

ABSTRAK

Industri kreatif di Indonesia memiliki potensi besar, namun perkembangannya masih cenderung stagnan karena kontribusi yang belum merata di berbagai subsektor. Hal ini menuntut penguatan kualitas sumber daya manusia, salah satunya melalui pemahaman tentang *work passion*. *Work passion* terbagi menjadi dua tipe, yaitu *harmonious passion* dan *obsessive passion*, yang berperan penting dalam motivasi, kreativitas, serta produktivitas karyawan. Meski demikian, penelitian mengenai *work passion* dalam konteks industri kreatif masih jarang dilakukan. Penelitian ini bertujuan untuk menggambarkan tipe *work passion* pada karyawan industri kreatif di Indonesia. Penelitian menggunakan pendekatan kuantitatif deskriptif dengan teknik *convenience sampling*. Sampel penelitian berjumlah 179 karyawan dari berbagai subsektor industri kreatif. Analisis data dilakukan dengan perhitungan median sebagai dasar kategorisasi. Hasil penelitian menunjukkan nilai median *work passion* sebesar 44. Sebanyak 95 responden termasuk dalam kategori *harmonious passion* dan 84 responden termasuk dalam kategori *obsessive passion*. Hal ini menunjukkan mayoritas karyawan memiliki *harmonious passion*, meskipun proporsi *obsessive passion* juga cukup besar. Dengan demikian, penelitian ini memberikan gambaran mengenai profil *work passion* karyawan industri kreatif di Indonesia.

Kata Kunci: *work passion*, *harmonious passion*, *obsessive passion*, karyawan industri kreatif, Indonesia

ABSTRACT

The creative industry in Indonesia has great potential, but its development tends to be stagnant due to uneven contributions across various sub-sectors. This requires strengthening the quality of human resources, one of which is through understanding work passion. Work passion is divided into two types, namely harmonious passion and obsessive passion, which play an important role in employee motivation, creativity, and productivity. However, research on work passion in the context of the creative industry is still rare. This study aims to describe the types of work passion among employees in Indonesia's creative industry. The study uses a descriptive quantitative approach with convenience sampling techniques. The research sample consisted of 179 employees from various creative industry subsectors. Data analysis was performed using median calculations as the basis for categorization. The results showed a median work passion score of 44. A total of 95 respondents belong to the harmonious passion category and 84 respondents belong to the obsessive passion category. This indicates that the majority of employees have harmonious passion, although the proportion of obsessive passion is also quite large. Thus, this study provides an overview of the work passion profile of creative industry employees in Indonesia.

Keyword: work passion, harmonious passion, obsessive passion, creative industry employees, Indonesia