



INTISARI

Transformasi digital menjadi agenda strategis bagi perusahaan agribisnis di tengah dinamika industri kelapa sawit yang kompleks. Tantangan seperti keterbatasan produktivitas tenaga kerja, tekanan efisiensi biaya, dan tuntutan terhadap keberlanjutan operasional mendorong perlunya inovasi dalam proses bisnis. PT ABC, sebagai salah satu perusahaan perkebunan kelapa sawit terintegrasi, merespons tantangan tersebut melalui pengembangan dan implementasi inovasi digital yang terstruktur, dengan harapan menciptakan keunggulan operasional yang berkelanjutan.

Penelitian ini bertujuan untuk mengevaluasi strategi inovasi digital PT ABC dalam mengadopsi teknologi digital di tengah tantangan industri kelapa sawit. Studi dilakukan menggunakan pendekatan kualitatif studi kasus dengan teknik pengumpulan data melalui wawancara mendalam dan dokumentasi internal. Proses analisis merujuk pada kerangka *Innovation Development Process*, *Innovation Decision Process*, dan *Innovation Consequences* dari Rogers (2003), serta diperkuat oleh literatur terbaru.

Hasil penelitian menunjukkan bahwa strategi inovasi digital PT ABC dilakukan melalui kombinasi pendekatan *top-down* dan *bottom-up*, serta dijalankan melalui tahapan eksplorasi, uji coba (*proof of concept*), *scale-up*, dan standarisasi. Keterlibatan aktor pusat maupun pelaksana di lapangan menjadi kunci keberhasilan dalam penerapan inovasi. Dampak implementasi mencakup efisiensi pencatatan, peningkatan akurasi data, serta optimalisasi tenaga kerja, meskipun tetap dihadapkan pada tantangan budaya, infrastruktur digital, dan kebutuhan kompetensi. Penelitian ini menegaskan pentingnya manajemen perubahan, pelibatan pemangku kepentingan sejak awal, serta keselarasan antara inovasi teknologi dan kebutuhan organisasi agar adopsi dapat berjalan berkelanjutan.

Kata Kunci: Inovasi Digital, Strategi Inovasi, Industri Kelapa Sawit, Manajemen Perubahan, Rogers, Efisiensi Operasional, Teknologi Pertanian



ABSTRACT

The digital transformation agenda has become increasingly strategic for agribusiness companies amid the growing complexity of the palm oil industry. Challenges such as labor productivity constraints, cost efficiency pressures, and sustainability demands have driven the need for innovation across operational processes. PT ABC, one of Indonesia's integrated palm oil plantation companies, has responded to these pressures by developing and implementing structured digital innovation initiatives aimed at creating sustainable operational excellence.

This study aims to evaluate PT ABC's digital innovation strategy in adopting digital technologies amid the challenges of the palm oil industry. The research adopts a qualitative case study approach, collecting data through in-depth interviews and internal documentation. The analysis framework refers to Rogers' (2003) Innovation Development Process, Innovation Decision Process, and Innovation Consequences, supported by recent literature.

The results indicate that PT ABC employs a hybrid approach combining top-down and bottom-up innovation strategies, executed through four stages: exploration, proof of concept, scale-up, and standardization. The involvement of central and field-level actors plays a critical role in ensuring successful implementation. The impacts of innovation include improved data accuracy, increased operational efficiency, and optimized labor utilization, although challenges remain regarding organizational culture, digital infrastructure, and workforce competency. This study highlights the importance of change management, early stakeholder engagement, and alignment between technological solutions and organizational needs to ensure sustainable innovation adoption.

Keywords: *Digital Innovation, Innovation Strategy, Palm Oil Industry, Change Management, Rogers, Operational Efficiency, Agricultural Technology*