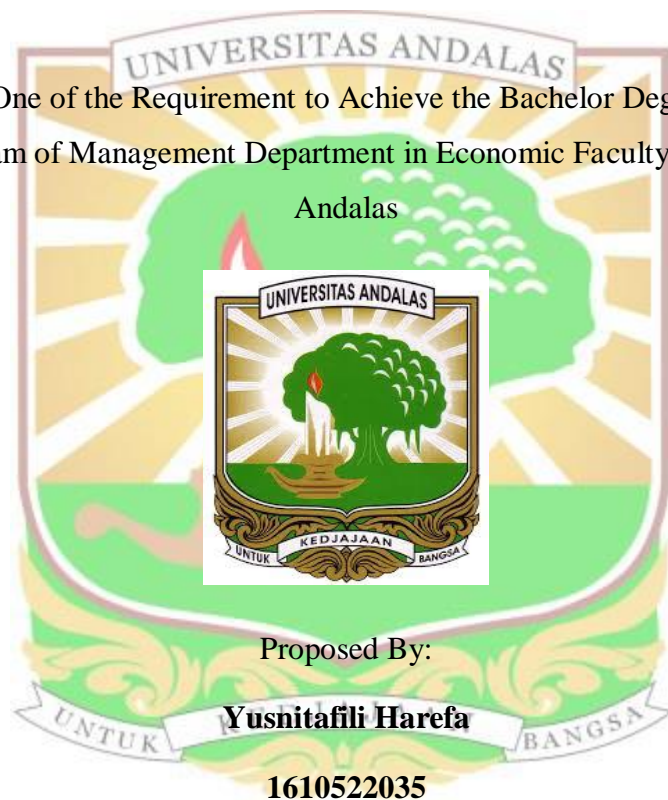


The Survival through Mukoli: How Nias Entrepreneurs Use Psychological Capital on Running Their Business in Padang

THESIS

Purposed as One of the Requirement to Achieve the Bachelor Degree Title on S1 Study Program of Management Department in Economic Faculty of Universitas Andalas



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THE SURVIVAL THROUGH MUKOLI: HOW NIAS ENTREPRENEURS USE PSYCHOLOGICAL CAPITAL ON RUNNING THEIR BUSINESS IN PADANG


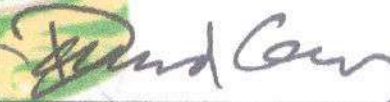
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ABSTRACT

Ethnic minority entrepreneurship has become a phenomenon that is widely found in all parts of the world. This type of entrepreneurship is driven by migration out of the place of origin to get better opportunities in other areas. Nias as an ethnic who has a long history with West Sumatra area, especially the city of Padang, proved to survive with unique entrepreneurship capital. By using Psychological Capital, this study examined the nature of successful Nias Entrepreneurs to overcome the struggle of Mukoli in Padang City. This study provides an understanding of Psychological Capital related to ethnic minority entrepreneurship. The categories in Psychological Capital used for this study are Self-Efficacy, Hope, Optimism and Resilience. By interviewing 6 Nias entrepreneurs in Padang City, this study found that the success of Nias entrepreneurs in Padang City was sustained and inseparable from the influence of strong Psychological Capital. As the result, this research found several important Psychological Capital characteristics in Nias entrepreneurs; Hardworking, Forward-thinking, Determined and Adaptable as their factor to survive and be successful.

Keywords: *Ethnic Minority Entrepreneurship, Psychological Capital, Nias People, Learning from Psychological Capital, Entrepreneurship Success.*

This thesis already examined and passed on May 1st 2020. This abstract already approved by supervisor and examiners:

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