

ABSTRACT

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The Role of Emotional Dissonance on Burnout (Study of Graphic Designer). Dr. P. Tommy Y.S. Suyasa, M.Si., Psi. Bachelor of Psychology Study Program, Universitas Tarumanagara (i-xii; 1-57, P1-P6, L1-L-18)

The aim of the present study was to understand the role of emotional dissonance on burnout of graphic designer. Burnout is a prolonged response to chronic emotional and interpersonal stressors on the job, and is defined by the three dimensions of exhaustion, cynicism, and inefficacy (Maslach, Schaufeli, & Leiter, 2001). Emotional dissonance is the discrepancy between authentic and displayed emotions as part of the job (Bakker & Heuven, 2006). The participant of this study was 215 sample of graphic designer who works at Corporate and Agency. The result indicate that emotional dissonance has a significant role to burnout. Emotional dissonance has contribute to every dimension of burnout.

Keywords: burnout, emotional dissonance, graphic designer.