

## INTISARI

Pandemi COVID-19 meningkatkan kemiskinan di berbagai negara dan mengakibatkan kelesuan ekonomi di sektor-sektor seperti UMKM, industri, perdagangan, dan pariwisata. Inovasi sosial menjadi kunci penanganan masalah ini dengan pendekatan kreatif, adaptif, dan kolaboratif. Contohnya adalah Program Pasar Rakyat Jogokariyan, sebuah inisiatif dari Takmir Masjid Jogokariyan. Pasar ini mengadopsi konsep pasar tiban dengan basis kemasjidan, memberikan fasilitas kepada UMKM binaan Masjid Jogokariyan, termasuk voucher belanja bagi jamaah, lokasi berjualan, dan program "Ngaji Bisnis" untuk meningkatkan kualitas UMKM.

Penelitian ini berusaha untuk mengetahui proses inovasi sosial pada program Pasar Rakyat Jogokariyan tersebut. Studi ini memanfaatkan penelitian kualitatif dengan pendekatan deskriptif. Data primer dikumpulkan dengan menggunakan teknik wawancara mendalam dan observasi. Wawancara dilakukan pada 10 narasumber yang terlibat dalam proses perencanaan hingga evaluasi program Pasar Rakyat Jogokariyan. Data sekunder dikumpulkan melalui observasi, dokumen internal, dan studi literatur. Proses analisis data melibatkan langkah-langkah reduksi data, penyajian data, dan penarikan kesimpulan. Validitas data diuji melalui teknik triangulasi. Proses inovasi sosial dalam penelitian ini dianalisis menggunakan kerangka konsep inovasi sosial yang secara deskriptif dengan menggunakan tahapan proses inovasi menurut Murray et al., (2010) untuk menjabarkan masing-masing tahapan proses inovasi sosial yang terjadi. Penelitian berlokasi di area Masjid Jogokariyan, Kampung Jogokariyan, Kelurahan Mantrijeron, Kota Yogyakarta, Provinsi Daerah Istimewa Yogyakarta.

Hasil penelitian menunjukkan bahwa Program Pasar Rakyat Jogokariyan muncul sebagai respons terhadap perlambatan ekonomi dan peningkatan kemiskinan di kalangan pelaku masyarakat sekitar Masjid Jogokariyan. Pasar Rakyat Jogokariyan memberikan fasilitas meliputi pembagian voucher belanja, lokasi berjualan bagi UMKM, dan "Ngaji Bisnis". Takmir Masjid Jogokariyan juga berinovasi dalam menjawab tantangan yang ada dengan cara melakukan pemetaan UMKM, membangun kemitraan, dan penyesuaian program. Program Pasar Rakyat Jogokariyan mengadopsi strategi promosi dan replikasi melalui media sosial Masjid Jogokariyan, kunjungan ke masjid mitra, serta partisipasi dalam pameran. Program Pasar Rakyat Jogokariyan telah menghasilkan berbagai perubahan positif di Kampung Jogokariyan, seperti peningkatan kesejahteraan warga dan penurunan tingkat kemiskinan, serta memperkuat kerukunan antarwarga. Selain itu, program ini juga berhasil meningkatkan nilai keislaman dalam kehidupan masyarakat, menciptakan dampak yang signifikan dalam aspek sosial dan ekonomi komunitas.

**Kata Kunci:** *inovasi sosial, proses inovasi, COVID-19, Pasar Rakyat Jogokariyan, UMKM*

## ABSTRACT

*The COVID-19 pandemic has increased poverty in various countries and resulted in an economic downturn in sectors such as MSMEs, industry, trade and tourism. Social innovation is the key to handling this problem with a creative, adaptive and collaborative approach. An example is the Jogokariyan People's Market Program, an initiative of the Jogokariyan Mosque Takmir. This market adopts the concept of a Tiban market with a mosque base, providing facilities to MSMEs supported by the Jogokariyan Mosque, including shopping vouchers for congregants, sales locations, and the "Ngaji Bisnis" program to improve the quality of MSMEs.*

*This study seeks to understand the process of social innovation in the Jogokariyan People's Market program. This study uses qualitative research with a descriptive approach. Primary data were collected using in-depth interviews and observations. Interviews were conducted with 10 informants who were involved in the planning to evaluation process of the Jogokariyan People's Market program. Secondary data were collected through observation, internal documents, and literature studies. The data analysis process involved the steps of data reduction, data presentation, and drawing conclusions. Data validity was tested using triangulation techniques. The process of social innovation in this study was analyzed using a conceptual framework of social innovation that descriptively uses the stages of the innovation process according to Murray et al., (2010) to describe each of the stages of the social innovation process that occurred. The study was located in the area of Jogokariyan Mosque, Jogokariyan Village, Mantrijeron Village, Yogyakarta City, Special Region of Yogyakarta.*

*The results showed that the Jogokariyan People's Market Program emerged in response to economic slowdown and increased poverty among community actors around Jogokariyan Mosque. The Jogokariyan People's Market provides facilities including the distribution of shopping vouchers, a location for SMEs to sell, and "Ngaji Bisnis". The Jogokariyan Mosque Committee also innovated in responding to challenges by conducting SME mapping, building partnerships, and adjusting the program. The Jogokariyan People's Market program adopts a promotion and replication strategy through the Jogokariyan Mosque social media, visits to partner mosques, and participation in exhibitions. The Jogokariyan People's Market program has produced various positive changes in Jogokariyan Village, such as increased community welfare and a decrease in poverty levels, as well as strengthening community cohesion. In addition, the program also succeeded in increasing the value of Islam in community life, creating significant impacts in the social and economic aspects of the community.*

**Keywords:** *social innovation, innovation process, COVID-19, Jogokariyan People's Market, SMEs*