



INTISARI

Sistem pemasaran yang efektif akan sangat berpengaruh dalam proses pembentukan harga ditingkat produsen dan konsumen. Penelitian ini memiliki tujuan untuk: (1) mengetahui faktor kontributor dalam kesiapan petani cabai merah di Kabupaten Bantul dalam melaksanakan pemasaran digital, (2) mengetahui faktor inhibitor dalam kesiapan petani cabai merah di Kabupaten Bantul dalam melaksanakan pemasaran digital, (3) mendeskripsikan hubungan karakteristik petani cabai merah terkait dengan kesiapan dalam melakukan pemasaran digital. Lokasi penelitian ditentukan dengan metode *purposive sampling* di Kabupaten Bantul. Metode dasar yang digunakan pada penelitian ini adalah analisis deskriptif dengan melakukan wawancara terhadap 96 petani cabai merah. Data dianalisis menggunakan analisis *Technology Readiness Index* (TRI) dan analisis *cross tabulation* untuk mengetahui tingkat kesiapan pemasaran digital petani serta hubungan antara karakteristik petani. Hasil penelitian menunjukkan bahwa tingkat kesiapan pemasaran digital petani cabai merah di Kabupaten Bantul tergolong dalam tingkat sedang dengan nilai TRI sebesar 3,13. Nilai TRI dibentuk oleh faktor kontributor, yaitu variabel optimisme dengan nilai 0,84 dan inovasi senilai 0,56; dan faktor inhibitor, yaitu variabel ketidaknyamanan senilai 0,89 dan ketidakamanan senilai 0,85. Hasil analisis *cross tabulation* menunjukkan bahwa terdapat hubungan antara nilai TRI dengan usia, tingkat pendidikan, lama pengalaman usahatani, pendapatan usahatani, dan intensitas penyuluhan. Lalu luas lahan usahatani tidak menunjukkan adanya hubungan dengan nilai TRI. Saran dari penelitian ini adalah: (1) pelatihan teknologi perlu dirancang untuk menjangkau seluruh golongan petani, tetapi penyuluhan dapat difokuskan pada golongan petani dengan usia muda, agar penggunaan teknologi dapat lebih maksimal serta dapat menjadi pelopor bagi berbagai golongan petani, (2) pelatihan teknologi yang bersifat adaptif dan mudah dipahami perlu disediakan khususnya bagi petani dengan tingkat pendidikan rendah, agar mereka dapat mengejar kesiapan yang setara dengan kelompok pendidikan yang lebih tinggi, (3) peneliti selanjutnya diharapkan dapat melakukan perluasan cakupan wilayah penelitian ke kabupaten lain atau membandingkan antarprovinsi sehingga dapat diketahui pola kesiapan digital secara regional, (4) peneliti selanjutnya diharapkan dapat menambahkan poin pertanyaan dalam kuesioner agar dapat meningkatkan representasi dan akurasi analisis TRI.

Kata kunci: pemasaran digital, *technology readiness index*, *cross tabulation*, usahatani cabai merah.



ABSTRACT

An effective marketing system will greatly influence the price formation process at the producer and consumer levels. This research aims to: (1) determine the contributing factors in the readiness of red chili farmers in Bantul Regency in implementing digital marketing, (2) determine the inhibiting factors in the readiness of red chili farmers in Bantul Regency in implementing digital marketing, (3) describe the relationship between the characteristics of red chili farmers related to readiness in implementing digital marketing. The research location was determined by the purposive sampling method in Bantul Regency. The basic technique used in this study is descriptive analysis, which involved conducting interviews with 96 red chili farmers. Data were analyzed using Technology Readiness Index (TRI) analysis and cross-tabulation analysis to determine the level of digital marketing readiness of farmers and the relationship between farmer characteristics. The results showed that the level of digital marketing readiness of red chili farmers in Bantul Regency was classified as moderate with a TRI value of 3.13. The TRI value was formed by contributing factors, which consisted of the optimism variable with a value of 0.84 and innovation with a value of 0.56; and inhibiting factors, which consisted of the discomfort variable with a value of 0.89 and insecurity with a value of 0.85. The results of the cross-tabulation analysis show that there is a relationship between TRI score and age, education level, length of farming experience, farming income, and extension intensity. Then, the area of farmland does not show any relationship with the TRI value. The suggestions from this study are: (1) extension programs or technology training need to be designed to reach all groups of farmers, but extension can be focused on young farmers, so that the use of technology can be maximized and can become pioneers for various groups of farmers, (2) adaptive and easy-to-understand technology training and mentoring needs to be provided especially for farmers with low levels of education, so that they can pursue readiness equal to higher education groups, (3) further researchers are expected to expand the scope of the research area to other districts or compare between provinces so that regional digital readiness patterns can be identified, (4) further researchers are also expected to add question points in the questionnaire to improve the representation and accuracy of the Technology Readiness Index analysis.

Keywords: *digital marketing, technology readiness index, cross tabulation, red chili farming*