

ABSTRAK

Skripsi dengan judul “*Adversity Quotient* Pada Mahasiswa Wirausahawan Di Tulungagung” disusun oleh Muhammad Nauval Zhahfran Fauji Nim 126308213218, Program Studi Psikologi Islam, Jurusan Dakwah, Fakultas Ushuluddin, Adab dan Dakwah, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, Dosen Pembimbing Lilik Rofiqoh, S. Hum., M.A.

Kata Kunci: *Adversity Quotient*, Mahasiswa, Berwirausaha

Penelitian ini dilatar belakangi oleh Mahasiswa yang menjalani peran ganda sebagai wirausahawan di Tulungagung seringkali menghadapi tantangan dalam membagi waktu, mengelola tekanan akademik, serta mengatasi berbagai hambatan dalam menjalankan usaha. Kondisi ini menuntut adanya ketahanan mental yang kuat, salah satunya melalui *Adversity Quotient* (AQ), yaitu kemampuan individu dalam menghadapi, mengatasi, dan bertahan di tengah kesulitan yang dihadapi. Permasalahan yang muncul berkaitan dengan keseimbangan peran antara kuliah dan usaha menjadi fenomena yang menarik untuk diteliti, mengingat tantangan tersebut dapat memengaruhi kelangsungan akademik maupun usaha yang dijalankan mahasiswa. Adapun rumusan Masalah pada penelitian ini yaitu bagaimana *Adversity Quotient* pada Mahasiswa Wirausahawan di Tulungagung. Tujuan penelitiannya yaitu untuk mengetahui bagaimana *Adversity Quotient* pada Mahasiswa Wirausahawan di Tulungagung.

Penelitian ini menggunakan metode penelitian kualitatif deskriptif dengan pendekatan studi kasus. Teknik pengumpulan data dilakukan melalui wawancara mendalam. Teknik penentuan partisipan menggunakan *snowball sampling*. Teknik analisis data pada penelitian ini meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Uji keabsahan data dilakukan dengan perpanjangan partisipasi, triangulasi teknik dan ketekunan pengamatan.

Hasil penelitian menunjukkan bahwa *Adversity Quotient* yang baik dalam menghadapi berbagai tekanan, tantangan, dan hambatan yang muncul selama menjalani peran ganda sebagai mahasiswa dan wirausahawan. Keempat dimensi AQ tampak jelas melalui strategi mereka mengelola waktu, mengatur emosi, serta mempertahankan motivasi dalam menyelesaikan tugas kuliah maupun menjalankan usaha. Motivasi kuat untuk mandiri secara finansial, membanggakan keluarga, dan mempersiapkan masa depan menjadi faktor yang memperkuat ketahanan mental mereka. Dengan demikian, AQ berperan penting dalam membentuk sikap adaptif, tangguh, serta tidak mudah menyerah terhadap risiko dan tantangan yang dihadapi selama proses kuliah maupun dalam kegiatan wirausaha.

ABSTRACT

The thesis entitled "Adversity Quotient of Students Entrepreneurship in Tulungagung" was written by Muhammad Nauval Zhahfran Fauji, Student ID 126308213218, from the Islamic Psychology Study Program, Faculty of Ushuluddin, Adab, and Da'wah, Sayyid Ali Rahmatullah State Islamic University Tulungagung, under the supervision of Lilik Rofiqoh, S. Hum., M.A.

Keywords: *Adversity Quotient, Students, Entrepreneurship*

This research is motivated by the fact that students who carry out dual roles as entrepreneurs in Tulungagung often face challenges in managing their time, dealing with academic pressure, and overcoming various obstacles in running their businesses. These conditions demand strong mental resilience, one of which can be reflected through the Adversity Quotient (AQ), which is an individual's ability to face, overcome, and survive difficulties. The challenges related to balancing academic and entrepreneurial responsibilities become an interesting phenomenon to study, considering that these challenges can affect both academic continuity and business sustainability. The research problem in this study is: how is the Adversity Quotient of entrepreneurial students in Tulungagung? The purpose of this study is to find out and analyze the Adversity Quotient of entrepreneurial students in Tulungagung.

This research employs a descriptive qualitative method with case study approach. Data collection techniques include, in-depth interviews. Participants were selected using purposive sampling with type the snowball sampling technique. Data analysis techniques involve data reduction, data presentation, and drawing conclusions. Data validity was ensured through extended participation, technique triangulation, and persistent observation.

The results show that the participants possess a good level of Adversity Quotient in dealing with various pressures, challenges, and obstacles encountered while carrying out dual roles as students and entrepreneurs. The four dimensions of AQ—Control, Ownership, Reach, and Endurance—are clearly reflected through their strategies in managing time, regulating emotions, and maintaining motivation in completing academic responsibilities and running their businesses. Strong motivation to achieve financial independence, make their families proud, and prepare for a better future serves as a key factor that strengthens their mental resilience. Thus, AQ plays an important role in shaping an adaptive, resilient, and persistent attitude towards the risks and challenges faced during both academic and entrepreneurial endeavors.