



ABSTRACT

This research aims to expose the workings of symbolic hegemony within the work culture of creative agencies, through a case study of People Company (a pseudonym), an advertising agency based in Bandung. The creative industry is often portrayed as an ideal workspace flexible, enjoyable, and expressive. Yet behind this image lies the normalization of overwork, emotional demands, and unequal power relations maintained not through coercion, but through culturally and symbolically constructed consent.

This study specifically examines how organizational values are socialized, how work structures shape workers' consciousness, and how workers negotiate their agency through adaptation, informal solidarity, and symbolic resistance. Using Robert E. Stake's multiple case study approach and qualitative methods including semi-structured interviews and participatory observation, the research is grounded in Antonio Gramsci's theory of hegemony, supported by emotional labor concepts (Hochschild, McRobbie) and James C. Scott's theory of everyday resistance.

The findings reveal that hegemony in creative agencies operates subtly through the internalization of values such as "work as passion," "boundless professionalism," and the glorification of performance. However, workers are not entirely passive within this symbolic pressure. They demonstrate everyday forms of resistance through quiet withdrawal from dominant narratives, formation of informal communities, and symbolic critiques of the work system. This study argues that the creative industry is far from neutral; it is a contested space of power, consent, and resistance that deserves deeper critical scrutiny.

Keywords: *work culture, creative industry, symbolic hegemony, advertising agency, creative workers, everyday resistance*



INTISARI

Penelitian ini bertujuan untuk membongkar praktik hegemoni simbolik dalam budaya kerja agensi kreatif, melalui studi kasus di People Company (nama samaran), sebuah agensi periklanan di Bandung. Industri kreatif kerap diposisikan sebagai ruang kerja ideal: fleksibel, menyenangkan, dan penuh kebebasan berekspresi. Namun, di balik citra tersebut tersembunyi normalisasi beban kerja berlebih, ekspektasi emosional, dan ketimpangan relasi kuasa yang dijalankan tanpa paksaan, melainkan melalui persetujuan yang dibentuk secara simbolik dan kultural.

Penelitian ini secara khusus menganalisis bagaimana nilai-nilai perusahaan disosialisasikan, bagaimana struktur kerja mempengaruhi kesadaran pekerja, dan bagaimana pekerja menegosiasikan ruang agensinya baik melalui adaptasi, solidaritas, maupun bentuk resistensi simbolik. Untuk mengurai dinamika tersebut, penelitian ini menggunakan pendekatan multiple case study dari Robert E. Stake dengan metode kualitatif berupa wawancara semi-terstruktur dan observasi partisipatif. Teori hegemoni Antonio Gramsci menjadi kerangka utama, dengan dukungan dari konsep emotional labor (Hochschild, McRobbie) dan teori resistensi sehari-hari dari James C. Scott.

Hasil penelitian menunjukkan bahwa hegemoni dalam agensi kreatif beroperasi secara halus melalui internalisasi nilai-nilai seperti “kerja adalah *passion*”, “profesionalisme tanpa batas waktu”, dan glorifikasi performa. Namun, di tengah tekanan simbolik tersebut, pekerja tidak sepenuhnya pasif. Mereka menunjukkan bentuk-bentuk perlawanan sehari-hari, baik melalui penarikan diri dari narasi dominan, pembentukan komunitas informal, hingga kritik simbolik terhadap sistem kerja. Penelitian ini menegaskan bahwa industri kreatif bukanlah ruang netral, melainkan arena tarik menarik kuasa dan konsensus yang patut dikritisi.

Kata kunci: budaya kerja, industri kreatif, hegemoni simbolik, agensi periklanan, pekerja kreatif, resistensi sehari-hari