

ABSTRAK

Ilustrator freelance berkembang pesat di era digital berkat kemajuan teknologi yang mendukung fleksibilitas kerja (Castells, 2011). Namun, profesi ini memiliki tantangan seperti persaingan tinggi, pendapatan tidak stabil, dan ketiadaan jaminan kerja (Kässi & Lehdonvirta, 2018). Sekitar 34% ilustrator bekerja secara mandiri dengan jam kerja 41–50 jam per minggu dan penghasilan rata-rata \$4.986 per bulan (Zip Recruiter, 2024). Meskipun fleksibel, mereka menghadapi tekanan kreativitas, ekspektasi klien, dan ketidakpastian pasar yang dapat berdampak pada kesehatan mental serta memicu stres dan burnout (Duggan et al., 2020). Penelitian ini bertujuan untuk mengidentifikasi stres kerja pada ilustrator freelance berdasarkan aspek fisiologis, psikologis, dan perilaku, serta faktor lingkungan, organisasi, dan individu yang memengaruhinya. Menggunakan metode kuantitatif dengan analisis deskriptif dan skala, penelitian ini melibatkan 65 ilustrator freelance melalui teknik purposive sampling dan survei daring. Hasilnya menunjukkan bahwa 84,6% ilustrator mengalami stres sedang, 12,3% stres rendah, dan 3,1% stres tinggi. Faktor eksternal dan internal berkontribusi terhadap stres, sehingga diperlukan dukungan dan strategi manajemen stres untuk meningkatkan kesejahteraan mereka.

Kata kunci: stres kerja, ilustrator, freelance

ABSTRACT

Illustrator freelances have grown rapidly in the digital era, supported by technological advancements that enable flexible work (Castells, 2011). However, this profession comes with challenges such as high competition, unstable income, and a lack of job security (Kässi & Lehdonvirta, 2018). Around 34% of illustrators work independently, averaging 41–50 hours per week with a monthly income of \$4,986 (Zip Recruiter, 2024). Despite this flexibility, they face creative pressure, client expectations, and market uncertainty, which can impact mental health and lead to stress and burnout (Duggan et al., 2020). This study aims to examine job stress among freelance illustrators by analyzing physiological, psychological, and behavioral aspects, as well as environmental, organizational, and individual factors. Using a quantitative descriptive analysis approach, the study surveyed 65 freelance illustrators through purposive sampling and online questionnaires. Findings indicate that 84.6% experience moderate stress, 12.3% low stress, and 3.1% high stress. External and internal factors contribute to this issue, highlighting the need for effective stress management strategies and support systems to enhance their well-being.

Keywords: work stress, illustrator, freelance