



One of the government's efforts to improve the performance of human resource personnel and the performance of bureaucratic organizations is through bureaucratic reform. Some areas that are quite important in implementing bureaucratic reform include the Change Management area and the Apparatus Human Resource Management System area. In the context of implementing the two areas, the Directorate General of Binalattas, Ministry of Manpower developed work culture innovations as one of the instruments in implementing bureaucratic reform strengthening programs, especially change management aspects in order to realize changes in mind set and culture set. The purpose of this study is to evaluate the diffusion process of innovation and adoption of work culture innovations in the bureaucratic reform strengthening program at the Directorate General of Binalattas, Ministry of Manpower so that the strengths and weaknesses of each element of diffusion and adoption of work culture innovations are known, so that the process of diffusion and adoption of innovation can run continuously until a change in mindset and behavior of human resource personnel is achieved. The diffusion process and adoption of work culture innovations were analyzed using Everett M. Rogers's Innovation Diffusion Theory. Evaluation of the process of innovation and adoption using the CIPP Model (Context, Input, Process, Product) through a qualitative approach with evaluative study research methods. The results showed that communication channels, time, the role of opinion leader and the agent of change were factors that influenced the apparatus human resource in adopting and changing their mindset and behavior. Evaluation of the diffusion process and adoption of work culture innovations also revealed that there was a relationship and compatibility between the diffusion process of innovation and organizational goals.

**Keywords:** diffusion of innovation, adoption of innovation, work culture, bureaucratic reform, apparatus HR



Salah satu upaya pemerintah untuk memperbaiki kinerja SDM aparatur dan kinerja organisasi birokrasi adalah melalui reformasi birokrasi. Beberapa area yang cukup penting dalam pelaksanaan reformasi birokrasi diantaranya adalah area Manajemen Perubahan dan area Penataan Sistem Manajemen SDM Aparatur. Dalam rangka pelaksanaan dua area tersebut, Ditjen Binalattas Kementerian Ketenagakerjaan mengembangkan inovasi budaya kerja sebagai salah satu instrumen dalam pelaksanaan program penguatan reformasi birokrasi khususnya aspek manajemen perubahan demi mewujudkan perubahan *mind set* dan *cultur set* SDM aparatur. Tujuan dari penelitian ini adalah untuk mengevaluasi proses difusi inovasi dan adopsi inovasi budaya kerja dalam program penguatan reformasi birokrasi di Ditjen Binalattas Kementerian Ketenagakerjaan agar diketahui kekuatan dan kelemahan dari setiap elemen difusi dan adopsi inovasi budaya kerja, sehingga proses difusi dan adopsi inovasi dapat berjalan secara berkesinambungan hingga tercapai perubahan pola pikir dan perilaku SDM aparatur. Proses difusi dan adopsi inovasi budaya kerja dianalisa menggunakan Teori Difusi Inovasi Everett M. Rogers. Evaluasi proses inovasi dan adopsi menggunakan Model CIPP (*Contect, Input, Process, Product*) melalui pendekatan kualitatif dengan metode penelitian studi evaluatif. Hasil penelitian menunjukkan bahwa saluran komunikasi, waktu, peran *opinion leader* (komitmen pimpinan) dan *agent of change* (agen perubahan) merupakan faktor yang berpengaruh terhadap SDM aparatur dalam mengadopsi dan merubah pola pikir dan perilakunya. Evaluasi proses difusi dan adopsi inovasi budaya kerja juga mengungkapkan bahwa terdapat hubungan dan kesesuaian antara proses difusi inovasi dengan tujuan organisasi.

**Kata Kunci** : difusi inovasi, adopsi inovasi, budaya kerja, reformasi birokrasi, SDM aparatur