

Adoption of Kampung Majapahit Innovation by Bejijong Village Society and Sentonorejo Village in Trowulan

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Abstract: *This research is related to the analysis of the adoption of innovation of Kampung Majapahit program stage 1 and stage 2 by Trowulan community, especially Bejijong Village and Sentonorejo Village. There are people who accept and refuse to adopt this innovation. Relevant theory as a reference in this research is diffusion of innovations theory from Everett M. Rogers to analyze the acceptance of targeted communities through the process of adoption of innovation in every stage. Data analysis method used in this research is descriptive qualitative. The data will be analyzed by identifying the dynamics of the process of adoption of innovation in the Kampung Majapahit program by the target community. The results of this study can be stated as follows: In the knowledge stage, there is a difference of initial knowledge between the people of Bejijong village and Sentonorejo Village community in understanding innovation. At the stage of persuasion, the positive and negative behaviors of the target audience are affected by the relative advantages and compatibility of the innovation. The decision-making phase is based on optional individual decisions. While in the implementation phase, the recipient of innovation can not fully utilize it in accordance with the purpose of innovation so that they can not yet fully feel the changes. In the confirmation stage, the target targets generally remain on the verdict even though the recipient of the innovation is experiencing difficulties in utilizing the innovation.*

Keywords: *adoption of innovation, analysis, innovation, Kampung Majapahit*

1. Introduction

1.1. Significant of the study

Trowulan is an area that has an archaeological site from the Majapahit period and designated as National Heritage Sanctuary Area based on Decree of the Minister of Education and Culture of RI Number 260 / M / 2013 dated December 30, 2013. One effort to preserve the culture is by Majapahit Village program. 'Kampung Majapahit' Concept is a concept of preservation of sites that lead to conservation. the goal of its preservation not only on archeological heritage, but also includes works of architectural relics of residential neighborhoods and historical sites.

Kampung Majapahit Development Program is a large project involving many parties in technical implementation, both in budgeting issues, design determination, and also implementation in the field. Majapahit Village Program is an effort to form a village having nuance of Majapahit by building Majapahit House in the house-home community. Majapahit House building model is made of red brick wall that looks natural, the foundation is composed of stones as high as 1 meter, two twin doors are made of wood, and there are 2 pieces of windows on the left and right side of the building.

The development of Kampung Majapahit is a new idea introduced and applied in Trowulan society and has never been done before. Rogers (1983) defines innovation as an idea, idea, practice or object / item that is conscious and accepted as something new by a person or group to adopt.[6]

The initial introduction was made through socialization by TPK in village halls of each village to the target community. In introducing this program to the public, the government mostly does it through interpersonal communication channels when compared to publications through mass media.

Criteria of the community as the recipient of this program are among the houses adjacent/ leading to the sites, the number of houses built in accordance with the allocation of financial assistance received by the village. If a neighboring house that leads to the site has not fulfilled the quota or is not willing to be built, it can be diverted to the home of the surrounding residents, and make a statement of willingness of the homeowner to build his house.

In the early introduction, Kampung Majapahit program had received negative reaction from the community that is at stage 1. However, the government immediately disseminates to the community so they can be interested in the program. This turned out to be fruitful so that in stage 2, the community can be positive towards the program. However, there are some people, who are included in the main objective of this program, refusing their houses to be built in stage 2. Stage 2 development can keep running because the quota can be fulfilled from people who are willing to be build their houses even though they are not in the priority areas of program targets.

For the reason above, the researchers will analyze the adoption of innovation program of Kampung Majapahit stage 1 and stage 2 by Trowulan community, especially Bejjong Village community and Sentonorejo Village. The researcher will look deeper on adoption of innovation of Majapahit Kampung development program in Trowulan and the result can be used as input for policy makers in the next development programs, in order that the programs will run according to the goals and it can overcome the obstacles that arise from the community.

1.2. The significant of the study

To know the acceptance and rejection of the people of Bejjong Village and Sentonorejo Village through the adoption of innovation of Kampung Majapahit program in Trowulan.

1.3. The scope of the study

The researcher has studied the adoption of innovation based on the theory of innovation diffusion by Everett M. Rogers. According to Rogers (1983) diffusion is a process in which (1) an innovation (2) is communicated through a certain channel (3) within a certain timeframe (4) to members of a social system.[6] Diffusion is a special type of communication, because the message conveyed is related to ideas and new concepts. On the receiving/ recipient end/side there will be a certain degree of risk because the message conveyed is new. This then leads to different behaviors on the recipient of the message compared to if he is confronted with ordinary messages that are not innovative. In research, diffusion is usually more focused on changing behavior to accept or reject the new idea, not just a change in knowledge and attitude alone because knowledge and attitude in the diffusion process is only considered as a mediator step in decision-making process (Hanafi, 1987: 24).[3]

As explained earlier, in the process of innovation diffusion there are 4 (four) main elements of innovation, communication channel, time, and social system.

a. Innovation Characteristics

Rogers and Shoemaker (1971) in Nasution (2007) mentioned that the novelty of innovation is measured subjectively, according to the view of the individual who captured him and determined his reaction to the innovation.[5] There are 5 (five) characteristics found in innovation, namely relative advantages, compatibility, complexity, trial ability, and observability.

b. Communication Channels

Communication channel is a medium used to communicate / deliver a message from communicator to communicant. Rogers and Shoemaker (1971: 253) explain that communication channels are divided into interpersonal channels and mass media. Interpersonal channels are channels that involve face-to-face meetings

between two or more people. While the mass media channels are messaging tools that allow the source to reach a large number of audience communicators, which can penetrate the boundaries of space and time. [7]

c. **Time Period**

Dimensions of time in the process of diffusion of innovation is divided into 3 (three), namely:

- 1) The process of decision-making innovation is a process in which a person begins to recognize an innovation to shape attitudes toward innovation, to accept or reject it, and to reinforce the decision;
- 2) One's innovation in accepting innovation is a person's slow or fast pace in adopting an innovation;
- 3) The speed of adoption of innovation in social systems is usually measured by how much time it takes for some percentage of members of a social system to adopt an innovation.

d. **Social System**

The social system is defined as a set of interconnected units involved in solving common problems to achieve common goals. The process of diffusion of innovation in a social system is influenced by social structure, social norms, the role of opinion leaders and change agents, the types of innovation decisions, and the consequences of innovation.

1) **Social Structure**

The social structure is formed by the formation of status and position of members in a system, which appears in the hierarchy of member positions. In the process of diffusion, the social structure has a complex interrelated relationship with the process of dissemination of innovation into a social system. The social structure may preclude or facilitate the diffusion process, and diffusion can alter the social structure of a society.

2) **Social Norms**

Social norms influence a person's behavior in adopting innovation. In addition to influencing acceptance and rejection of innovation, social norms also affect the way an innovation is integrated into the recipient's way of life.

3) **Opinion Leader and Change Agent**

The opinion leader is someone who can relatively influence the behavior of others to act in a certain way, informally. They are often consulted by the public about something by members of other social systems. While the agent of change is an active person trying to spread innovation into a social system. A change agent is a professional officer representing an innovative change institute by spreading ideas, and new ideas. In an effort to spread innovation, change agents often work with opinion leaders within a social system.

4) **Types of Innovation Decisions**

Innovation may be accepted or rejected by members of the system or by the social system as a whole, who may decide to adopt an innovation collectively or by an authority decision. There are several types of innovation decisions, namely:

- a) The decision of authority, namely a decision imposed upon a person by an individual who is in the position of a superior;
- b) Individual decisions, which is the decision in which the role takes its role in the making. Individual decisions are 2 (two) kinds:
 - Optional decision, is a decision made by a person, regardless of decisions made by members of the system;
 - Collective decisions, is decisions made by individuals-individuals that exist within the social system through consensus.

5) **The Consequences of Innovation**

Consequences are changes that occur in an individual or social system due to the acceptance or rejection of an innovation. There are several types of innovation consequences:

- a) The desired and undesirable consequences, depending on how the innovation affects the social system;
- b) Direct and indirect consequences, if changes in an individual or social system are a direct or indirect response / outcome to innovation;
- c) Unexpected and unpredictable consequences, depending on whether the changes are recognized and expected by members of a social system or not.

Innovation Adoption Process

According to Rogers and Shoemaker (1983) explains that the adoption process is a process experienced by a person starting he was acquainted with an innovation and with the relevant accept or reject the innovation. There are 5 (five) stages in the process of adoption, that is knowledge, persuasion, decision, implementation, and confirmation.[6]

a. Knowledge

The stage where a person is aware, knows that there is something innovation. At this stage, one does not yet have information about new innovations. Therefore, information on innovation must be communicated through the various communication channels.

b. Persuasion

The stage when a person is considering or is shaping an attitude toward the innovations he already knew, whether he likes it or not. At this stage, a person will measure the benefits he will gain if he adopts the innovation personally.

c. Decision

The stage in which a person makes a decision whether to accept or reject the intended innovation. At this stage, a person makes the final decision whether to adopt or reject an innovation. But that does not mean after making this decision then close the possibility of changes in the adoption.

d. Implementation

Stage a person make a decision he has made about an innovation.

e. Confirmation

A person's stage ensures or confirms the decision he has taken. Once a decision is made someone will then seek justification for their decision. Does not rule out a person then change the decision that had refused to accept innovation after doing so.

1.4. The method of the study

This study uses a qualitative method. The type of research approach is case study research. Researchers use case study research because it is considered more appropriate to know the dynamics of the process of adoption of innovation development of Kampung Majapahit by the community.

In this research, data collection techniques are by interview, observation, and documentation. The researcher choose informants associated with the implementation of development programs in Majapahit Village, especially parties directly related to the communication of such information. The informant should have the criteria involved actively in the Kampung Majapahit program and have enough time to be asked for information. The informants consisted of people who accepted and rejected Majapahit Kampung program as well as some Activity Management Team in Bejjong Village and Sentonorejo Village.

Technique of data analysis in this research that is reducing data by choosing the main things focus on things that important, sought the theme and pattern. After that the data has been reduced, presented in the form of a brief description and then the conclusion.

2. The Results of the study

Kampung Majapahit Program is an innovation for the community. This innovation is not acceptable and fully adopted by society. There is resistance among the people who are the main target of the program.

The adoption of an innovation can be known through the innovation diffusion process approach proposed by Rogers. Innovation adoption process includes 5 (five) stages, namely knowledge, persuasion, decision, implementation, and confirmation phase. Further discussion of the stages will be described as follows:

2.1. Knowledge

At this stage, there is a difference of knowledge that the audience has about Majapahit Village program. These differences include the use of Majapahit House buildings that have been built later, as well as the ways and rules of development of the building of Majapahit House. Between people in Bejijong village and Sentonorejo Village have different initial knowledge about Majapahit Village program, precisely at Majapahit House development. Differences in knowledge is also found in the form of the building.

In the Kampung Majapahit program, the difference of knowledge among the target community is of special concern because the knowledge possessed by each individual will affect the next stage of the stage of persuasion, where they have begun to consider whether or not relevant innovation on them.

2.2. Persuasion

At the stage of persuasion, the individual will shape attitudes toward the innovations he has learned in the knowledge stage. At the stage of persuasion a positive attitude and negative attitude of each individual to innovation will be formed. In this Kampung Majapahit program, the stage of persuasion is influenced by the characteristics of innovation namely the relative advantages and compatibility. The relative advantages associated with the perceived benefits are better than any ideas or ideas that existed before. While the compatibility is the compatibility of innovation with the needs and circumstances of the environment. Selective perception plays an important role in the determination of communication behavior at this stage.

2.3. Decision

The decision-making stage is the stage for a person to make a decision on an innovation, whether to accept or reject. In the Kampung Majapahit program, the decision to accept or reject innovation is an optional individual decision. Decision making at this stage is strongly influenced by previous stages namely the stage of knowledge and the stage of persuasion. Decisions to reject or accept do not go along with one individual with another person. This becomes their respective authority because the type of decision is an optional individual decision. Any positive attitude of a person at the stage of persuasion does not mean the person is giving a decision to accept, and vice versa any negative attitude at the stage of persuasion does not necessarily give a decision to reject innovation. It is fixed in the consideration of each.

2.4. Implementation

Decision-making stage is one's stage of decision making for an innovation, whether to accept or reject. In the Kampung Majapahit program, the decision to accept or reject innovation is an optional individual decision.

Decision making at this stage is strongly influenced by the previous stages of the knowledge stage and the stage of persuasion. Decision-making to reject or accept does not go together between one individual and another. This became the authority of each because the type of decision is an optional individual decision. Any positive attitude of a person at the stage of persuasion does not mean the person is giving a decision to accept, and vice versa any negative attitude at the stage of persuasion does not necessarily give a decision to reject innovation. It is still adjusted to each consideration.

2.5. Confirmation

The confirmation stage is the stage where a person will seek justification or opinion that justifies his decision to confirm the decision he has taken. The message can further reinforce the decision that has been taken or just the opposite of being able to change his decision if the messages are contrary to innovation. Communities state that at the end of this innovation adoption stage they are still on their respective decisions to accept or reject. Although in reality there are still many shortcomings of this program in its implementation such as the difficulty of maintenance of the building and the absence of provisions from the government for its utilization. At this stage, the targets seek to confirm and ensure that the decisions they make are appropriate, one of them by sharing with their neighbors who have the same decision. This can further convince them of their respective decisions.

3. Summary and Discussion of the Study

Based on the result of study/research above, the conclusion of the study as follows: In the knowledge stage, there is a problem that is the difference of information that is known between the people in Bejjong Village and Sentonorejo Village and Jatipasar Village. Differences of this information about the technical development and utilization of Majapahit House. Furthermore, at the stage of persuasion, positive and negative attitudes influenced by the attributes of innovation is the relative merits and harmony with the needs of society itself. At the decision-making stage, the community does not take decisions together because it is influenced by the consideration and situation and condition of each. At the implementation stage, communities that decide to accept innovation have not been able to fully utilize in accordance with the program's main objectives so that any change can not yet be fully felt. But in this case, the Bejjong community can be said to be better than the Sentonorejo community. At the stabilization stage, generally the target remains on its decision even though the recipient of the innovation experienced difficulties in utilizing the innovation.

4. Recommendations from the Study Results

The recommendation from the study results of Adoption of Kampung Majapahit Innovation by Bejjong Village Society and Sentonorejo Village in Trowulan were to provide other innovation programs to the community that really suits their needs so that the ultimate goal can be achieved and the government should provide an advanced program for the development of Kampung Majapahit for the main purpose can be achieved so that the program is not impressed just a building.

5. References

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