

Comparison of Employee Work Experiences in the Creative Field with Work from Home Systems and Full Office Systems

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ABSTRAK

This research is motivated by the new work system in Indonesia due to the COVID-19 pandemic. This new work system is commonly referred to as work from home (WFH). This study aims to compare the work experiences of creative workers under WFH and WFO systems. This study used a qualitative approach with phenomenological methods. Data were collected through interviews with creative workers in Malang and Yogyakarta. Data analysis was conducted using thematic analysis with the help of the NVivo application. The results of this study indicate that WFH work offers flexible hours but can have both positive and negative impacts, such as blurred work hour boundaries and a heavy workload. However, the positive impact is that some creative workers have more freedom to seek ideas and inspiration. Meanwhile, the analysis revealed that the WFO work system has a workflow and predetermined working hours, so the boundaries between work and personal life are not blurred. However, this can sometimes lead to creative workers feeling bored. The conclusion of this study shows that both work systems have advantages and disadvantages. It depends on how we choose.

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1. INTRODUCTION

Initially, this work system was mandatory during the Covid-19 pandemic. Wely Putri Melati, (2023) also stated that Covid-19 caused a drastic decline in the Indonesian economy. This decline can be seen from the slowdown in the Indonesian economy, which initially reached Endah Lismartini & Arijjal Rachman (2019). Ihsan Ainurrofiq & Muhammad Taufiq Amir, (2022). In his research, he explained that the impact of the new work system also impacts the company in all aspects, starting from company expenses, work culture, and organizational values. For example, companies that use the PRIDE organizational value but also implement a WFH work system have a fairly positive impact because the company's goals remain unchanged, but there are changes in interaction patterns between employees, which are all done through technology. Employees are also more exploring new ideas for the company, and employee responsibilities are still carried out. However, the WFH system reduces the organizational value of E (everything is fun). The absence of employees in the WFH work system makes the company less likely to hold events such as awards or team building. This results in a lack of closeness and togetherness among employees.

Socially, the WFH work system has brought numerous positive impacts, including improved work-life balance, job satisfaction, and employee loyalty to the company. This has resulted in stable and enjoyable company operations. Academically, this research can help companies and employees determine which system to choose for their well-being and the company's well-being. In this study, the subjects selected were creative workers. Creative workers need a variety of new ideas to

continually drive a company to stay current and keep up with the times. When carrying out creative work, workers need ample time to reflect, seek inspiration, and communication between teams can also be done digitally. This creative work also doesn't require strict supervision because what is expected of creative workers is maximum results and can help the company progress. These creative workers include illustrators, graphic designers, content creators in a company, digital marketers, copywriters, writers, editors, and others who fall into the creative category. By 2025, based on data from Nashrul Wajidi, (2025) explained that the Head of BPS stated that in 2025 the creative economy workforce would reach around 27.40 million people

The creative WFH workers selected were workers domiciled in Malang and worked through the Instagram application. The reason is based on data from (Bayu Maulana Putra, (2024), creative economy actors in Malang City increased to 4,951 in 2024. According to the Malang City Youth and Sports Agency, this number will increase, so Malang has the potential to become a creative city due to its resources. Meanwhile, informants who work using a full office work system are from Yogyakarta City. This is because Yogyakarta has 17 creative economy subsectors such as fashion, culinary, photography, architecture, visual communication design, film, animation, video, publishing, architecture, applications, television, radio, crafts, music, fine arts, and performing arts. Satu Data Indonesia, (2024

2. RESEARCH METHOD

This research uses a qualitative approach with a phenomenological method Nasir et al., (2023) said phenomenology means showing oneself and showing. The word phenomenology comes from Greek, meaning understanding the experiences of humans within the framework of societal thought and behavior as perceived by the individual. Data in this study were collected through interviews with creative workers who work using the WFH and WFO systems. Interviews were conducted to obtain in-depth and subjective information about their experiences working using the WFH and WFO work systems. Interviews were conducted by telephone via WhatsApp to be more open and comfortable, and hopefully to further explore the meaning of work experiences. The tool used in this comparative study of employees' work experiences in the creative sector using the WFH and full office systems was the NVivo 15 application. This application is used as a qualitative analysis tool to manage interview and observation data. This application is used for coding, categorization, thematic analysis, matrix coding queries, concept mapping, and visualization of relationship patterns between themes. This application is useful for ensuring that data analysis is carried out systematically.

3. RESULTS AND DISCUSSION

Work Comfort

Work comfort is one of the important aspects of a job. In this study, work comfort among workers in the creative field is examined. Work comfort is important because it relates to work stress, impacts on employees and the company, cost efficiency, and so on, which will be detailed below.

1. Cost Efficiency

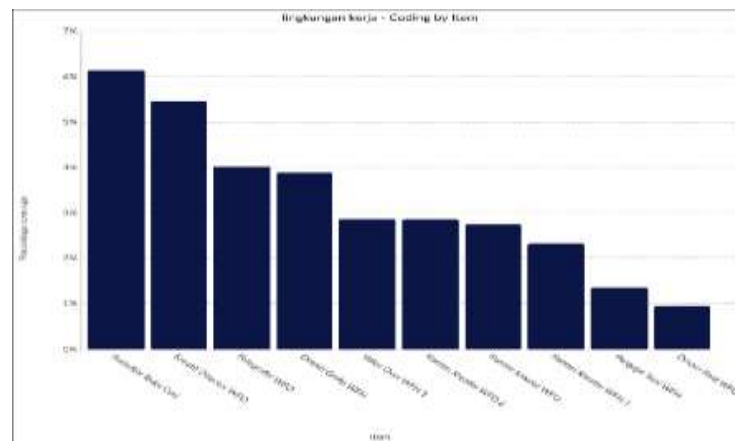
In terms of work comfort, there is an important factor: cost efficiency. Analysis results using NVivo indicate that cost efficiency is only experienced by WFH (work from home) employees. This is because with the WFH system, there is no need to travel from home to the office and vice versa, which can save transportation costs. This is consistent with research conducted by Adlia Adlia Yuannisa, (2022), which states that the WFH work system provides several benefits for employees, such as not wasting time commuting from home to the office, allowing them to save on expenses like gasoline.

The analysis results indicate that flexibility also becomes a comfort factor for some creative workers. This is because creative workers have the freedom to manage their working hours, work from anywhere, and it provides opportunities for creative workers living in remote areas to work remotely. "Well, it's like... Here we can get projects from various... Well, from various... Regions, I mean, not just local or national... But also international, because... We can work anywhere. So this WFH system is... Making it easier for friends who live in certain areas. Normally, usually if... Up until now, on average... VO friends have to come to the studio, but with this WFH system, it actually makes it easier for talents, especially those "living in that kind of area" (Informant VO WFH 2) This aligns

with research conducted by (Adelia et al., n.d.) that work-life balance can be achieved if there is flexible working hours and support from the organization. However, from the NVivo analysis, flexible working hours are only experienced by creative workers under the WFH system. Meanwhile, the analysis results show that the full office or WFO work system is more time-bound. Because in the WFO work system, there is already a set schedule every day, which fosters discipline among creative workers and creates a work-life balance for some creative workers. This research aligns with a study conducted by Wiyanto et al., (2023), which found that working in a full office system can provide a more efficient schedule, allowing for a clear boundary between personal life and work life. However, some creative workers feel that having a regular work schedule can become an obstacle, as ideas sometimes emerge at night, making them uncomfortable during office hours and ultimately leading to stress.

2. Work Environment

The work environment is an important factor in job comfort. In both WFO and WFH work systems, there are several differences in the work environment that make creative workers feel comfortable



The results of the analysis revealed that the creation of a comfortable work environment with the WFO system was due to the presence of office friends who helped each other in providing ideas, coordination between teams, exchanging greetings, and the existence of healthy working hours limits made workers more productive. This is in line with research conducted by Wahyudi et al., (2022) that a good full office work system has a good work environment such as an office atmosphere and relationships between workers. In addition, the results of this analysis are also in line with research conducted by Darmawanti et al., (2025) that WFO has advantages in direct collaboration between teams, more spontaneous exchange of ideas, and closeness between teams. Meanwhile, the analysis of creative workers with a WFH system revealed that a comfortable work environment is achieved because creative workers can create their own comfortable space and gain inspiration from outside. This aligns with the physical boundary theory according to Seinsche et al., (2024), which states that workers can manipulate physical space as office space or use objects to separate work areas. This is supported by research conducted by Pratama & Raharjo, (2023) which found that the level of comfort of a workspace, particularly in terms of privacy, will increase worker comfort and thus enhance work productivity

Productivity and Creativity

Creative workers are required to always be productive and creative in producing work in the creative industry. From the analysis results, it is concluded that there are several factors that can increase the productivity and creativity of creative workers, such as work motivation, work obstacles, and work environment. Here is a more detailed explanation.

1. Work Motivation

This diagram shows that the most common obstacles faced by creative workers are experienced by VO (Voice Over) informants and WFH graphic design workers. WFO obstacles in the diagram are also quite significant, around 12%, and are experienced by WFO Content Creator 4. The analysis results reveal that the work obstacles faced by creative workers in the WFH system are the requests for revisions or other tasks that have to be done immediately. This is because companies feel that creative workers have a lot of free time, so they are given additional work or pressured to complete revisions immediately. In addition, the office or using objects to separate work areas can be beneficial. Furthermore, research conducted by Ivada Ariyani, (2020) found that the WFH system requires room settings for working. A space with minimal distractions and access to see the outside view or surroundings is necessary to neutralize feelings of boredom. These findings are also in line with the research conducted by Pratama & Raharjo, (2023) that the level of comfort of a workspace for employees, the lighting level, and privacy space for employees will certainly increase employee comfort and thus improve work productivity. Meanwhile, the WFO system, based on the analysis results, reveals that the work atmosphere in WFO involves more interaction with people in the office. Therefore, the atmosphere created sometimes follows the mood of the supervisor or people around. However, some creative workers stated that they are sometimes close to one another, making the work atmosphere warmer. This is in line with the research conducted by Darmawanti et al., (2025) stating that an advantage of WFO is the closeness among team members, creating a warm work environment

3. Productive Hours

Based on the analysis results, it was revealed that there are productive hours for each worker in the creative field, whether under the WFH or WFO system. For the WFO system, they must work according to the office-adjusted working hours, even though they are more productive at night. Meanwhile, WFH allows freedom to start working according to their productive hours. "My productive hours are actually more in the afternoon after Asr, until around nine, ten in the evening" (WFH storybook illustrator). This aligns with temporal theory, which states that temporal tactics are strategies to manage work time boundaries by manipulating schedules, as sometimes workers finish their tasks mid-day before the end of working hours or start working after working hours have ended.

4. Work Flow

In the workflow based on the analysis results, the WFH and WFO systems have different workflows. The analysis results revealed that the WFH work system has a workflow where the work they do mostly comes from different clients with different design requests. Some of the WFH workers also do odd jobs, where in a month they only have a few projects. "Actually, being a freelancer, I'm not really a freelancer, it actually depends on the client's request, like for example I have my own business, like designing PPTs and such, so it depends. If it's freelance PPTs, I make PPTs for various companies; for instance, I've done that before, also college theses where I make PPTs for thesis presentations, and also, what's it called, SEMPRO proposals, and also for lecturers, even hospitals too, but it depends on the client's request, like what they need. There's also freelance social media design." (WFH PPT Design). Meanwhile, WFO has a work system where the work occurs every day and is scheduled. "The WFO system is such that every time I go to work, there are rules: leaving at 8 AM and finishing at 5 PM. The system is, in the morning I prepare the brief, which actually comes from the team leader, but I create the copywriting along with the hook and the call-to-action. After preparing the brief, I usually take content, maybe until 11 or 12 PM, and then I usually go straight into editing. There is also an approval stage from the team leader, and only after it is approved, it is uploaded." (WFO Content Creator 4). This is also explained in research conducted by (Putri et al., 2025) This also affects employees' work discipline positively, resulting in better employee performance. Employees become more punctual, complete tasks on time, and comply with applicable regulations

5. Work Atmosphere

From the results of the interview analysis, it was found that there is a difference between the work atmosphere with the WFH and WFO systems. The work atmosphere plays an important role in the ideas and works produced by creative workers. The analysis revealed that workers with the WFH system have their own ways of creating a work atmosphere, such as setting up a comfortable room at home that can foster a good work mood and increase productivity. This aligns with the physical

boundary theory, which states that manipulating physical space as an office or using objects to separate work areas can be beneficial. Furthermore, research conducted by Ivada Ariyani, (2020) found that the WFH system requires room settings for working. A space with minimal distractions and access to see the outside view or surroundings is necessary to neutralize feelings of boredom. These findings are also in line with the research conducted by Pratama & Raharjo, (2023) that the level of comfort of a workspace for employees, the lighting level, and privacy space for employees will certainly increase employee comfort and thus improve work productivity. Meanwhile, the WFO system, based on the analysis results, reveals that the work atmosphere in WFO involves more interaction with people in the office. Therefore, the atmosphere created sometimes follows the mood of the supervisor or people around. However, some creative workers stated that they are sometimes close to one another, making the work atmosphere warmer. This is in line with the research conducted by Darmawanti et al., (2025) stating that an advantage of WFO is the closeness among team members, creating a warm work environment.

Communication

Communication is the most important aspect in a job. According to (Putri et al., 2024) communication is a tool that functions as a connector that motivates members so that the organization can progress. In terms of communication within WFH and WFO work systems, several differences and similarities were found in communication media as well as communication barriers. The analysis revealed that the working relationship between teams or other employees is close and well-connected. This facilitates creative workers with the WFO system to learn new things, discuss ideas, and deliver briefs for tasks from clients or supervisors. "I feel like I'm more communicative, so when working, if it's WFO, well, for the creative system itself it's a bit difficult because it requires direct communication. With the WFO system, the briefs are clear, everything is clipped, and work can be completed in one go." (WFO Content Creator 4) This is in line with a study conducted by Titis Ayu Wardani & Dimas Aryo Wicaksono, n.d. which revealed that social interaction and also coordination of activities in a shared workspace can increase job satisfaction, and this in turn improves performance. Meanwhile, in the WFH system, all communication is done online. However, even though it is done online, the relationships between team members or clients run smoothly. "Actually, you're really kind, and we need to maintain a good relationship among freelancers because there are many benefits in that, for example, like having a community. And the purpose of it is to be a place for friends to share, whether it's finding solutions or sharing information about projects, so we can exchange work while maintaining good communication within our profession." (VO WFH 2)

1. Communication Media

Communication media in the WFH and WFO work systems, based on the analysis, have differences and similarities. Some employees working from home communicate with their team, clients, or supervisors using WhatsApp or email. Similarly, employees in the WFO system also still use WhatsApp to communicate with their supervisors. This is due to requests from the supervisors themselves, and also because some supervisors or offices have different workplaces, so communication must be done through applications. "For example, like if I... in my place there are several, like there are several of these, like there's a manager, you know. So, it really depends on the individual. For example, if I go to my leader, the communication is easy and comfortable, but if I have to communicate with my manager, even though we're in the same office, there are still some hurdles. It usually has to be done through an app, so it doesn't really feel different whether I'm working in the office (WFO) or from home (WFH). It comes back to the personal aspect—whether they're comfortable talking directly or through an app. So far, my personal leader is easy to talk to and it's comfortable to speak directly, but for the higher-ups, even if they're in the same room, they prefer to communicate through an app. Yeah. So, it comes back to the personal aspect. The use of applications in communication has a positive impact, namely recording the traces of what has been discussed or planned among team members. This aligns with research conducted by Heru Sudinta & Iwan Irwansyah, (2022) that digital media is highly functional and capable of connecting employees with one another for communication, monitoring work, and holding meetings.

2. Communication Barriers

The results of the analysis reveal that although the WFO work system has fixed working hours, some workers have to work outside of those hours if the assigned tasks are not yet completed. Or, some of them have to revise their work even on holidays. "In the creative field, like Saturdays and Sundays we still have to work, so honestly, it can be a bit difficult to manage personal work time and personal time, especially if we are WFO, because it feels less flexible. If it's WFH, we could do other things at the same time, but sometimes if it has to be managed, I usually work on it first, I complete the work first, finish it at the beginning, then take my personal time. Honestly, if I'm tired, I'm tired, and it's stressful, especially when there are pressures as usual, like other offices also have pressures." (WFO Content Creator 3). This is also in line with the results of my research Nauli et al., (2025) that some of the things that cause work imbalance are high deadline pressure, lack of support from superiors, role conflicts between home and office, and inadequate rest time. However, some creative workers say that with a predetermined workflow and also a predetermined working hours, informants have a balance between work and personal life.

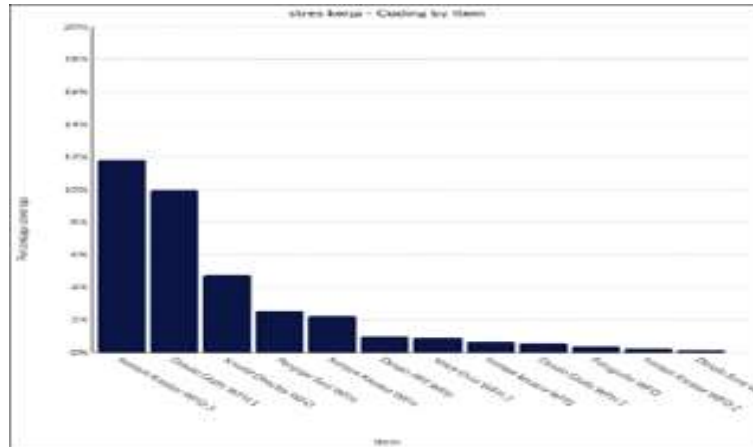
"Managing work time and personal time with the WFO system is actually really great at my place, at work, because the system is fixed, and we never bring work home. So personal time is quite free, and the days off are on Saturday and Sunday." (WFO Content Creator 4) This analysis also aligns with research conducted by Wiyanto et al., (2023) that working fully in the office can provide a more efficient schedule, thus creating a clear boundary between personal life and work life. On the other hand, the analysis of the WFH system revealed that while work-life boundaries exist, there are several factors that interfere with the separation of personal and work life.

The analysis results revealed that several creative workers often have issues with managing their own work time. Some workers tend to underestimate their tasks and prioritize their own pleasure first. In addition, creative workers who work under a WFH system tend to keep working, even to the point of disrupting their time with family. "Sometimes my husband keeps saying things like, 'You shouldn't start working right in the morning. I mean, like, preparing the kids first. If you want to work every day for 24 hours straight, that's possible. But don't make it like that.' (WFH Arts Instructor) This aligns with the congruence theory which states that the relationship between work and family time can sometimes be impossible. A study conducted by Nugroho et al., (2023) also explains that time demands from the company have a positive effect on work-family conflict. The higher the work time demands, the higher the employee's family conflict.

But several informants also revealed that this WFH work system greatly helps them in the process of creating work. This is because flexible time allows workers to manage their own working hours. The results of the analysis also revealed the need for time management skills for workers in the creative field with the WFH system. "Working... remains... the same as... working in general, it's just... more like... what is it... self-discipline in my opinion... So... WFH means... we are the bosses, we can manage our time, we can manage our jobs, how often we come in, and so on, it depends on us. So, what I mean, WFH shouldn't mean you can be completely free, procrastinate, or be unprofessional in completing something, but you also have to be on par, equal to those on WFH, even if you are WFO, even as the conditions were mentioned earlier, The schedule is flexible, we can freely search for ideas and so on, thanks to the mobility freedom, which can result in more varied ideas coming in." (VO and Graphic Design WFH). This aligns with research conducted by Merry Marianti et al., (2025) which states that some workers are able to balance roles through family support and good time management. Research by (Mahardika, (2025) also agrees that work flexibility eliminates clear boundaries between personal life and work. Therefore, it is expected that companies have realistic work schedules and provide rest time for employees.

2. Work Stress

Work stress is also frequently mentioned by several informants in the analysis results. Here is a diagram of work stress among creative workers.



The diagram shows that work stress occurs in both work systems. Content creator 3 discusses the work stress they experience more than others. Meanwhile, the least discussion about work stress comes from Font Design WFO. Based on the analysis, some WFO workers experience stress and mental fatigue at the beginning of their work. This stress is caused by the workflow of creative workers, which tends to involve many revisions and pressure from superiors. This also causes workers to bring their emotional exhaustion home. The impact felt by creative workers stressed with the WFO system is that they become more frequently irritable. "I wonder if the creative world is like this everywhere or if it's just at my office, and it really affects everything, including my emotions. Honestly, at home, my emotions are higher because maybe it's influenced by that exhaustion, that mental mess I mentioned earlier. We're already tired, right, from work, revising, getting scolded, and sometimes that carries over to home, which isn't good" (Content Creator WFO 3 Meanwhile, the results of work stress analysis on employees with the WFH system show that the large workload given by the company causes stress. "When I have too much work, I get burned out. For example, if I've been doing this and that too much, and I have a lot of responsibilities, like if task A is not finished but I still have to work on task B, then oh, I haven't done task C yet either, that makes me feel burned out and stressed out," (WFH Art Instructor). This aligns with research conducted by Harliawan et al., (2024) which revealed that excessive workload, time pressure, and imbalance between work and personal life lead to work stress and mental fatigue.

Tabel 1. Matrix Query

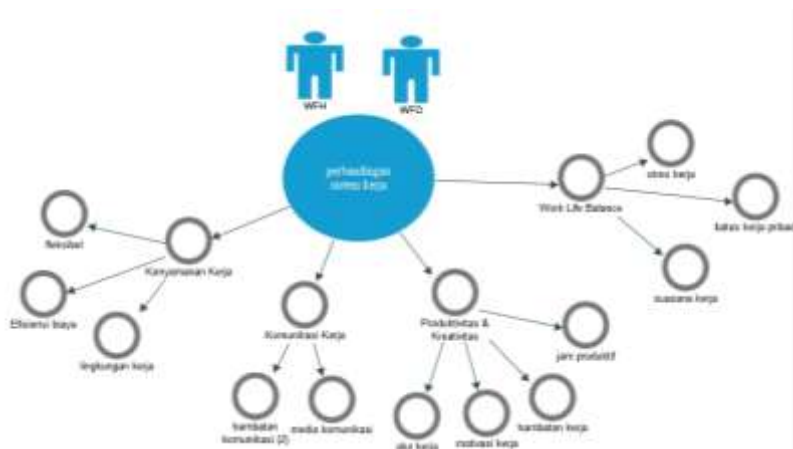
	A : WFH	B : WFO
1 : work comfort	22	13
2 : Cost efficiency	4	0
3 : flexible	12	7
4 : work environment	6	7
5 : Work Communication	20	27
6 : Communication Barriers	3	5
7 : Communication Media	9	6
8 : Productivity & Creativity	43	29
9 : workflow	8	5
10 : work obstacles	18	11
11 : productive hours	5	3
12 : work motivation	4	6
13 : work atmosphere	8	4

14 : Work Life Balance	37	35
15 : Personal Work Boundaries	19	23
16 : work stress	14	12

The analysis with the help of NVivo revealed that there is a comparison of work between the WFH system and the WFO system. In terms of work comfort, WFH is superior compared to WFO. Cost efficiency is also only owned by WFH. WFH's flexibility is superior compared to WFO. The work environment only differs slightly, but WFO is more superior. Work communication is better in WFO compared to WFH. Communication barriers are more often experienced by WFO compared to WFH, with a fairly small difference. WFH communication media is superior compared to WFO. WFH productivity is superior compared to WFO. WFH workflow is higher with a not very large difference compared to WFO. Work obstacles are more often experienced in the WFH work system. Meanwhile, WFH productive hours are superior compared to WFO. However, WFO work motivation is slightly higher than WFH. The work atmosphere in WFH is better compared to WFO. WFH work-life balance is superior, though the difference is not much compared to WFO. Personal work boundaries in WFO are better than in WFH. Work stress is more experienced in the WFH work system compared to WFO, but the difference is only slight.

Konsep Map

The following is a visualization of a concept map comparing work experience in the creative field with the WFH system and the work system in various aspects.



4. Kesimpulan

This study was conducted to compare work experiences from several aspects, including work comfort, work productivity, communication, and work-life balance. Several other supporting factors contribute to the work comfort of creative workers, including cost efficiency, unique to WFH (work from home), work flexibility, unique to WFH (work from home), and the freedom to create their own workspace. While WFO (work from home) provides a team to help develop ideas, WFH motivation is enhanced by the ability to choose their own hours, WFO motivation is enhanced by the same daily workflow, forcing them to complete their work promptly. A barrier to WFH work is the constant pressure to revise. A barrier to WFO work is boredom with the workspace. The atmosphere created by WFH allows creative workers to create a comfortable personal space. Meanwhile, the work environment is based on the mood of superiors and coworkers. Regarding communication, WFH is conducted online, while WFO is conducted face-to-face and via social media. Communication barriers experienced by creative workers working from home (WFH) include signal and network issues, while working from home (WFO) experiences communication barriers regarding differences of opinion. In terms of work-life balance, WFH workers experience unclear personal

work boundaries, which can be caused by poor time management skills and the heavy workload imposed by the company. WFO workers, on the other hand, have company-defined working hours and workflows. However, some companies urge employees to complete work on holidays or after work hours. Work stress in WFH workers is associated with a heavy workload from clients, leading to stress and mental exhaustion. Meanwhile, work stress in WFO workers arises early on in the job and is a result of pressure from superiors. Suggestions for creative companies operating from home (WFH) include maintaining a regular schedule and workflow, providing clear briefs. Recommendations for WFO companies include providing adequate work facilities appropriate to the tasks being performed and prohibiting requests for revisions outside of working hours. Recommendations for creative workers operating from home (WFH) include maintaining good time management and having a good network signal.

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