

INTI SARI

Penelitian ini bertujuan untuk menelaah strategi kemitraan pada masing-masing *start up* Desa Apps dan Among Tani dalam bidang pertanian, mengidentifikasi faktor pendorong dan penghambat strategi kemitraan Desa Apps di kabupaten Bantul, Daerah Istimewa Yogyakarta dan Among Tani di kota Batu, Jawa Timur, dan yang terakhir adalah menganalisis pengaruh strategi kemitraan terhadap kesuksesan bisnis masing-masing *start up*, serta implikasinya dengan ketahanan ekonomi masyarakat yang berprofesi sebagai petani lokal.

Penelitian ini menggunakan pendekatan kualitatif dengan studi komparasi, yang teknik pengumpulan datanya menggunakan wawancara dan dokumentasi.

Hasil penelitian membuktikan baik Desa Apps maupun Among Tani memiliki persamaan dan perbedaan pada 2 macam strategi kemitraannya masing-masing, secara *offline* dan *online*. Begitu juga faktor pendorong dan penghambat strategi kemitraannya. Kurangnya kesuksesan bisnis Desa Apps pada beberapa indikator memiliki pengaruh positif meskipun tidak secara signifikan, sedangkan kesuksesan bisnis Among Tani memiliki pengaruh positif terhadap ketahanan ekonomi masyarakat yang berprofesi sebagai petani lokal.

Kata Kunci: *Technopreneurship*, Strategi Kemitraan, Kesuksesan Bisnis, Ketahanan Ekonomi Masyarakat

ABSTRACT

This research aimed to examine the partnership strategy at each the Desa Apps's and Among Tani's start up in the field of agriculture, identified the driving and inhibiting factors of the Desa Apps's partnership strategy in Bantul regency, Special Region of Yogyakarta and the Among Tani's in Batu city, East Java, and the last was to analyze the effect of the partnership strategy of each start up business success, and its implications with the community economic resilience of the people who worked as local farmers.

This research used a qualitative approach with a comparative study, which the data collection techniques used interviews and documentation.

The results of the study proved that both of the Desa Apps and Among Tani had similarities and differences in their own 2 partnership strategies, offline and online. Likewise the driving and inhibiting factors to their partnership strategy. The lack of Desa Apps's business success on some indicators had a positive effect, although not significantly, while Among Tani's business success had a positive effect on the community economic resilience of the people who worked as local farmers.

Key Words: *Technopreneurship, Partnership Strategy, Business Success, Community Economic Resilience*