

Economic GIG In Indonesia: Challenges And Opportunities For Gen Z And Milenials

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ABSTRACT

This research discusses how the Development and Implementation of the Gig Economy in Indonesia and how Gen Z and Gen Millennials deal with it. Research using the literature review method shows that Gig Economy has developed in Indonesia, but in its implementation it is still stuck in the transportation and business sectors between goods, food and people. The development of the Gig Economy in Indonesia has not yet explored the creative economy industrial sector and other knowledge-intensive sectors. Research result this paper that the gig economy has become a job solution for Gen Z and Gen Millennials and has become a new trend in developed countries. Unfortunately in Indonesia, the awareness level of the younger generation is still low in Indonesia towards the Gig Economy. Then the Gig Economy that developed in Indonesia started in the transportation sector and is currently starting to expand to other sectors. With the high number of young people in Indonesia and the large number of unemployed people in Indonesia, the Gig Economy can be a solution.

Keywords: Repeat visits, Influencing Factors, Hospital

1. INTRODUCTION

Gig Economy has become a new trend in developed countries such as America, England and several other developed countries. Not a few new generations of Gen Z and Gen millennials have chosen to work in the Gig Economy. Gerald Friedman(2014) said, "A growing number of American workers are no longer employed in 'jobs' with a long-term connection with a company but are hired for 'gigs' under 'flexible' arrangements as 'independent contractors' or 'consultants,' working only to complete a particular task or for a defined time and with no more connection with their employer.

Which mean, A growing number of American workers are no longer working in 'jobs' with long-term relationships with employers, but preferring in the Gig Economy which are more 'flexible', independent' and only complete certain tasks or for set times and with no further relationship with their employer. In the United States the number of freelancers has increased from 3.7 million in 2014 to 62.2 million in 2019 (Statista, 2020; Pofeldt, 2019).

Development of Gig Economy in Indonesia,relatively different from the United States. Where the Gig Economy in Indonesia is rather slow in development and is also biased in the transportation and online food sectors. It is said to be a bit slow because only 60% of Gen Z and Gen Millennials are familiar with the Gig Economy. Even though they are the main actors of the Gig Economy. Widodo (2019) said new about 60 percent of Gen Z and Gen Millennials know the Gig Economy very well. Then what is also interesting to observe, the Gig Economy is actually perceived as a job that is only related toThe transportation and logistics

sector, such as services between goods, food, and passengers. Even though the Gig Economy is even broader, the fields and types of jobs available there include Creative industry sector such as freelancers such as writers, graphic design, photography, consulting services, teaching services, training services, and various other activities which can be done on a part-time basis by casual workers.

Then, according to Novianto et.al., in Indonesia alone, only around 4.55 percent of the total productive workforce, or around 5.89 million people (BPS, 2019) worked as gig workers in 2019. Although it is predicted to continue to experience an upward trend every year. In the Gojek platform company alone, by mid-2021, there are a total of 2 million online motorcycle taxi drivers registered as Gojek partners. The number of Gig workers working in food delivery, goods delivery, and passenger delivery services will certainly be even greater if you include those working with Grab, Lalamove, Maxim, Mr. Speedy, Shopee Food, InDriver, and other companies, or those who work as workers in the creative industries and piece-rate workers in the non-platform sector. In the current difficult situation of getting a job in the formal sector, and there are still many young people who are unemployed, the presence of Gig Ekonomi is very helpful for the government. Not surprisingly, President Joko Widodo praised the Gig Economy—such as the business models at Gojek, Grab, and Maxim—as a support for the national economy and has contributed to creating jobs in Indonesia (DetikNews, 11/04/2019)” as quoted by Novianto, Keban, and Hernawan (2021).

The large number of the younger generation becoming Gig Economy workers is understandable, because they are more familiar with the use of application-based technology than other generations. DevelopmentGig Economycannot be separated from advances in Internet technology and other technological applications that facilitate meetings between producers and consumers as well as between employers and job seekers quickly and directly without any geographical distance constraints. Where before the presence of the internet, or when the development was not as fast as it is today, the main challenge faced by freelancers was how to "communicate" their expertise both to individuals and companies. In marketing their expertise, communication plays an important role so that the message to be conveyed is received clearly. This means that consumers can understand as well as possible the specifications of the freelancer's expertise so that they are willing to hire them. Meanwhile, along with the rapid development of information and communication technology (ICT), freelancers are also busy using the internet medium as a medium for communication, especially to promote themselves and look for job opportunities according to their respective expertise (writes Arif Siaha: 2019). It's no wonder then that Gen Millennials and Gen Z are the generations most familiar with the Gig Economy. Based on the thoughts above, this research will focus on highlighting the development of the Gig Economy in Indonesia, What are the types of jobs in the Gig Economy Era and how do Gen Z and Gen Millennials take advantage of these Gig Economy opportunities? Millennials and Gen Z are the generations most familiar with the Gig Economy. Based on the thoughts above, this research will focus on highlighting the development of the Gig Economy in Indonesia, What are the types of jobs in the Gig Economy Era and how do Gen Z and Gen Millennials take advantage of these Gig Economy opportunities? Millennials and Gen Z are the generations most familiar with the Gig Economy. Based on the thoughts above, this research will focus on highlighting the development of the Gig Economy in Indonesia, What are the types of jobs in the Gig Economy Era and how do Gen Z and Gen Millennials take advantage of these Gig Economy opportunities?

2. LITERATUR REVIEW

Definition of Gig Economy

According to Dr. KikiYuliati, M.Sc, Director General of Vocational Studies, Ministry of Education and Culture of the Republic of Indonesia (2023), Gig economy are: A segment of the service economy based on flexible, temporary, or freelance jobs, often involving connecting clients and customers through an online platform. What this means is, The service economy segment based on flexible, temporary, or freelance work, often involves connecting clients and customers through online platforms. This definition includes several important keywords from several characteristics of the Gig Economy, namely the types of work that are part time and flexible, temporary, freelance and generally binding collaborations based on online platforms so that they are cross-geographical boundaries and generally involve Gen Z and Millennials who are very familiar with those platforms.Gig Economy are also named based on a number of highlighted characteristics. Some call it a platform economy because it uses a digital platform that can be accessed by many users online (Culkin, 2019) & De Stefano calls it the crowd sourcing economy and on demand economy because of its character which is driven by consumer demand which demands to be met immediately and resolved without much

waiting (De Stefano, 2015, 2016). Then, there are also highlights Gig Economy in terms of flexibility, added value from unused assets (unemployed), as well as reducing someone's desire to own it with the Gig Economy (Stephany, 2015) as quoted by Puspitarini & Basit (2020).

Then, Gig Economy is also an integral part of the "digital economy" in which one of the characteristics is the existence of job transfers or the Gig Economy which is one of the strong characteristics of the digital society and information society. "Gig economy is a free market system where organizations contract with independent workers for a short-term project or service engagement (Techtarget, 2020)", which means, Gig Economy is a free market system where organizations contract with independent workers for short-term engagement project or service (Techtarget, 2020).

According to Yusoffb, et al, (2014), Privatization, technology, organizational restructuring, and regulatory changes in the market contributed to the externalization of labor in the last decade. Organizations are increasingly seeking to match labor inputs more closely to commercial requirements in order to achieve numerical flexibility and cost savings; Hiring freelancers is one way to achieve this flexibility. Roy (2020), says, A growing number of American workers are no longer employed in 'jobs' with a long-term connection with a company but are hired for 'gigs' under 'flexible' arrangements as 'independent contractors' or 'consultants,' working only to complete a particular task or for a defined time and with no more connection with their employer. Which mean, A growing number of American workers are no longer working in 'jobs' with long-term relationships with companies but are hired to 'gigs' under 'flexible' arrangements as 'independent contractors' or 'consultant', working only to complete certain tasks or for set times. and no relationship with the employer. Utomo (2021) quotes Merriam-Webster defines gig economy as an economic activity that involves part-time workers or freelancers to do work that is generally in the service sector. According to Utomo, gig economy arises because many people have a tendency to change jobs frequently or prefer jobs that are flexible enough for the time and place in which they work.

Quoting a study conducted by Mastercard & Kaiser Associate (2019) stated that in 2018 the digital Gig Economy generated around 204 billion dollars and is predicted to grow with a CAGR of 17 percent and reach 455 billion dollars in 2023. This growth is accelerated in line with technological developments, he insisted.

"The essence of E-conomy G ig is a form of economy that pays workers based on the amount of goods/services done, not based on the time they work. Because of this form of economy, De Stefano (2015) in Arif Novianto, et al (2021), calls G ig work casual work, wholesale per project, and with short-term contracts. Its nature is not bound in the long run, the gig economy is claimed to be able to provide flexibility, spare time, align with interests, and restrain gig workers. As on Grab's website, they say that partner drivers will "become their own boss" in which they get "flexibility in earning income", because they can decide independently about "when, where, and how often" to work (Grab, 2021). However, in practice, this flexibility and independence does not work and instead becomes an illusion for gig workers to justify the vulnerabilities and injustices they experience (Wu et al., 2019) in (Arif Novianto, Yermias T. Keban, and Ari Hernawan : I GPA Press, 2021).

Based on the above understanding, it can be concluded that the definition of Gig Economy is

The economic service segment based on flexible, temporary or casual work, often involves connecting clients and customers through an online platform with indicators of the types of work that are part time and flexible, temporary, freelance and generally binding collaborations based on online platforms so that they are cross geographical boundaries and generally involving Gen Z and Millennials who are very familiar with the platform.

Definition of Digital Generation

Puspitarini (2020) also added that the Gig Economy is a new phrase that has emerged along with the increasing number of digital generations who cannot be separated from using innovation and technology from their handheld devices. Every activity they do is carried out from the palm of their hand, from shopping, eating, traveling, to following their lifestyle. Millennials and Gen Z lifestyles combined with digital ease are creating work patterns like never before. It is interesting to underline Renny's statement that said Gig Economy apart from being influenced by technological advances, it is also due to the presence of the digital generation of gen Z and millennials. He also predicts that Gig's economic prospects will still develop in the future because of its skyrocketing value. This value is predicted to continue to increase from 14 trillion dollars in 2014 to 335 trillion dollars in 2025, he wrote citing the opinion of Yaraghi & Ravi (2017).

From the definition above, what is meant by the digital generation in this study is generation Z and Millennials - because they are very familiar with technology, especially technology-based applications. Meanwhile, the Z alpha generation, although very familiar with advances in digital technology, but because they are still young and have not yet worked on the topic of Gig Economy, are not included in the scope of this research.

The definition of Gen Z according to Ismail and Nugroho (2022) is generation born between 1996-2010, after the millennial generation or gen Y. Generation Z has been raised by the internet and social media, has undergone tertiary education in college and some have completed it and entered the world of work in 2020. Generation Z has access and dependence towards technology, gadgets and random tracking of information, enjoy more the information that is scattered in the world of the internet, especially in the form of visuals and images. They are also a generation that is highly dependent on technology, especially internet-based ones, on average they can spend 3-5 hours per day accessing social media. In addition to being influenced by technological advances, Gen Z Indonesia was also politically born in a more democratic situation towards the birth of the 1998 reform era. The meeting of technology and freedom of expression has made Gen Z Indonesia a generation that is agile, spontaneous, active creative, skilled at using sophisticated digital technology, optimistic-futuristic-imaginative and influenced by global pop culture, music, films, games, likes entrepreneurship but but also to be spontaneous in expression. The majority of Indonesia's population falls into the category of generation Z and Gen Millennials, so they are quality human capital to support economic recovery and are the main actors of the demographic bonus. Mahato et al. (2021) stated that Generation Z prefers to be a Gig worker with flexibility, higher wages, and chooses a job that can give them happiness. As part of a workforce that is digital native, generation Z faces various employment problems during the pandemic. Those working in blue-collar positions experienced shocks during the pandemic, namely the transition to becoming unemployed or even leaving the labor market (FX Gugus Febri Putrantoa & Christiayu Natalia: 2022).

Definition of Millennial Generation

The definition of the millennial generation in Ismail et.al (2020), is the generation before Gen Z which is me according to Haroviz (2012), as generation Y namely a group of young children born in the early 1980s to early 2000s. This generation is also comfortable with diversity, technology, and online communication to stay connected with their friends. Irwanti., & Haq, AHB (2021) also describes the Millennials Generation as a generation that has different characteristics from other generations which are more consumptive, very low interest in reading, and choosing to use smartphones to access information. Another characteristic that is typical of the millennial generation also depends on the socio-economic conditions in their environment, apart from that they also have the same facilities it is enough because of advances in technology that this generation is more creative, informative and has high passion and is quite productive (Prasasti, 2020). The high use of smartphones in the millennial generation can cause alexithymia, namely the loss of the ability to understand one's own feelings and that of others.

From the above understanding, it can be concluded that both generation Z and millennials are referred to as the digital generation, because of the intelligence and familiarity of these two generations with digital technology. So that they always use it in their daily activities and even in studying and working to their daily activities. The level of dependency is higher than the previous generation.

3. RESEARCH METHOD

The method of writing scientific articles is a qualitative method and library research. In qualitative research, literature review should be used consistently with methodological assumptions. Then, one of the main reasons for conducting qualitative research is exploratory research (Ali & Limakrisna, 2013) in Hermawan (2023) and Ismail, , Nugroho., & Rohayati (2023). Literature review aims as a tool to solve problems based on an in-depth and critical study of relevant literature sources. Technical analysis of literature review is carried out by collecting data sources of information from various references that are needed as a source of ideas in order to be able to explore new thoughts, which are then used as material for drawing conclusions from existing knowledge, can develop the latest theoretical framework or as a basis for solving problems.

4. RESULTS AND ANALYSIS

1. Development of the Gig Economy in Indonesia?

One of Indonesia's economic problems after the Covid-19 pandemic is the still high unemployment rate, especially from Generation Z and Millennials. Where The structure of Indonesia's population according to age, based on the results of the 2020 Population Census, is dominated by people at a young age, more specifically dominated by Generation Z of 27.94 percent (BPS, 2021).

"The results of the BPS National Labor Force Survey (Sakernas) show that the Open Unemployment Rate (TPT) of young people in the age range of 15-29 years has increased from 18.62 percent in 2019 to 20.46 in 2020. The trend of decreasing TPT is occurred throughout 2011 to 2019 experiencing fluctuations with an

increase in TPT in 2020 amid the Covid-19 pandemic. In addition to the increase in TPT among the young population, there has also been an increase in the non-labor force population, to 65.77 million in 2020 compared to 2019 which amounted to 65.45 million young people. The increase in the percentage of unemployed and non-labor force population, one of which comes from generation Z blue-collar workers who are transitioning, wrote Putranto (2022: 145). "Thus the existence of the Gig Economy can be a solution for Gen Z and Gen Millennials who are experiencing work problems during and after the Covid-19 pandemic. According to Novianto, Keban, & Hernawan, (2021) quite a number of them are already working in the field of Transportation Gojek, Grabcar, online marketing, content writers and so on, this is proof that the gig economy already exists and is growing in Indonesia.

The advent of the Gig Economy era has encouraged the development of the independent worker concept which is characterized by a high degree of individual autonomy in work, where payments are based on assignments and the relationship between workers and customers lasts for a short period of time. Thus, independent workers have high control and flexibility in determining workload and work portfolio, and can change their work options at any time. "Payment is obtained based on the work done or sales volume, so it's not like workers who always get a salary, independent workers do not receive pay when not working. Generally the term of an independent worker is 12 months but can be extended with a new work agreement/contract. Types of work as independent workers vary from shuttle drivers, website designers, advisors. There are three categories of independent workers, namely: service providers, product/service sellers, asset leasing services (eg renting out rooms or buildings). Ingarianti, et al (2020). Individual autonomy at work has its own consequences, especially in terms of the absence of health insurance, work accident insurance and old age insurance and there are also no regulations governing the protection of these people. Generally the term of an independent worker is 12 months but can be extended with a new work agreement/contract. Types of work as independent workers vary from shuttle drivers, website designers, advisors. There are three categories of independent workers, namely: service providers, product/service sellers, asset leasing services (eg renting out rooms or buildings). Ingarianti, et al (2020). Individual autonomy at work has its own consequences, especially in terms of the absence of health insurance, work accident insurance and old age insurance and there are also no regulations governing the protection of these people. Generally the term of an independent worker is 12 months but can be extended with a new work agreement/contract. Types of work as independent workers vary from shuttle drivers, website designers, advisors.

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2. Types of Jobs in the Gig Economy

As explained above, that the Gig Economy in Indonesia is characterized by industrial developments in the transportation sector such as online motorbike taxis and food pick-up applications. Meanwhile, the industry in the creative economy sector is running relatively slowly. So that an image or stigma develops as if the Gig Economy is only about jobs in the transportation sector such as online motorcycle taxis and/or in the field of food delivery through applications. Utomo (2021) who says there is an image or stigma that develops that in the Gig Economy high or special ability of workers is not a necessity because the types of jobs provided are simple micro-activities, where these jobs can be arranged in a structured manner to build more complete and complex jobs. Even though Gig Economy is not limited to the menial and simple work above. In a gig economy like in developed countries, there is also a creative industry sector that has not yet developed in Indonesia because it is not optimized by the business world, government and educational institutions. This is in line with the statement of the Director General of Vocational Studies (2023), which says that Educational institutions in Indonesia do not fully understand the Gig Economy and take part in it. "Many Gen Z and Gen

Millennials in Indonesia have entered the world of work in the era of the Gig Economy with almost no "control" from higher education. "The speed and direction of economic development and the availability of jobs are NOT within the control of the education system". Strictly speaking.

The Director General gave examples of such jobs, such as bloggers, YouTubers, yoga trainers and so on. These are examples of jobs in the Gig Economy that have not been touched by the world of education, especially vocational education. Even though this can be a very strategic opportunity for income and service to the campus and lecturers. Then the business world and the public are exploring the Gig Economy in the Creative and knowledge-based economy sector, such as the sector Importance of Skills for Career Advancement in the Gig Economy Platform include: Computer skills, Networking skills, Business skills (finance, tax, insurance), Marketing skills and so forth. Even though the work force of Gen Z and Gen Millennials is very strong in this sector. This gap should be filled by educational institutions or the government so that the potential of the workforce is aligned with the development of the creative industry in Indonesia. This makes Gig Economy in Indonesia tend to move slowly and are filled more by blue collar workers. Even though the Gig Economy covers a very wide range of jobs and also includes white collar workers. This also makes Gen Z and Gen Millennials, especially those from educated circles, not optimally active in the Gig Economy.

This is consistent with the view Mano Ashish Tripathi, et al (2022) also said that Digital channels play a critical role in spreading gig culture to underserved regions of the world. Gig workers have various advantages in the gig economy, such as the ability to work in areas of interest and the ability to apply for jobs all around the world. Which means, Gig Economy workers have various advantages in Gig Economy, such as the ability to work in a field of interest and the ability to apply for jobs all around the world. This means that as long as there is a market need that can be met by service providers, it can be implemented in the Gig Economy, such as teaching Indonesian to expatriates, making speeches or PPT materials, website maintenance services, and so on, can be done by Gen Z and Gen Millennials.

3.How Gen Z and Gen Millennials take advantage of these opportunities

Anggarini (2022), said that the cause of Gen Z and Gen Millennials not being able to take advantage of the Gig Economy is because they don't know the Gig Economy well. Where Desy Tri Anggraini said that only 60% of Gen Z and Gen Millennials know Gig Economy and the remaining 40% don't understand what Gig Economy is. Then, according to Desy Tri Anggraini, because Generation Z and Gen Y prefer to work independently and work in companies. Types of work in the era of the Gig Economy Millennials and Generation Z prefer their own business by 47.7% then 23.8% looking for work in companies, respondents who choosing to be a freelancer by 28.4%. Reasons for selecting the type of work obtained 40%. unlimited income, 25.4% said because it is flexible, 26.2% of respondents get compensation by job, and 8.5% chose another job. The conclusion is that Generation Z and Millennials prefer to be independent, flexible and choose to be entrepreneurs, for this reason and only choose to be freelancers by 28.4%.

Then, according Fitri, et al (2023), one of the reasons Gen Z has not been able to optimize Gig Economic Opportunities, because they are still in a transitional position from the world of academia and the world of work. "Generation Z are individuals born between 1995 and 2012, so they are in a transition between the academic world and the world of work. The difference between the two situations certainly requires good adaptability so as not to have a negative impact on their psychological well-being," he stressed. Moreover, in Indonesian culture, it is still understandable that if you are under the age of 17 to 21 you are not working, because you are still considered the responsibility of your parents or because you are still studying. However, this is not the case for those who are 17 years old but are married and/or are of Gen Z age but are not continuing their studies, so they are required to work and be independent. But according FX Gugus Febri Putranto (2022: 145) there was an increase in the Open Unemployment Rate (TPT) in the young population, there was also an increase in the non-labor force population, to 65.77 million in 2020 compared to 2019 which amounted to 65.45 million people young age, shows that our young generation from Gen Z and Gen Millennials are not optimal in using the Gig Economy. Is it because they are still of college or transitional age as stated above, or precisely because they are not interested in becoming Gig Economy workers in the transportation sector such as online motorcycle taxis and or online goods and food delivery officers which are available in many big cities.

5. CONCLUSION

The gig economy has become a job solution for Gen Z and Gen Millennials and has become a new trend in developed countries. Unfortunately in Indonesia, the awareness level of the younger generation is still low in Indonesia towards the Gig Economy. Then the Gig Economy that developed in Indonesia started in the

transportation sector and is currently starting to expand to other sectors. With the high number of young people in Indonesia and the large number of unemployed people in Indonesia, the Gig Economy can be a solution. Because it is expected that the world of education and the government need to be present to regulate the growth of the Gig Economy in Indonesia as a stimulus and accelerator of demographic bonuses in Indonesia. Further research is needed on the development of the Gig economy outside the transportation sector.

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