

ABSTRAK

Perubahan lingkungan usaha mendorong pelaku usaha mikro untuk menghadapi berbagai kondisi, seperti peningkatan persaingan pasar, perkembangan teknologi digital, perubahan karakteristik konsumen, serta tuntutan terhadap inovasi dan praktik usaha berkelanjutan. Kondisi tersebut mendorong pelaku usaha mikro kriya tekstil untuk melakukan berbagai bentuk adaptasi dalam mempertahankan dan mengembangkan usahanya. Penelitian ini bertujuan untuk mengkaji praktik adaptasi pelaku usaha mikro kriya tekstil di Kota Depok dalam menghadapi perubahan lingkungan usaha melalui perspektif teori adaptasi John W. Bennett. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Penentuan informan dilakukan melalui *purposive sampling* berdasarkan kriteria penelitian yang telah ditentukan. Data diperoleh melalui wawancara mendalam, observasi nonpartisipatif, dokumentasi, dan studi pustaka. Kemudian, data dianalisis melalui tahapan mengorganisasi dan menyiapkan data, membaca keseluruhan data, mengklasifikasikan dan menafsirkan data ke dalam kategori dan tema, menginterpretasikan data, dan merepresentasikan data. Hasil penelitian menunjukkan bahwa praktik adaptasi pelaku usaha mikro kriya tekstil berlangsung melalui berbagai respons terhadap lingkungan usaha yang dapat dipahami melalui konsep *adaptive behavior*, *adaptive strategy*, dan *adaptive process*. Bentuk adaptasi tersebut meliputi inovasi produk, pemanfaatan teknologi digital, penyesuaian terhadap perubahan karakteristik konsumen, pengembangan jaringan sosial melalui komunitas, kolaborasi, kerja tim serta penerapan praktik berkelanjutan dalam kegiatan produksi. Pelaku usaha juga mempertahankan kualitas, identitas, dan karakteristik produk sebagai pertimbangan dalam menghadapi persaingan dengan produk massal dan berharga rendah. Temuan penelitian menunjukkan bahwa praktik adaptasi tidak hanya berlangsung melalui penyesuaian terhadap perubahan lingkungan usaha, tetapi juga melalui keputusan pelaku usaha dalam memilih, merubah, dan mempertahankan praktik tertentu berdasarkan pengalaman dan kondisi usahanya.

Kata Kunci: praktik adaptasi, kriya tekstil, UMKM, negosiasi, John W. Bennett

ABSTRACT

Changes in the business environment require micro-enterprises to face various conditions, including increasing market competition, the development of digital technology, changes in consumer characteristics, as well as demands for innovation and sustainable business practices. These conditions encourage micro-enterprises in textile crafts to undertake various forms of adaptation in maintaining and developing their businesses. This study aims to examine the adaptation practices of micro-enterprises in textile crafts in Depok City in responding to changes in the business environment through the perspective of John W. Bennett's adaptation theory. This study employs a qualitative approach using a case study method. Informants were selected through purposive sampling based on predetermined research criteria. Data were collected through in-depth interviews, non-participant observation, documentation, and literature review. The data were then analyzed through the stages of organizing and preparing the data, reading the data as a whole, classifying and interpreting the data into categories and themes, interpreting the data, and representing the data. The findings show that the adaptation practices of micro-enterprises in textile crafts occurs through various responses to the business environment, which can be understood through the concepts of adaptive behavior, adaptive strategy, and adaptive process. These forms of adaptation include product innovation, the utilization of digital technology, adjustments to changes in consumer characteristics, the development of social networks through communities, collaboration, teamwork, and the implementation of sustainable practices in production activities. Business actors also maintain product quality, identity, and characteristics as considerations when facing competition with mass-produced and lower-priced products. The findings indicate that the adaptation practices does not only occur through adjustments to changes in the business environment, but also through business actors' decisions to select, modify, and maintain certain practices based on their experiences and business conditions.

Keywords: adaptation practices, textile crafts, MSMEs, negotiation, John W. Bennett