

ABSTRAK

Penelitian ini membahas bagaimana *emotional labour* terbentuk dan dijalankan dalam kerja vendor multimedia penunjang penyelenggaraan *live streaming* dan *hybrid event*. Menggunakan desain penelitian kualitatif dengan pendekatan fenomenologi, penelitian ini berupaya memahami *lived experiences* pekerja atas praktik pengelolaan emosi sebagai fenomena sosial yang lumrah dalam kerja jasa. Fokus fenomenologi dipakai untuk menelusuri kesadaran pekerja dan menemukan esensi pengalaman yang dibentuk oleh faktor di luar individu, termasuk kondisi sosial kerja di sekitarnya. Partisipan dipilih secara *purposive sampling* dari salah satu perusahaan vendor multimedia di Daerah Istimewa Yogyakarta, dengan enam (6) pekerja pada jobdesk yang berinteraksi dengan pelanggan. Data utama dikumpulkan melalui observasi kerja dan wawancara tidak terstruktur-terbuka.

Temuan menunjukkan bahwa *emotional labour* terbentuk terutama dari pertemuan pekerja dengan struktur kerja jasa yang rapuh dalam relasi segitiga pekerja–vendor–klien: (1) kerja berbasis proyek dalam siklus *feast–famine* yang membuat reputasi dan kepercayaan pelanggan menjadi orientasi peluang kerja berikutnya; (2) karakter jasa interaktif *real-time* yang membuat keberhasilan layanan selalu tampak dan dinilai langsung; serta (3) kebutuhan menegosiasikan keberhasilan layanan di hadapan keragaman ekspektasi pelanggan dan konfigurasi kontrol perusahaan. Dalam praktiknya, *emotional labour* dijalankan sebagai kepatuhan situasional pada *feeling rules* dan *display rules*: tampil mampu-profesional, tetap tenang-adaptif saat gangguan teknis/perubahan permintaan, dan mengelola ekspektasi pelanggan melalui negosiasi batas hingga pemberian saran kualitas. Dalam kerangka postfordis, penerapan *emotional labour* dapat dibaca sebagai mekanisme pemindahan risiko (*risk shifting*) yang membuat *emotional labour* berpotensi menjadi biaya produksi tersembunyi—sebuah bentuk eksploitasi terselubung yang kerap dijalani sebagai “bagian dari pekerjaan”, serta memunculkan risiko *cheerful robot*.

Kata kunci: *emotional labour*; vendor multimedia; kerja jasa interaktif *real-time*; *feast–famine*; *risk shifting*; *cheerful robot*.

ABSTRACT

This study examines how emotional labour is formed and enacted in multimedia vendor work supporting live streaming and hybrid events. Using a qualitative phenomenological design, the research focuses on workers' lived experiences of emotion management as a common social phenomenon in service work. A phenomenological approach is employed to trace workers' consciousness and identify the essence of experience shaped by factors beyond the individual, including surrounding social working conditions. Participants were selected through purposive sampling from a multimedia live streaming/live conference company in the Special Region of Yogyakarta. The study involved six (6) workers in client-facing roles. Primary data were collected through workplace observation and unstructured open-ended interviews.

Findings indicate that emotional labour is formed mainly through workers' encounters with a fragile service-work structure within a triangular relation between worker–vendor–client: (1) project-based work in a feast–famine cycle that makes vendor reputation and customer trust central to securing future service requests; (2) real-time interactive service characteristics in which service success remains visible and directly evaluated; and (3) the continuous negotiation of service success amid shifting customer expectations and company control configurations. In practice, emotional labor is carried out as situational adherence to feeling rules and display rules: appearing competent and professional, remaining calm and adaptive during technical disruptions or changes in demand, and managing customer expectations through boundary negotiations and providing quality advice. Within a post-Fordist framework, the application of emotional labor can be read as a risk-shifting mechanism, potentially creating a hidden cost of production—a form of covert exploitation often experienced as "part of the job," and giving rise to the risk of cheerful robots.

Keywords: *emotional labor; multimedia vendor; real-time interactive service work; feast–famine; risk shifting; cheerful robot.*