

ABSTRAK

Resiliensi adalah kualitas penting wirausaha untuk peningkatan kinerja maupun transformasi usaha wirausaha. Istilah *rise from the ashes* maupun “*bounce back*” dikaitkan dengan resiliensi wirausaha keluar dari kegagalan, merubah tantangan menjadi peluang. Banyak penelitian menyatakan resiliensi dan fleksibilitas adalah andalan wirausaha untuk mengatasi krisis bisnis Pandemi COVID-19. Disertasi fokus pada pengalaman wirausaha penyintas dampak COVID-19 mulai yang meliputi proses refleksi kritis, pembelajaran dan transformasi. Kondisi ‘*bounce back*’ harus terjadi untuk keberlangsungan usaha. Pendekatan *Interpretative Phenomenology Analysis* dipilih karena paling sesuai untuk mendapatkan detail pengalaman wirausaha, interpretasi peneliti atas pengalaman wirausaha dan gambaran holistik keseluruhan proses. Informan penelitian adalah wirausaha kecil dan menengah (SMEs) yang memiliki *bounce back experience*, dan terbiasa membuat keputusan keberlangsungan usaha. Hasil penelitian menunjukkan resiliensi dimulai dengan mengenal dan memahami perubahan relevan yang didukung kemampuan dan kemauan untuk transformasi. Hanya tindakan nyata untuk transformasi yang bisa mendukung keberlangsungan usaha. Penelitian memberikan gambaran penting bagi wirausaha mengembangkan resiliensi, bertindak responsif bukan reaktif, mengembangkan strategi dalam menghadapi pandemi COVID-19. Penelitian ini dapat memberikan jalan untuk penelitian lebih lanjut dalam ketahanan kewirausahaan

Kata kunci:

Resiliensi, pandemi COVID-19, pengalaman, strategi usaha, keberlangsungan usaha, *Interpretative Phenomenological Analysis (IPA)*

ABSTRACT

Resilience is an important entrepreneurial quality for improving performance and transforming entrepreneurial ventures. The terms 'rise from the ashes' and "bounce back" are associated with entrepreneurial resilience out of failure, turning challenges into opportunities. Many studies state that resilience and flexibility are the mainstays of entrepreneurship to overcome the business crisis of the COVID-19 pandemic. The dissertation focuses on the experiences of entrepreneurs who have survived the impact of COVID-19 starting from the process of critical reflection, learning and transformation. The 'bounce back' condition must occur for business continuity. The Interpretative Phenomenology Analysis approach was chosen because it is most suitable for obtaining details of entrepreneurial experience, the interpretation of entrepreneurial experience and a holistic picture of the whole process. Informants are small and medium-sized entrepreneurs who have bounced back experiences and are accustomed to making sustainability decisions. The results show that resilience begins with recognizing and understanding relevant changes that are supported by the ability and willingness to transform. Only real action to change can support business continuity. Research provides a theoretical framework for entrepreneurs to develop resilience, act responsively rather than reactively, develop strategies in dealing with the COVID-19 pandemic. This research could provide avenues for further research in entrepreneurial resilience

Keywords:

Resilience, COVID-19 pandemic, experience, business strategy, business sustainability, Interpretative Phenomenological Analysis (IPA)