

**ABSTRAK**

**ADOPSI TEKNOLOGI INFORMASI DAN KOMUNIKASI GURU  
EKONOMI DALAM KEGIATAN PEMBELAJARAN DI SMA EKS RSBI DI  
YOGYAKARTA**

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Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh keunggulan relatif, kesesuaian, kerumitan, kesukarelaan, dan citra terhadap adopsi teknologi informasi dan komunikasi (TIK) dalam pembelajaran ekonomi di SMA Eks RSBI (rintisan sekolah bertaraf internasional) Yogyakarta. Penelitian ini menggunakan teori Divusi Inovasi atau IDT (*Innovation Diffusion Theory*). Penelitian ini merupakan penelitian korelasional. Penelitian dilaksanakan pada bulan April–Mei 2016. Populasi penelitian terdiri dari seluruh guru ekonomi di SMA eks RSBI di Yogyakarta. Jumlah responden sebanyak 22 guru mata pelajaran ekonomi. Metode yang digunakan dalam pengambilan sampel penelitian ini adalah teknik sampling jenuh. Teknik analisis data menggunakan Analisis Regresi Linier Berganda.

Hasil penelitian menunjukkan bahwa: 1) Variabel Keunggulan Relatif berpengaruh terhadap Adopsi TIK dalam pembelajaran ekonomi di SMA eks RSBI di Yogyakarta; 2) Variabel Kesesuaian tidak berpengaruh terhadap Adopsi TIK dalam pembelajaran ekonomi di SMA eks RSBI di Yogyakarta; 3) Variabel Kemudahan/Kerumitan berpengaruh terhadap Adopsi TIK dalam pembelajaran ekonomi di SMA eks RSBI di Yogyakarta; 4) Kesukarelaan berpengaruh terhadap Adopsi TIK dalam pembelajaran ekonomi di SMA eks RSBI di Yogyakarta; 5) Variabel Citra tidak berpengaruh terhadap Adopsi TIK dalam pembelajaran ekonomi di SMA eks RSBI di Yogyakarta; dan 6) Variabel keunggulan relatif (*relative advantage*), kesesuaian (*compatibility*), kemudahan dalam penggunaan (*easy of use*), kesukarelaan (*voluntariness*), dan citra (*image*) secara bersama-sama berpengaruh terhadap adopsi TIK dalam proses pembelajaran ekonomi di SMA eks RSBI di Yogyakarta.

Kata kunci: adopsi TIK, keunggulan relatif, kesesuaian, kerumitan, kesukarelaan, citra, pembelajaran ekonomi.

**ABSTRACT**

**ADOPTION OF INFORMATION AND COMMUNICATION  
TECHNOLOGIES OF ECONOMICS TEACHERS IN THE LEARNING  
PROCESS IN THE EX-RSBI HIGH SCHOOLS IN YOGYAKARTA**

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*This research aims to examine and analyze the relative advantage, compatibility, easy of use, voluntariness, and image towards the adoption of information and communication technologies in the economics learning process in ex-RSBI high schools in Yogyakarta. This research applies the Innovation Diffusion Theory. This research is a correlational research. The research population were consisted of economics teachers of ex-RSBI high schools in Yogyakarta. The research was held on April until May 2016. The respondents are 22 economics teachers. The method used in this research is the saturated sampling technique. The analysis technique used in the research is the multiple linear regression analysis.*

*The research showed that: 1) the relative advantage affected the adoption of information and communication technologies in the learning process of economics subject in ex-RSBI high schools in Yogyakarta; 2) the compatibility variable did not affect the adoption of information and communication technologies in the learning process of economics subject in ex-RSBI high schools in Yogyakarta; 3) the easy of use variable affected the adoption of information and communication technologies in the learning process of economics subject in ex-RSBI high schools in Yogyakarta; 4) the voluntariness variable affected the adoption of information and communication technologies in the learning process of economics subject in ex-RSBI high schools in Yogyakarta; 5) the image variable did not affect the adoption of information and communication technologies in the learning process of economics subject in ex-RSBI high schools in Yogyakarta; and 6) relative advantage, compatibility, easy of use, voluntariness, and image simultaneously affected the the adoption of information and communication technologies in the learning process of economics subject in ex-RSBI high schools in Yogyakarta.*

*Keywords: adoption of information and communication technologies, relative advantage, compatibility, easy of use, voluntariness, image, economics learning process*