

## **ABSTRAK**

Usaha baru merupakan usaha yang penuh dengan ketidakpastian dan beresiko tinggi. Ketidakstabilan ekonomi akibat pandemik juga semakin memperbesar tekanan kepada pemilik usaha. Oleh karena itu, pemilik usaha perlu memiliki kemampuan resiliensi agar perusahaan mampu berkelanjutan. Penelitian ini bertujuan untuk mengidentifikasi kemampuan resiliensi usaha baru, mengidentifikasi model bisnis, dan memahami arti penting resiliensi bagi keberlanjutan usaha.

Penelitian ini merupakan penelitian kualitatif dengan metode studi kasus. Unit analisis berupa entitas usaha baru di Yogyakarta yang bernama Jogja Seafood. Data yang digunakan merupakan data primer yang diperoleh dengan observasi dan wawancara mendalam kepada objek penelitian. Data hasil wawancara dianalisis dengan melakukan transkripsi dan interpretasi. Hasil penelitian menunjukkan bahwa kemampuan resiliensi membuat usaha mampu bertahan dalam menghadapi berbagai tekanan internal maupun eksternal. Resiliensi diperoleh dari kemampuan perusahaan untuk melakukan adaptasi dan inovasi serta kemampuan kapabilitas dinamik. Secara lebih spesifik, kemampuan resiliensi tercermin dari model bisnis perusahaan. Kemampuan resiliensi bisnis yang telah diterapkan Jogja Seafood membuat perusahaan mampu berkelanjutan.

Penelitian ini memberikan kontribusi bagi UMKM bahwa kemampuan resiliensi diperlukan untuk menghadapi situasi yang sulit. Pelaku UMKM perlu untuk memiliki kemampuan adaptasi dan inovasi serta kapabilitas dinamik untuk mempertahankan keberlanjutan usaha.

**Kata kunci : usaha baru, resiliensi, adaptasi, inovasi, kapabilitas dinamik, model bisnis.**

## ABSTRACT

New venture is a business that is full of uncertainty and has a high risk of failure. Economic instability due to the pandemic has also added to the pressure on business owners. Therefore, business owners need to have resilience skills. Resilience is needed so that company are able to face various pressures. This study aims to identify new business resilience, identify business models, and understand the importance of resilience for businesses.

This study is a qualitative study with case study method. The unit of analysis is a new business entity in Yogyakarta called Jogja Seafood. The data used are primary data obtained by observing and exploring the object of research through indepth interview. Data were analyzed by doing transcription and interpretation. The results showed that the ability of resilience causes business to be able to survive in the face of various internal and external pressure. Resilience is obtained from the company's ability to adapt and innovate as well as dynamic capabilities. More specifically, business resilience can be seen from company's business model. The business resilience capabilities that have been applied to Jogja Seafood have made the company sustainable.

This research contributes to MSMEs that the resilience capabilities are needed to deal with difficult situations. MSME actors need to have the ability to adapt and innovate as well as dynamic capabilities to maintain their business.

**Keywords: new venture, resilience, adaptation, innovation, dynamic capability, business model.**