

**ABSTRAK****ANALISIS TINGKAT KESEJAHTERAAN OBJEKTIF DAN SUBJEKTIF*****ONLINE FREELANCER: STUDI KASUS PADA FASTWORK.ID***

Kemajuan teknologi yang pesat memungkinkan orang bisa bekerja di mana saja tanpa terbatas ruang. Hal ini menjadi titik awal terbukanya berbagai peluang kerja baru, termasuk yang menggunakan sistem kerja *freelance*. Perkembangan sistem kerja *freelance* beriringan dengan perkembangan pasar *online freelancing*—sebuah pasar *online freelancing* semakin diminati karena menawarkan banyak keuntungan seperti fleksibilitas waktu dan tempat hingga potensi penghasilan yang lebih besar dari pegawai kantor. Meskipun demikian, *online freelancer*, khususnya di Indonesia, masih mengalami stigma yang kurang baik dari masyarakat. Selain itu, *online freelancer* juga menghadapi berbagai tantangan seperti ketidakpastian jaminan sosial, ketidakpastian jam kerja, gaji yang tidak tetap dan ketiadaan tunjangan hari raya. Penelitian ini bertujuan untuk menganalisis tingkat kesejahteraan objektif dan subjektif *online freelancer* yang bekerja pada *fastwork.id*, *platform freelance online* di Indonesia. Penelitian merupakan penelitian deskriptif kualitatif. Pengumpulan data penelitian memanfaatkan kuisisioner online yang ditujukan kepada responden yang pernah atau sedang bekerja sebagai *online freelancer* di *fastwork.id*. Analisis data penelitian terdiri dari sejumlah tahapan, yaitu pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan. Berdasarkan hasil analisis data, penelitian menemukan bahwa *online freelancer* di *fastwork.id* termasuk dalam kategori sejahtera berdasarkan dimensi kesejahteraan objektif maupun subjektif.

Kata kunci: *online freelancing*, kesejahteraan objektif, kesejahteraan subjektif, *fastwork.id*

**ABSTRACT****ANALYSIS OF ONLINE FREELANCER OBJECTIVE AND SUBJECTIVE  
WELFARE LEVEL: A CASE STUDY ON FASTWORK.ID**

Rapid technological advances allow people to work anywhere without being limited by space. This is the starting point for the opening of various new job opportunities, including those using the freelance work system. The development of the freelance work system has gone hand in hand with the development of the online freelancing market—an online freelancing market is increasingly in demand because it offers many advantages such as flexibility in time and place to greater earning potential from office employees. However, online freelancers, especially in Indonesia, still experience an unfavourable stigma from society. In addition, online freelancers also face various challenges such as uncertainty in social security, uncertainty in working hours, irregular salaries and the absence of holiday allowances. This study aims to analyse the level of objective and subjective well-being of online freelancers who work on the fastwork.id, an online freelance platform in Indonesia. This research is qualitative descriptive research. Research data collection utilizes online questionnaires addressed to respondents who have or are currently working as online freelancers at fastwork.id. Analysis of research data consists of a number of stages, namely data collection, data reduction, data presentation, and drawing conclusions. Based on the results of data analysis, this study finds that online freelancers at fastwork.id are included in the category of prosperous based on objective and subjective welfare dimensions.

**Keywords:** *online freelancing, objective welfare, subjective welfare, fastwork.id*

