

ABSTRACT

This study maps the resilience of traditional snack-home based MSMEs in Fajar Baru Village, a transmigration village in North Bengkulu. The study examines how business actors maintain the sustainability of their businesses amid limited institutional support, with kinship-based Chainpreneurs emerging as a distinctive value chain system. The method used is a qualitative case study supported by quantitative data. Field research was conducted over 50 days through interviews with three producers of tempeh chips and kembang goyang, analysis of government reports, and direct observation. Descriptive analysis and data triangulation were applied to understand the resilience practices implemented. The results of the study reveal two main mechanisms of resilience, namely kinship-based Chainpreneurs and care-embedded entrepreneurship. Although they strengthen solidarity and adaptability, these two practices face challenges in the form of limited market access and weak institutional support. Therefore, more targeted policies are needed to strengthen community-based business models in transmigration areas.

Keywords: MSME resilience, transmigration entrepreneurship, kinship-based Chainpreneur, care-embedded entrepreneurship, Tetrapreneur Framework.

ABSTRAK

Penelitian ini memetakan resiliensi UMKM pengolah makanan tradisional berbasis rumah tangga di Desa Fajar Baru, kawasan transmigrasi di Bengkulu Utara. Studi ini menelaah bagaimana pelaku usaha mempertahankan keberlanjutan bisnis mereka di tengah keterbatasan dukungan institusional, dengan Chainpreneur berbasis kekerabatan muncul sebagai sistem rantai nilai yang khas. Metode yang digunakan adalah studi kasus kualitatif yang didukung data kuantitatif. Penelitian lapangan berlangsung selama 50 hari melalui wawancara dengan tiga produsen keripik tempe dan kembang goyang, analisis laporan pemerintah, dan observasi langsung. Analisis deskriptif dan triangulasi data diterapkan untuk memahami praktik resiliensi yang dijalankan. Hasil penelitian menunjukkan dua mekanisme utama resiliensi, yaitu Chainpreneur berbasis kekerabatan dan kewirausahaan berbasis kepedulian. Meski memperkuat solidaritas dan adaptabilitas, kedua praktik ini menghadapi tantangan berupa keterbatasan akses pasar dan lemahnya dukungan institusional. Oleh karena itu, diperlukan kebijakan yang lebih terarah untuk memperkuat model usaha berbasis komunitas di kawasan transmigrasi.

Kata Kunci: resiliensi UMKM, kewirausahaan transmigrasi, Chainpreneur berbasis kekerabatan, kewirausahaan tertanam pengasuhan, Kerangka Tetrapreneur.