



ABSTRAK

Perkembangan *platform* digital mendorong UMKM untuk memanfaatkan teknologi informasi. Program *Free Ongkir* pada SiBakul Jogja *Markethub* hadir sebagai inovasi untuk memfasilitasi UMKM dalam memasarkan produknya. Namun, pengadopsian inovasi ini masih belum optimal. Maka, penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi adopsi inovasi program *Free Ongkir* SiBakul. Penelitian ini menggunakan metode deskriptif kualitatif melalui wawancara mendalam, dokumentasi, dan studi pustaka bersama Konsultan PLUT, Dinas Koperasi dan UKM D.I. Yogyakarta, serta delapan pelaku UMKM kategori *fashion*, aksesoris, dan makanan di Kabupaten Sleman.

Hasil dari penelitian menemukan bahwa proses adopsi inovasi *Free Ongkir* SiBakul dapat dipetakan melalui lima tahap difusi inovasi menurut Everett M. Rogers, yaitu *knowledge* (pengetahuan), *persuasive* (persuasi), *decision* (keputusan), *implementation* (implementasi), dan *confirmation* (konfirmasi). Pada tahap pengetahuan, UMKM mengenal program melalui saluran komunikasi formal (dinas, pelatihan) maupun informal (media sosial, komunitas). Tahap persuasi memperlihatkan bahwa *relative advantage* dan *compatibility* menjadi pendorong sikap positif, sedangkan *complexity*, keterbatasan *trialability*, dan lemahnya *observability* menjadi hambatan. Tahap keputusan didominasi *optional decision* oleh individu, sementara penolakan dari UMKM yang tidak bergabung dipengaruhi oleh rendahnya kesesuaian usaha dan keterbatasan literasi digital. Pada tahap implementasi, UMKM menerapkan inovasi dalam praktik bisnis, termasuk melakukan penyesuaian (*reinvention*), meskipun masih menghadapi kendala teknis, kuota terbatas, dan minimnya pendampingan. Tahap konfirmasi ditentukan oleh pengalaman nyata, testimoni rekan UMKM, dan dukungan sosial yang memperkuat komitmen, namun keterbatasan fitur aplikasi dan inkonsistensi layanan dapat memicu keraguan hingga penghentian penggunaan.

Secara teoritis, penelitian ini menegaskan relevansi kerangka Rogers dalam memahami dinamika adopsi inovasi pada UMKM, sekaligus memperlihatkan bahwa kelima atribut inovasi bekerja saling berhubungan, tidak parsial. Secara praktis, penelitian ini memberikan implikasi perlunya pendampingan berkelanjutan, penyederhanaan komunikasi, perluasan jangkauan pada UMKM non-digital, serta peningkatan keandalan sistem agar manfaat program lebih merata dan berkelanjutan.

Kata kunci: Adopsi Inovasi, *Free Ongkir*, UMKM, SiBakul Jogja



ABSTRACT

The development of digital platforms encourages micro, small, and medium enterprises (MSMEs) to utilize information technology. The Free Shipping Program on SiBakul Jogja Markethub emerged as an innovation to facilitate MSMEs in marketing their products. However, the adoption of this innovation remains suboptimal. Therefore, this study aims to analyze the factors influencing the adoption of the SiBakul Free Shipping program. This research employs a qualitative descriptive method through in-depth interviews, documentation, and literature study involving PLUT consultants, the Office of Cooperatives and MSMEs of Special Region of Yogyakarta, and eight MSME actors in the fashion, accessories, and food sectors in Sleman Regency.

The findings reveal that the adoption process of the SiBakul Free Shipping innovation can be mapped through the five stages of innovation diffusion proposed by Everett M. Rogers, namely knowledge, persuasion, decision, implementation, and confirmation. At the knowledge stage, MSMEs became aware of the program through formal communication channels (government offices, training) as well as informal ones (social media, communities). The persuasion stage shows that relative advantage and compatibility foster positive attitudes, while complexity, limited trialability, and weak observability act as barriers. At the decision stage, adoption was largely based on optional individual decisions, while rejection among non-participating MSMEs was influenced by low business suitability and limited digital literacy. During the implementation stage, MSMEs applied the innovation in business practices, including reinvention, although they continued to face technical challenges, limited quotas, and insufficient assistance. The confirmation stage was shaped by real experiences, peer testimonials, and social support that reinforced commitment, yet application feature limitations and inconsistent services could trigger doubts or discontinuance.

Theoretically, this study affirms the relevance of Rogers' framework in explaining the dynamics of innovation adoption among MSMEs, while also demonstrating that the five innovation attributes operate in an interconnected rather than isolated manner. Practically, the study highlights the need for continuous mentoring, simplified communication, broader outreach to non-digital MSMEs, and improved system reliability to ensure more equitable and sustainable program benefits.

Keywords: *Innovation Adoption, Free Shipping, MSMEs, SiBakul Jogja*