

DINAMIKA RESILIENSI PADA WIRAUSAHAWAN YANG TERDAMPAK COVID-19

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ABSTRAK

Penelitian ini bertujuan untuk melihat dinamika resiliensi pada wirausaha yang terdampak covid-19. Selain itu peneliti juga ingin mengidentifikasi apa saja faktor yang dapat memengaruhi resiliensi wirausaha yang terdampak covid-19. Partisipan penelitian ini ditentukan berdasarkan kriteria tujuan penelitian (*purposive sampling*) yaitu wirausahawan yang badan usahanya terdampak Covid-19 dan masih menjalankan usahanya atau memiliki badan usaha baru setelah terdampak Covid-19. Pengambilan data dilakukan melalui wawancara mendalam semi terstruktur perorangan. Penelitian ini menggunakan pendekatan kualitatif dan data dianalisis menggunakan teknik analisis tematik dengan pendekatan deduktif. Hasil penelitian menunjukkan bahwa dinamika resiliensi pada wirausaha yang terdampak covid-19 terlihat melalui keterkaitan antara aspek-aspek resiliensi pada partisipan meliputi *regulasi emosi, impuls control, optimism, causal analysis, empathy, self efficacy*, dan *Reaching out*. Dalam penelitian ini aspek *causal analysis* berperan dominan dalam membentuk adaptasi positif partisipan. Kemudian faktor-faktor yang mempengaruhi resiliensi wirausahawan yang terdampak covid adalah *Individual Attribute, Relationship*, dan *External Factor*. Ketiga faktor tersebut mempengaruhi partisipan dalam memunculkan adaptasi positif untuk bertahan dimasa pandemi covid-19.

Kata kunci: Resiliensi, Faktor Resiliensi, Covid-19, Wirausaha

**DYNAMICS OF RESILIENCE TO ENTREPRENEURS AFFECTED BY
COVI-19**

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ABSTRACT

This study aims to look at the dynamics of resilience in entrepreneurs who are affected by Covid-19. In addition, researchers also want to identify what factors can affect the resilience of entrepreneurs affected by Covid-19. Participants in this study were determined based on the criteria of research objectives (purposive sampling), namely entrepreneurs whose businesses were affected by Covid-19 and were still running their business or had new businesses after being affected by Covid-19. Data were collected through individual semi-structured in-depth interviews. This study used a qualitative approach and the data were analyzed using thematic analysis techniques with a deductive approach. The results show that the dynamics of resilience in entrepreneurs who are affected by Covid-19 can be seen through the relationship between aspects of resilience in participants including emotional regulation, impulse control, optimism, causal analysis, empathy, self-efficacy, and reaching out. In this study, the causal analysis aspect played a dominant role in shaping the positive adaptation of the participants. Then the factors that affect the resilience of entrepreneurs who are affected by covid are Individual Attributes, Relationships, and External Factors. These three factors influence participants in bringing up positive adaptations to survive the Covid-19 pandemic.

Keywords: Resilience, Resilience Factor, Covid-19, Entrepreneurship