

ABSTRAK

Penelitian ini berjudul Kesiapan Digital pada Usaha Toko Kelontong Tradisional di Gang Laksana: Studi Kualitatif yang dilatarbelakangi oleh masih rendahnya kesiapan digital pelaku usaha dalam memanfaatkan teknologi digital. Penelitian bertujuan menganalisis kesiapan digital, faktor penyebab rendahnya adopsi teknologi digital, serta persepsi pelaku usaha terhadap manfaat dan kemudahan penggunaannya. Penelitian menggunakan metode kualitatif deskriptif. Data diperoleh melalui observasi, wawancara, dokumentasi, dan studi kepustakaan dengan pendekatan Triple Helix, melibatkan 11 pelaku usaha toko kelontong, 1 informan perbankan, dan 1 informan akademisi. Analisis data menggunakan model Miles dan Huberman dengan landasan teori *Diffusion of Innovation (DOI)*, *Innovation Resistance Theory (IRT)*, *Technology Acceptance Model (TAM)*, dan Kesiapan Digital. Hasil penelitian menunjukkan bahwa kesiapan digital pelaku usaha masih rendah akibat keterbatasan literasi digital, kebiasaan konvensional, dan kekhawatiran terhadap teknologi, meskipun mereka memiliki persepsi positif terhadap manfaat digitalisasi.

Kata Kunci: Digitalisasi UMKM, Kesiapan Digital, Literasi Digital, Resistensi Teknologi, Toko Kelontong Tradisional.

ABSTRACT

This study is entitled Digital Readiness of Traditional Grocery Stores in Gang Laksana: A Qualitative Study. It is motivated by the low level of digital readiness among traditional grocery store owners in adopting and utilizing digital technologies. The study aims to analyze digital readiness, identify the factors contributing to the low adoption of digital technology, and examine business owners' perceptions of its usefulness and ease of use. This research employs a descriptive qualitative method. Data were collected through observation, interviews, documentation, and literature review using the Triple Helix approach, involving 11 traditional grocery store owners, one banking informant, and one academic informant. Data were analyzed using the Miles and Huberman model, supported by the theories of Diffusion of Innovation (DOI), Innovation Resistance Theory (IRT), Technology Acceptance Model (TAM), and Digital Readiness. The findings indicate that the digital readiness of traditional grocery store owners remains low due to limited digital literacy, conventional business practices, and concerns about technology, although they generally hold positive perceptions regarding the benefits of digitalization.

Keywords: *Digital Literacy, Digital Readiness, MSME Digitalization, Technology Resistance, Traditional Grocery Stores*