

ABSTRAK

Sefryan Wahyu Wicaksono, Studi Identitas Bias Pada Mahasiswa Semester Akhir Yang Bekerja *Freelance* Di *Wedding Organizer* Enca Production Bangkalan. Dibawah Bimbingan Dr. Anita Kristina S.E.,M.Si

Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis identitas bias pada mahasiswa semester akhir yang bekerja secara freelance di Wedding Organizer Enca Production Bangkalan. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus. Data diperoleh melalui wawancara mendalam terhadap beberapa informan yang merupakan mahasiswa aktif sekaligus pekerja freelance. Hasil penelitian menunjukkan bahwa mahasiswa mengalami dilema peran antara tuntutan akademik dan tanggung jawab kerja. Kondisi ini menciptakan tekanan psikologis, risiko kegagalan studi, serta ketidakjelasan arah karier. Meskipun demikian, pengalaman kerja freelance turut mendorong pengembangan keterampilan non-akademik seperti komunikasi, kerja tim, dan manajemen waktu. Penelitian ini menyimpulkan bahwa pekerjaan freelance memberikan peluang sekaligus tantangan bagi mahasiswa, khususnya dalam membentuk identitas profesional di tengah minimnya perlindungan kerja formal. Oleh karena itu, dibutuhkan strategi manajemen diri yang baik serta dukungan dari lembaga pendidikan dan dunia industri.

Kata kunci: *Freelance*, Identitas Bias, Kesiapan Kerja, Mahasiswa, Pekerjaan Informal.

ABSTRAC

Sefryan Wahyu Wicaksono, Study of Bias Identity on Final Semester Students Who Work Freelance at Wedding Organizer Enca Production Bangkalan. Under the guidance of Dr. Anita Kristina S.E.,M.Si

This study has an objective to identify and analyze the bias identity in final semester students who work freelance at Wedding Organizer Enca Production Bangkalan. The study uses a qualitative approach with a case study method. The data are obtained through in-depth interviews with several informants who are active students and freelance workers. The results of the study show that students experience a role dilemma between academic demands and work responsibilities. This condition creates psychological stress, the risk of study failure, and unclear career direction. However, freelance work experience also encourages the development of non-academic skills such as communication, teamwork, and time management. This study concludes that freelance work provides opportunities as well as challenges for students, especially in forming a professional identity amidst minimal formal work protection. Therefore, a good self-management strategy is needed as well as support from educational institutions and the industrial world.

Keywords: *Bias identity, Students, Freelance, Informal Work, Work Readiness.*