

Self-Determined Learning Process of Freelancer Graphic Designer at Fivver.com Digital Platform

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ABSTRACT

There are two aspects that underlie the importance of this research. The first to work freelance (freelance) will become a trend in the future, this is based on a survey from the ILO (international labor organization) in 2018. Therefore, future job seekers must be able to master the skills needed by self-study. determined learning). Then the second aspect is self-determined learning, which is learning that is done by someone independently to gain knowledge and skills, so that in this context, graphic design practitioners who work freelance need to explore the information to explain the strategies that have been carried out in building knowledge, skills and personal branding. to gain market. This study uses a phenomenological approach. data collection techniques using observation, interviews and documentation studies. Then in this study, the data analysis used is the Miles and Huberman model which includes data collection, data display, data reduction, and drawing conclusions. The results of this study explain that there are several stages in the self-determined learning process carried out by graphic design freelancers. The first is the motivation that freelancers have in doing their jobs based on their passions and hobbies. Second, before doing their job, the freelancer determines the goal setting. Third, freelancers do exploration as the beginning of learning. Fourth, freelancers conduct experiments to create design products, thus indirectly improving their skills. The fifth is doing reflection.

Keywords: *Self-Determined Learning, Freelancer, Digital Platform.*

1. INTRODUCTION

Education is an important process for human life. Education is useful for various ages, both toddlers, children, adolescents, adults, to the elderly. In education outside of school, this kind of education is called lifelong education. In the current era, the acceleration and information technology in the field of education is growing very rapidly. There is a lot of information that can be accessed through digital. Information related to science, news, entertainment, automotive, technology, phenomena, data, and many others. This is according to research by kominfo which said that thirty million internet users in Indonesia are children and adolescents, and currently digital media is the main choice of communication channels they use. In addition, they use digital media as the main channel in communicating. From the results of the study found that 80 percent of respondents surveyed were internet users.

Learning carried out in informal education today has used information technology facilities, one of which is using the internet. One can learn easily by utilizing information that is already widely available and spread in various places. A person who wants to improve competence, knowledge, and skills in the current era is very easy, without having to do high mobility and expensive costs. It can be

done in many different ways. It can be done by learning to others or experts, learning by conducting various experiments, learning using learning books or modules, learning by taking training or courses, learning through a community, and learning independently or self determined learning by accessing information technology such as the internet. Self-determined learning is a part of informal education. The study of self-determined learning by applying a holistic approach to developing learners' abilities, with learners themselves serving as the primary agent of their learning and personal experience is called self-determined learning or Heutagogi [1]. Based on the statement, self determined learning is one of the studies in the field of education outside the school that must be developed and implemented to follow the acceleration of the development of information technology that is increasingly sophisticated. So that practitioners, academics, learning citizens and graduates of education outside the school can survive and exist in all sectors of life.

In this day and age, companies provide job openings with qualifications that must be in accordance with the educational background of job seekers. Then it becomes an obstacle for job seekers who have the ability in the field but do not have educational qualifications that are in accordance

with what the company requires. Based on preliminary research conducted by the International Labour Organization (ILO) by surveying 3500 people living in 75 countries around the world and working on the top five microtask platforms operating globally in Rani, et al [2].

Based on field observations that have been done, researchers obtained data on people who work freelance on a digital platform. The informant earns money by providing and promoting graphic design services. Informant provides company logo design services, 3D illustrator, T-Shirt, Vector, cartoon character mookup and others according to what the customer (customer) wants. Customers who use their services are international scale who come from various countries. The average income from the projects they work on is quite large compared to the income if they work for a similar company which is about 65 USD - 500 USD for each project undertaken.

In education outside of school, learning done by building knowledge from various sources without curriculum and outside the formal and non-formal education system is called informal learning. In addition, [3] states that learning that occurs in a person randomly and without being bound by the curriculum, learning time is determined by learners and learning based on personal needs is called self determined learning. It's part of informal education. Based on the description above, researchers are interested in researching about self-determined learning process that focuses on the learning experience of freelance graphic design practitioners on digital platforms fivver.com.

2. METHOD

This study uses a phenomenological approach. This is based on the phenomenon of workers who work on a freelance basis and have skills through learning that is carried out and determined independently. According to Hegel in muammar said, [4] phenomenology is knowledge that is formed through awareness, he explains that phenomenology is a science that describes what a person receives, feels and knows in his direct awareness and experience. Then what arises from consciousness is what is called a phenomenon.

Phenomenology wants to reveal what is the reality and experience of the individual, understand and explore something that is not visible from the subjective experience of the individual. So that researchers cannot include their personal assumptions in research [5].

In this case, the research was conducted by direct interviews with informants and portfolio observations. Then analyze the existing reality and approach the source of information, so it is hoped that the data obtained will be

more leverage. Technically this research was conducted online.

In this study, the location used as a place to dig up data and obtain information is a digital platform the name is *fivver.com*. What is meant by a digital platform is a site on the internet that is used by graphic design practitioners to do a job. The digital platform used in this research is the Fivever.com platform. The selection of the research location was based on a large number of users and minimal scamming. Data collection techniques used are observational studies, interviews, and documentation.

Analysis of the data used in this study is the analysis of [6]. In this study, the data obtained will be processed using domain analysis with the aim of obtaining a general and comprehensive picture of the object under study through three stages, namely data reduction, data display, and verification. The process of data analysis is carried out continuously starting from the beginning of the study to the end and is carried out repeatedly. This is done by researchers with a triangulation process that includes observation data, interviews, and documentation studies. Following is the analysis chart of the Miles and Huberman model:

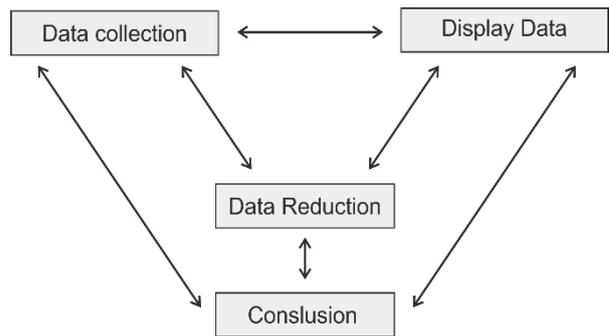


Figure 2.1 Miles and Huberman data analysis

The processes in the qualitative data analysis can be explained as follows: (1) Data collection In this study, data were collected by observation, interviews and documentation studies, (2) Data reduction, In this study the data reduction process was carried out after researchers obtained data about the self-determined learning process in informal learning for freelance graphic design practitioners on digital platforms. Data reduction is carried out continuously so that the data is classified. In the data reduction process, the researcher wrote field notes and transcribed the data obtained and then categorized them according to the research focus that had been determined, (3) Data presentation in this study with presentation of data can be in the form of flow descriptions, tables, charts, or diagrams in order to obtain research findings. The information presented is in accordance with the research

focus, namely the analysis of the self-determined learning process in informal learning for freelance graphic design practitioners on digital platforms. (4) Conclusions, after the researcher has obtained the desired data and is in accordance with the research focus, then conclusions are drawn and the verification of the validity of the data is carried out. Then the data is validated with supporting data to check the level of truth. In addition, to obtain a high level of data truth, the researchers carried out a triangulation process. Furthermore, the data that are deemed to have a high level of truth are drawn conclusions so as to produce research findings.

3. RESULTS AND DISCUSSION

Self-determined learning process carried out by freelance graphic design practitioners on digital platforms.

A. Motivation to Become a Freelance Worker

Freelancing is the main job because by working like that, this practitioner feels comfortable and there is no pressure. In addition, you are free to determine the day off from work.

The beginning of the learning process carried out by freelance graphic design practitioners was initially formed from motivation. The motivation contained in each individual makes practitioners motivated to learn independently. There are several factors that become the impetus and motivation to work on a freelance basis, among others: (a) To get comfortable in working because it is in accordance with passion, (b) Work is not under pressure, and always get new ideas in work, especially in the field of graphic design. (c) The work is flexible, can determine the place and time according to his wishes, (d) In addition, there is no pressure from the boss and the work becomes more independent, the most important thing is that the project target is completed on time.

Passion has an important role in maintaining one's efforts to reach the level of expertise and maximum ability. In addition, passion makes a person disciplined to achieve his vision [7]. Passion can enable a person to develop all the abilities they have such as purpose, dedication, and discipline[8].

B. Make a list of targets to be achieved

Motivation is indeed the beginning for practitioners to become professional freelancers. After the motivation is embedded in him, then plan the target or goal to be achieved.

Carried out by freelancers are also based on the plans that have been made. The targets to be achieved are also complemented by strategies to achieve them. It aims to make the targets that have been set easier to do. In addition, setting a time limit and conducting an evaluation are the last steps taken by practitioners so that the target is achieved according to the initial plan that has been set.

Based on the description above, it can be concluded that in the learning process there is also a plan related to the objectives to be achieved by practitioners. Goal setting carried out by practitioners is carried out with several considerations, namely: (a) in setting goals they also look at the situation and predict the market to find out opportunities in the future (b) goal setting is done based on the needs they have, (c) In addition, this goal setting serves to make a list of what must be achieved, develop a strategy to achieve it and determine a time limit.

Setting goals and priorities is an important aspect of learning. This aspect is about what the individual wants and needs to be completed and how he prioritizes the tasks needed to achieve these goals[9].

Independent students always have their own set of goals. The purpose of independent students, students in schools for example, is not merely to fulfill obligations as students, who must follow the teaching and learning process, complete tasks from the teacher. The goals of independent students are more comprehensive. Set within the framework of achieving micro and macro objectives. Micro objectives, related to mastery of competence over the subjects being followed. Macro goals in order to prepare themselves to reach a certain level to interpret their roles, duties and responsibilities in the present and future life[10].

C. Doing Exploration

The independent learning process carried out by freelance graphic design practitioners takes a long time and goes through several stages, starting from exploration, experimentation, practicing creativity and reflection. The stages are carried out to make freelance practitioners become professional workers. In the exploration stage, practitioners started looking for information to get to know various types of digital platforms, applications used for design, graphic design categories that matched my interests through various sources.

The process experienced by freelance practitioners in learning to make designs independently is by imitating the work of others. The imitated works such as Illustration designs and also company logos. The imitation process is also carried out in stages starting from combining lines and colors. This indirectly makes them proficient and improves their skills in making designs. By studying many applications or software to create designs, it will indirectly make the practitioner proficient and master the features that exist in the software used.

Based on the description above, it can be explained that there are two kinds of exploration carried out by freelance graphic design practitioners. The first is the exploration of software or applications for graphic design. The purpose of this is to find out and learn various types of software that can be used to make designs to their

advantages and disadvantages. Not only that, by knowing a lot of software they can choose which one to use. Then directly or indirectly can understand the features that exist in the application to create design work.

The second is the exploration of digital platforms that will be used to sell design services. On the Internet there are many choices of platforms that are provided for freelancers to sell their design services. Based on digital observations made by the author, there are several platforms that are very popular, including Fivver.com, Freelancer.com, Fastwork.id, and 99design and many others. From these choices, practitioners also learn about various types of platforms to choose from as a place to sell their design services.

Then the third is the exploration of how to learn design which includes the process of imitating the work of others. Then modify the work and create a new work.

The process carried out by practitioners is also not only studying the digital platforms available on the internet, but also learning how to design. Based on the description of the results of interviews that have been conducted by the author, it was found that; (1) the way freelancers learn is to use video tutorials on youtube, (2) find out and learn easy-to-use applications such as Corel Draw, Adobe Illustrator, Photoshop. (3) reading and understanding articles on the internet about how to make designs (4) exchanging information with friends in community groups when experiencing difficulties when making designs, (5) determining applications that suit their design needs, (6) and imitating their work others, but the results are not published, only used as study material.

Exploration is a learning process carried out by learners. The learning resources that must be considered in choosing learning resources are as follows[10], (1) economical and practical, (2) easy and simple, meaning easy to use, (3) flexible and flexible, (4) sources in accordance with the objectives, (5) sources according to students' thinking ability.

In conducting exploration, a learner looks for broad and deep information about the topic/theme of the material to be studied. By applying the principle of learning from various sources. Then use a variety of learning approaches, learning media, and other learning resources. Furthermore, it facilitates the interaction between the learner and the environment and learning resources. Not only that, the most important thing in exploration is the involvement of thinking and constructing learning resources[11].

D. Making Experiments

Experimenting is a separate process carried out by graphic design practitioners. Trying to modify other people's work also trains you to become more proficient in making

designs. Modified works are not published and commercialized, but are made for private collections as material for learning.

There are several ways of experimenting with graphic design practitioners. The first is modifying other people's work. Composing other people's work is done without permission because it is only as material for learning. In addition, there are also jobs ordered by consumers to modify their own designs. This is done when there are orders from consumers. The second is to experiment with combining two objects and improvise so as to produce new, original works. By creating a new work, this practitioner will minimize plagiarism or the same work as others. The third is doing research and designing design concepts. To make a good work and not plagiarize, the practitioner will do research first and make a design design. This is done to ensure that the concept and design of the product to be made does not exist in general.

To apply the experimental learning method by the learner in carrying out the learning process, it is necessary to know the following steps [12]: (a) In an experiment the learner must conduct an experiment, then the number of tools and materials or experimental material must be adequate, (b) So that the experiment does not fail and the learner finds convincing evidence, or maybe the results are not harmful, then the condition of the tool and the quality of the experimental material used must be good and clean, (c) the allocation of sufficient time so that the learner is careful and concentrated in observing the experimental process, so that they can find proof of the theory that studied, (d) Not all problems can be experimented with, every problem is about psychology, some aspects of social life and human beliefs.

E. Doing Reflection

Revise the work that is considered to still need improvement. when making designs, practitioners sometimes make mistakes, so they think they should make improvements. it is done in several ways. the first, create a new work. If there is a work that is not suitable, the practitioner creates a new work to change the old work. This is done so that the results of the work made are different than before. the second is to improve the old work. This is done by changing the color, shape, pattern, line and other elements that are still not good enough.

See the assessment of the design results through reviews on digital platforms. one of the reflections made to see his work is by looking at the assessments contained on digital platforms. in the platform there is an option to rate the work of freelancers by giving a star. the more stars given, the better the review. The platform also provides a review column to comment on the work provided by freelancers.

Reviewing the list of achievements that have been planned. a to-do list is a goal that freelancers write down to achieve. To see its success, freelancers check whether all the goals that have been set have been achieved. if it has not been achieved, it will be repaired so that it can be achieved, or replaced with a new target.

Self-reflection is the ability to reflect on what has been done. In this case, a person always questions himself whether what has been done is in accordance with what it should be, why it is not appropriate, what valuable lessons can be taken, and so on, then take advantage of these lessons and experiences to improve his life steps further [13].

4. CONCLUSION

The results of this study explain that there are several stages in the self-determined learning process carried out by graphic design freelancers. The first is the motivation that freelancers have in doing their jobs based on their passions and hobbies. Second, before doing their job, the freelancer determines the goal setting. Third, freelancers do exploration as the beginning of learning. Fourth, freelancers conduct experiments to create design products, thus indirectly improving their skills. The fifth is doing reflection.

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