

## INTISARI

Penelitian ini dilaksanakan di *Innovative Academy* Universitas Gadjah Mada (UGM), Kecamatan Depok, Kabupaten Sleman, Daerah Istimewa Yogyakarta. Penelitian ini bertujuan untuk mengetahui 1) Bagaimana pelaksanaan program inkubasi dan kewirausahaan yang terdapat dalam *Appcelerate Program* yang dilakukan oleh *Innovative Academy* UGM, dan 2) Bagaimana implikasi *Appcelerate Program* terhadap ketahanan pribadi mahasiswa wirausaha?

Penelitian ini dilakukan dengan menggunakan analisis kualitatif deskriptif. Informan penelitian ini adalah tiga orang direktur dari tiga *startup* yang mengikuti kegiatan program inkubasi bernama *Appcelerate Program* yang dilaksanakan di *Innovative Academy* UGM. Pengumpulan data dilakukan dengan menggunakan metode observasi, wawancara mendalam dan dokumentasi. Pelaksanaan wawancara mendalam peneliti memilih tiga orang informan dengan kriteria yaitu peserta yang telah menyelesaikan kegiatan *Appcelerate Program* dan masuk dalam top 10 *startup* terbaik selama program inkubasi berlangsung. Teknik analisis yang digunakan yakni teknik interaktif dimana terdapat tahapan pengumpulan data, reduksi data, penyajian data, dan proses penarikan kesimpulan. Adapun validitas data menggunakan triangulasi sumber.

Hasil penelitian menunjukkan bahwa *Innovative Academy* sudah berhasil melaksanakan program inkubasi dan akselerasi bernama *Appcelerate Program*. Keberhasilan tersebut tercermin dari suksesnya pelaksanaan *Appcelerate Program* yang ditunjukkan dalam rangkaian kegiatan meliputi: *buss presentation*, *kick off* seminar dan pengumuman tim lolos seleksi, *bootcamp*, *mentoring acceleration*, *demoday*, dan *awarding the best 3 team*. Program inkubasi dan akselerasi bernama *Appcelerate Program* yang diinisiasi oleh *Innovative Academy* UGM juga berhasil mengembangkan mahasiswa wirausaha. Keberhasilan tersebut terlihat dari *startup* binaan dalam: motivasi berwirausaha, mendapat dukungan internal dan eksternal, membangun *startup* (perusahaan rintisan), melakukan rekrutmen, menemukan tokoh inspirasi pelaku usaha, membuat dan mengembangkan produk berbasis digital, mengatasi kendala bisnis, *time management*, mendapatkan pelanggan, serta memperoleh penghasilan. Aktivitas *Appcelerate Program* juga berhasil meningkatkan ketahanan pribadi peserta. Keberhasilan tersebut terlihat dari meningkatnya: rasa percaya diri peserta, sifat optimis, berpegang teguh pada pendirian, kreatif dan inovatif, serta bertanggung jawab. Peningkatan ketahanan pribadi peserta paling menonjol yakni peningkatan rasa percaya diri. Hal tersebut dikarenakan sebelum mengikuti program inkubasi tersebut rata-rata informan belum begitu mendalami aktifitas kewirausahaan. Bahkan ada narasumber yang sama sekali belum pernah melakukan aktifitas kewirausahaan selama menjadi mahasiswa.

Kata kunci: *Innovative Academy Appcelerate Program*, mahasiswa wirausaha, ketahanan pribadi

## ABSTRACT

*This research was conducted at the Innovative Academy of Gadjah Mada University (UGM), Depok District, Sleman Regency, Yogyakarta Special Region. This study aims to find out 1) How is the implementation of the incubation and entrepreneurship program contained in the Appcelerate Program carried out by Innovative Academy UGM, and 2) What are the implications of the Appcelerate Program on the personal resilience of entrepreneurial students?*

*This research was conducted using descriptive qualitative analysis. The informants of this study were three directors from three startups who participated in an incubation program called the Appcelerate Program which was carried out at the Innovative Academy UGM. Data collection was carried out using observation methods, in-depth interviews and documentation. The researcher interview selected three people with criteria, namely participants who had completed the Appcelerate Program activities and were included in the top 10 startups during the incubation program. The analysis techniques used are interactive techniques where there are stages of data collection, data reduction, data presentation, and the process of drawing conclusions. As for the validity of the data using source triangulation.*

*The results showed that Innovative Academy has successfully implemented an incubation and acceleration program called the Appcelerate Program. This success is reflected in the successful implementation of the Appcelerate Program which was shown in a series of activities including: buss presentation, kick off seminar and announcement of teams passing the selection, bootcamp, mentoring acceleration, demoday, and awarding the best 3 teams. The incubation and acceleration program called the Appcelerate Program initiated by Innovative Academy UGM has also succeeded in developing entrepreneurial students. This success can be seen from the fostered startups in: motivation for entrepreneurship, getting internal and external support, building startups (startups), conducting recruitment, finding inspirational figures for business actors, creating and developing digital-based products, overcoming business obstacles, time management, getting customers, and obtaining income. The Appcelerate Program activity also successfully increased the personal resilience of participants. The success can be seen from the increase: the participants' self-confidence, optimistic nature, sticking to the establishment, creative and innovative, and responsible. The most notable increase in participants' personal resilience is the increase in self-confidence. This is because before participating in the incubation program, the average informant has not really explored entrepreneurial activities. There are even speakers who have never done entrepreneurial activities at all during their time as students.*

*Keywords: Innovative Academy Appcelerate Program, entrepreneurial student, personal resilience*