ABSTRACT

Technology develops rapidly and cannot be avoided by humans. Humans who live in the smartphone era are directly or indirectly forced to adapt to the development of information and communication technology. One of the technologies that was born is the Metaverse, which is a virtual world where humans can interact with each other in a three-dimensional software commonly known as Mixed Reality. In Mixed Reality, we can do many things and can be used by various groups, especially companies, in running their businesses in the creative industry. But the use of Mixed Reality cannot be done without proper processes for potential users.

When an innovation is communicated through several channels over a period of time in a social system, this is known as the diffusion of innovations theory. In Indonesia, Mixed Reality innovation is currently not well known by the public and only a few entrepreneurs understand and recognize Mixed Reality. The diffusion of innovation describes the five steps in implementing an innovation. This theory defines the stages where they are faced with two choices: adoption or resistance.

In this study, the authors will use qualitative methods by observing variables related to technology adoption. This research was conducted by processing data and interviews with a community that has used good technology that is directly related to Mixed Reality

Research findings indicate that Mixed Reality (MR) offers significant benefits, such as cost efficiency, increased productivity, and realistic simulation, particularly in the medical and educational sectors, with products like Apple Vision Pro supporting its potential for broad adoption. Although MR is transitioning to wider adoption, its high cost and complexity of use remain major barriers. These challenges include the need for adequate infrastructure and effective training. Adoption of MR is also influenced by user interest, which increases when the technology is used by others, with the hope that cost reduction and improved accessibility will expand adoption. Lead users, such as creative directors and CIOs, play a crucial role in accelerating MR adoption, with government support and reduction of adoption barriers being key factors. The intention to use MR is influenced by long-term benefits, positive experiences, and content relevance, making it essential to promote MR through popular groups and ensure adequate infrastructure access to boost adoption.

Keywords: Technology Adoption, Diffusion of Innovations, Early Adopters, Innovators, Indonesia, Intention to Use, Mixed Reality, Personal Innovativenes