

INTISARI

Koperasi merupakan sokoguru perekonomian Indonesia. Badan usaha yang berasas kekeluargaan dan demokrasi ekonomi yang awal berdirinya di Purwokerto, Kabupaten Banyumas kian ditinggalkan pemuda. Oleh karena itu, pemuda penggerak koperasi *Kopkun Institute* Purwokerto melakukan inovasi model *startup coop* melalui inkubator *startup coop Innocircle Initiative*. Penelitian ini bertujuan untuk mendeskripsikan cara pemuda penggerak koperasi melakukan difusi inovasi *startup coop* dan mendeskripsikan implikasi difusi inovasi *startup coop* pada ketahanan organisasi *startup coop* binaan *Innocircle Initiative*.

Metode penelitian ini menggunakan metode deskriptif kualitatif dan analisis komparatif. Pemilihan informan melalui prosedur *purposive sampling* berdasarkan kedalaman pengetahuan inovasi model *startup coop* dan inkubator *startup coop Innocircle Initiative* Purwokerto. Peneliti memilih Ketua *Kopkun Institute*, Bendahara *Kopkun Institute*, CEO *Innocircle*, 4 CEO *startup coop*, dan 2 CMO *startup coop* sebagai informan. Teknik pengumpulan data yang digunakan adalah wawancara, observasi, studi pustaka, internet, dan dokumentasi. Teknik analisis data yang digunakan adalah kondensasi data, penyajian data, dan menarik kesimpulan.

Hasil penelitian menunjukkan bahwa inovasi *startup coop* diterima dengan baik melalui proses difusi inovasi *startup coop* dengan model *penta-helix* antara *Innocircle* dengan unsur pemerintah, komunitas, akademisi, pengusaha, dan media. Implikasi keberhasilan difusi inovasi berkolerasi dengan ketahanan organisasi *startup coop* yang diinkubasi *Innocircle* dalam penelitian ini, yaitu *Homipedia* cukup tangguh, *Bookcircle* tangguh, *Sewaa.in* tangguh, dan *Sributukang* cukup tangguh. Namun, terdapat kendala legalitas badan usaha *startup coop*, kendala ketidakjelasan bagi hasil, kendala rendahnya loyalitas anggota *startup coop*, dan kendala minimnya pendapatan *startup coop*.

Kata Kunci: Difusi Inovasi, Pemuda, Koperasi, *Startup Coop*, Ketahanan Organisasi.

ABSTRACT

Cooperatives were the pillar of Indonesian economy. Business entities based on kinship and early economic democracy were established in Purwokerto, Banyumas Regency, which were increasingly abandoned by youth. Therefore, the youth activists of the Kopkun Institute Purwokerto innovating the startup coop model through the Innocircle Initiative startup coop incubator. This studied aims to describe the way cooperative youth mobilizes diffusion of startup coop innovation and describes the implications of diffusion of startup coop innovation on the resilience of the startup coop organization in Innocircle Initiative.

This researched method uses descriptive qualitative method and comparative analysis. The selection of informants through purposive sampling procedures was based on the depth of innovation knowledge of the startup coop model and the startup coop incubator Innocircle Initiative Purwokerto. Researchers chose the Chairman of Kopkun Institute, Treasurer of Kopkun Institute, CEO Innocircle, 4 startup coop CEOs, and 2 startup coop CMOs as informants. Data collection techniques used were interviews, observation, literature studied, internet, and documentation. Data analysis techniques used were data condensation, data display, and conclusions drawing

The results showed that startup coop innovation was well received through the diffusion process of startup coop innovation with the penta-helix model between innocircle and elements of government, community, academics, entrepreneurs, and the media. The implication of the success of innovation diffusion was correlated with the resilience of the startup coop organization incubated by Innocircle in this studied, namely homipedia was strong enough, bookcircle was tough, sewaa. in was tough, and sributukang was pretty tough. However, there were legal issues for startup coop business entities, constraints on unclear profit sharing schemes, constraints on the low loyalty of startup coop members, and constraints on the lack of startup income in coop.

Keywords: Diffusion of Innovation, Youth, Cooperatives, Startup Coop, Organizational Resilience.