

## ABSTRACT

Freelance is a way of working where an area of work is carried out by someone independently, not bound by a contract or agreement with a company or the person who employs it. Being a Freelancer can be done in Full time or part time. Some freelancers run this profession outside of their main job, or as a side. However, some people also make freelancers their main job, because they want to be free to work or work. According to data from the Central Statistics Agency (BPS) at the end of 2018, as many as 56.8% of Indonesians currently work in the informal sector, which is accompanied by an increase in the number of workers who are entrepreneurs in Indonesia, including freelancers or freelancers. With this freelance job especially as a designer, they can do their jobs anywhere such as cafes, parks, coworking spaces, and other public places. Not a few freelancers who have private work areas and do their work in their place of residence. During the process the designer will certainly sit with a time that reaches 3 hours or more. From the data the writer made through observations and interviews with freelancers and practitioners in the field of shoes, regarding environmentally friendly materials and about the brand image of local shoes in the eyes of sneakers lovers. The authors found opportunities that environmentally friendly materials were still not the first choice, and considering sneakers lovers among freelancers are very high.

*Keywords: Freelancer, Sneakers, eco-Friendly*



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