

ABSTRAK

Penelitian ini bertujuan untuk mengetahui peran regulasi emosi terhadap *flourishing* pada pelaku wirausaha di masa pandemi Covid-19. Responden dalam penelitian ini adalah para pelaku wirausaha di Jabodetabek berjumlah 300 orang. Teknik pengambilan sampel yang digunakan adalah *accidental sampling*. Skala yang digunakan yaitu skala regulasi emosi dan skala *flourishing* yang telah diadaptasi. Data yang diperoleh dianalisis menggunakan uji regresi linier sederhana. Hasil penelitian membuktikan bahwa regulasi emosi berperan positif dan signifikan terhadap *flourishing* pada pelaku wirausaha di masa pandemi Covid-19 ($p=0,000$). Regulasi emosi berkontribusi sebesar 69,1% dalam membentuk *flourishing* pelaku wirausaha di masa pandemi Covid-19. Mayoritas responden dalam penelitian ini menunjukkan regulasi emosi dan tingkat *flourishing* yang berada pada kategori tinggi. Dari data demografi dapat disimpulkan bahwa rata-rata kedua variabel regulasi emosi dan *flourishing* yang paling tinggi ditemukan pada responden dengan rentang usia 41-60 tahun atau usia dewasa madya, berjenis kelamin perempuan dengan status menikah dan tingkat pendidikan lulusan S1, lama berwirausaha di atas 6 tahun dan pendapatan perbulan paling tinggi

Kata kunci : regulasi emosi, *flourishing*, pelaku wirausaha.



ABSTRACT

This study aims to look at the role of emotion regulation in the flourishing of entrepreneurs during the Covid-19 pandemic. Respondents in this study were entrepreneurs in Jabodetabek with a total of 300 samples. The sampling technique used is accidental sampling. The scale used is the emotional regulation scale and the flourishing scale. The researcher conducted a simple linear regression test to prove the truth of the hypothesis and obtained an R-square result of 0.713 and a significance value of 0.000 so that it can be interpreted that emotional regulation plays a significant role in the flourishing of entrepreneurs during the Covid-19 pandemic by 7.13%. It also shows that the hypothesis in this study is accepted. Furthermore, from the results of categorization, the level of emotional regulation of research respondents is in the high category with a score of 74.3% as well as the flourishing level of respondents who are in the high category with a score of 73.6%. When an individual has high emotional regulation, the individual will also be able to experience good development in himself, he will become a complete individual which will show optimal development by having clear life goals, good self-acceptance, an optimistic attitude, good social relations, and lead to a meaningful life. From the demographic data, it can be concluded that the highest average of the two variables of emotional regulation and flourishing was found in respondents with an age range of 41-60 years or middle adulthood, female with married status and education level of S1 graduates. With an entrepreneurial period of more than 6 years and a monthly income of above 31,000,000, - meanwhile, based on the type of business, the highest emotion regulation is shown in the type of business of goods, while the highest flourishing is in the type of health. then in the form of ownership, the highest emotional regulation is by the individual form but the highest flourishing is in the pt/cv form. Furthermore, based on sales turnover at both ppkm levels 3&4 and levels 1&2, the highest is shown in stable turnover.

Keywords : *regulation emotion, flourishing, entrepreneur.*

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