

ABSTRAK

Adin Nur Hidayat, NIM 210531100028, Progam Studi Ilmu Komunikasi dengan judul skripsi “Adopsi Inovasi Teknologi Pertanian Berbasis Media Sosial Oleh Remaja Gen Z (*Studi Kasus di Desa Plososetro Kecamatan Pucuk Kabupaten Lamongan*)”. Dosen Pembimbing Moch. Imron Rosyidi, S.I.K, M.Sc.,

Penelitian ini bertujuan untuk memahami proses adopsi inovasi dalam usaha pertanian oleh generasi Z di Desa Plososetro, Kecamatan Pucuk, Kabupaten Lamongan. Generasi Z yang terlibat dalam usaha pertanian menunjukkan fenomena unik dalam mengakses dan mengadopsi informasi, terutama melalui media digital seperti media sosial.

Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi terhadap beberapa remaja Gen Z yang aktif dalam pertanian di Desa Plososetro.

Dalam Hasil penelitian menunjukkan bahwa proses adopsi inovasi berlangsung melalui lima tahapan menurut teori Everett Rogers: pengetahuan, persuasi, keputusan, implementasi, dan konfirmasi. Gen Z di Desa Plososetro cenderung memperoleh informasi pertanian dari media sosial seperti TikTok, YouTube, Instagram dan Facebook, serta mempraktikkannya dalam penggunaan pupuk organik, pestisida ramah lingkungan, pruning, dan sistem tanam yang efisien di lahan rawa. Faktor-faktor yang memengaruhi adopsi inovasi antara lain persepsi terhadap manfaat, kemudahan penggunaan, pengaruh lingkungan sosial, serta dukungan dari kelompok tani lokal. Temuan ini menunjukkan pentingnya peran media digital dalam mempercepat penyebaran inovasi pertanian di kalangan petani muda di Desa Plososetro Kecamatan Pucuk Kabupaten Lamongan.

Kata Kunci : Adopsi Inovasi, Gen Z, Pertanian, Media Sosial, Studi Kasus

ABSTRACT

Adin Nur Hidayat, NIM 210531100028, Commucation Sience Study Progam with thesis title “Adoption of Social Media Based Agricultural Technology Innovation by Gen Z Youth (Case Study in Plososetro Village, Pucuk District, Lamongan Regency)”. Supervisor Moch. Imron Rosyidi, S.I.K, M.Sc.,

This study aims to understand the process of innovation adoption in agricultural enterprises among Generation Z in Plososetro Village, Pucuk Sub district, Lamongan Regency. Gen Z youth involved in agriculture present a unique phenomenon in accessing and adopting information, particularly through digital media such as social media. This research employs a qualitative approach using a case study method.

Data collection techniques include in-depth interviews, observations, and documentation involving several Gen Z individuals actively engaged in farming in the village.

The findings reveal that the innovation adoption process follows five stages based on Everett Rogers’ theory: knowledge, persuasion, decision, implementation, and confirmation. Gen Z in Plososetro Village typically obtains agricultural information from social media platforms such as TikTok, YouTube, Instagram and Facebook, and applies it in practices like using organic fertilizers, eco-friendly pesticides, and efficient farming methods on swampy land. Factors influencing innovation adoption include perceived benefits, ease of use, social environment, and support from local farmer groups. These findings highlight the critical role of digital media in accelerating the diffusion of agricultural innovations among young farmers in rural areas in Plososetro Village, Pucuk Sub district, Lamongan Regency.

Keywords : Innovation Adoption, Gen Z, Agriculture, Social Media, Case Study