

ABSTRACT

Workplace Diversity has become one of the important issues in human resource management in the modern era. In public institutions, diversity is not only related to demographic factors such as age, gender, and educational background, but also includes differences in values, ways of thinking, and work experiences that have the potential to enrich innovation and collaboration. This study aims to understand two focuses, namely patterns of perception of workplace diversity and its implications for team collaboration at the Regional Research and Innovation Agency (BRIDA) of Semarang City.

The research method used is descriptive qualitative based on case studies, namely in-depth analysis of a phenomenon/case, such as activities, events, programs, processes, activities, and one or more individuals. Data collection techniques included in-depth interviews with three key informants, direct observation of work interactions and daily communication in co-workingspaces, as well as reviews of institutional documentation such as the establishment of Focal Point Pengarusutamaan Gender (FP-PUG), and Pengarusutamaan Gender (PUG) Implementation Report.

The results of the study show that diversity at BRIDA is perceived positively as an organizational strength that encourages professionalism, open communication, and cross-generational collaboration. This success is supported by inclusive leadership, a participatory work culture, and institutional policies that are responsive to gender equality and inclusion. Thus, diversity is not only a symbol of representation, but also transforms into organizational capital and innovation.

Keywords: Workplace Diversity, Diversity, Team Collaboration, Employee Perception

