



**EXPLORING POTENTIAL DRIVERS OF
ENTREPRENEURIAL RESILIENCE DURING COVID-19
CRISIS: EVIDENCE FROM SMALL ENTERPRISES IN
DKI JAKARTA INDONESIA**

THESIS

**Submitted as one of the requirements to obtain
Magister Manajemen**

By

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FACULTY OF BUSINESS

MASTER OF TECHNOLOGY MANAGEMENT STUDY PROGRAM

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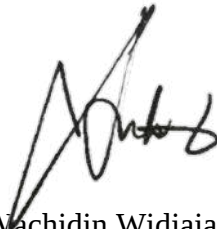
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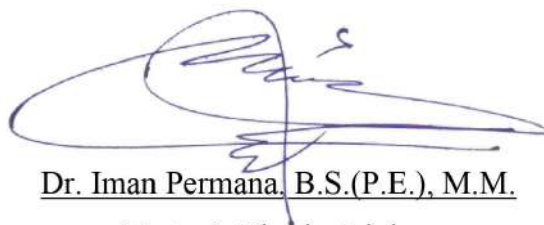
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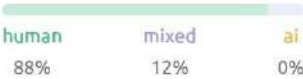
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ABSTRACT

The impact of Covid-19 pandemic was so appealing to small enterprises by which the business owners were left in uncertainty. But as the business environment got better, 20,37% was able to restart its daily business operation after some period of temporary closure in just within one year when Badan Pusat Statistik (BPS) conducted the survey in October 2021. Particular business sector namely production, service, trade and mining has managed to rebound at an increasing rate during the brief moment of opportunity. Considering positive responses toward challenges and difficulty during Covid-19 by small enterprises, this study aims to examine the potential factors driving the entrepreneurial resilience of these small enterprises and key decision employed to adapt with evolving business environment. Qualitative research is conducted to examine the potential factors driving entrepreneurial resilience of small enterprises in DKI Jakarta, Indonesia. The process of collecting qualitative data is carried out through semi-structure in-depth interviews business owners of small enterprise. The data were analysed using thematic analysis by employing NVivo software. The result shows that small enterprises carried out several key decisions namely conducted online sales, reduced business expenses and run other business to adapt to the crisis. In addition, vision and mission of the enterprise drives entrepreneurial resilience of the small enterprise by giving more passion and confidence to the business owner. The mentorship drives the entrepreneurial resiliency of small enterprise by giving moral encouragement and exploration to new resources. The study may pave the way for small enterprises to evaluate and develop their existing strategy particularly related to future business uncertainty, thus prepare itself for rare yet unavoidable occurrences.

Keywords: *Covid-19 Pandemic, Entrepreneurial Resilience, Mentorship, Small Enterprises, Vision and Mission*

ABSTRAK

Dampak pandemi Covid-19 sangat terasa khususnya bagi usaha kecil yang menyebabkan pemilik usaha berada dalam ketidakpastian. Tetapi seiring dengan membaiknya lingkungan bisnis, 20,37% dapat memulai kembali operasi bisnisnya setelah beberapa periode penutupan sementara hanya dalam waktu satu tahun ketika Badan Pusat Statistik (BPS) melakukan survei pada Oktober 2021. Sektor usaha tertentu seperti produksi, jasa, perdagangan, dan pertambangan telah berhasil pulih dengan laju yang meningkat selama periode yang singkat. Mempertimbangkan tanggapan positif usaha kecil terhadap tantangan dan kesulitan selama Covid-19, penelitian ini bertujuan untuk meneliti faktor-faktor potensial yang mendorong ketahanan kewirausahaan usaha kecil dan langkah penting yang dilakukan untuk beradaptasi dengan lingkungan bisnis yang berubah. Penelitian kualitatif dilakukan untuk meneliti faktor-faktor potensial yang mendorong ketahanan kewirausahaan usaha kecil di DKI Jakarta, Indonesia. Proses pengumpulan data kualitatif dilakukan melalui wawancara mendalam semi terstruktur dengan para pemilik usaha kecil. Data dianalisis menggunakan analisis tematik dengan menggunakan perangkat lunak NVIVO. Hasil penelitian menunjukkan bahwa usaha kecil melakukan beberapa langkah penting seperti melakukan penjualan secara online, mengurangi pengeluaran bisnis dan menjalankan bisnis lain untuk beradaptasi dengan krisis. Selain itu, visi dan misi perusahaan mendorong ketahanan kewirausahaan dengan memberikan gairah dan kepercayaan tinggi bagi pemilik perusahaan. Kegiatan kewirausahaan mendorong ketahanan kewirausahaan dengan memberikan dorongan moral dan eksplorasi kepada sumber daya baru. Studi ini dapat membuka jalan bagi usaha kecil untuk mengevaluasi dan mengembangkan strategi bisnis yang ada, terutama menyangkut dengan ketidakpastian bisnis di masa depan, dan dengan demikian mempersiapkan diri untuk menghadapi peristiwa yang jarang terjadi namun tidak dapat dihindari.

Kata kunci: Pandemi Covid-19, Ketahanan Kewirausahaan, Bimbingan, Usaha Kecil, Visi dan Misi

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