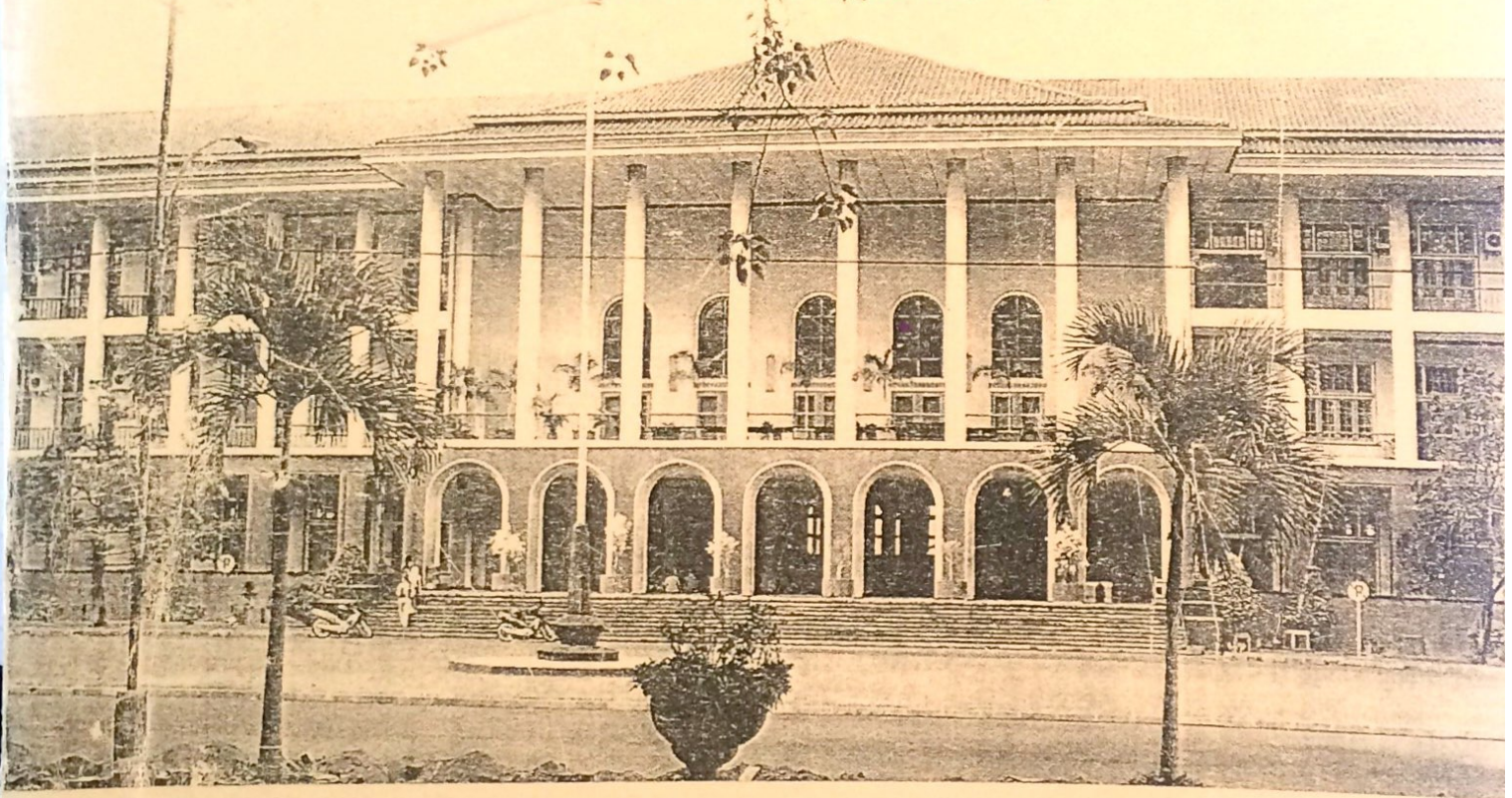


PROSIDING

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UPAYA PENINGKATAN DAYA SAING MASYARAKAT (*CITIZEN ADVANTAGE*)
BERBASIS TEKNOLOGI INFORMASI: STUDI PADA UMKM INDUSTRI KREATIF
DI DIY

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Willy Abdillah¹²
Sri Suryaningsum¹³
Suratman¹⁴

Abstract: This study aims to measure the level of readiness of Micro, Small and Medium Enterprises (MSMEs) Creative Industries in the Daerah Istimewa Yogyakarta (DIY) adopted the Information Technology (IT). Readiness levels are measured using the technology acceptance model (TAM) proposed by Davis (1989) and the Technology Readiness Index Readiness Technology / TRI (optimism, innovativeness, inconvenience and insecurity) are presented by Parasuraman (2000). Respondents were managers and employees of the creative industry SMEs, such as the advertising industry, film and photography, music, architectures, art markets and antiques, crafts, fashion design, publishing and printing, IT services and software applications, television and radio. Sample selection technique was purposive sampling which criteria are MSMEs ever and are using an IT (whether based computer, internet, cellular technologies: GSM or CDMA, wifi or wimax). Data analysis techniques using methods Structural Equation Modeling (SEM)-based variants by using Partial Least Square analysis (PLS) with the help of application SmartPLS Ver. 2.0 M3. Test results indicate that SMEs creative industries in DIY have a TRI reflecting the readiness to adopt IT. However, the insecurity factor (IT reliability) is still an important factor that can inhibit the creative industry SMEs to adopt IT. For that, the government expected as a regulator of MSME development of creative industries, to enhance communication and facilitate the adoption of IT for the creative industries SMEs. For the industry, product development and IT services should consider aspects of the specific needs, ease of use, usefulness and security of IT products offered to SMEs creative industries.

Keyword: Technology Readiness Index, IT adoption, SME's Creative Industry, DIY.

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