

INTISARI

Pengetahuan tentang inovasi serta penerapannya dalam praktik sangat berpengaruh terhadap keberhasilan usaha di sektor tradisional seperti usaha mikro pedesaan. Tujuan penelitian ini adalah untuk mendapatkan pemahaman lebih terkait proses inovasi di sektor usaha mikro pedesaan serta implikasinya terhadap ketahanan ekonomi masyarakat setempat.

Analisis deskriptif komparatif didasarkan pada studi pendampingan implementasi inovasi pada enam usaha mikro melalui pelaksanaan program PKKP tahun 2017. Tiga usaha mikro di Desa Lubang Lor Kecamatan Butuh dan tiga usaha mikro di Desa Ketawangrejo Kecamatan Grabag Kabupaten Purworejo. Sumber utama data wawancara semi-terstruktur dengan pemuda pelaksana program dan pelaku usaha terkait. Wawancara yang dilakukan terkait jenis inovasi, faktor-faktor pendukung dan penghambat, jalinan kerjasama, serta dampak secara berkelanjutan.

Hasil penelitian menunjukkan bahwa proses inovasi telah membawa dampak positif bagi usaha mikro maupun bagi masyarakat, yaitu terbukanya lapangan kerja baru, peningkatan modal sosial, serta kemandirian dan kestabilan usaha di masa depan. Meskipun demikian, proses inovasi yang dilakukan di dua desa tersebut belum memberikan dampak secara signifikan terhadap peningkatan ketahanan ekonomi masyarakat secara umum disebabkan adanya beberapa kendala yang dihadapi dalam pelaksanaannya.

Kata kunci: inovasi, usaha mikro pedesaan, ketahanan ekonomi masyarakat

ABSTRACT

The knowledge about innovation and its application in practice have good effect on the success of the success of business in this traditional sector such as rural microenterprises. The purpose of this research is about to get a better understanding related to the process of innovation in sector of the local economy micro business in rural areas or that as well as implication of this is against the economic members of local community.

The comparative analysis based on case studies on microbusiness flanking the implementation of innovation in six micro business through the implementation of the PKKP reality the 2017. Three micro business in Lubang Lor village, Butuh district and three micro business in Ketawangrejo village, Grabag district Purworejo Regency. The main source of data semi-structured interview with youth as manager of progams and related business actors. Interviews were conducted related to the type of innovation, supporting and inhibiting factors, the fabric of cooperation, and the impact on an ongoing basis.

The results showed that the innovation process brought an impact related to certain for micro-businesses and as well as for the community as are the people whose hearts of new job opportunities, increase social capital, until independence and stability business in the future. Nevertheless, the process of innovation that is done in these two villages have not given the impact significantly impact on increased economic resilience of the community in general.

Keywords: innovation, rural microbusiness, community economic resilience