

MOTIVASI MAHASISWA MERINTIS *STARTUP* DI MASA PANDEMI COVID-19

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Abstrak

Maraknya *startup* di Indonesia menunjukkan tingginya ketertarikan berbagai macam lapisan masyarakat untuk terjun di dunia *startup*, termasuk mahasiswa. Berangkat dari dinamika yang dimiliki mahasiswa perintis *startup*, yakni tantangan perintis *startup*, tantangan peran ganda sebagai mahasiswa dan perintis *startup* hingga tantangan merintis *startup* di masa pandemi Covid-19, penelitian ini bertujuan untuk menggambarkan motivasi mahasiswa yang merintis *startup* di masa pandemi Covid-19. Penelitian ini dilakukan pada dua mahasiswa yang merintis *startup* di masa pandemi Covid-19. Fokus pada penelitian ini adalah menggali motivasi dan faktor yang mendukung mahasiswa yang merintis *startup* di masa pandemi Covid-19, serta strategi yang dilakukan mahasiswa dalam menghadapi tantangan peran ganda dan tantangan merintis *startup* di masa pandemi Covid-19. Penelitian ini menggunakan metode penelitian fenomenologi deskriptif (PFD) dengan metode pengumpulan data berupa wawancara semi-terstruktur. Analisis data menggunakan metode *Descriptive Phenomenological Analysis* (DPA) yang dikembangkan oleh La Kahija. Proses analisis data menghasilkan sepuluh tema esensial, yakni (1) dorongan finansial, (2) minat dalam merintis *startup*, (3) pemanfaatan pengetahuan teknologi, (4) peran lingkungan sosial, (5) jenis *startup* yang terdampak pandemi Covid-19, (6) dampak manajemen waktu pada peran ganda, (7) persepsi dan strategi dalam manajemen waktu, (8) budaya kerja fleksibel, (9) kepercayaan diri dalam merintis *startup*, (10) peran relasi sosial. Hasil dari penelitian ini yaitu mahasiswa termotivasi merintis *startup* di masa pandemi Covid-19 guna menciptakan kesempatan kerja secara mandiri untuk memenuhi kebutuhan finansialnya.

Kata kunci: perintis *startup*; mahasiswa; motivasi

STUDENTS' MOTIVATION TO BUILD A STARTUP DURING THE COVID-19 PANDEMIC

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Abstract

The rise of startups in Indonesia shows the high interest of various levels of society to enter the startup world, including students. Departing from the dynamics that startup pioneering students have, namely the challenges of startup pioneers, the challenges of dual roles as students and startup pioneers to the challenges of pioneering startups during the Covid-19 pandemic, this study aims to describe the motivation of students who pioneered startups during the Covid-19 pandemic. This research was conducted on two students who started startups during the Covid-19 pandemic. The focus of this research is to explore the motivations and factors that support students who are pioneering startups during the Covid-19 pandemic, as well as the strategies students take in facing the challenges of dual roles and the challenges of pioneering startups during the Covid-19 pandemic. This research uses descriptive phenomenology research method (PFD) with data collection methods in the form of semi-structured interviews. Data analysis used the Descriptive Phenomenological Analysis (DPA) method developed by La Kahija. The data analysis process resulted in ten essential themes, namely (1) financial motive, (2) interest in building a startup, (3) utilization of technological knowledge, (4) the role of social environment, (5) types of startups affected by the Covid-19 pandemic, (6) the impact of time management on dual roles, (7) perceptions and strategies in time management, (8) flexible work culture, (9) confidence in building a startup, (10) the role of social relations. The result of this study is that students are motivated to build startups during the Covid-19 pandemic to create job opportunities independently to meet their financial needs.

Keywords: startup pioneers; university students; motivation.