

## RINGKASAN

Kegiatan ekonomi di Indonesia pada saat ini sebagian besar dilakukan oleh UMKM. UMKM dianggap sebagai salah satu tonggak ekonomi Indonesia yang mampu bertahan terhadap dampak krisis ekonomi global. Kegiatan ekonomi dunia usaha, baik pengusaha besar maupun UMKM, mulai terganggu saat terjadi pandemi *corona virus disease 2019* (Covid-19). pandemi Covid-19 membuat banyak UMKM di Kabupaten Banyumas mengalami kesulitan, meskipun angka pasti berapa yang mengalami kesulitan, sulit diketahui. Di tengah kondisi pandemi Covid-19 yang berdampak pada banyak UMKM di Kabupaten Banyumas, masih dijumpai UMKM yang mampu bertahan, salah satunya UMKM Batik di Banyumas. Survei pendahuluan menunjukkan bahwa mereka bisa bertahan karena dukungan sosial dan rasa optimisme terhadap usahanya. Berdasarkan hal tersebut, dilakukan penelitian untuk mengetahui pengaruh dukungan sosial terhadap resiliensi dengan optimisme sebagai variabel mediasi.

Penelitian dilakukan dengan jenis penelitian yang menggunakan data kuantitatif asosiatif. Penelitian dilakukan di UMKM Batik di Banyumas, dengan jumlah sampel sebanyak 62 UMKM Batik. Pengambilan data dilakukan dengan kuesioner yang diisi secara langsung oleh responden. Dukungan sosial diukur dengan kuesioner *The Multidimensional Scale of Perceived Sosial Support* (MSPSS), optimisme diukur dengan kuesioner *Blue-print optimisme*, sedangkan resiliensi diukur dengan kuesioner *Brief Resilience Scale* (BRS). Data dianalisis dengan analisis deskriptif, uji instrument penelitian dengan uji validitas dan reliabilitas, uji asumsi klasik, uji regresi linier sederhana, dan uji Sobel untuk analisis mediasi.

Berdasarkan analisis, disimpulkan bahwa dukungan sosial memiliki pengaruh positif signifikan terhadap resiliensi dan optimisme, optimisme memiliki pengaruh positif signifikan terhadap resiliensi, dan optimisme tidak dapat secara signifikan memediasi pengaruh dukungan sosial terhadap resiliensi.

Implikasi pada penelitian ini yaitu diharapkan dapat memberikan manfaat bagi pihak yang berkaitan dan berkepentingan, menambah literatur dan pengetahuan lebih mengenai analisis pengaruh dukungan sosial terhadap resiliensi dengan optimisme sebagai mediasi.

Kata kunci: Banyumas, dukungan sosial, optimisme, resiliensi, UMKM Batik

## *SUMMARY*

Currently, most of the economic activities in Indonesia are carried out by Micro, small, and medium enterprises (MSMEs). MSMEs are considered as one of the pillars of the Indonesian economy that is able to withstand the impact of the global economic crisis. The economic activities of the business world, both large entrepreneurs and MSMEs, began to be disrupted during the corona virus disease 2019 (Covid-19) pandemic. the Covid-19 pandemic has made it difficult for many MSMEs in Banyumas Regency, although the exact number is experiencing difficulties, it is difficult to know. In the midst of the Covid-19 pandemic which has affected many MSMEs in Banyumas Regency, there are still many MSMEs that are able to survive, one of which is Batik MSMEs in Banyumas. Preliminary surveys show that they survive because of sosial support and a sense of optimisme about achievement. Based on this, a study was conducted to determine the effect of sosial influence on employee resilience with optimisme as a mediating variable.

The research was conducted with this type of research using associative quantitative data. The research was conducted at Batik SMEs in Banyumas, with a total sample of 62 Batik SMEs. Data collection was carried out using a questionnaire which was filled in directly by the respondent. Sosial support was measured by The Multidimensional Scale of Perceived Sosial Support (MSPSS) questionnaire, optimisme was measured by the Blue-print optimisme questionnaire, while resilience was measured by the Brief Resilience Scale (BRS) questionnaire. Data were analyzed by descriptive analysis, research instrument test by validity and reliability test, classical assumption test, simple linear regression test, and Sobel test for mediation analysis.

Based on the analysis, it means that sosial support has a significant positive effect on resilience and optimisme, optimisme has a significant positive effect on resilience, and optimisme cannot significantly mediate the effect of sosial support on resilience.

The implication of this research is that it is expected to provide benefits for related and interested parties, add to the literature and more knowledge about the analysis of the effect of sosial support on resilience with optimisme as mediation.

Keywords: Banyumas, sosial support, optimisme, resilience, Batik SMEs