

PELINDUNGAN HUKUM BAGI *FREELANCER* DESAINER GRAFIS DI KENAPA CREATIVE

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INTISARI

Penelitian ini bertujuan untuk menganalisis pengaturan pelindungan hukum bagi *freelancer* desainer grafis dalam peraturan perundang-undangan di Indonesia dengan studi kasus di sebuah *Creative Agency* bernama Kenapa Creative. Penelitian ini juga menganalisis implementasi pelindungan hukum bagi *freelancer* desainer grafis di Kenapa Creative.

Penelitian ini merupakan penelitian normatif dan empiris yang bersifat deskriptif. Data penelitian ini diperoleh dari studi kepustakaan, *review* terhadap Surat Perjanjian Kerja di Kenapa Creative, dan wawancara dengan 5 (lima) responden yaitu, 1 (satu) orang CEO Kenapa Creative dan 4 (empat) orang *freelancer* desainer grafis di Kenapa Creative. Data yang diperoleh dalam penelitian ini dianalisis secara kualitatif dan disajikan secara deskriptif.

Hasil Penelitian ini menyimpulkan pertama, bahwa peraturan perundang-undangan di Indonesia belum dapat memberikan pelindungan hukum bagi *freelancer* desainer grafis. Kedua, implementasi pelindungan hukum bagi *freelancer* desainer grafis di Kenapa Creative belum dapat dilaksanakan dengan sempurna karena fleksibilitas kerja *freelancer* desainer grafis di Kenapa Creative.

Kata Kunci: Pekerja, Hubungan Kerja, *Freelancer*.

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LEGAL PROTECTION FOR GRAPHIC DESINGER FREELANCES IN KENAPA CREATIVE

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ABSTRACT

This research aimed to analyze legal protection in Indonesian Laws for graphic designer freelances with case study at Creative Agency named Kenapa Creative. This Research also analyzes the implementation of legal protection for graphic desingner freelances at Kenapa Creative.

This research is a descriptive normative and empirical research. The data for this research were obtained from literature study, review of work agreements at Kenapa Creative, and interviews with 1 (one) CEO of Kenapa Creative and 4 (four) graphic designer freelances at Kenapa Creative. The data obtained in this study were analyzed qualitatively and presented descriptively.

Tis study concluded that firtsly, that laws and regulations in Indonesia are not fully able to provide legal protection for graphic designer freelances. Secondly, the implementaion of legal protection for graphic designer freelances in Kenapa Creative cannot be implemented perfectly because of the flexibility of work for graphic designer freelances ini Kenapa Creative.

Keywords: Workers, Employment Relationship, Freelancer.

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