

INTISARI

Pandemi Covid-19 di Indonesia berdampak pada penurunan pendapatan dan kesulitan akses pemasaran bagi UMKM. Sehingga perlu adanya upaya pemulihan daya beli masyarakat dan fasilitas terhadap pemasaran produk UMKM melalui layanan berbasis online. Inovasi SiBakul Markethub hadir sebagai solusi untuk membantu permasalahan UMKM dengan memberikan fasilitas free ongkos kirim. Tujuan penelitian ini adalah untuk mengetahui dan mendeskripsikan proses difusi dan adopsi inovasi SiBakul Markethub di Yogyakarta serta seberapa relevan inovasi dikembangkan pasca pandemi. Metode penelitian yang digunakan yaitu deskriptif kualitatif melalui wawancara, observasi dan dokumentasi.

Inovasi SiBakul Markethub merupakan sesuatu yang baru maka terdapat proses difusi inovasi. Terdapat empat elemen difusi inovasi yaitu karakteristik inovasi, saluran komunikasi, jangka waktu dan sistem sosial. Hasil penelitian ini menunjukkan bahwa bentuk inovasi SiBakul Markethub yaitu inovasi pemasaran online berbasis teknologi yang dibuat oleh Dinas Koperasi dan UKM DIY pada tahun 2020 untuk membantu pelaku UMKM memasarkan produknya. Saluran komunikasi yang digunakan untuk mensosialisasikan inovasi yaitu dengan komunikasi organisasi, komunikasi kelompok UMKM melalui komunitas, dan sosial media seperti: Instagram, WA Group dan YouTube. Jangka waktu yang diperlukan untuk sosialisasi sangat cepat, yakni kurang dari enam bulan. Sistem sosial yang terlibat bukan hanya Diskop UKM Kabupaten/Kota tetapi juga melibatkan Kepala Desa dan komunitas-komunitas UMKM.

Proses keputusan penerimaan atau adopsi inovasi menurut Rogers terdiri dari lima tahap meliputi pengetahuan, persuasi, keputusan, implementasi dan konfirmasi. Tahapan adopsi masyarakat terhadap SiBakul Markethub berbeda-beda tergantung kategori adaptor.

Faktor yang mendukung keberhasilan difusi yakni inovasi SiBakul Markethub kesesuaian terhadap kebutuhan UMKM selama pandemi, perilaku komunikasi dan karakteristik adopter terbuka dengan hal-hal baru. Sedangkan faktor penghambat meliputi pendidikan, masyarakat kurang berperan dalam pendifusian inovasi ke anggota sistem sosial. Inovasi SiBakul Markethub masih relevan dikembangkan pasca pandemi karena mendukung UMKM Go Digital.

Kata kunci: Difusi, Adopsi, SiBakul Markethub

ABSTRACT

Covid-19 in Indonesia has resulted in a decrease in income and difficulties in accessing marketing for UMKM. So, there is a need for efforts to restore people's purchasing power and facilities for marketing UMKM products through online-based services. SiBakul Markethub innovation is here as a solution to help UMKM problems by providing free shipping facilities. The purpose of this study was to identify and describe the process of diffusion and adoption of SiBakul Markethub innovations in Yogyakarta and how relevant the innovations were to be developed after pandemic. The research method used is descriptive qualitative through interviews, observation and documentation.

SiBakul Markethub innovation is something new, so there is a process diffusion of innovation. There are four elements of the diffusion of innovation, the characteristics of innovation, communication channels, time period and social system. The results of this study indicate that the innovation form of SiBakul Markethub is a technology-based online marketing innovation created by Dinas Koperasi dan UKM DIY in 2020 to help UMKM sell their products. The communication channels used to socialize innovation are organizational communication, UMKM group communication through communities, and social media such as Instagram, WA Group and YouTube. The period of time required for socialization is very fast, which is less than six months. The social system involved is not only the Diskop UKM Kabupaten/Kota but also involves the headman and UMKM communities.

The decision process of acceptance or adoption of innovation according to Rogers consists of five stages including knowledge, persuasion, decision, implementation and confirmation. The stages of community adoption of SiBakul Markethub vary depending on the adapter category.

Factors that support the success of diffusion are SiBakul Markethub innovation, suitability to the needs of UMKM during the pandemic, communication behavior and open adopter characteristics with new things. While the inhibiting factors include education, society has less role in the diffusion of innovation to members of the social system. The SiBakul Markethub innovation is still relevant to be developed after the pandemic because it supports UMKM Go Digital

Keywords: Diffusion, Adoption, SiBakul Markethub