

PENGARUH HARAPAN TERHADAP *HARDINESS* PADA PEKERJA RANTAU GENERASI *STRAWBERRY*

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RINGKASAN

Generasi *strawberry* merupakan istilah yang disematkan pada gen z atau usia dewasa awal saat ini. Gen Z saat ini mendominasi dunia kerja. Generasi *strawberry* digambarkan memiliki daya tahan rendah, mudah menyerah, dan rapuh, sehingga penting untuk memiliki ketahanan atau *hardiness*. Penelitian ini bertujuan untuk mengetahui pengaruh harapan terhadap *hardiness* pada pekerja rantau generasi *strawberry*. Metode penelitian ini menggunakan pendekatan kuantitatif, dengan teknik analisis regresi linear sederhana. Alat ukur penelitian menggunakan skala harapan yang disusun peneliti berdasarkan teori Synder dan modifikasi skala *hardiness* Christianto dan Amalia berdasarkan teori Maddi dan Khoshaba. Pengambilan sampel menggunakan teknik *purposive sampling* dan *snowball sampling* dengan kriteria subjek adalah pekerja rantau, bekerja di daerah Jakarta, Bogor, Depok, Tangerang, dan Bekasi (Jabodetabek), jenis kelamin laki-laki maupun perempuan, usia 18-29 tahun, dan belum menikah. Subjek penelitian berjumlah 120 orang. Hasil penelitian menunjukkan nilai signifikansi uji (p) sebesar $0.013 < 0.05$ dan nilai koefisien regresi sebesar 0.200 yang menunjukkan bahwa hipotesis penelitian H1 diterima, artinya terdapat pengaruh positif harapan terhadap *hardiness* pada pekerja rantau generasi *strawberry*. Selain itu, diketahui nilai R *square* sebesar 0.051, artinya besar pengaruh harapan terhadap *hardiness* yaitu 5,1% sehingga 94, 9% sisanya dipengaruhi oleh faktor-faktor lain.

Kata kunci: harapan, *hardiness*, pekerja rantau, dewasa awal, generasi *strawberry*

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THE INFLUENCE OF HOPE ON HARDINESS IN STRAWBERRY GENERATION OF OVERSEAS WORKERS

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ABSTRACT

Strawberry generation is a term applied to gen z or early adulthood. Gen Z currently dominates the workforce. The strawberry generation is described as having low endurance, giving up easily, and being fragile, so it is important to have resilience or hardiness. This study aims to determine the effect of hope on hardiness in strawberry generation overseas workers. This research method uses a quantitative approach, with simple linear regression analysis technique. The research measuring instrument used a hope scale prepared by the researcher based on Synder's theory and a modification of Christianto and Amalia's hardiness scale based on Maddi and Khoshaba's theory. Sampling using purposive sampling and snowball sampling techniques with subject criteria are overseas workers, working in the Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek) area, male and female gender, aged 18-29 years, and not married. The research subjects totaled 120 people. The results showed a test significance value (p) of $0.013 < 0.05$ and a regression coefficient value of 0.200 which indicates that the research hypothesis H1 is accepted, meaning that there is a positive effect of hope on hardiness in strawberry generation overseas workers. In addition, it is known that the R square value is 0.051, meaning that the effect of hope on hardiness is 5.1% so that the remaining 94.9% is influenced by other factors.

Key words: hope, hardiness, overseas workers, early adulthood, strawberry generation

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