability and to support their ability to face the dynamics of work.

The Disability Empowerment for Professional Equality (DOPE) program is designed to empower skilled people with disabilities to develop digital skills in the social media specialist field. The program focuses not only on improving technical skills but also on developing the soft skills necessary for workplace success. Furthermore, the program helps companies become more inclusive through in-house internship programs. The DOPE program was first implemented in 2022 and supported by the US Embassy Jakarta through the AEIF. This program aims to support the improvement of the skills of people with disabilities who already have experience or knowledge in the fields of content writing and graphic design. DOPE was attended online by 50 people with disabilities from various regions in Indonesia. Participants underwent intensive training for three months to improve their knowledge. Furthermore, during the training, participants were also given individual and group assignments aimed at applying the knowledge they had gained from the training sessions. The 25 best participants were then selected to undertake internships for a minimum of three months at 12 Difalink partner companies. Some of them even found employment after completing their internships.

The DNA program focuses on career sustainability by developing soft skills in school. Modules from this program will be distributed to schools and universities for teachers to teach

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to future students. The Disability to The Next Ability (DNA) program aims to improve the soft skills of students with disabilities so they are ready for work and have sustainable careers. The DNA program has been implemented three times since 2022. Difalink collaborated with SLBN 2 Jakarta for the first batch in 2022. Seven webinar sessions covered work preparation, such as exploring why someone works, writing a curriculum vitae, workplace communication, and more. Twenty-five participants were grade 12 students and alumni of special needs schools (SLB). This group of participants was selected because they will soon enter the workforce.

DNA Batch 2 for university and special needs school (SLB) students and alumni, this batch consisted of two phases. Phase 1 focuses on college students and college alumni with disabilities. The material presented was more complex, taking into account the knowledge and exposure to the world of work that participants had already gained. In this session, the majority of webinars were provided directly by companies to facilitate communication and discussion about workplace applications. Phase 2 focuses on special needs school students and alumni. This was attended by 25 students and accompanying teachers from four special needs schools in the Riau Islands Province. Similar to DNA Batch 1, the material provided in this phase 2 is simpler and tailored to participants entering the workforce after graduating from high school. Furthermore, speakers from regional companies that have opened job openings for people with disabilities are also invited.

DNA Batch 3 is conducted for the general public. This program consists of seven sessions, all delivered by experts in their respective fields. While the previous program focused solely on soft skills, this batch 3 included material on financial management to equip participants with how to manage their salaries after employment. This program is open to the public, so anyone with a disability can participate.

The PROOF (Disability Empowerment for Hospitality Focused) program is designed to help people with disabilities to enter hospitality careers by enhancing their skills and collaborating with hotels to create a more inclusive work environment. PROOF aims to accelerate the absorption of experienced people with disabilities who lost their jobs due to COVID-19 in the hospitality industry. It also creates job opportunities for fresh graduates with disabilities and encourages the hospitality sector, particularly hotels, to become more inclusive and provide better and more sustainable careers for people with disabilities.

Besides the programs that it conducted, Difalink's strategy in diminishing ableism can be seen from its effort to raise awareness through social media. Difalink’s account in Instagram -

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@difalink – becomes their main channel to communicate with society. As of September 2025, there were 9,140 followers and 1,616 posts. In social media practice, public accounts increase engagement with their followers by using the pronoun "I" from the account admin's perspective and using the pronoun "you" from the followers' perspective. On the Difalink account, the pronoun "I" is "Mindi" and the pronoun "you" is "Difalinkers." As Difalink tries to facilitate the job recruitment process for people with disabilities, they also hold online classes to improve the self-development of their followers, especially people with disabilities who will apply for jobs or who already have jobs.

DISCUSSION

Difalink has been running its platform for years and has bridged so many users and institutions. From there, Difalink found the practice of ableism that is experienced by people with disabilities. It shows that the stigma is there, developed within the society, and it gives people with disability to have a less opportunity to attain any job.

Those three views from Table 1 are actually the uncertain ideas that are believed by society. Moreover, it is believed by the recruiter. Erving Goffman stated that stigma is created by two requirements: the audience and the attribute. Here we can see that the recruiter is the audience and unemployed people with disability is the discredited people. How recruiters see the unemployed people with disabilities is the main idea of stigmatization itself. As they believe that people with disability is unhealthy, unable, and incapable of working, then the reality will work that way, and it will be constructed to further stigmatize people with disabilities.

By Goffman's requirements, we can also see that social stigma is built by the attribute. From table 1 point 1, we can see that people with disability needs to be healthy before applying for the job. And to achieve the health standardization, they were required to submit a Health Certificate. This certificate is the form of an attribute itself, because people with disability is forced to achieve the concept of health that is constructed by the recruiters and society. However, in fact, people with disability that has certified healthy by the health institution, it still cannot be accepted by the recruiters. The attribute can also be seen in how recruiters demand that people with disabilities perform their work in the same way as people with no disability. While actually, people with disabilities can still perform their duties the way they are. People with disability is forced to act normally according to the normal concept of recruiters.

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To be able to diminish the social stigma, Difalink then created a strategy that approaches the audience and its attributes. As we can see from Table 2, point 1, Difalink started its strategy in preparing the institutions to become an inclusive workplace for everyone. Before opening a vacancy in Difalink, the institution needs to provide an inclusive area that is friendly to people with disability, institution needs to prepare its employees without disabilities to understand the habits of people with disabilities.

This strategy is needed because the audience becomes the main and the big factor in creating a social stigma. Difalink did a good job by elevating the awareness of institutions as the audience actor first before doing another strategy. By having them understand about the inclusivity and the habits of people with disability then they will not stigmatize their workers with disabilities. So once people with disabilities get into the institution, he or she will be treated fairly and accordingly to their capabilities in the scope of their own duty.

At the second strategy, Difalink focuses on developing the capabilities of people with disabilities. The social stigma narrative always talks about how people with disabilities are not as capable as normal people are, with the programs that they initiated. Difalink has helped people with disabilities to upgrade their skills. The programs like PROOF in hospitality-based and DOPE in digital-based have shown that people with disability is still able to work in these sectors as long as they are trained, just as people with no disability that can work in these sectors as long as they are trained too.

The second strategy of Difalink focuses on the attribute that is linger to people with disabilities. Since attribute defines as the things that are allocated to make stigmatized people act as normal as the not stigmatized people, then the strategy needs to be focused on people with disability itself. Difalink's programs encouraged people with disabilities to accept their special features and develop them. Then, people with disability does not have to force themselves to perform as normal people do, they can still perform their job in their own way.

At the last stage, Difalink focuses on raising awareness within society through social media. Difalink tries to inform their work on Instagram, this is their way to show their identity as an institution that works to bridge the gap between institutions that look for workers and people with disabilities who look for job vacancies. Difalink likes to share the success stories of their users that finally been employed to state that people with disability is able to attain a job too. In other words, this information also informs that the workplaces of those users are inclusive institutions that are friendly to people with disabilities.

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Social media also has the role to prevent social stigma. We have to understand that the stakeholders of Difalink are the people with disability that needs a job and institutions that needs worker, so the social media's posts will influence these stakeholders to trust Difalink for their needs or not. Therefore, the social media strategy that Difalink implements has helped the institution to help the potential audience to understand the reality and diminish its own social stigma. It is also to help people with disabilities to understand that they are free from stigmatized attributes and can perform well as long as they are eager to learn and take the opportunity.

CONCLUSION

It is so understandable to know why people with disability has the less opportunity to attain a job. The social stigma in the way to attain a job has developed within the society and influenced the recruitment process. People with disability has been stigmatized as people that is unhealthy, unable, and incapable to work. Every form of ableism and other forms of social stigma will create a labelled social identity. A strategy is needed to create two realities, whether it is an exclusion or an inclusion (Teixeira-machado, 2025).

To diminish these stigma Difalink has created a strategy that focuses on the social stigma's requirements by Erving Goffman, which are audience and attribute. First strategy focuses on the institution as the audience of social stigma, Difalink tries to build an inclusive climate within the workplaces, so they are able to accept people with disabilities. Then the second strategy is focusing on developing the capability of people with disabilities as users and as potential employees. Lastly, Difalink tries to raise public awareness through their social media and in other ways prevent the social stigma as they show the ideal reality that people with disability is able to work in a healthy workplace.

As we may understand that this strategy has run well by Difalink, then we cannot deny that Difalink can implement the strategy because they are focused on the roots of social stigma itself. They focus on reconstructing the awareness of institutions as the audiences. Because the ability of institutions to accept people with disabilities will create a more inclusive work climate (Suharyanto et al., 2024). Therefore, this strategy can be implemented by other stakeholders who want to fulfill the rights of people with disabilities in attaining a job. The government or private sectors can build their internal inclusive workplace first, before accepting people with disabilities. And as people with disabilities nowadays have been trained well, we can encourage the government or private sectors to open their job opportunities for people with disabilities.

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