

ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara kepribadian *hardiness* dengan resiliensi pedagang kaki lima pada masa pandemi Covid-19. Hipotesis penelitian ini adalah terdapat hubungan yang signifikan antara *hardiness* dengan resiliensi. Subjek dalam penelitian ini berjumlah 102 pedagang kaki lima di kawasan Malioboro Yogyakarta (setidaknya sudah berdagang lebih dari 3 tahun). Pengambilan subjek dilakukan dengan metode *puposive sampling*. Pengambilan data penelitian ini dengan menggunakan dua skala, yaitu Skala *Hardiness* dengan Skala Resiliensi. Teknik analisis data yang digunakan adalah korelasi *product moment* dari Karl Pearson. Berdasarkan hasil analisis data penelitian diperoleh koefisien korelasi sebesar 0,727 dengan $p = 0,000$ ($p < 0,005$) yang berarti ada hubungan positif antara kepribadian *hardiness* dengan resiliensi pedagang kaki lima pada masa pandemi Covid-19. Dengan demikian maka hipotesis yang telah diajukan dalam penelitian ini dinyatakan diterima. *Hardiness* memberikan pengaruh sebesar 52,8% terhadap baik buruknya resiliensi pedagang kaki lima. Berdasarkan hasil penelitian ini masih ada 47,2% pengaruh dari faktor lain dimana faktor tersebut tidak menjadi fokus utama dalam penelitian ini diantaranya, faktor keluarga, dan faktor lingkungan serta faktor kepribadian lainnya yang meliputi karakteristik kepribadian, *self-efficacy*, *self-esteem*, *internal locus of control*, optimisme, kapasitas intelektual, konsep diri yang positif, faktor demografi (usia, jenis kelamin, suku), harapan, regulasi emosi, dan lain-lain.

Kata Kunci: *hardiness*, resiliensi, pedagang

ABSTRACT

This study aims to determine the relationship between hardiness personality and the resilience of street vendors during the Covid-19 pandemic. The research hypothesis is that there is a significant relationship between hardiness and resilience. The subjects in this study were 102 street vendors in the Malioboro area of Yogyakarta (at least they had been trading for more than 3 years). Subject taking was done by purposive sampling method. Retrieval of this research data using two scales, namely the Hardiness Scale with the Resilience Scale. The data analysis technique used is product moment correlation from Karl Pearson. Based on the results of research data analysis, a correlation coefficient of 0.727 was obtained with $p = 0.000$ ($p < 0.005$), which means that there is a positive relationship between hardiness personality and the resilience of street vendors during the Covid-19 pandemic. Thus, the hypothesis that has been proposed in this study is declared accepted. Hardiness has an influence of 52.8% on the good or bad of the resilience of street vendors. Based on the results of this study there are still 47.2% of the influence of other factors where these factors are not the main focus in this study including, family factors, and environmental factors as well as other personality factors which include personality characteristics, self-efficacy, self-esteem, internal locus of control, optimism, intellectual capacity, positive self-concept, demographic factors (age, gender, ethnicity), hope, emotional regulation, and so on.

Keywords: *hardiness, resilience, trader*

