

Is Freelance-Designer Really an Entrepreneur?

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ABSTRACT

Indonesia is the country who has more than 240 millions of citizens inside. This huge number of citizens are very promising for local industry player and even global player. It gives positive impact for the development of creative industry in Indonesia, because they need to advertise their products to the consumers. One of supporting field in Creative Industry who got a positive impact is the education organization in Design field such as university, college, training centre and others.

Because of the positive growth in creative industry, the Design education organization reached the same result also. After a few years, it happened what it called disequilibrium between the supply of fresh graduate worker in creative industry and the demand from the industry itself. This situation forced a lot of fresh graduate in design major become unemployment and then they chose to work as Freelance-designer. Becoming Freelance Designer, they did not need to work at Advertising agency or other design company, they could work individually. The spirit of entrepreneurship that nowadays have been announced by a lot of expertise; also support these fresh graduates decided an entrepreneur as their career path.

But the next question is "Is Freelance-Designer really an Entrepreneur?". This paper beside introducing several definitions of entrepreneurship from some expertise; it will also elaborate a theory that develop by Prof. Raymond W.Kao. This theory explains about 5 types of individual worker: Home-based Employed Worker, Home-based Sales Agent, Independent Contractor, Lifestyle Entrepreneur, and Growth-Oriented Entrepreneur. In deciding the types of individual worker, Kao used 2 variables, Intentionality and Organizational Form. So that, based in this theory everybody could find the types of individual worker that they are.

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