

**Model Komunikasi Pembangunan dalam Adopsi Inovasi
Pengelolaan *Food Waste* Berbasis Maggot pada Ibu Rumah
Tangga: Studi Kasus Program LOCA *Feed* BRBIH**

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ABSTRAK

Pengelolaan *food waste* rumah tangga membutuhkan perubahan perilaku melalui adopsi inovasi yang sesuai dengan kondisi masyarakat. Program LOCA *Feed* BRBIH memperkenalkan pemanfaatan larva *Black Soldier Fly* (BSF) atau maggot sebagai salah satu alternatif pengelolaan *food waste*. Penelitian ini bertujuan mendeskripsikan model komunikasi pembangunan dalam mendorong adopsi inovasi pengelolaan *food waste* berbasis maggot pada ibu rumah tangga melalui program LOCA *Feed* BRBIH. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus. Data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi terhadap informan yang terlibat dalam pelaksanaan dan adopsi program. Analisis menggunakan Teori Difusi Inovasi Rogers melalui lima tahap, yaitu *Knowledge*, *Persuasion*, *Decision*, *Implementation*, dan *Confirmation*. Hasil penelitian menunjukkan bahwa proses adopsi berlangsung secara beragam dan dipengaruhi oleh persepsi terhadap manfaat, kesesuaian, kerumitan, kesempatan mencoba, serta keterlihatan hasil inovasi. Peran *Change Agent* penting dalam mengenalkan inovasi, memberikan pendampingan, dan menjaga keberlanjutan adopsi. Pada tahap *Confirmation*, ditemukan dua kemungkinan, yaitu *continued adoption* dan *discontinued adoption*. Temuan tersebut menjadi dasar perumusan Model Komunikasi Pembangunan Berbasis Pendampingan Berkelanjutan yang menempatkan *Retention Communication* sebagai pengembangan setelah *Confirmation* untuk mempertahankan hubungan dengan *adopter* dan membuka peluang reaktivasi. Model ini menunjukkan bahwa proses difusi dapat berlangsung secara siklus melalui peran *Change Agent* dan *Opinion Leader*.

Kata Kunci: komunikasi pembangunan, difusi inovasi, *Change Agent*, *food waste*, maggot, LOCA *Feed*

***Development Communication Model in the Innovation Adoption of
Maggot-Based Food Waste Management among Housewives: A
Case Study of the BRBIH LOCA Feed Program***

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ABSTRACT

Managing household food waste requires behavioral change through the adoption of innovations tailored to community conditions. The LOCA Feed BRBIH program introduces the use of Black Soldier Fly (BSF) larvae, or maggots, as an alternative method for managing food waste. This study aims to describe a development communication model for promoting the adoption of maggot-based food waste management innovations among homemakers through the LOCA Feed BRBIH program. The study employed a qualitative approach using the case study method. Data were collected through in-depth interviews, observations, and documentation of informants involved in the program's Implementation and adoption. Analysis utilized Rogers' Theory of Innovation Diffusion across five stages, Knowledge, Persuasion, Decision, Implementation, and Confirmation. The results indicate that the adoption process varies and is influenced by perceptions of the innovation's benefits, suitability, Complexity, opportunity to try it, and the visibility of its results. Change agents play a crucial role in introducing the innovation, providing guidance, and ensuring the sustainability of adoption. In the Confirmation stage, two possible outcomes were identified, continued adoption and discontinued adoption. These findings form the basis for the formulation of the Sustainable Mentoring-Based Development Communication Model, which positions Retention Communication as a follow-up to Confirmation to maintain relationships with adopters and open opportunities for reactivation. This model demonstrates that the diffusion process can occur cyclically through the roles of Change Agents and Opinion Leaders.

Keywords: *development communication, diffusion of innovation, Change Agent, food waste, maggots, LOCA Feed*