

The Rise of Platform Work on Communication Industry in Indonesia: Understanding The Ecosystem

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ABSTRACT

COVID-19 brought massive disruption to the workforce, highlighting the importance of physical proximity in work and spurring changes in business models and consumer behaviour, many of which are likely to endure. One of the highlights are the new way of working such as remote work based on the activities and tasks within occupations through platform work.

Platform Work is making available affordable services to consumers, and offering companies and clients greater opportunities to access talent with the skills they need. These platforms offer new opportunities for freelancers, providing flexible time for earning income, helping many freelancers to achieve economic security and greater control over their working hours, develop skills and enjoy their work.

This study is using literature review and qualitative methods to provide an understanding of the platform work ecosystem. Platform work could be part of the solution for future-of-work challenges especially in the communication industry - how to bring creative jobs, especially those outside thriving urban centres and be more productive anywhere.

This study suggests that strategic approaches focus on the platform work ecosystem in Indonesia that spotlight authenticity to bring the solution for communication work and the industry.

Keywords: freelancers, platform work, communication industry, literature review

Sub-themes: Communication & The Gig Economy

INTRODUCTION

The potential for remote work varies across countries, a reflection of their sector, occupation, and activity mix. The United Kingdom has the highest potential for remote work among other countries, in large part because business and financial services in the computer-based office work arena represent a large share of its economy. McKinsey Global Institute “Future of Work” finds that 26 percent of the UK workforce could work remotely without losing effectiveness three to five days a week and just under half the workforce could do so one to five days a week (McKinsey, 2021).

Remote working, also known as telecommuting or working from home has also been practised to some extent in Indonesia for many years in some of the industry sectors. However, the COVID-19 pandemic, which began in early 2020, has accelerated the full shift to remote working globally, including in Indonesia.

President Joko Widodo has called the entire Indonesian citizens to increase vigilance against the spread of COVID-19 by asking everyone to work from home. Therefore, since 2020, remote work has become increasingly accepted and adopted in Indonesia as a response to the challenges posed by the COVID-19 pandemic through a decrease of in-person / on-site work by 22% if compared to the years before the pandemic, with 41% of the people worked with a combination of remote and in-person work and 13% with a complete remote work (BCG, 2020).

PWC Report 2022 titled ‘What Indonesians think about work today?’ mentioned that as the Indonesian economy rebounds from the effects of the pandemic, employers have anticipated a partial return to in-person work. Presently, 18% of those surveyed in the research are engaged in full-time remote work, while the 5% are exclusively working in-person. The prevailing approach, adopted by 77% of the respondents, is to strike a balance between the two, a model commonly referred to as hybrid working.

Remote work may change that trend. More people working remotely means fewer people commuting between home and work every day or travelling to different locations for work. This could have wide economic consequences, including on demand for office and residential real estate, transportation, gasoline and auto sales, and restaurants and retail in urban centres, and other consumption patterns (McKinsey, 2021).

Hence why, as a result of the pandemic and the influence of digitalization, Indonesian employees perceive hybrid work arrangements as the emerging standard of the new way of working.

According to the Indonesian Central Bureau of Statistics (Badan Pusat Statistik Indonesia, BPSI), there are currently 129,36 million of active employees in Indonesia, with 5,89 million of them working as informal workers or freelancers.

Freelancers are self-employed individuals who operate independently, without being tied to a single company or organisation. Instead of traditional full-time jobs, they provide their services or expertise on a project-by-project basis to various clients or businesses including consultants, designers, programmers, writers, and many others who offer their contract-based skills and services.

Freelancers have the potential to become a significant backbone of Indonesia's digital economy. Their contributions extend across various industries, from digital marketing and graphic design to software development and consulting services.

Freelancers often bring specialised skills and expertise to the table, allowing businesses to access a wide range of talent without the long-term commitments associated with traditional employment. This flexibility not only promotes innovation and adaptability, but also helps companies to reduce the overhead costs. Additionally, freelancers frequently operate as small businesses, contributing to economic growth through tax revenue and job creation.

The digital economy is transforming the world of work. The recent report of the Global Commission on the Future of Work points out the potential of platform work "to expand in the future" (Global Commission, 2019, p. 44). They allow individuals or business clients to find a freelancer to develop a website or translate a document, among many other activities and assignments.

Platform Work can be classified into two broad categories: online web-based and location-based platforms. The focus of this research is online web-based, a platform where tasks or work assignments are performed online or remotely by workers in the communication industry. These tasks may include carrying out translation, content-based as well as visual creation (ILO, 2021).

The Platform Work also brings about job opportunities includes women, people with disabilities allowing workers to access “new income generation opportunities” especially on communication industry such as BRIEFER, GetCraft and Freelancer.co.id

In developing countries especially Indonesia, such platforms are regarded as a promising source of work opportunities, leading many governments to invest in digital infrastructure and skills. Businesses are also benefiting, as they can use these platforms to access a global and local workforce to improve efficiency and enhance productivity, and enjoy wider market reach.

As a new ecosystem, the opportunities provided by platforms are accompanied by some challenges. This study was conducted in an attempt to answer the research question: **How to overcome the challenges and how to leverage the opportunity for the communication industry through Platform Work?**

Hence, the objective of this study is to understand the ecosystem and to show how platform work can help people to get more work opportunities and for companies to get an easier access to communication services.

LITERATURE REVIEW

Defining Gig Economy

The “Gig Economy” is one term that can be used to describe the manner of working just introduced. But it is also a rather broad term, so perhaps it would be useful to define precisely what we mean when we use it. “Gig economy” is broadly used in this paper to refer to the abundance of short-term work and contracts.

This is driven by companies that hire staff for individual projects and pay them on a per-job or hourly basis, rather than offering them a full-term employment contract. This often applies to food delivery, taxi services, and even skilled labour such as programming and engineering (Sinicki, 2019).

The term “Gig Economy” often comes with negative connotations as a result; similar to “zero-hour contracts.” But the gig economy can also refer to the trend of taking on online gigs. In this context, it refers to freelancers who advertise their skills on sites like Upwork, PeoplePerHour, and Fiverr (indeed, jobs advertised on Fiverr are referred to as “gigs” by the company’s own

terminology). The concept is the same: the individual will be paid per job or per fixed, short-term contract (Sinicki, 2019).

A wide variety of positions fall into the category of a gig. The work can range from driving for Uber or delivering food to writing code or freelance articles. Adjunct and part-time professors, for example, are contracted employees as opposed to tenure-track or tenured professors. Colleges and universities can cut costs and match professors to their academic needs by hiring more adjunct and part-time professors (Investopedia, 2022)

Economic reasons are one of factors into the development of a gig economy. Companies who cannot afford to hire full-time employees will often hire part-time or temporary freelancers to take care of busier times or specific projects.

On the freelancer's side of the equation, people often find they need to move or take multiple positions to afford the lifestyle they want. It's also common to change careers many times throughout a lifetime, so the gig economy can be viewed as a reflection of this occurring on a large scale (Investopedia, 2021)

Some of the benefits of the Gig Economy for company and freelancers are the company has access to a wide range of talent that they can hire. In addition, in a time when it has become difficult to attract full-time workers, companies can hire from Platform Work (Investopedia, 2021).

Defining Platform Work

Platform Work are companies operating digital platforms for individuals to hire out their skills and services to businesses or consumers, with tasks completed either remotely or in person, either directly or through substitutes. Such companies operate across diverse sectors and range from highly qualified professional services to more routine tasks (WEF, 2020)

Typical features of Platform Work are that:

1. They create value by bringing together consumers/clients and workers and reducing friction in transactions
2. People are paid for each short-term task or project and use the platform only for the time needed to look for the project and complete it
3. The payment is facilitated by the platform—or outsourced by the platform to a third-party payment processing service

4. Tasks and projects can be performed remotely or in person, usually through an online marketplace or app.
5. Workers are typically expected to provide their own equipment (e.g. car, computer, smartphone, etc.)

A simplified classification of Platform Work (WEF, 2020)

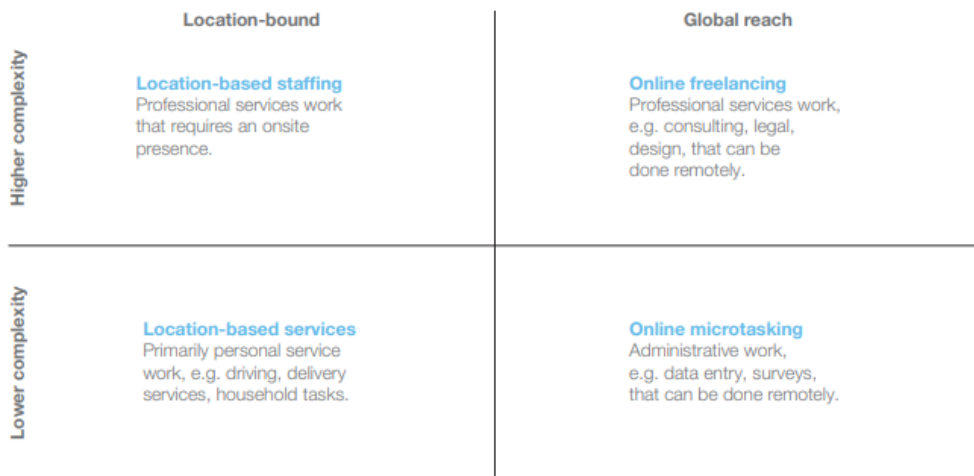


Table 1.1 Classification of digital work/services platform

Platform workers or freelancers are people who earn income from work facilitated by digital work/services platforms, whether as a main source of income or in addition to other work. This includes independent professionals and people who run their own businesses.

Majority of independent workers in the US choose freelancers or platform worker as a preference, or are using such work to supplement their income rather than as their primary work, such as :

1. Upwork

Upwork is an online freelancing platform that connects businesses and clients with freelancers and independent professionals from various fields. It offers a wide range of services, including web development, graphic design, content writing, digital marketing, and more. Upwork allows clients to post job

listings, and freelancers can bid on those jobs, offering their services at competitive rates.

Upwork provides a platform for remote work, making it easier for businesses to find the skills and expertise they need without the need for traditional in-house employees. It also offers tools for project management, time tracking, and payment processing to facilitate seamless collaboration between clients and freelancers.

Upwork aims to create a flexible and global marketplace for both clients seeking specialized skills and freelancers looking for job opportunities.

2. Fiverr

Fiverr is another well-known online marketplace for freelance services, similar to Upwork but with a slightly different approach. Fiverr allows freelancers, known as “sellers”, to create profiles and offer a wide variety of services like graphic design, content writing, and web development to more niche offerings like voiceovers, video editing, and digital marketing.

The unique aspect of Fiverr is that sellers create predefined service packages with set prices, starting at \$5 (hence the name “Fiverr”). However, many sellers offer traditional options or customizations at different price points. Clients, as “buyers”, can browse these services and choose the ones that best fit their needs.

Fiverr provides a platform for individuals and businesses to find freelance talent quickly and easily. It offers a review and rating system, allowing buyers to evaluate sellers based on their previous work. Fiverr also includes tools for communications, file sharing, and secure payment processing to facilitate collaboration between buyers and sellers.

3. Toptal

Toptal is a high-end, talent marketplace that focuses on connecting businesses with top-tier freelance professionals and experts in various fields. Unlike Upwork and Fiverr, Toptal has a more rigorous screening and vetting process for both its clients and freelancers.

Key features of Toptal includes its highly skilled talent that already went through a rigorous screening process, a matchmaking process where they take into account their client’s needs and pair them with the most suitable

freelancers from their talent pool, diverse services where it has some experts in various fields, including finance, project, and product management.

Not only that, Toptal also offers tailored solutions for businesses, which can include assembling a dedicated team of freelancers for a project, quality assurance, as well as flexible engagement models (hourly and full-time).

4. BRIEFER

Similar to Toptal, Indonesia also has its own version. Unlike Toptal that has a wider range of services to offer, BRIEFER is a work platform dedicated for professionals and specialists in the communications industry. This platform provides consultancy services for various sectors and organizations with a key feature of matchmaking where it would pair their clients with the right specialists based on their project characteristics. The products range from press releases, feature articles, media monitoring, online product event, webinar event, and so many more.

With an extensive collaborative network, BRIEFER acts as a provider of professional high-skilled curated talents and specialists to offer consultancy according to client's communications needs and any industry expertise starting from economy, finance, energy, market, travel, technology, lifestyle, and automotive.

Hence why, because of its talent pool and extensive network, it acts as a directory of professionals and specialists, offering tailored products and consultancies through an easy-to-use integrated platform. It also offers secure payment processing, as well as flexible engagement models such as hourly and full-time.

5. Fastwork.id

Fastwork.id is Fastwork is the largest professional freelance platform in Southeast Asia, originating from Thailand and now expanding to Indonesia. Fastwork helps Indonesian businesses find and hire freelancers simply, quickly, safely and cost-effectively to accelerate their business growth.

It offers a wide range of services from graphic design (such as logo design services, packaging design, t-shirt design, illustration), writing (such as SEO article writing services), translation, online and influencer marketing, data entry, to web and application development.

Here, clients can manually choose their own specialist according to their project needs like service type, budget, language, and so on.

6. Freelancer.co.id

Freelancer.co.id is an online platform that connects businesses and individuals with freelancers who offer a wide range of services, including web development, graphic design, content writing, digital marketing, and more.

Unlike Upwork, Fiverr, Toptal, and Get Craft, this platform is specifically tailored to the Indonesian market, providing a platform where Indonesian business and entrepreneurs can hire local freelancers.

It allows users to post projects, receive bids from freelancers based on their skills and proposals. It also lets clients and freelancers collaborate on projects and transactions through the platform, making it a convenient hub for freelance work in Indonesia.

The Relationship Gig Economy and Platform Work

The development of Platform Work has the potential to provide workers or freelancers, including women, people with disabilities and young people, with income-generating opportunities. In developing countries in particular, such platforms are regarded as a promising source of work opportunities, leading many governments to invest in digital infrastructure and skills (ILO, 2021)

Platform Work function as intermediaries between workers and clients (Dunn, 2020), operating on a global scale (Bucher et al., 2021), and aim to combine supply and demand of goods and services by connecting clients with the professionals who offer their services (Howcroft and Bergvall-Kåreborn, 2019).

These platforms can be distinguished into two types, location-based and web-based platforms (ILO, 2021). The former contemplates low-skilled tasks and require the physical presence of the worker when performing the work (De Stefano, 2016). In the web-based platforms, work is performed by geographically dispersed individuals who offer their services remotely (Howcroft and Bergvall-Kåreborn, 2019).

These can take on two profiles: micro-task platforms, where works of short duration are performed, paid by the piece, which require less training and experience, without any type of direct contact between clients and professionals (Vallas and Schor, 2020) and freelance platforms that require higher qualifications, with the work being paid by the hour, and promote a more direct interaction between the client and the worker (Graham and Woodcock, 2018; ILO, 2021)

Platform Work must be put into perspective in its triple nature constituted by platforms, workers, and clients. The platform constitutes a modality of economic activity that mediates the negotiation and the exchange between supply and demand, thus contributing to a new configuration of the work and consumption process between freelancers and clients (Cruz SA and Gameiro A, 2023)

Businesses are also benefiting, as they can use these platforms. to access a global and local workforce to improve efficiency and enhance productivity, and enjoy wider market reach (ILO, 2021). In addition, companies who cannot afford to hire full-time employees will often hire part-time or temporary freelancers to take care of busier times or specific projects (Investopedia, 2022)

Platform Work Ecosystem in Communication Industry in Indonesia

In the last decade, the number of platform workers in Indonesia has continued to grow due to economic opportunities, increased demand for flexibility, and the advancement in technological innovation.

Platform Work allows workers the opportunity to earn income more flexibly because they can provide jobs to someone who has movement barriers, remote workers, or someone with care and responsibility. (ILO, 2021) as well as providing new opportunities for work-life balance in big cities and secondary cities.

Some industries are using platform work as their business model to connect the company and freelancers who have special skills to fill the demand include communication services. Upwork has unveiled the most in demand communication skills for independent professional or freelancers such as Social Media Marketing, Marketing Strategy, Community Management as well Visual Creation (Upwork, 2023).

Media convergence has changed the way of communication and collaboration to people and business by using Omni channel models to achieve significant growth opportunities. It transforms business approaches to be more effective, efficient and creative, thus the communication services increasingly needed not only by huge corporations but also small and medium enterprises.

Platform Work has ability to facilitate businesses or companies to freelancers who have particular specialities to achieve their communication goals, such as:

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The Platform Work offers many opportunities for clients, freelancers and the communication industry in terms of job creation, new business models as well as business behaviour. However, it raises a question, are there any challenges that oppose Indonesia's platform work ecosystem? If there are, how is it exactly to overcome them and how to leverage the applicable opportunities for the communication industry through Platform Work?

This paper is focused on challenges and opportunities for Platform Work in the communication industry in Indonesia to form a more comprehensive understanding of the ecosystem, compared to other countries.

The Platform Work is sometimes referring to the gig economy in fact has a broader meaning. This report only focused on platform work to understand the ecosystem, not on the gig economy more broadly.

RESEARCH METHOD

Subjects of this paper are communication freelancer's platform work user and non-user, male and female around 20 - 55 years. The method used in this study is qualitative snowball sampling technique combining literature study because this study wants to describe the phenomena that exist, which take place at this time and in the past.

The literature used in this method contains information, data, ideas and written evidence, which is based on the author's particular point of view. To strengthen the research, authors also use other related data on Platform Work taken from various sources such as journals and online media. While the snowball sampling will involve 10 participants communication freelancer's platform work user and non-user.

The research was started by collecting and analysing the primary data of platform work from public official publication sources that are available for public views, followed by collecting secondary data from participant interviews. Then all data were reviewed to expose the gaps, differences and matches, before drawing the conclusions.

By using this method, the researcher hopes to be able to explain the findings, so that it can be used as input in both the theoretical and practical.

RESULTS AND DISCUSSION

Tirto.id reported that according to BPS (Central Statistics Agency) , freelance workers in Indonesia have reached 46.47 million people or around 32% of the total workforce which reached 146.62 million people in February 2023.

We choose several freelancers to be respondents for this paper. They work in the communications industry independently or use Platform Work, including:

No	Name & Domicile	Age	Freelance Work	Platform Work User
1	Irin, Jakarta	30 year	Content Creator	Yes
2	Eka, Malang	21 year	Content Writer	Yes
3	Julia, Jakarta	26 year	Copywriter, Social Media Specialist & Content Creator	Yes
4	Mita, Tangerang	30 year	Social Media	Yes
5	Merry, Bali	29 year	Public Relations	Yes
6	Gaby, Jakarta	32 year	Creative Writer & Social Media Specialist	No
7	Adel, Malang	21 year	Content Writer	No
8	Rochimawati, Jakarta	51 year	Editor and Communication Consultant	No
9	Faizal , Jakarta	41 year	Social Media Content	No
10	Nurul, Jakarta	27 year	Media Relations	No

Table 1.1 Respondents Profile

Platform Work unilaterally determines the terms and conditions of their engagement with clients and workers. These terms and conditions most commonly classify platform workers as “self-employed”, or “independent contractors”. Platforms also regularly suggest that the relationship of the worker with the client remains one of self-employment (ILO, 2021)

Platform Work offers projects in the communication industry such as Public Relations, Content Writing, Content Creation, Graphic Design as well Social Media.

Freelancing is changing the work. CEO Upwork, Hayden Brown mentioned that people want more flexibility and control over how they work, where they work, who they're working for and really charting their own path around their careers in a different way. At the same time, the pact around what an employee-employer relationship looks like has been weakening over time.

Hayden through her interview on www.nytimes.com explained that Millennials and Gen Z are not interested in 9-to5 jobs. They have a much more empowered idea around how they're going to build their careers that's much more autonomous and not related to a single firm. It's much more about skills that they have, portfolios that they're building.

The statement above is similar to our two respondents Irin and Faizal Reza who are full-time freelancers due to more flexibility that they get than being office workers. Other than that, they can organise their workload according to their availability time everywhere. The other respondents treat freelancers' careers as their side hustle to make more income whether through platform work or network or friend's recommendations.

Understanding the Platform Work

Platform Work offers two types of work relationship: workers are either directly hired by a platform or their work is mediated through a platform. In the first case, they are categorized as employees with an employment relationship to their employer, while in the second case they are categorized as self-employed or independent contractors by the platforms (ILO, 2021)

Platform Work aims to combine supply and demand of goods and services by connecting clients with the professionals who offer their services (Del Bono, 2019; Howcroft and BergvallKåreborn, 2019). Three parties are involved in the matching process : the client, demanding work and the platform which manages the algorithm as well as the person who provides the work through platforms (Eurofound, 2023).

The process of using Platform Work can be divided into two parties, for example BRIEFER.

For client steps.

3 easy steps work with BRIEFER

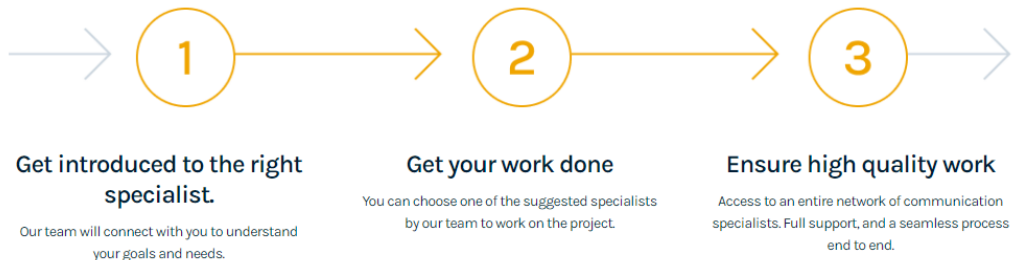


Image 1.2 Client Steps Work With BRIEFER

For freelancer steps.

How to join as BRIEFER Specialist

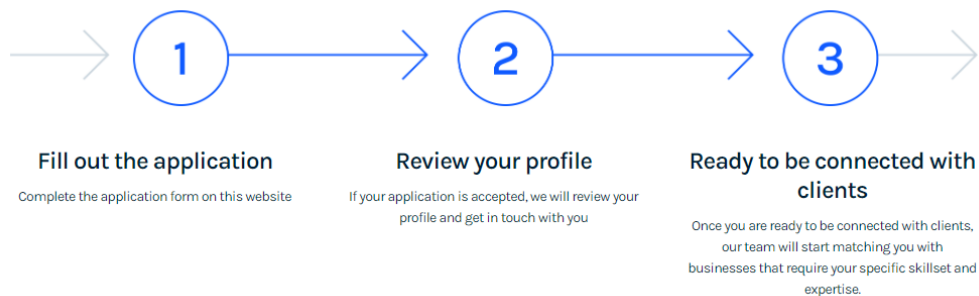


Image 1.3 Specialist Steps Work With BRIEFER

Supporting the concept above, our five user platform respondents shared their experiences in using the platform work - such as Social Buzz, Fiverr, Project.co, Upwork and Fastwork. There are 3 findings such as :

- a. The platforms can facilitate the client to share the project while the freelancer approaches the client through a project bid. The freelancer

also should have a comprehensive profile to increase their visibility on the website page.

- b. The platform only acts as a talent pool provider where the client finds the talent or specialist who is suitable for their needs. We can see it as a passive business process for the freelancer.
- c. The platform lacks demand from clients thus the freelancer never gets the project from the platform therefore the freelancers feel that the platform work has no benefit for them.

Platform Work provides flexible opportunities for earning income, which the respondent user shared that platform work has good transparency on the payment process. Platform work also showcases the fee from clients before starting the project for the freelancers consideration. This can reduce misunderstanding and inconvenience during the working process.

Platform work helps many platform workers to achieve economic security and greater control over their working hours, develop skills, increase reputation and enjoy their work (WEF, 2020).

However, many platforms remain loss-making. It is important to keep this in mind when considering platform companies' benefits for workers from the perspective of work opportunities and supplementary income (WEF, 2020). Having a beneficial system for both parties and expanding client demand are the home work of Platform Work to keep the business relevant with the communication industry.

Aside from Platform Work, the freelancers should be able to find a way to survive in the middle of business competition. The user respondent mentioned that they often update their portfolio, having specialties as a selling point and also upskilling to sharpen their skills to stay relevant with this dynamic industry.

Platform Work in Indonesia

The major online web-based platforms, the demand for work largely originates from Australia, Canada, Germany, New Zealand, the United Kingdom and the United States. Similarly, workers from G20 countries also access work on a number of online web-based platforms which operate globally, such as Upwork or Freelancer.

Business behaviour in Indonesia might be different from other countries where platform work is not the main platform to find the talent to do project collaboration. The respondents mentioned that the platform work in Indonesia should cooperate with established or prominent communication consultants to attract client interest in using the platform.

Aside from the above mentioned, our respondents shared that as freelancers, they should be active in approaching clients on Platform Work, updating curriculum vitae and having a clear career portfolio.

Upwork explained that for freelancers, embracing a career portfolio offers more space to explore different passions and gain wisdom, taking on a variety of work opportunities that help you grow in different ways. A career portfolio is a chance to utilise your skills and passions in multiple ways that ultimately work for you (Upwork, 2023)

Understanding the situation, Platform Work in Indonesia could adapt Network Effects model (WEF, 2020) to expand supply-side economies of scale. The more freelancers who are active on the platform, the more attractive it becomes for consumers to use the service; in turn the growing consumer base attracts more workers. Therefore, it can be the foundation for communication consultant companies to recommend active freelancers to clients.

For example, as more clients use the platform through collaboration with communication consultants or companies, more freelancers connect to them to find the specific project which suits their specialty. This in turn means more business for freelancers, and increased earnings.

However, insight from World Economic Forum states that to maximise network effects might lead Platform Work to seek to expand until they have established dominance within a locality or sector (WEF, 2023)

Platform Work and Freelancers Ecosystem in Indonesia : The Challenge and Opportunities

Before the existence of Platform Work, our respondents shared that most freelancers in the communication industry found the projects through friends or professional networks by showcasing their portfolio. However currently, the presence of Platform Work is potential to help the businesses to access a wider range of talents according to project needs.

The International Labour Organization mentioned businesses use online web-based platforms for three broad reasons: to streamline recruitment processes; to reduce costs and improve efficiency; and to access knowledge and seek innovation. The organizational performance of many companies has improved through innovations facilitated by open source platforms, as well as through access to a global pool of workers with diverse skills via digital labour platforms (ILO, 2021).

Our respondents shared that being a freelancer has a number of privileges such as work and time flexibility, additional income, the ability to work from anywhere, also more connections and career portfolios.

However, all respondents experienced challenges and suggest some opportunities that policymakers can do :

1. Regulation of service fee and competency standards for the communications industry

Freelance Workers are regulated in Regulation of 10 PP No. 35 of 2021. Freelance work agreement as the so-called 'PKWT', is implemented for certain work whose type and nature or activities are not fixed, uncertain in terms of time and volume of work, and workers' wages payment that is attendance based.

The policymakers must be able to help determine the standard fee for freelancer services that adjusts service rate, working hours, education background and competency to create a more professional ecosystem that is profitable for businesses and freelancers.

2. Labour protection for freelancers

Platform Workers and freelancers are often classified as independent contractors, which means that they do not have the same safety net as salaried employees, social protection laws or certain rights to certain employment guarantees (employee contract, holidays, sick pay, unemployment insurance, and pensions) (ILO, 2022).

Every worker, including freelancers, has the right to a life worthy of humanity. For this reason, the policymakers should decide wage and protection policies which include minimum wage and scale, overtime pay, form and method of payment of wages, and employment contract for freelancers.

3. Reliable payment

Aside from service fee standard, the client or company needs to improve business behaviour to be more on-time on payment process and clear scope of work through official contract. The freelancer has the right to take their fee on-time based on contract agreement after the task has been completed.

Platform Work can provide quick, reliable payment and work contract through the platform, along with fraud prevention and protection measures which is beneficial for freelancers (WEF, 2020)

4. Inclusivity

Platform Work may reduce barriers to entry in particular sectors, and for specific parts of the workforce and provide more sector specialty for communication needs such as economy sector, mining sector, financial sector, lifestyle sector, automotive sector and others. Platform Work can use information about the preferences of workers and firms to improve the speed and accuracy of the labour matching process.

5. Geographic diversity

Platforms can facilitate a more balanced geographic distribution of opportunity for workers, both globally and within countries, through creating more opportunities for remote working and bringing work and services to marginalised communities (WEF, 2020)

Jakarta is not the hub of part-time workers in Indonesia. The data of BPS (Central Statistics Agency) 2023 mentioned that there are three provinces with the highest rates of part-time workers in February 2023 are Papua Province (43.94 percent), East Nusa Tenggara Province (37.43 percent), and Jambi Province (37.10 percent).

Meanwhile, the three provinces with the lowest rates of part-time workers in February 2023 were Riau Islands Province (14.68 percent), DKI Jakarta (15.18 percent), and Banten (18.31 percent).

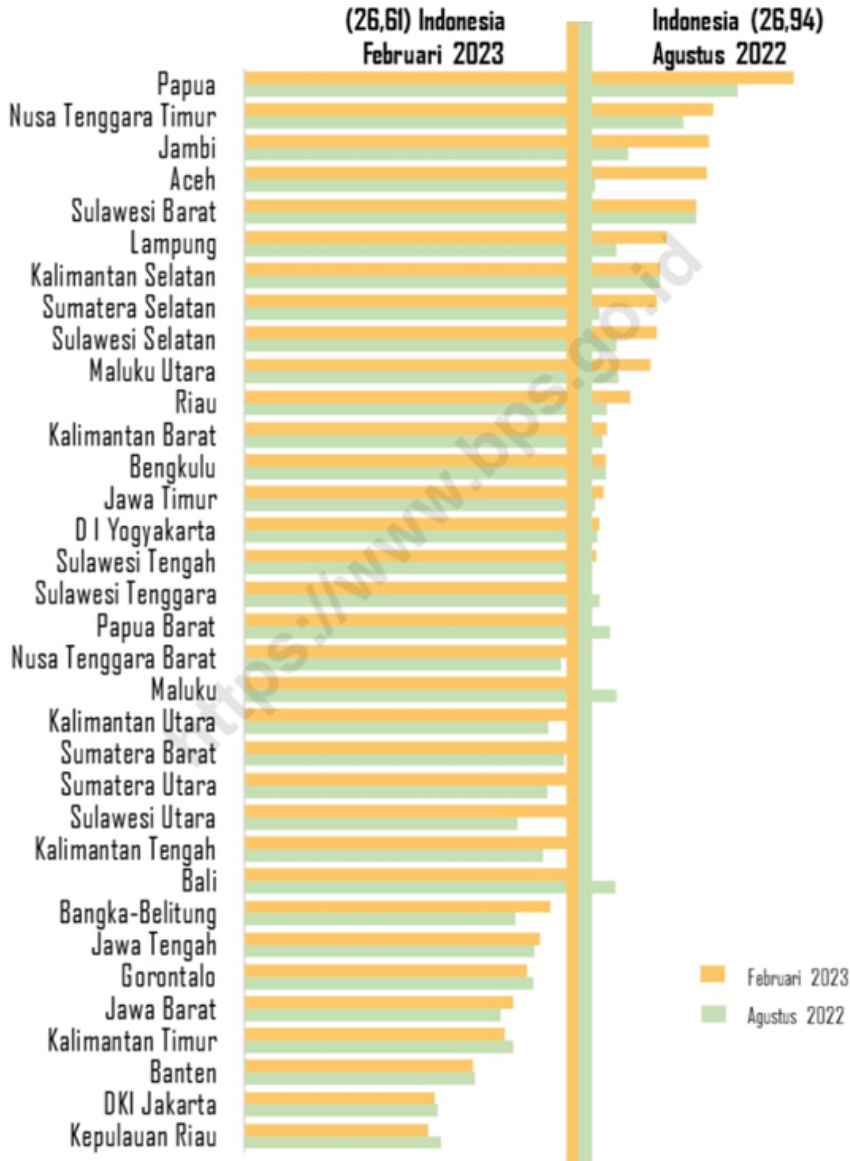


Image 1.4 The Data of Part Time Worker August 2022 and February 2023

This geographic diversity poses challenges for regulation, but also means opportunities for national-level discussions to learn from good practice elsewhere. Platform Work like Upwork, Fiverr, BRIEFER, Fastwork could be part of the solution for the challenges including how to bring jobs to marginalised communities, especially those outside thriving urban centres, and how to redeploy millions of workers whose jobs may disappear because of automation into new roles.

The communications industry is growing as well as the freelancer ecosystem from year to year. Platform Work can be the right solution for the needs of the communications industry since the majority of the current generation who are represented by correspondents, both Millennials and Z, are freelancers, where this profession is carried out as a main job or a side job.

However, the success of implementation needs to be supported by regulations from policymakers that support freelancers as part of the informal sector, not only for formal sector workers.

Apart from that, the Platform Work is an alternative "office" that offers work and time flexibility for certain conditions and ages so that they can continue to work productively even if they are not in a traditional office.

For instance, women, both single and housewives, where data from the Central Statistics Agency for 2023 states that the rate of part-time female workers is higher than the rate of part-time male workers. Then, there are people with disabilities and professionals who have entered non-productive age based on company regulations.

Freelancers will become an alternative profession in the future that requires support from the central and regional governments to become a stable profession, the same as State-owned Enterprise (Badan Usaha Milik Negara) or civil servant office workers.

CONCLUSION

The informal sector is an important part of economic, social and political life in most developing countries, as well as several developed countries. In countries with high rates of population growth or urbanization like Indonesia, the informal economy tends to grow to absorb the majority of the workforce.

Platform Work could be a game changer for the communication industry to create a new way of working on communication services with support from policymakers, especially the regulation for informal workers or freelancers. Also, Platform Work needs to collaborate with prominent parties to bring out supply and demand between client as platform user and communication freelancer as worker.

This step needs to be done slowly to change business behavior, from traditional to platform-based to create new way of working between client and freelancers through Platform Work. If the implementation is successful, freelancers will become one of the stable jobs in Indonesia, which is not only concentrated in Jakarta but also in the regions.

Although the business of Platform Work and Freelancers in Indonesia is not new, this research topic is quite rare especially in Indonesia. Aside from time limitation, the platform user also is quite few, therefore the respondent of this study only ten (10) that is user platform and non-user platform.

Therefore, this study suggests future research to examine more Platform Work that may affect experience, expand geographical area, and increase the amount of correspondence to get a better understanding about Platform Work in Indonesia and enrich the research about Platform Work's topic.

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