

“PROBLEM SOLVING PADA PEKERJA KREATIF DI SEKTOR INDUSTRI KREATIF GM PRODUCTION INDONESIA”

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ABSTRAK

Terdapat beberapa macam sektor industri kreatif di Indonesia, seperti industri kreatif sektor desain komunikasi visual, film, animasi dan video. Beberapa kasus di industri kreatif seperti melakukan percobaan bunuh diri dikarenakan mengalami gangguan kesehatan mental dari kecemasan, depresi, PTSD (Post Traumatic Stress Disorder). Penelitian ini bertujuan untuk mengetahui gambaran problem solving pada pekerja kreatif. Metode yang digunakan yaitu metode kualitatif, pengambilan data dilakukan dengan wawancara, observasi, dan dokumentasi. Data dianalisis dengan menggunakan teknik data collection, data reduction, data display, dan conclusion drawing/verification. Subjek penelitian berjumlah tiga orang, yaitu pekerja kreatif GM Production Indonesia. Berdasarkan hasil penelitian dapat disimpulkan bahwa terdapat perbedaan pada problem solving ketiga subjek. Hal tersebut dikarenakan beberapa faktor yang mempengaruhi yaitu internal dan eksternal.

Kata Kunci : Industri Kreatif, Problem Solving, Pekerja Kreatif

"PROBLEM SOLVING OF THE CREATIVE WORKERS IN CREATIVE INDUSTRY SECTOR OF GM PRODUCTION INDONESIA"

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ABSTRACT

There are several kinds of creative industry sectors in Indonesia, i.e. creative industry of visual communication design, film, animation and video. Some incidents in the creative industry such as suicide are caused by mental health disorder from anxiety, depression, and PTSD (Post Traumatic Stress Disorder). This study aims to determine the overview of problem solving in creative workers. The writer used qualitative method. Data collection was done by interview, observation, and documentation. Data were analyzed by using data collection techniques, data reduction, data display, and conclusion drawing / verification. There are three people as research subjects which are creative workers at GM Production Indonesia. Based on the results of the study, it can be concluded that there are differences in the problem solving of the three subjects. These are due to internal and external factors.

Key Word: Creative Industry, Problem Solving, Creative Worker