

## ABSTRAK

### **DIFUSI INOVASI PROGRAM PROMOSI INVESTASI (PROMIS) SEBAGAI UPAYA PENGENALAN UMKM UNGGULAN DAERAH (Studi Pada Dinas Penanaman Modal Dan Pelayanan Terpadu Satu Pintu Kabupaten Ogan Komering Ulu Timur)**

OLEH

**LILY RAHMAWATI**

Penelitian ini bertujuan untuk menganalisis proses difusi inovasi Program Promosi Investasi (PROMIS) yang dilaksanakan oleh Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP) Kabupaten Ogan Komering Ulu Timur. Program ini merupakan inovasi berbasis konten digital yang bertujuan meningkatkan visibilitas dan daya saing UMKM melalui produksi video promosi yang sistematis dan terstandar. Penelitian menggunakan metode kualitatif dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi. Analisis data berlandaskan pada lima dimensi difusi inovasi menurut Everett M. Rogers, yaitu *Relative Advantage*, *Compatibility*, *complexity*, *trialability*, dan *Observability*. Hasil penelitian menunjukkan bahwa PROMIS memiliki *Relative Advantage* yang kuat karena mampu memperluas jangkauan pasar UMKM, meningkatkan nilai jual produk, serta membuka peluang jejaring usaha dan kerja sama baru. Dari aspek *Compatibility*, inovasi ini sangat sesuai dengan kebutuhan UMKM yang membutuhkan promosi digital dan pendampingan sistematis. Pada dimensi *complexity*, program ini dinilai mudah diikuti berkat penjelasan rinci, komunikasi yang responsif, serta alur kerja yang sederhana. *Trialability* tercermin dari adanya sesi briefing, latihan, dan uji coba yang memberi kesempatan bagi UMKM untuk menyesuaikan diri sebelum perekaman berlangsung. Sementara itu, *Observability* tampak dari hasil nyata berupa peningkatan penjualan, perluasan pasar, serta pengakuan publik terhadap kualitas produk UMKM.

**Kata kunci: Difusi Inovasi, PROMIS, DPMPTSP, UMKM, Promosi Digital**

## **ABSTRACT**

***DIFFUSION OF THE INVESTMENT PROMOTION PROGRAM (PROMIS)  
AS AN EFFORT TO INTRODUCE REGIONAL SMALL AND MEDIUM  
ENTERPRISES (A Study of the Investment and Integrated Services Agency of  
East Ogan Komering Ulu Regency)***

**BY**

**LILY RAHMAWATI**

*This study aims to analyze the diffusion process of the Investment Promotion Program (PROMIS) implemented by the Investment and Integrated Services Agency (DPMPTSP) of East Ogan Komering Ulu Regency. This program is a digital content-based innovation that aims to increase the visibility and competitiveness of MSMEs through the systematic and standardized production of promotional videos. The research uses a qualitative method with data collection techniques through in-depth interviews, observation, and documentation. Data analysis is based on the five dimensions of innovation diffusion according to Everett M. Rogers, namely Relative Advantage, Compatibility, Complexity, Trialability, and Observability. The results of the study show that PROMIS has a strong Relative Advantage because it is able to expand the market reach of MSMEs, increase product sales value, and open up new business networking and cooperation opportunities. In terms of Compatibility, this innovation is highly suited to the needs of MSMEs that require digital promotion and systematic assistance. In terms of complexity, this program is considered easy to follow thanks to detailed explanations, responsive communication, and a simple workflow. Trialability is reflected in the briefing sessions, training, and trials that give MSMEs the opportunity to adjust before recording takes place. Meanwhile, Observability is evident from the tangible results in the form of increased sales, market expansion, and public recognition of the quality of MSME products.*

***Keywords: Innovation Diffusion, PROMIS, DPMPTSP, MSMEs, Digital Promotion***