

# GAMBARAN RESILIENSI PELAKU USAHA MIKRO KECIL DAN MENENGAH (UMKM) PADA SAAT PANDEMI COVID-19 DI YOGYAKARTA

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## ABSTRAK

*Resiliensi merupakan kemampuan individu dalam merespon keadaan yang menekan dengan cara yang positif, serta mampu dalam mengendalikan tekanan dan dorongan yang ada dalam diri individu. Penelitian ini bertujuan untuk mengetahui gambaran resiliensi pada pelaku Usaha Mikro Kecil dan Menengah (UMKM) Pada Saat Pandemi COVID-19 di Yogyakarta. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Teknik pengumpulan data dilakukan dengan teknik wawancara, observasi, dan dokumentasi. Responden yang terlibat dalam penelitian ini berjumlah tiga orang, yaitu dua perempuan dan satu laki-laki pelaku UMKM di bidang kerajinan. Ketiga responden mempunyai latar belakang kerajinan yang berbeda-beda, yaitu perajin payung, perajin tas batik dan kulit, serta perajin mebel bambu. Responden diperoleh dengan menggunakan teknik purposive sampling. Dari ketiga responden diketahui bahwa gambaran resiliensi pelaku Usaha Mikro Kecil dan Menengah (UMKM) pada saat pandemi COVID-19 ditinjau dari tujuh aspek yang dikemukakan oleh Reivich & Shatte (2002), yaitu regulasi emosi, pengendalian impuls, optimisme, analisis penyebab masalah, empati, efikasi diri, dan pencapaian. Ketiga subjek mampu menghadapi kesulitan dalam menjalankan UMKM ditengah pandemi COVID-19, dengan bersikap tenang, menunda keinginan, meyakini usahanya akan kembali membaik, mampu mengidentifikasi penyebab penurunan pendapatan, memiliki rasa empati, memiliki keyakinan bahwa subjek dapat menghadapi permasalahan usaha subjek, serta mampu mengambil hikmah dari setiap kejadian. Sedangkan pada sumber pembentukan resiliensi ketiga subjek memiliki perbedaan pada sumber I Have yaitu perbedaan peran, sumber I Am yaitu perbedaan rasa tanggung jawab, kemudian sumber I Can yaitu perbedaan cara penyelesaian masalah.*

**Kata Kunci :** COVID-19, Pelaku Usaha Mikro Kecil dan Menengah (UMKM), Resiliensi

# **DESCRIPTION OF THE RESILIENCE OF MICRO SMALL AND MEDIUM ENTERPRISES (MSMEs) DURING THE COVID-19 PANDEMIC IN YOGYAKARTA**

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## **ABSTRACT**

*Resilience is an individual's ability to respond stressful situations in a positive way, and to be able to control the pressures and impulses that exist within the individual. This study aims to describe the resilience of Micro, Small and Medium Enterprises (MSMEs) during the COVID-19 Pandemic in Yogyakarta. This study uses a qualitative method with a case study approach. The data collection technique was done by interview, observation, and documentation. The respondents involved in this study were three people, namely two women and one man who were SMEs in the handicraft sector. The three respondents have different craft backgrounds, namely umbrella craftsmen, batik and leather bag craftsmen, and bamboo furniture craftsmen. Respondents were obtained by using purposive sampling technique. From the three respondents, it is known that the picture of the resilience of Micro, Small and Medium Enterprises (MSMEs) during the COVID-19 pandemic in terms of the seven aspects put forward by Reivich & Shatte (2002), which include emotion regulation, impulse control, optimism, analysis of the causes of problems, empathy, self-efficacy, and achievement. The three subjects were able to face difficulties in running MSMEs in the midst of the COVID-19 pandemic, by being calm, delaying the desire, believing that their business would improve again, being able to identify the cause of the decline in income, having empathy, having confidence that the subject could face the subject's business problems, and being able to take decisions. wisdom from every event. While the source of the formation of resilience, the three subjects have differences in the I Have source, namely the difference in roles, the I Am source, which is a different sense of responsibility, then the I Can source is the difference in the way of solving problems.*

**Keywords:** COVID-19, Micro Small and Medium Enterprises (MSMEs), Resilience