

ABSTRAK

Keseimbangan kehidupan-pekerjaan atau work life balance merupakan isu yang cukup krusial khususnya bagi pekerja Indonesia. Berdasarkan faktor budaya, perempuan Indonesia memikul tanggung jawab lebih besar di sektor domestik karena peran tradisional masih dipegang teguh oleh masyarakat. Penelitian ini bertujuan untuk mendalami pengalaman dan persepsi perempuan pekerja UMKM berbasis home industry di sektor pariwisata, khususnya yang berlokasi di Kawasan Pantai Indrayanti Gunungkidul Yogyakarta, terkait dengan keseimbangan kehidupan-pekerjaan. Metode fenomenologi digunakan untuk menggali makna yang melekat pada pengalaman hidup perempuan pekerja home industry dalam upaya mencapai keseimbangan antara kehidupan kerja dan kehidupan pribadi mereka. Penelitian ini melibatkan partisipan dari perempuan pekerja home industry yang aktif berkontribusi dalam sektor pariwisata di kawasan tersebut. Data dikumpulkan melalui wawancara mendalam dan observasi, kemudian dianalisis menggunakan pendekatan fenomenologi untuk mengidentifikasi pola-pola yang muncul dalam pengalaman mereka terkait dengan keseimbangan kehidupan-pekerjaan.

Hasil penelitian menunjukkan terdapat empat konsep dari dinamika keseimbangan kehidupan-pekerjaan bagi perempuan pekerja UMKM berbasis home industry yang bekerja di kawasan wisata Pantai Indrayanti, yaitu keseimbangan antara bekerja dan mengurus keluarga, keseimbangan antara bekerja dan berpartisipasi dalam kegiatan sosial masyarakat, keseimbangan antara mengurus keluarga dan berpartisipasi dalam kegiatan sosial masyarakat, dan keseimbangan antara pekerjaan, mengurus keluarga, dan partisipasi dalam kegiatan sosial masyarakat. Perempuan juga mempunyai tantangan, hambatan dan strategi pada setiap konsep yang dimiliki perempuan untuk dapat mengimplementasikan keseimbangan kehidupan-pekerjaan. Keseimbangan kehidupan-pekerjaan bagi perempuan pekerja UMKM berbasis home industry di kawasan wisata Pantai Indrayanti adalah dimana perempuan dapat menentukan prioritas dalam hidupnya dan mempunyai kemampuan membagi waktu, sehingga dapat mencapai kepuasan atau keinginan yang diinginkan.

Kata Kunci: Keseimbangan Kehidupan-Pekerjaan, UMKM, home industry, perempuan

ABSTRACT

Work-life balance is a crucial issue, especially for Indonesian workers. Based on cultural factors, Indonesian women bear more responsibility in the domestic sector because traditional roles are still strongly held by the community. This study aims to explore the experiences and perceptions of women home industry-based UMKM workers in the tourism sector, especially those located in the Indrayanti Beach area of Gunungkidul Yogyakarta, related to work-life balance. The phenomenological method is used to explore the meaning attached to the life experiences of women home industry workers in an effort to achieve a balance between their work life and personal life. This research involved participants from women home industry workers who actively contribute to the tourism sector in the area. Data were collected through in-depth interviews and observations, then analyzed using a phenomenological approach to identify patterns that emerged in their experiences related to work-life balance.

The results showed that there are four concepts of the dynamics of work-life balance for women home industry-based UMKM workers who work in the Indrayanti Beach tourism area, namely the balance between working and taking care of the family, the balance between working and participating in community social activities, the balance between taking care of the family and taking care of the family, balance between working and participating in community social activities, balance between taking care of the family and participating in community social activities, and balance between work, taking care of the family, and participation in community social activities. Women also have challenges, obstacles and strategies in each concept that women have to be able to implement work-life balance. Work-life balance for women home industry-based UMKM workers in the Indrayanti Beach tourism area is where women can determine priorities in their lives and have the ability to divide time, so that they can achieve the desired satisfaction or desire.

Keywords: work-life balance, UMKM, home industry, women