

Peran telepon seluler dan internet terhadap kinerja usaha non-pertanian perdesaan: analisis rumah tangga perdesaan Indonesia = The role of mobile phone and internet on the performance of rural non-farm enterprises: analysis of Indonesian rural households

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Abstrak

Usaha non-pertanian di perdesaan semakin memiliki peran penting dalam pembangunan ekonomi bagi negara berkembang. Kinerja usaha non-pertanian di perdesaan tersebut diduga makin membaik seiring dengan pemanfaatan teknologi telekomunikasi dalam usaha tersebut. Hal ini karena pemanfaatan teknologi telekomunikasi seperti telepon seluler dan internet dapat menekan biaya pencarian informasi dan memperluas informasi pasar. Studi ini menganalisis peran pemanfaatan telepon seluler dan internet terhadap kinerja usaha non-pertanian di perdesaan. Dengan menggunakan data tingkat rumah tangga yang bersumber dari Indonesian Family Life Survey gelombang lima (IFLS5) tahun 2014 dan metode Propensity Score Matching, kajian menemukan bahwa penggunaan telepon seluler dan internet dalam usaha non-pertanian memiliki peran positif terhadap kinerja usaha non-pertanian rumah tangga perdesaan. Hasil ini menunjukkan bahwa kebijakan pembangunan infrastruktur telekomunikasi di wilayah perdesaan mampu memberikan peningkatan ekonomi bagi rumah tangga desa.

.....Non-farm businesses in rural areas have increasingly an important role in economic development in developing countries. The performance of non-farm businesses in rural area is expected to have improved in line with the use of telecommunications technology in business. This is due to the use of communication technologies such as mobile phones and internet be able to shortened the cost of information and the expand market information. This study analyzes the role of mobile phone and internet utilization to the performance of non-farm businesses in rural areas. By using data sourced household level from Indonesian family life survey part 5 (IFLS 5) in 2014 and the propensity score matching method, the study found that the use of mobile phones and the internet in non-agricultural businesses has a positive impact on the performance of rural non-farm household businesses . This shows that the telecommunications infrastructure development policy in rural areas is able to provide economic improvement for rural households.