

ABSTRAK

**KONTRIBUSI MODAL SOSIAL TERHADAP MUNCUL INOVASI DALAM USAHA
RINTISAN GENERASI MILENIAL DIMASA PANDEMI**

Penelitian ini bertujuan untuk mengidentifikasi elemen modal sosial dan kontribusinya dalam penciptaan inovasi usaha rintisan generasi milenial pada masa pandemi. Penelitian ini merupakan penelitian kualitatif deskriptif. Metode pengumpulan data dilakukan dengan teknik wawancara, observasi, dokumentasi. Metode analisis data dilakukan dengan analisis kualitatif melalui proses: (1) reduksi data; (2) penyajian data (3) penyimpulan data. Hasil identifikasi penelitian menunjukkan bahwa *Young Ecocreative Square* (YES) adalah arena atau kelompok yang mewadahi wirausaha muda menawarkan pameran produk, forum pengembangan kewirausahaan, kompetisi dan gelar seni-budaya. Penelitian ini menemukan adanya tiga tipe modal sosial yaitu modal kekerabatan (*bonding capital*), modal pergaulan (*bridging capital*), dan hubungan kelembagaan (*linking capital*) dalam YES yang menjadi sarana untuk memperluas jejaring atau relasi anggota YES. Ketiga tipe ikatan hubungan modal sosial berpotensi untuk berkontribusi dalam memunculkan inovasi pada usaha rintisan generasi milenial dengan potensi yang berbeda

Kata Kunci: Modal Sosial, Inovasi, Generasi Milenial, Usaha Rintisan

ABSTRACT

THE CONTRIBUTION OF SOCIAL CAPITAL TO THE EMERGENCE OF INNOVATION BY MILLENNIAL GENERATION STARTUPS IN THE PANDEMIC TIME

This study aims to identify elements of social capital and their contribution to the creation of millennial generation startup innovations during a pandemic time. This study is both descriptive and qualitative. Methods of data collection include interview techniques, observation, and documentation. The method of data analysis is carried out through qualitative analysis through the processes of: (1) data reduction; (2) data presentation; and (3) data conclusion. The results of the research identification show that Young Ecocreative Square (YES) is an arena or group that accommodates young entrepreneurs, offering product exhibitions, entrepreneurship development forums, competitions, and arts and culture titles. This study found that there are three types of social capital in YES: kinship capital (bonding capital), association capital (bridging capital), and institutional relationships (linking capital), which are a means to expand the networks or relations of YES members. The three types of ties in social capital relations have the potential to contribute to bringing about innovation in millennial-generation startups, each with different potentials.

Keywords: *social capital, innovation, millennial generation, groups, startups.*

