



## ABSTRAK

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Pertumbuhan *start-up* di Indonesia berkembang pesat setelah penggunaan internet yang masif pada masyarakat Indonesia. Pertumbuhan *start-up* ini di sisi lain juga dapat memicu pertumbuhan ekonomi. Namun iklim *start-up* yang tidak kondusif dan penuh ketidakpastian membuat pelaku *start-up* gulung tikar. Terdapat salah satu fenomena yang terjadi secara natural dan dapat membuat pelaku *start-up* tetap bertahan dalam pertumbuhan bisnisnya yaitu humor. Penelitian ini bertujuan untuk mendalami dan memahami penggunaan humor dalam perusahaan *start-up* agar dapat dimanfaatkan dengan lebih maksimal. Penelitian ini menggunakan metode kualitatif dengan pendekatan fenomenologi. Hasil dari penelitian ini menunjukkan humor sebagai katalisator dalam berbagai hal di perusahaan *start-up* yang dapat membuat pelaku *start-up* bekerja lebih optimal dan dapat bertahan ditengah tekanan iklim bisnis *start-up*.

Kata kunci: *humor, start-up, lingkungan kerja, psikologi organisasi*



## **ABSTRACT**

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*Start-up(s)* in Indonesia have grown rapidly since internet usage became widespread in Indonesian society. Indeed, this growth also trigger(s) economic growth. The problem is that the current *start-up* climate is not conducive and full of uncertainty that may *stress* out employee(s) and founder(s). It can cause *start-up(s)* to suffer and lead to bankruptcy. On the other hand, there is a phenomenon that may help *start-ups* survive their business. This phenomenon is called humor, which is used by everyone in everyday life. This study aims to explore humor at *start-up* companies, so that they can benefit from humor to help their business survive. This study uses a qualitative method with a phenomenological approach. The results of this study showed that humor was used as a catalyst in various things such as bonding, situation balancing, social control and building network in organizational settings. With humor as a catalyst, *start-ups* can work optimally and survive the pressures of the business climate.

Keywords: *humor, start-up, catalyst, organizational psychology*