

## DAFTAR ISI

|                                |      |
|--------------------------------|------|
| HALAMAN JUDUL.....             | i    |
| HALAMAN PENGESAHAN.....        | ii   |
| HALAMAN PERNYATAAN.....        | iii  |
| HALAMAN MOTTO.....             | iv   |
| HALAMAN PERSEMBAHAN.....       | v    |
| KATA PENGANTAR.....            | vi   |
| DAFTAR ISI.....                | viii |
| DAFTAR TABEL.....              | xi   |
| DAFTAR BAGAN.....              | xii  |
| DAFTAR LAMPIRAN.....           | xiii |
| INTISARI.....                  | xiv  |
| ABSTRACT.....                  | xv   |
| <b>BAB I PENDAHULUAN</b>       |      |
| A. Latar Belakang Masalah..... | 1    |
| B. Rumusan Permasalahan.....   | 7    |
| C. Tujuan Penelitian.....      | 7    |

|                            |   |
|----------------------------|---|
| D. Manfaat Penelitian..... | 7 |
|----------------------------|---|

## BAB II TINJAUAN PUSTAKA

|                                    |   |
|------------------------------------|---|
| A. <i>Adversity Quotient</i> ..... | 9 |
|------------------------------------|---|

|                                               |   |
|-----------------------------------------------|---|
| 1. Pengertian <i>Adversity Quotient</i> ..... | 9 |
|-----------------------------------------------|---|

|                                                |    |
|------------------------------------------------|----|
| 2. Aspek-Aspek <i>Adversity Quotient</i> ..... | 11 |
|------------------------------------------------|----|

|                                              |    |
|----------------------------------------------|----|
| 3. Tingkatan <i>Adversity Quotient</i> ..... | 13 |
|----------------------------------------------|----|

|                                                                    |    |
|--------------------------------------------------------------------|----|
| 4. Faktor-Faktor yang Mempengaruhi <i>Adversity Quotient</i> ..... | 15 |
|--------------------------------------------------------------------|----|

|                         |    |
|-------------------------|----|
| B. <i>Startup</i> ..... | 18 |
|-------------------------|----|

|                                  |    |
|----------------------------------|----|
| 1. Definisi <i>Startup</i> ..... | 18 |
|----------------------------------|----|

|                                         |    |
|-----------------------------------------|----|
| 2. <i>Startup</i> Berbasis Digital..... | 20 |
|-----------------------------------------|----|

|                                        |    |
|----------------------------------------|----|
| 3. Kegagalan pada <i>Startup</i> ..... | 21 |
|----------------------------------------|----|

|                                |    |
|--------------------------------|----|
| C. Pelaku <i>Startup</i> ..... | 23 |
|--------------------------------|----|

|                                                          |    |
|----------------------------------------------------------|----|
| D. <i>Adversity Quotient</i> Pelaku <i>Startup</i> ..... | 25 |
|----------------------------------------------------------|----|

|                             |    |
|-----------------------------|----|
| E. Kerangka Konseptual..... | 27 |
|-----------------------------|----|

## BAB III METODE PENELITIAN

|                               |    |
|-------------------------------|----|
| A. Penelitian Kualitatif..... | 28 |
|-------------------------------|----|

|                           |    |
|---------------------------|----|
| B. Lokasi Penelitian..... | 30 |
|---------------------------|----|

|                              |    |
|------------------------------|----|
| C. Responden Penelitian..... | 30 |
|------------------------------|----|

|                                                 |     |
|-------------------------------------------------|-----|
| D. Sumber Data.....                             | 30  |
| E. Metode Pengumpulan Data.....                 | 31  |
| F. Prosedur Analisis Data dan Interpretasi..... | 31  |
| G. Pengujian Keabsahan Data.....                | 34  |
| <b>BAB IV TEMUAN PENELITIAN DAN PEMBAHASAN</b>  |     |
| A. Pelaksanaan Penelitian.....                  | 36  |
| B. Temuan Penelitian.....                       | 38  |
| 1. Responden KR.....                            | 38  |
| 2. Responden AM.....                            | 59  |
| 3. Responden RF.....                            | 74  |
| D. Pembahasan.....                              | 96  |
| <b>BAB V PENUTUP</b>                            |     |
| A. Kesimpulan.....                              | 107 |
| B. Saran.....                                   | 108 |
| DAFTAR PUSTAKA.....                             | 110 |
| LAMPIRAN.....                                   | 113 |