

GIG-ECONOMY: The Rise of Side Hustling

Webinar Session

Remarketing April, 2025

Deck Presentation | 2025

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Professional Profile

- Experienced **People Development Professional** with 6+ years in talent management, career consulting, coaching, and training.
- Accumulated **550+ hours of coaching, training, and consulting experience**, assisting **250+ brands** across academic, business, government, community, and media sectors.
- **Coach Specialist** at RevoU, Rumah Siap Kerja, and several reputable brands, conducting 750+ coaching sessions with a consistent **4.9/5 feedback rating**.
- **Public Speaker & Facilitator for 100+** career development, employability, and personal growth webinars/workshops, reaching **over 50,000 participants**.
- Recognized as **LinkedIn Power Profile 2018**.
- **Certified in Coaching, Public Speaking, and Training**, with awards from **Temasek Foundation, Ashoka, and various international institutions**.



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Be Ready For The Session

To obtain an optimum learning result, let's follow these ground rules!



Raise Hand if there's
concern/questions
along the way



Actively participate
throughout the session
(reciprocal approach)

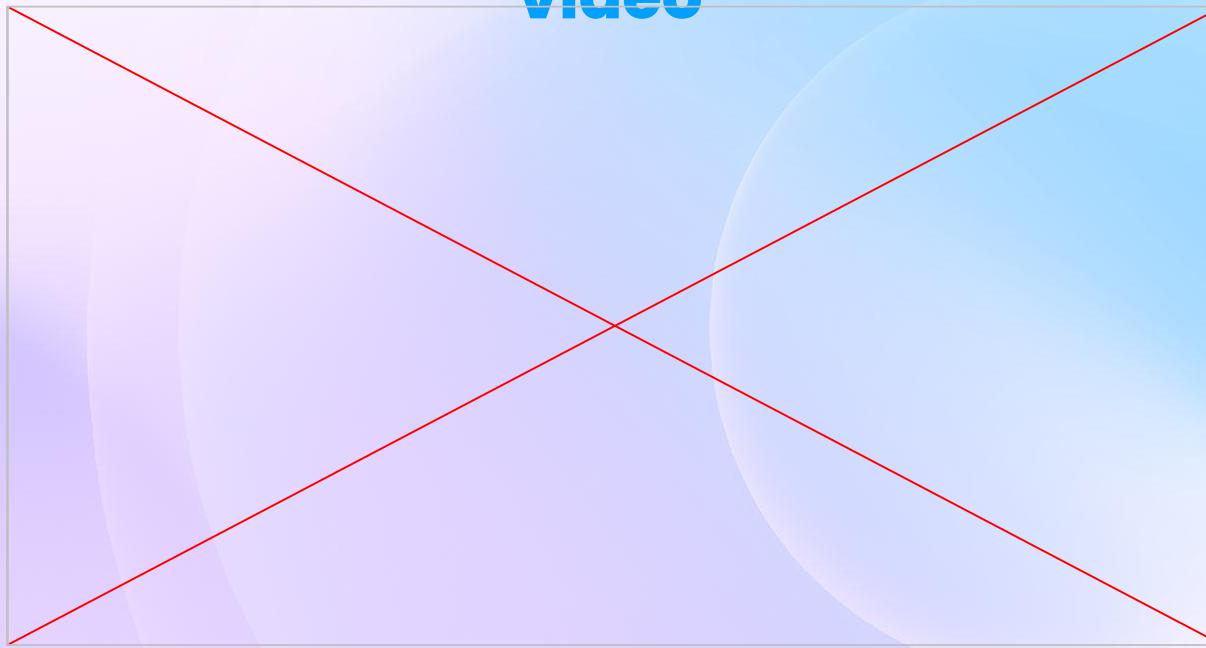


Turn off devices ensure
the learning journey
landed in safe and sound
experience

Before we start....
Let's watch a video

Kc!

Let's take a look at the following video



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What is the video about? Can anyone explain...

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Can anyone explain...

**“How is Rachel (the girl in the video)
able to work on side hustles even
though she has full-time job?”**

Can anyone explain...

**What about you? Would you be able
to work on the side even you have
full-time job?**

**Can anyone explain...
What is the relationship between
the video and today's topic?**



Today's Discussion



Definition & Examples Gig Economy



World Trend Gig Economy



Benefits Gig Economy



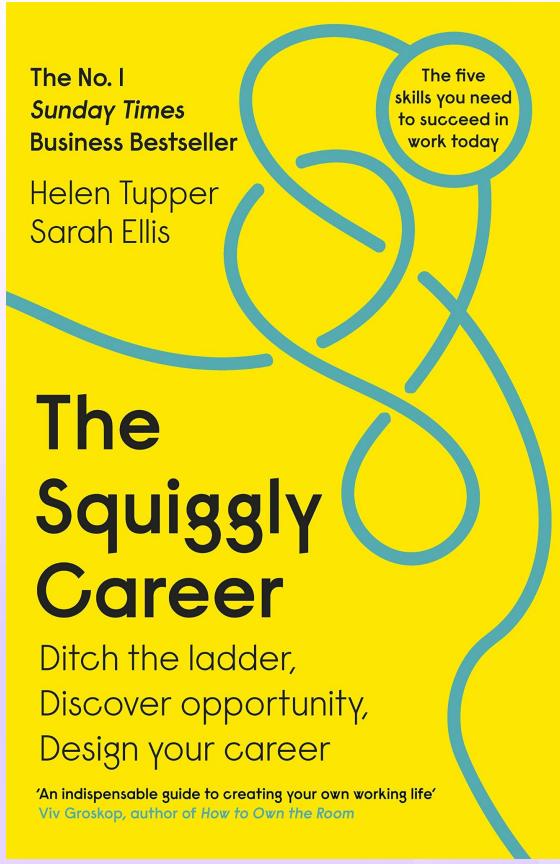
Downside Gig Economy



How to Start Side Hustle



Case Study Gig Economy

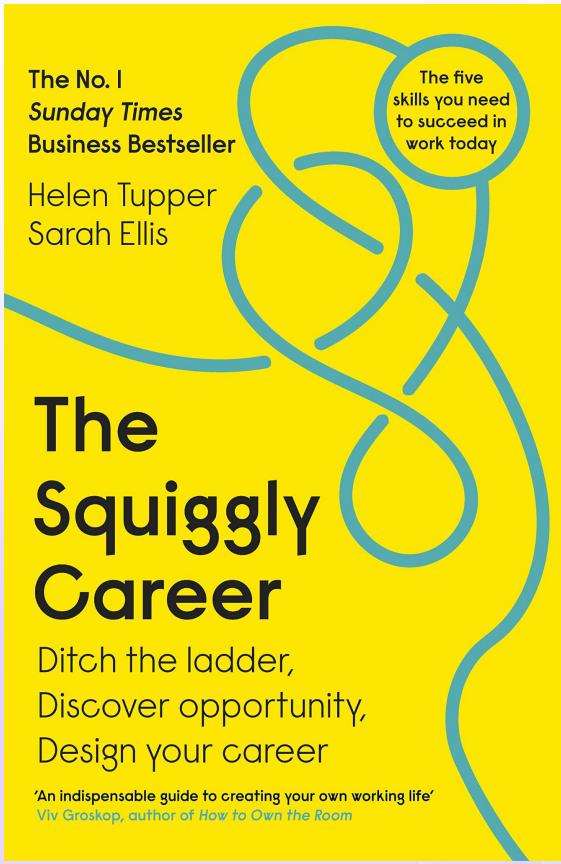


*Careers used to be about **climbing a ladder**; they were predictable, linear and we knew what was coming next. Now everything feels much more **uncertain**.*

Helen Tupper & Sarah Ellis

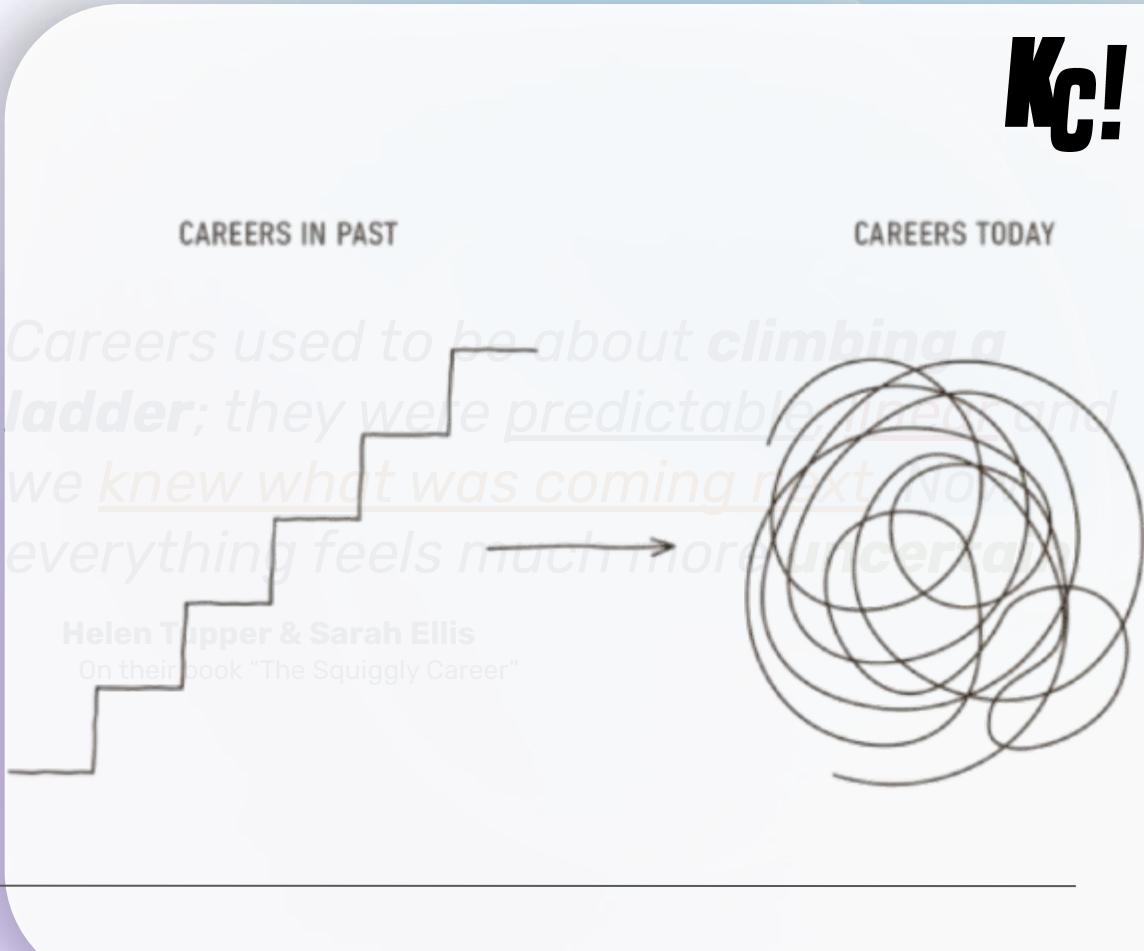
On their book "The Squiggly Career"

Kc!



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Kc!

The No. 1
Sunday Times
Business Bestseller

Helen Tupper
Sarah Ellis

The Squiggly Career

Ditch the ladder,
Discover opportunity,
Design your career

'An indispensable guide to creating your own working life'
Viv Groskop, author of *How to Own the Room*

The five
skills you need
to succeed in
work today

CAREERS IN PAST

CAREERS TODAY

In Short



Helen Tupper & Sarah Ellis
On their book, "The Squiggly Career"

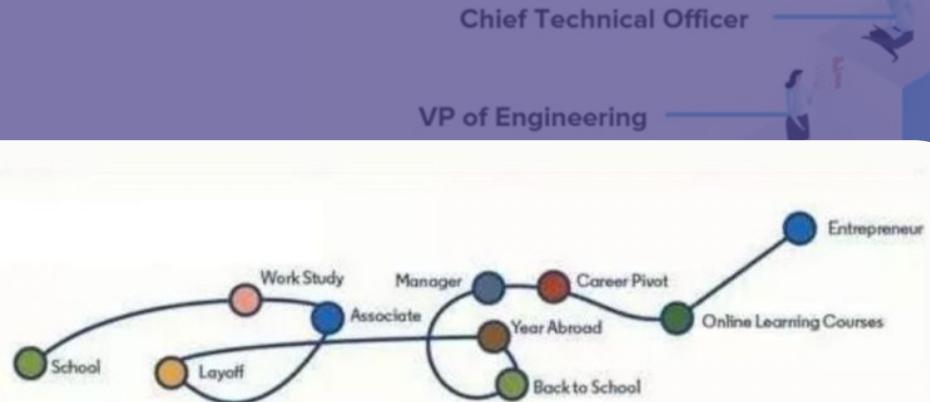
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The Ladder in IT-related Industry



The reality we discover lately



Fresh Graduates/
Junior Engineer



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Quick Question

“Have you ever heard of the term
Gig Economy? ”



Gig Economy

"Activity where **people earn income providing on-demand work, services or goods**"

- Internal Revenue Service (IRS)



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Gig Economy (Analogy)

Think of the gig economy **like a video game** where you can **pick and choose mini-missions to earn coins**.

Instead of playing one-long level over and over (like a regular job), you get to do **quick tasks (side-quest) for different people** whenever you want.

Each time you finish a task, you earn money—just like leveling up!



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GIG ECONOMY = SIDE HUSTLE

***) But done beyond the regular job**



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Side-hustle

A side-hustle is when you **decide to make some extra money by doing something fun or cool on your own time**. Maybe you sell lemonade at a stand, make friendship bracelets to sell to your friends, or even draw pictures for people who pay you.

So, the **gig economy is like a big menu of quick jobs you can choose from**, and a **side-hustle is what you call it when you pick something off that menu** to make extra money on your own time.



Background Gig Economy



Year 1915

The word "Gig" was **first used by Jazz musicians** to mean Job

KELLY®

Year 1940

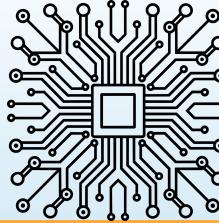
The first temporary agency was opened (Kelly Services), providing jobs to typists and other clerically trained staff on a **temporary basis**



Year 1970

Neo-liberalism promotes the **re-commodification of work** through **trade liberalization, small government, and an emphasis on employability**, raising the question of whether Uberization/decentralization is the next step.

Background Gig Economy



Year 1990s

10% of the US workforce was employed as contractors, temporary and on-call workers, as the **demand for more flexible work patterns and non-permanent staff intensified**

Late 1990s-present

The gig economy started to take off in the late 90s and early 90s along with **the digital era**

Examples Gig Economy

Driver:
Grab/Gojek/Shopee Food

**Construction:
White-collar Jobs**
Building projects, painting, or repairs

Street Vendors:
Sells homemade snacks/craft online

Designer/ Editor:
Graphic Designer, Video Editor

Coach/Mentor:
Counselor, Mentor, Coach, Tutor, Virtual Assistant

Content:
Podcaster, Digital Marketer, Content Creator



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Examples Gig Economy

Driver:

Grab/Gojek/Shopee
Food

Construction:

Building projects,
painting, or repairs

Vendors:

Sells homemade
snacks, gardener

Designer/ Editor:

Graphic designer,
video editor

Coach/Mentor:

Blue-collar Jobs

Counselor, mentor,
coach, tutor

Writer:

Content writer,
copywriter



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Today's Discussion



Definition & Examples Gig Economy



World Trend Gig Economy



Benefits Gig Economy



Downside Gig Economy



How to Start Side Hustle



Case Study Gig Economy

World Trend

Gig Economy

Gig Economy Statistics and Trends

64M

Americans freelanced in 2023—that's 38% of the U.S. workforce



4.7M

independent workers in the U.S. earned over \$100,000 in 2024



Nearly 80%

of freelancers have a bachelor's or postgraduate degree



90.1 M

U.S. workers are projected to participate in freelancing by 2028, representing over half of the U.S. labor force



53%

of Gen Z workers who freelance are moving away from traditional 9-to-5 jobs in favor of full-time freelancing



47%

of all freelancers provided knowledge services such as computer programming, marketing, IT, and business consulting in 2023



20%

of freelancers use generative AI tools on a regular basis, compared to just 9% of non-freelance professionals



85%

of freelancers believe the best days are ahead for freelancing



65%

of independent workers feel more secure working independently than in a traditional full-time position



upwork

KEY FINDINGS

Freelancers are:

Bachelor degree

Gen Z

Provide knowledge services

Use AI regularly

Trust best days are ahead



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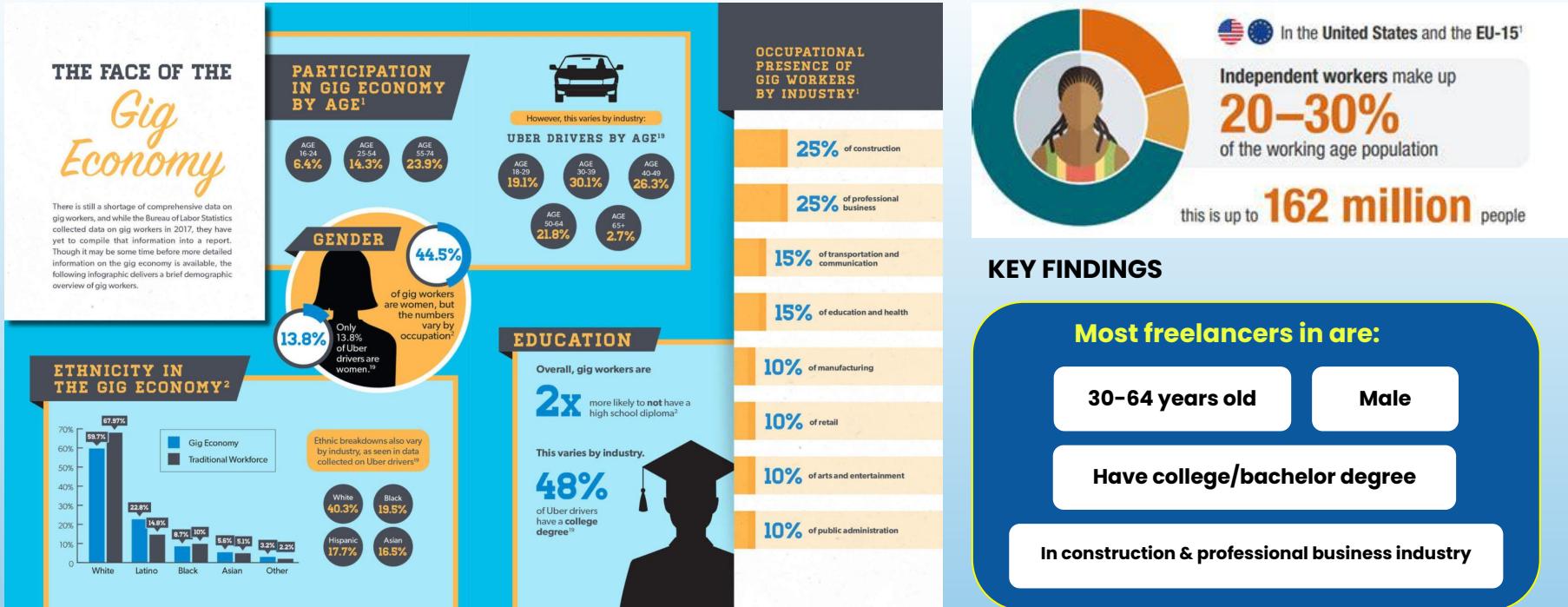


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World Trend Gig Economy



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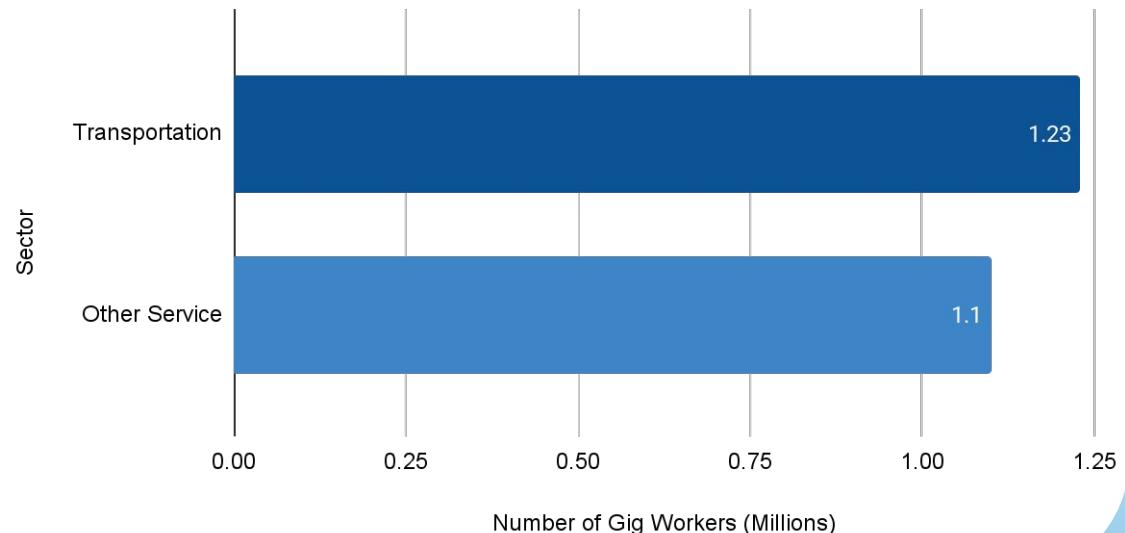
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Size and Scope of Indonesia's Gig Economy

Most Gig Workers (Millions) in Indonesia are in Transportation Sector



Number of Worker

2.3M

**1.7% of 140 Million
workforce**

Contribution to GDP

**\$7 Billion
Rp99 Trillion**

yearly

Permana and Izzati using Sakernas (National Labor Force Survey) data in 2019



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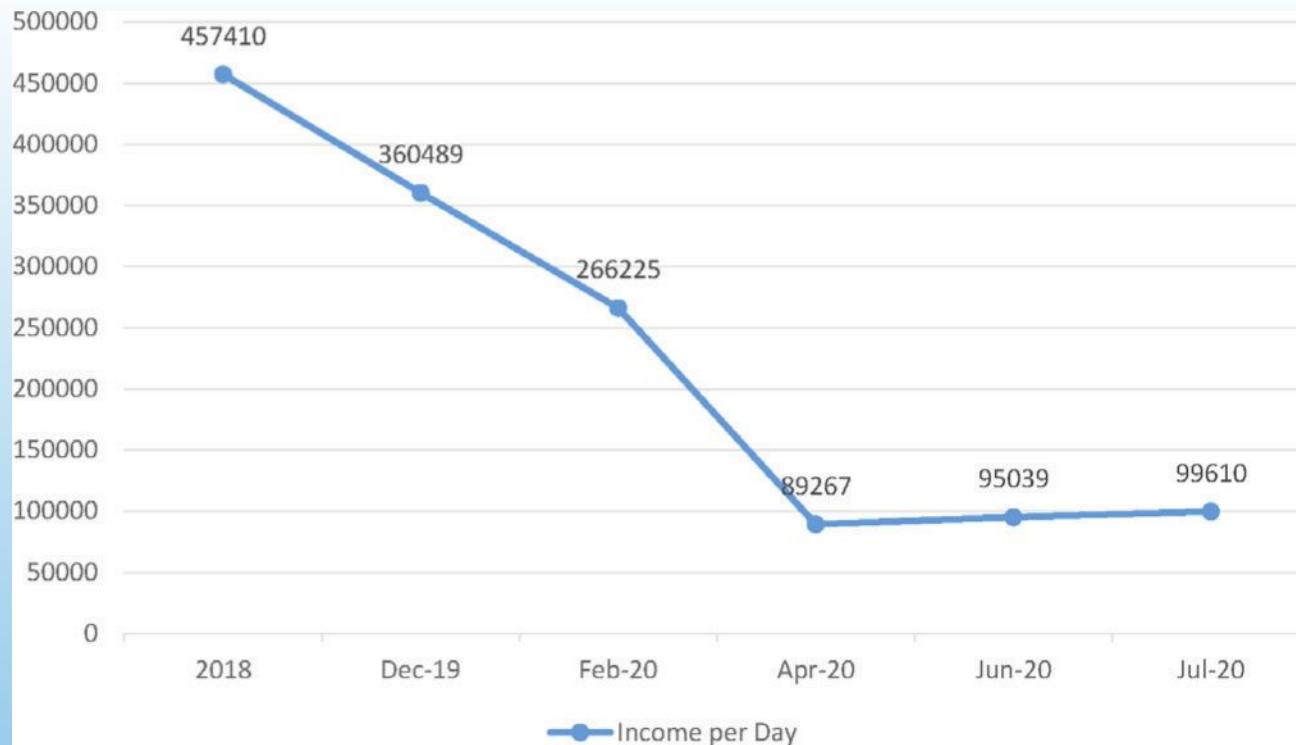


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Size and Scope of Indonesia's Gig Economy



Size and Scope of Indonesia's Gig Economy



Platform driver's revenue per day in 2018–2020 (in rupiah) for Gojek, Grab and Maxim.



KEY FINDINGS

Drivers in IDN are:

Got lower revenue per day since 2020
(-/+ 4 millions/month)



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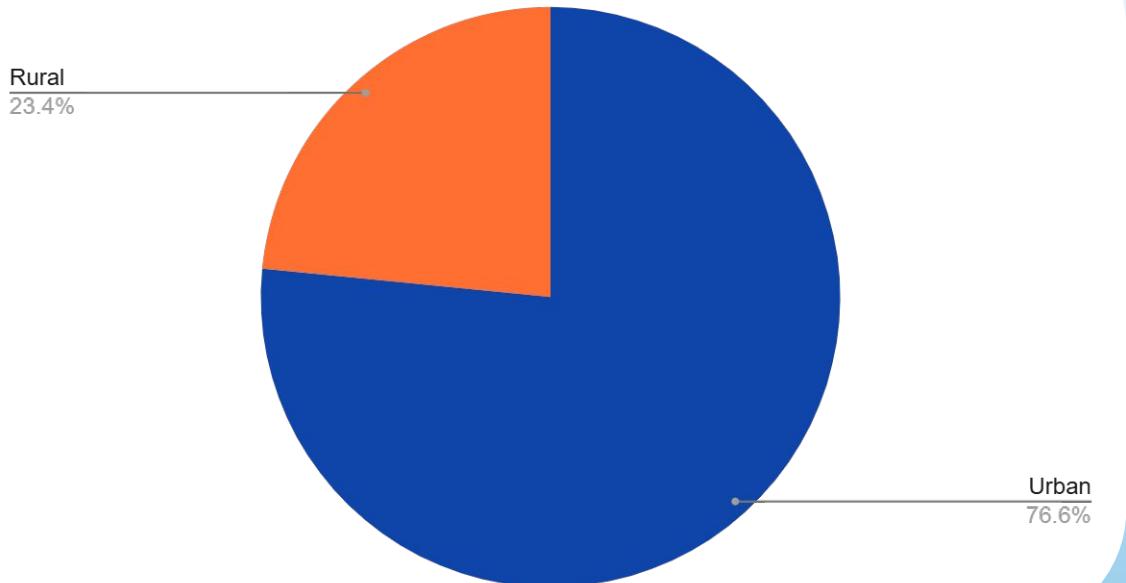
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Size and Scope of Indonesia's Gig Economy

Most Gig Workers in Indonesia are in Urban Area



Key Factors for Urban-Rural Disparity

**Better digital infrastructure
in urban areas**

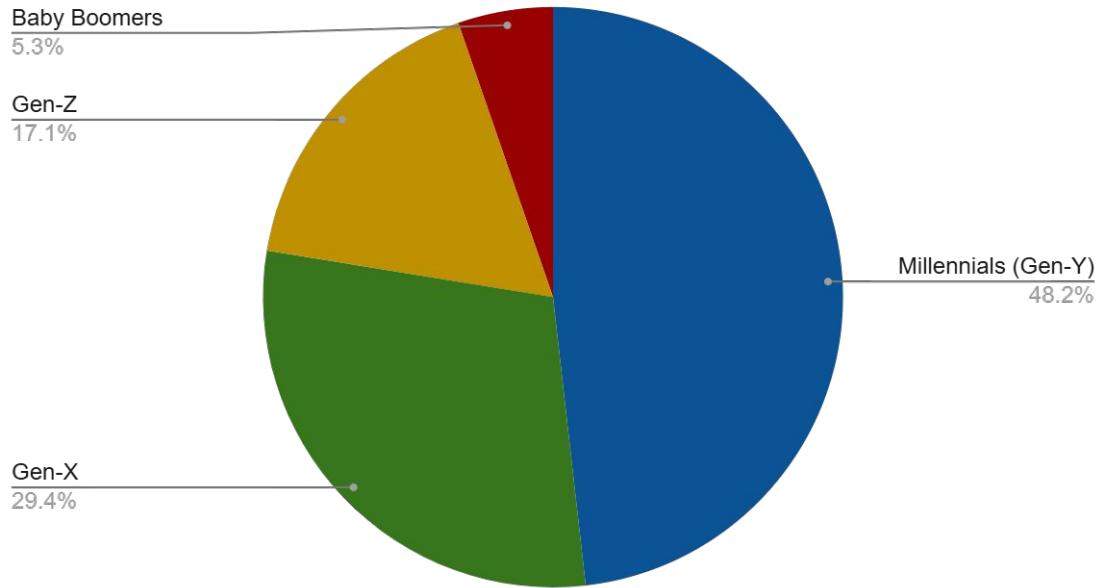
**Higher population density in cities,
driving demand for services**

**Gaps in access to digitalization
and technology between urban
and rural regions**

Center for Employment and Labor Studies at the University of Indonesia in 2020

Demographic Profile of Indonesia's Gig Economy

Most Gig Workers in Indonesia are in Millennials Generation



Key Factors for Generation Disparity

Gig work is more common among younger generations (Millennials and Gen-Z)

Likely due to greater technological familiarity and a preference for flexible work arrangements.

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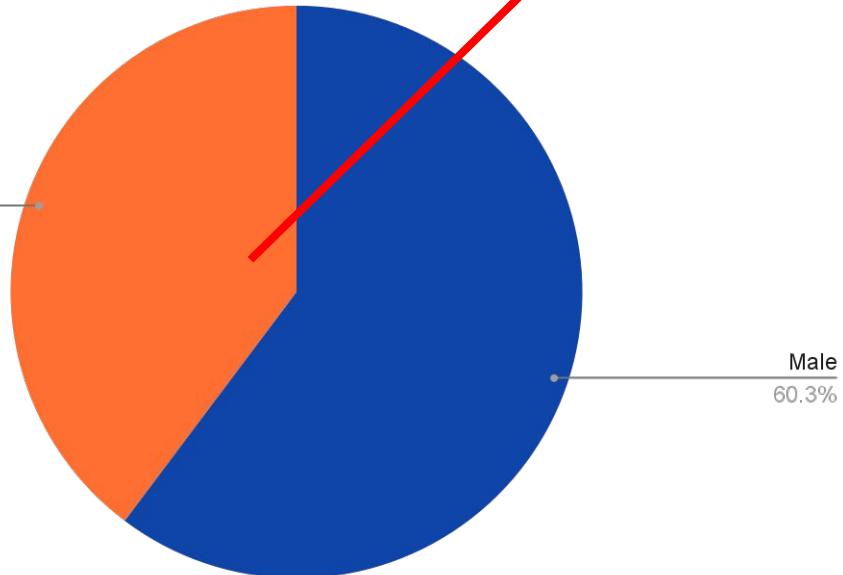
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Demographic Profile of Indonesia's Gig Economy

Most Gig Workers in Indonesia are Male



Despite the imbalance, gig work can empower women economically by offering flexible income opportunities, especially in sectors like e-commerce, freelancing, or caregiving

Key Factors Contributing to Disparity

Accessibility barriers for women (e.g., safety concerns, cultural norms).

Unequal access to technology or digital platforms in certain regions.

Gendered expectations around work roles (e.g., transportation gigs being male-dominated)

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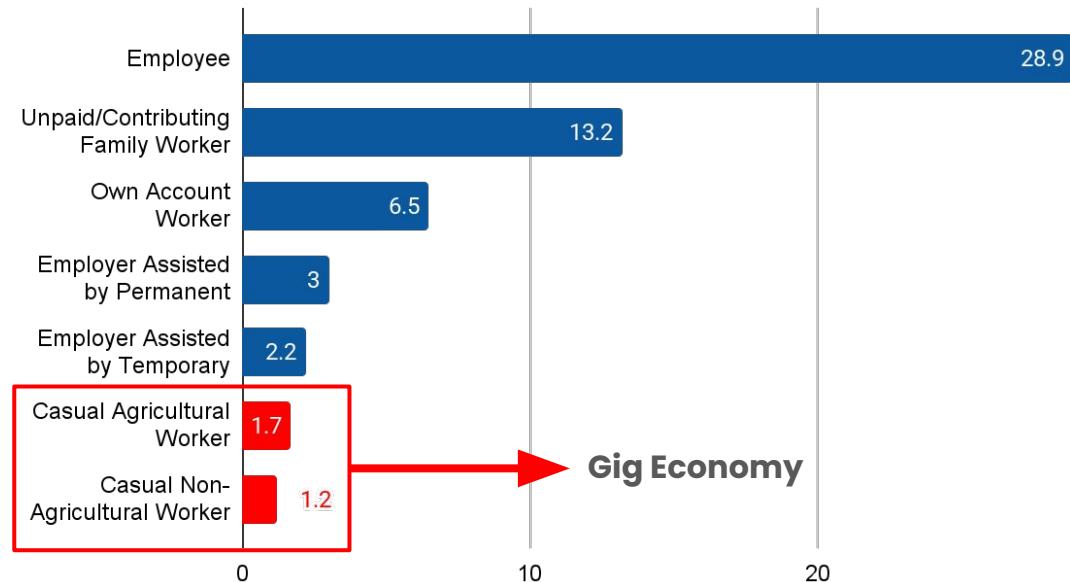
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Demographic Profile of Indonesia's Gig Economy

Number of Woman Workers per Job Status (Millions)



Key Factors Contributing to Disparity

Employee:

Women prefer formal employment due to its stability, benefits, and alignment with societal norms around "acceptable" work for women.

Contributing Family Worker:

Aligns with traditional gender roles, offers flexibility, and requires no formal skills, making it more accessible for women in rural areas.



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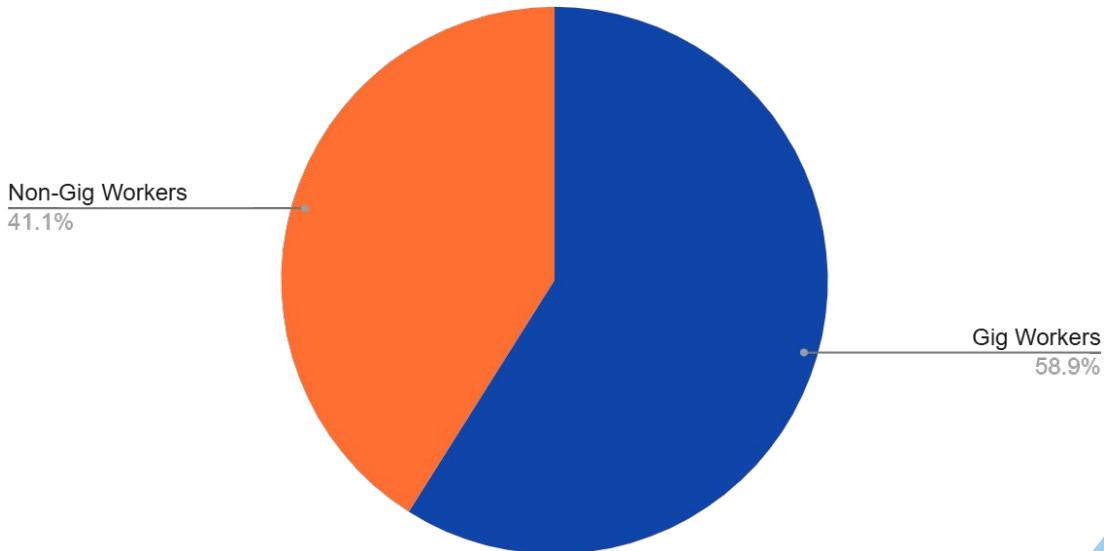
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Demographic Profile of Indonesia's Gig Economy

Gig workers are more likely to hold university degrees than non-gig workers



Key Factors Contributing to Disparity

This challenges the stereotype that gig work predominantly attracts less-educated individuals.

Higher education workers may opt for gig work due to its flexibility, autonomy, and opportunities to apply advanced skills (e.g., tech, freelancing).

Center for Employment and Labor Studies at the University of Indonesia in 2020



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ChineseRd | China | Indonesia | Vietnam | Thailand

Untuk informasi dan pendaftaran kelas hubungi:
0811 8135 419

#chineserd #kerja #kuliahluarnegeri See translation

malik_assyam 2w
Beruntungnya aku punya gelar S2 dan bisa bekerja di China 😊

25 likes Reply See translation

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2,762 likes February 21

What do you think of this fenomena?



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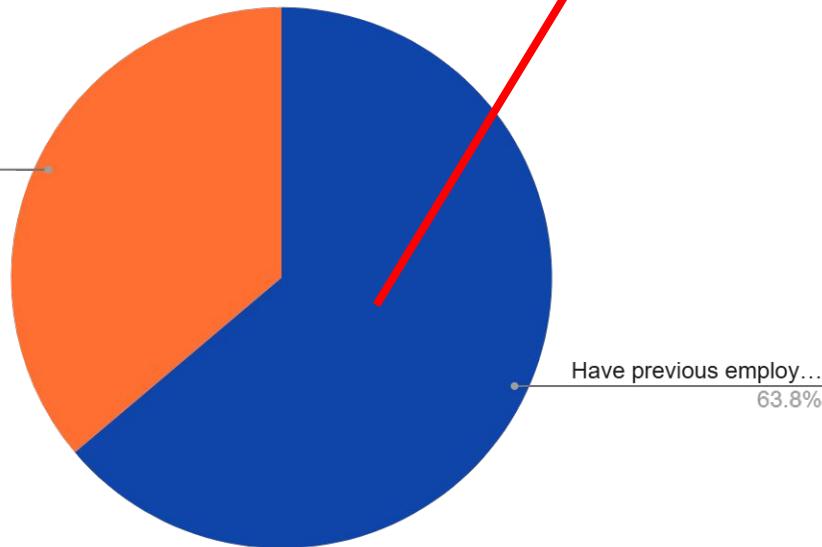
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Demographic Profile of Indonesia's Gig Economy

Most Gig Workers in Indonesia have prior employment experience



Prior employment experience helps gig workers build a portfolio or set of skills

Key Factors Contributing to Disparity

This suggest gig work is often a deliberate choice rather than a first-time entry into the labor market.

Prior work experience likely equips gig workers with transferable skills (e.g., time management, client interaction) that enhance their adaptability and success in the gig economy.

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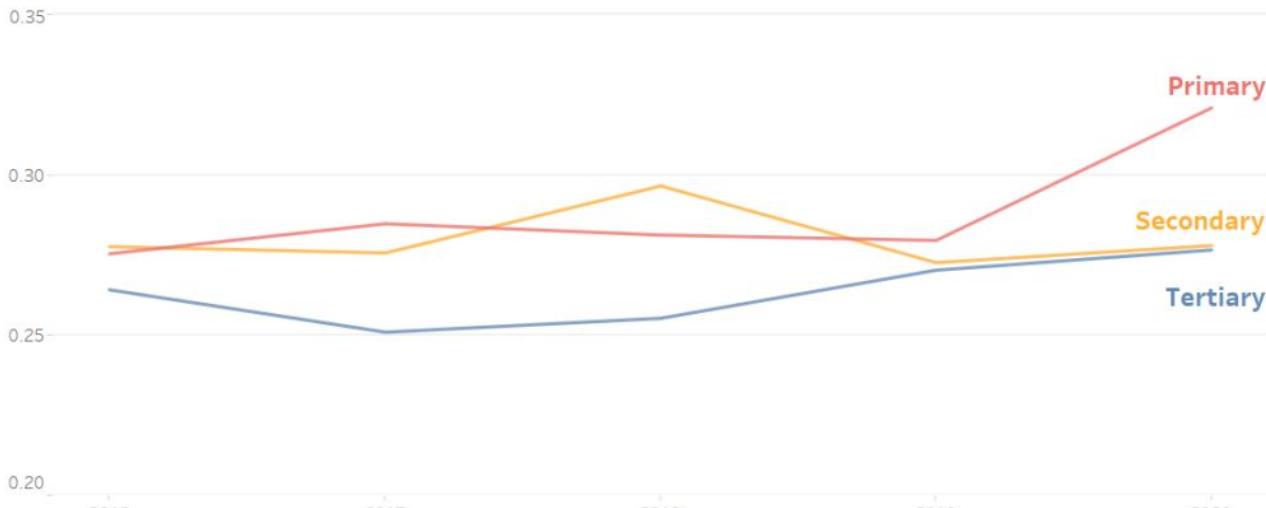


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Demographic Profile of Indonesia's Gig Economy

Indonesian Gig Economy Workers

Share of Labour Force by Industry Type



Source: Indonesia's Annual Labour Force Report prepared by Statistics Indonesia (BPS)

KEY FINDINGS

Freelancers in IDN are:

More likely become primary jobs

Economic Impact

Gig Economy

Digital Economy
Projections 2025

**USD 146
billion**
Rp5880,6 Trillion

GoTo's contribution
to GDP in 2022

**IDR
349-428
trillion**

1.8% – 2.2% GDP

GoTo's ecosystem
generated employment

**1.1 to 1.7
million
people**

0.8% – 1.2% population

GoTo's ecosystem
reduced poverty rate

0.317%

2015-2022 period

Perplexity, 2022



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Unemployment & Layoffs

Gig Economy

Unemployment rate

**7.47M
people**

↓ 0.41% yoy Q3 2024

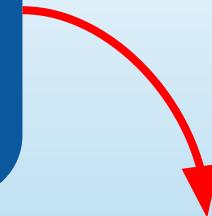
Layoffs in manufacturing sector

**295k
people**

2023

**4150
people**

January 2025



These lay-offs reflect structural vulnerabilities:

- The manufacturing PMI dropped to **51.5** in October 2023, signaling slowed expansion.
- Export revenues fell **12%** year-on-year in Q4 2024 for textiles, exacerbating workforce reductions.



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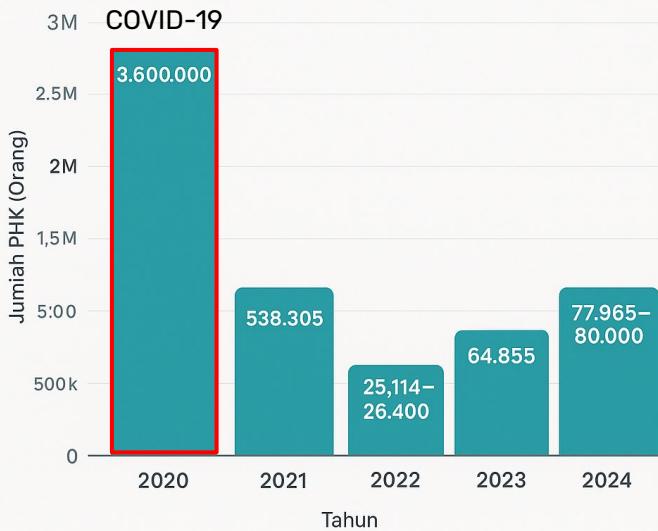
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Unemployment & Layoffs

Gig Economy

Angka PHK di Indonesia

2020 – Today



Sumber Data Utama:
Kemenaker, Satudata, Media Nasional

Kurator PHK Lebih dari 10.000 Karyawan Sritex Group (SRIL) per 26 Februari 2025

Tim kurator telah melakukan PHK terhadap lebih dari 10.000 pekerja Sritex. Berikut perinciannya



Ni Luh Anggela - Bisnis.com
Jumat, 28 Februari 2025 | 10:04

Share in



Karyawan dan karyawati menyelesaikan pembuatan baju di pabrik milik PT Sri Rezeki Isman Tbk. (Sritex), Sukoharjo, Jawa Tengah. Bisnis/Yayus Yuswopirianto



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Unemployment & Layoffs

Gig Economy



tirtoid • Follow

tirtoid Kementerian Ketenagakerjaan melaporkan bahwa jumlah tenaga kerja yang terkena pemutusan hubungan kerja (PHK) di RI mencapai lebih dari 18.000 orang dalam dua bulan pertama 2025.

Jumlah terdampak PHK terbanyak ada di Provinsi Jawa Tengah dengan total sebanyak 10.677 orang atau lebih dari 50 persen total PHK nasional.

Teks: Alfi
Desain: Ramadhan

#cukuptau #phk #kerja #karyawan #ekonomi

1d See translation

ach_agusaffandi Jawa tengah tinggi karena sritex?

1d 3 likes Reply See translation

Liked by safmday and others

1 day ago

Add a comment...

Pengangkatan CPNS 2024 Diundur Hingga Oktober 2025: Ini Penyebabnya



by [Penulis Fahum](#) — March 7, 2025 in [Informasi](#)

0



Pengangkatan CPNS 2024 Diundur Hingga Oktober 2025: Ini Penyebabnya

What do you think
of this phenomena?



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Today's Discussion



Definition & Examples Gig Economy



World Trend Gig Economy



Benefits Gig Economy



Downside Gig Economy



How to Start Side Hustle



Case Study Gig Economy

Benefits of Gig Economy

Offer **flexible work arrangements** and a more **family-friendly work environment**

Ability to choose projects that align with our interests and skills.

Offers opportunities with **minimal barrier to entry**, making it accessible to a wide range of people



Difference Aspect

Gig Economy

Traditional Employment

Work Structure

Short-term, project-based, or task-oriented work.

Long-term, ongoing roles with consistent responsibilities.

Income Stability

Variable income; depends on gig availability and demand.

Fixed salary or hourly wage with predictable paychecks.

Benefits

Rarely includes employer-provided benefits (healthcare, retirement plans, etc.).

Typically includes benefits (health insurance, paid leave, retirement plans, etc.).

Job Security

Low; dependent on market demand and platform policies.

Higher; often tied to employment contracts or labor laws.



Difference Aspect

Gig Economy

Traditional Employment

Flexibility

High autonomy; workers choose hours, location, and projects.

Fixed schedules and workplace requirements (e.g., office hours, in-person attendance).

Employer Relationship

Independent contractors or freelancers; no formal employment contract.

Direct employer-employee relationship with formal contracts.

Legal Protections

Limited protections (e.g., no minimum wage or overtime guarantees in many cases).

Covered by labor laws (e.g., minimum wage, anti-discrimination, unemployment insurance).

Career Progression

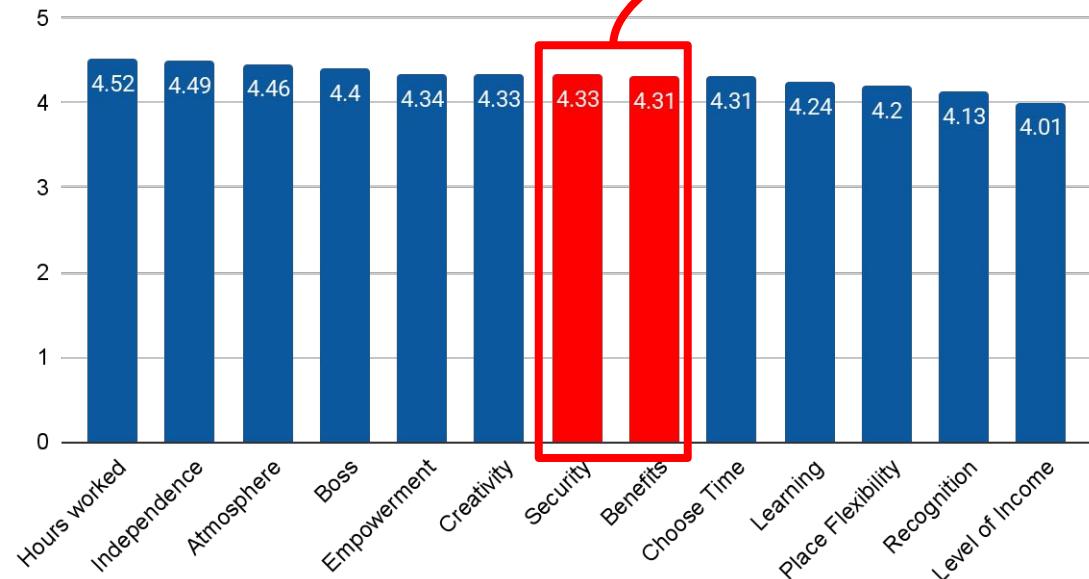
Self-driven; relies on personal networking and skill development.

Structured advancement (promotions, raises) within an organization.



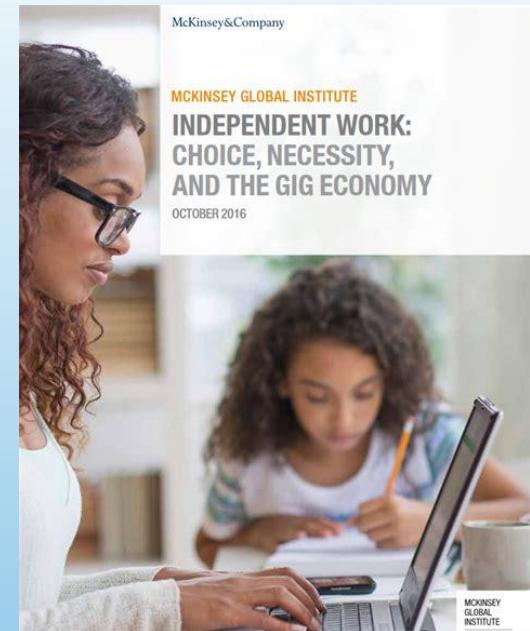
Work Satisfaction Gig Economy

Gig Work Satisfaction Aspect



Traditional employment is more satisfying at only these aspects

Manyika, J., et al (2016)



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Downside Gig Economy

Lack of Job Security

High Competition

Absence of Benefits

Legal and Ethical Challenges

Social Isolation

AI Disruption



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**Let's take a look at the following
video**



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Ironic, isn't it?





Quick Question

“In 1-5 Scale, how interested are you in exploring the Gig Economy?”





Quick Question

“Why do you choose that scale?”



Today's Discussion



Definition & Examples Gig Economy



World Trend Gig Economy



Benefits Gig Economy



Downside Gig Economy



How to Start Side Hustle



Case Study Gig Economy

QnA

Is there any questions?



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How to Start Your Side Hustle



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What is Identify Your Skills & Niche

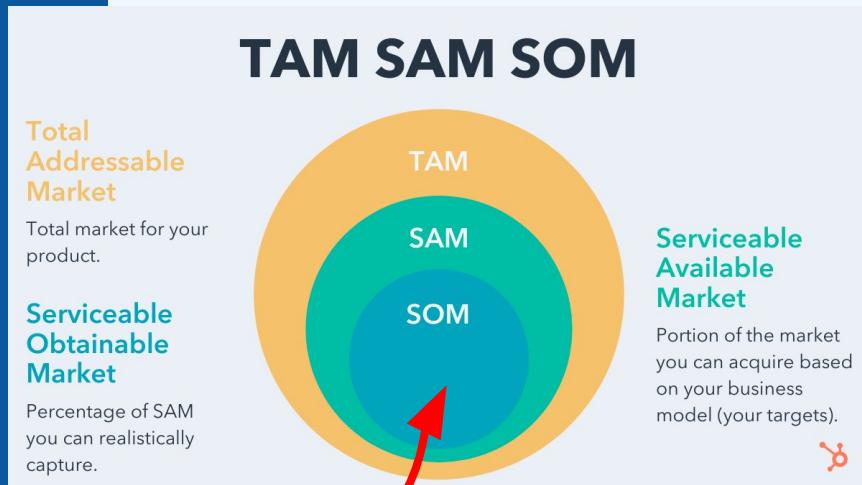
Skills:

These are things you're already good at or can get better at with practice.

Niche:

This is a specific area or group of people who need something you can offer. It's like finding the perfect spot in a big market where you can stand out.

Niche = SOM



Case Study Example

TAM SAM SOM

Business:

"**JagoDigital**" – A solo-owned digital marketing agency offering **Instagram & TikTok Ads services for Indonesian MSMEs** (micro, small, and medium enterprises), focusing on food/beverage and local fashion brands in **Jakarta, Bandung, and Surabaya**.

Owner Profile:

- **Name:** Andi
- **Background:** Former digital marketer at an agency, now running his own freelance business.
- **Ideal Clients:** Small businesses (e.g., coffee shops, snack brands, local clothing stores) with monthly ad budgets of IDR 1–5 million.



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Case Study Example

TAM SAM SOM

1. Total Addressable Market (TAM) – The Entire Pie

Definition: Total digital marketing spending in Indonesia.

- **Indonesia's digital ad market ≈ IDR 50 trillion/year** (all businesses).
- But Andi only targets MSMEs, not big corporations.

TAM = IDR 50 trillion (theoretical max, but unrealistic for a solo freelancer)



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Case Study Example

TAM SAM SOM

2. Serviceable Available Market (SAM) – Andi's Realistic Target

Definition: MSMEs in Indonesia that fit Andi's expertise and budget range.

Narrowing Down SAM:

- **Location:** MSMEs in Jakarta, Bandung, Surabaya (most digitally savvy).
- **Industries:** Food/beverage & fashion (heavy Instagram/TikTok users).
- **Budget:** Businesses willing to spend IDR 1–5 million/month on ads.
- **Mindset:** Owners who believe in paid ads (not just word-of-mouth or offline sales).

Estimated SAM:

- **IDR 1 trillion/year** (just 2% of TAM, but highly targeted)



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Case Study Example

TAM SAM SOM

3. Serviceable Obtainable Market (SOM) – Andi's Realistic Share

Definition: The portion of SAM Andi can actually capture in 1–2 years.

Constraints:

- **Competition:** Many freelancers & small agencies offer similar services.
- **Capacity:** As a solo freelancer, Andi can handle 5–10 clients/month max.
- **Pricing:** Charges IDR 2–3 million/month per client.

Estimated SOM (Year 1):

- **IDR 120–240 million/year** *(serving 5–10 clients at ~IDR 2M/month)*



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Benefits

Identify Your Skills & Niche

Ability to pick something **you're good at and enjoy.**

Have less competition because you're focusing on a specific group of people who need your offer

For example, instead of just "selling cookies," you might focus on "**gluten-free cookies for kids with allergies**"—that's a niche!



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LYNK irvandiassanjaya

How to Identify Your Skills & Niche

M	ONEY
I	NTELLIGENCE
L	OCATION
E	DUCATION
S	TATUS



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How to Identify Your Skills & Niche

MONEY

INTELLIGENCE
LOCATION
EDUCATION
STATUS



This is about what **cash or resources** you have access to.

You don't need a lot to start small! Maybe you've got Rp500.000 saved from your full-time job, or your parents let you use their laptop for free.

Ask yourself: *What do I have that I could use—money, tools, or stuff at home?*



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Money

What Counts as "Money" or "Resources"?

1. Cash (Actual Money)

- **Savings:** Money you've set aside to start (e.g., buying a bike for deliveries).
- **Startup Costs:** Fees for apps (like Uber, Fiverr), tools (Canva for design), or ads.
- **Emergency Fund:** Extra money in case gigs slow down.

Example: If you want to be a freelance graphic designer, you might need Rp95k/month for Canva Pro subscription.

2. Tools & Equipment (Physical Resources)

- **Phone/Laptop:** Needed for apps (Uber, Upwork), communication, and work.
- **Transportation:** Bike, car, or scooter for delivery gigs.
- **Software:** Zoom for tutoring, Photoshop for design, etc.

Example: A YouTuber needs a camera, microphone, and editing software.



Money

What Counts as "Money" or "Resources"?

3. Time (Your Most Limited Resource!)

- **Hours Available:** Gig work takes time—you must balance school, family, and work.
- **Efficiency:** Learning skills faster = more gigs in less time.

Example: If you tutor for 2 hours after school, that's your "time resource (after school/office)."

4. Skills (A Form of "Future Money")

- **Free Skills:** If you're good at something (art, coding, writing), you can sell it without spending money upfront.
- **Learning Cheaply:** YouTube, free courses (Google Certificates), or practicing.

Example: A teen who edits videos for free at first can later charge \$20 per video.



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Money

What Counts as "Money" or "Resources"?

5. Network (People Who Help You Earn)

- **Friends/Family:** They might hire you (e.g., mowing lawns) or refer you.
- **Social Media:** Followers can become customers (TikTok freelancers).

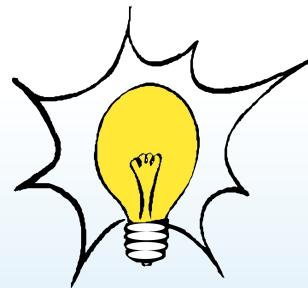
Example: Dog walking gigs often start with neighbors.

How to Use This for Gig Work?

Resource	Example
Cash	Rp500k saved for Fiverr gig fees
Tools	Using a family laptop for freelance writing
Time	Working 1 hour/day on homework gigs
Skills	Selling handmade bracelets if good at crafts
Network	Friends sharing your tutoring flyer



How to Identify Your Skills & Niche



This is your **brainpower and what you've figured** out about the world.

Intelligence could be just being a 'book smart' or could be someone that has specific skills in a particular area.

Insight is where someone has knowledge & experience of something like an existing market or product, etc.

Ask yourself: *What am I smart about? What do I know that others might not?*



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How to Identify Your Skills & Niche



People often say that luck is about **“being at the right place, at the right time.”**

Do you live **near a busy park** where you could sell lemonade? Or maybe you got lucky and found a second-hand laptop from **nearby store**?

Ask yourself: *What's cool about where I am? Have I gotten any lucky breaks lately?*



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The more **Tier 1** you target, **the more market exposure you get**



Location

City Tiers in Indonesia

Tier	Definition	City Examples
Tier 1	Metropolitan City	Jabodetabek, Bandung, dan Surabaya
Tier 2	Rising Urbanites	Semarang, Makassar, Denpasar
Tier 3	Slow Adopters	Magelang, Prabumulih, Bangli
Tier 4	Rigid Watchers	Kabupaten Jepara, Kabupaten Jayapura



How to Identify Your Skills & Niche

MONEY
INTELLIGENCE
LOCATION
E EDUCATION
STATUS



Expertise is when you have a good understanding of something specific.

Normally, this is a **self-taught process** learned by researching online, reading subject matter books, or working with trainers already expert in the field in question.

Education can be a strong foundation in school as it is a multi-disciplined education

Ask yourself: *What have I learned that I'm good at? What do I know a lot about?*



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Education

Education Types

Formal

Structured learning in schools or colleges with a set plan, leading to official certificates or degrees.

Think classrooms and diplomas! 

Non-Formal

Organized learning outside traditional schools, flexible and fun, often without official degrees.

It's skill-building with a specific purpose! 

Informal

Learning by doing, exploring, or living life—no plan needed!

It's picking up skills from everyday adventures. 



Education Types

Examples

Formal

Undergraduate Degree Programs

Graduate Degree Programs

Vocational Training at Accredited Institutions

Military Academy Training

Non-Formal

Online Certificate Courses

Entrepreneurship Bootcamps

Corporate Training Workshops

Sports Coaching Programs

Informal

Reading Books for Knowledge

Watching Educational Videos

Observation

Peer Teaching



How to Identify Your Skills & Niche

MONEY
INTELLIGENCE
LOCATION
EDUCATION
S STATUS



This is about **how people see you** or **who you're connected to.**

Are you the funny person everyone likes? Do you have a big network that could buy from you?

If your status is “the artsy one,” you could sell drawings.
Your rep or network is a secret weapon.

Ask yourself: *What do people know me for? Who could help me get started?*



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How to Identify Your Skills & Niche

M	ONEY
I	NTELLIGENCE
L	OCATION
E	DUCATION
S	TATUS

EXAMPLE

Money: You've got Rp200.000 and your mom's old sewing kit.

Intelligence & Insights: You notice friends at work love colorful handkerchief.

Location & Luck: You live near a craft store and got fabric on sale.

Education & Expertise: You've learned to sew from YouTube.

Status: Your friends call you the "creative one" and would hype you up through social media.



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How to Identify Your Skills & Niche

M	ONEY
I	NTELLIGENCE
L	OCATION
E	DUCATION
S	TATUS

LET'S TRY IDENTIFYING OUR NICHE

Money:

Intelligence & Insights:

Location & Luck:

Education & Expertise:

Status:



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How to Start Your Side Hustle

Identify
Your Skills
& Niche



Build a
Portfolio

Set Your
Rates

Find Your
Platform

Network &
Promote



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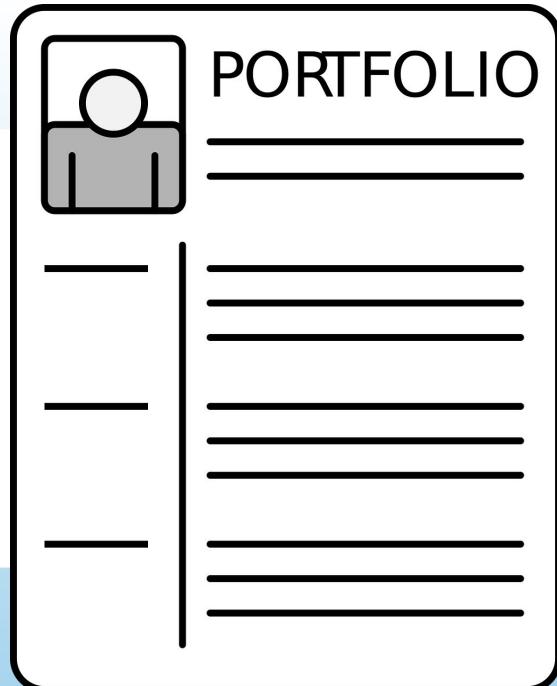


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Portfolio

A portfolio is a **collection of your work** that **showcases your skills and experience.**

It can include **projects you've worked on**, **papers you've written**, or other examples of your masterpieces.



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Type **Portfolio (Platform)**

Website-Based

An online page (or a few pages) where you put info, pictures, and updates about your side hustle. Think of it like **a personal mini-site anyone can visit** if they have the link.

PowerPoint-Based

A slideshow you make using **PowerPoint/Google Slides/Canva**. Each slide covers part of your hustle—like a digital poster board.



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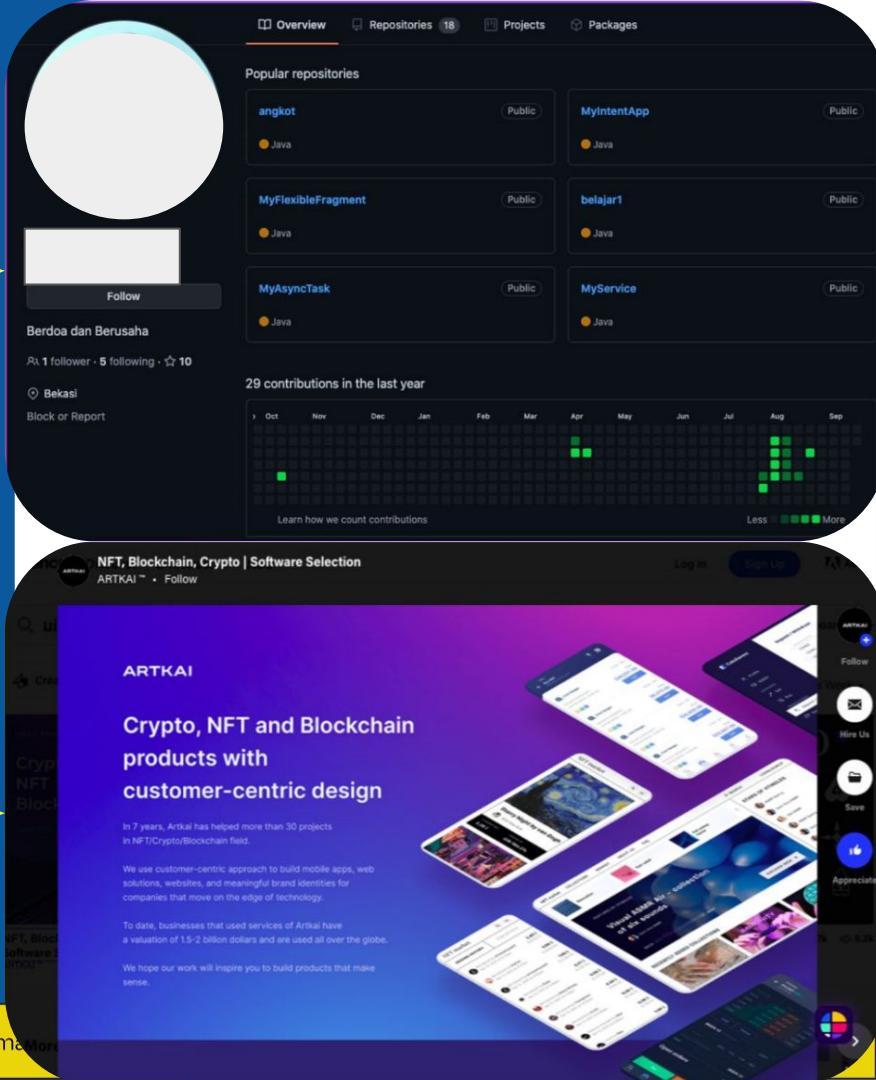


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Type **Portfolio (Industry)**

Tech (Data Analyst, Software Engineer, Front-end, etc.)
Usually by using **GITHUB**

Designer (UI/UX, graphic designer, 3D artist)
Usually by using **Behance**



Examples

Portfolio Data Analyst (Yan Holtz)

HOME INTRO SERVICES BLOG WEBSITES PORTFOLIO TESTIMONIALS CONTACT

PORTFOLIO

A glimpse of the projects I've been working on

Show all Data mining Dataviz Scientific paper Dashboard Shiny

The portfolio page displays four project examples:

- Hexagonal Map:** A map of a region composed of colored hexagons, transitioning from purple to blue.
- Network Diagram:** A diagram showing nodes labeled S1 through S6 connected by lines, with additional lines connecting some nodes to external labels CIRAD and TAMU.
- Dashboard for Terres Inovia:** A dashboard titled "Dashboard for Terres Inovia" with the subtitle "A dashboard allowing to quickly access information in Terres Inovia database". It features a green background with a world map and various data points.
- Bar Chart:** A bar chart showing the prevalence of different mental disorders. The categories on the left are: Obsessive-compulsive, Substance abuse, Mood disorders, Neurotic disorders, Eating disorders, Personality disorders, Intellectual disabilities, Developmental disorders, and Behavioral disorders. The bars are color-coded in a gradient from dark purple to yellow.



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Examples

Portfolio Learning Designer (Daffa Ghiffary)

Daffa Ghiffary Kusuma

Home Projects Skills Contact

Developing Learning Programs



Strategi Membangun
Tim Sales & Aktivitas
Digital Selling untuk
Meningkatkan Penjualan

Entrepreneurship Online Class

When expanding business, selling skills alone is not enough. This course is the next step to make more sales through social media and sales team.



Training for Trainer: Experiential Learning & Coaching Skills

Sales team tends to meet with new community on-site. However, they lack of teaching & coaching skills to help community sell the product. Therefore, we help them learn by providing training session and role-play session.



Tau ga si?? @aerpathid ini dari sumber mata air pegunungan yang kaya kandungan mineral dikemas dengan kemasan higienis dan premium, berkualitas tinggi dengan pH 5.5 dan kadar mineral sekitar 100%. Siapapun membarlu sikappreneur meraih sukses loh!! tunggu apalagi? Yuk nikmati sensasi kesegaran nya [#entrepreneur #typ #reels](#)

iadaff_16w
Seger brgk kayanya,otw cobaaa
Reply

Entrepreneurship Mentorship for Sandination Community

Sandination community is not a entrepreneurship community. However, the members wanted to increase their income. We want to help them by providing 3 month mentorship to sell 10 box Aerpath product.



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Examples

Portfolio Career Coach (Irvandias Sanjaya)



Examples

Portfolio Digital Marketing (Murmard)

Search Engine Optimization (SEO)

- Backlinks
- Internal Linking
- External Linking
- Content Writing and Editing
- Keywords
- Speed Optimization
- Image Optimization
- Tags
- Google Integration
- Social Media Linking and Integration



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Benefits Portfolio

Showcase Your Best Work

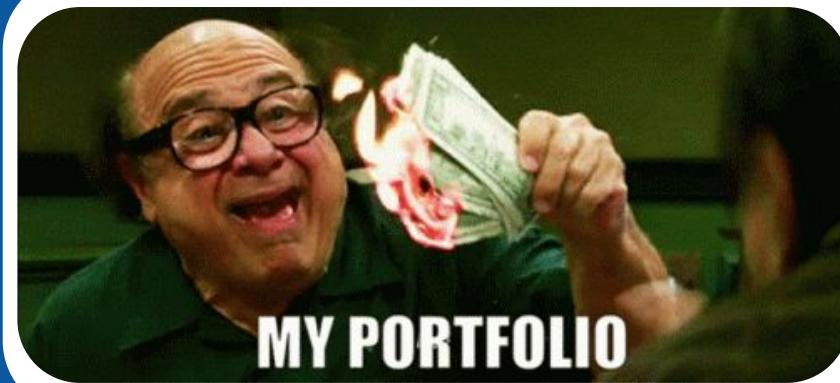
Allows you to present tangible examples of your skills, accomplishments, and expertise

Make a Strong First Impression

A well-designed portfolio creates a polished and professional image.

Boost Online Visibility

Enhances your digital presence, making it easier for employers or collaborators to find you.



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Common Elements Portfolio

Cover

About Me

Education

Skills & Abilities (tools)

Experience

List of Projects

Details of projects

Call-to-action + contact

TABLE OF CONTENTS

01

02

03

04

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06

07

ABOUT ME

EDUCATION

CERTIFICATION

EXPERIENCE

SKILL AND
ABILITY

PROJECTS

CONTACT

The portfolio is constantly being updated as more projects are being done. The decks that are going to presented, as the time of writing, are mostly created during lectures in RevoU based on fictive businesses and scenarios, but with the real audiences and budgets.

Last Updated: 11/04/2025



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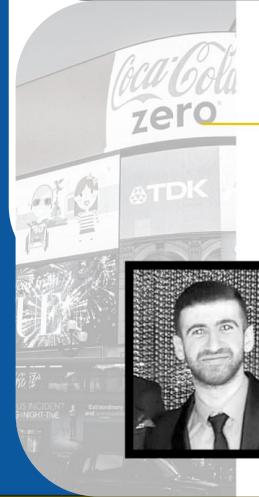
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Common Elements Portfolio Cover + About Me

This section should explain how:

1. Your profile summary that emphasize your **branding, skills and tools.**
2. It fits with gig work **market needs.**

PORTFOLIO SERVICES



I am Murad.

MARKETING CONSULTANT / DIGITAL MARKETER



ABOUT ME

I'm a freelance Marketing and Digital Marketing Consultant. Proudly based in Dubai, UAE, and working with clients from around the world.

I've graduated with a Bachelor's of Science Degree in Business Administration - Marketing Major, along with Minors in International Business and Psychology.

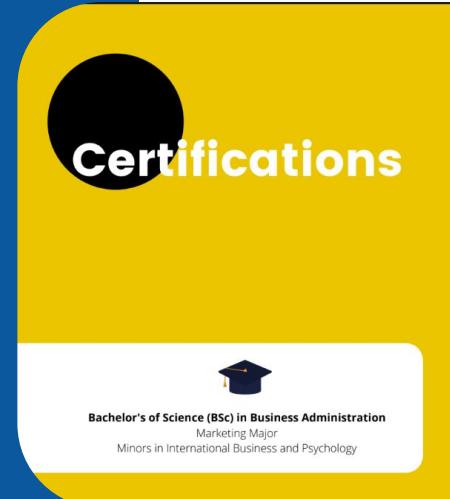
I've worked in the marketing industry for years with a variety of well-reputable businesses. I currently work with small and medium sized businesses, large enterprises, as well as partnering with agencies and freelancers.

Common Elements Portfolio Education

Please to **show what you've learned** and how it connects to starting your side hustle

What to Include in the "Education" Section:

1. Degree (GPA and course log)
2. Certification
3. Non-degree courses



The Fundamentals of Digital Marketing
Google Digital Garage

Advanced Google Analytics Certification
Google

Google Ads Certification
Google



Digital Marketing Certification
HubSpot Academy

Inbound Marketing Certification
HubSpot Academy

Social Media Certification
HubSpot Academy



Twitter Flight School Video Badge
Twitter Flight School

Credentials will be provided upon request.



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Common Elements Portfolio Skills

1. Skills & Abilities should describe your skills and how they align with your career goals.

- **Hard Skills:** Technical abilities or specific skills that can be learned and measured, usually through education or training.
- **Soft Skills:** Non-technical abilities that relate to traits, behaviors, and ways of interacting with others.

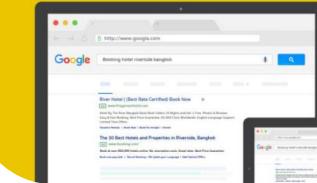
2. Focus on technical skills such as programming languages, editing tools, etc.

Search Engine Marketing (SEM)

Google Video Ads Google Search and Display Ads

Google Business Profile

(management, organizing, information clarity, photo and image additions, customer engagement and responding)



Google Ads Certification

Credential ID: 49262157

Digital Marketing Skills

- Google Ads
- Facebook Ads
- SEO
- Google Analytics
- CRM
- Design
- Landing Page Creation

Tools



Languages

- Indonesia
- English

SKILLS AND ABILITIES

Common Elements Portfolio

List of Projects

This section should **list the projects and clients** you've worked on and how they relate to your gig work.

Please put **interesting & impactful** project quantitative and qualitative

Clients & Partners

Some of the clients and partners that I work or have worked with:

The Testimonies

End-User

Naufal Hilmi (Career Switcher)

Kak Dias managed to **improve my knowledge about how to apply for job & deal with interviews**. It gives very eye-opening information which I found very insightful. Kak Dias is one of the best career mentors I have come across.

Susi Lawati (Jobseeker)

Big thanks for a very valuable coaching opportunity. During 3 sessions with Kak Dias, I felt very helped in understanding strengths, weaknesses, **determining career goals, & developing effective job search strategies!**

Ratu Chairunisa (Corporate Employee)

9.88/10

B2C NPS Ratings

Professional Portfolio | 2025
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*Nett Promoter Score

Common Elements Portfolio Details of Projects

This section provide detailed information about the projects you've worked on, including **the problem, goal, and results, as well as the process** you used to complete the project.

Please focus on the impact of the project to the business/company.

Results	Reach	Impressions	Cost per result	Amount spent
322	133,151	264,927	\$0.85	\$273.71
Messaging Conversations			Per Message	
370,566	569,436	1,340,525	\$0.002	\$717.43
Post Engagements			Per Post Engagement	
87	46,528	84,748	\$0.23	\$19.77
On Facebook Leads			Per Facebook Lead	

Results	Reach	Impressions	Cost per result	Amount spent
194	22,796	52,054	\$1.02	\$198.21
Messaging Conversations			Per Message	
72,806	31,456	121,340	\$0.003	\$242.03
Post Engagements			Per Post Engagement	
179	27,107	95,082	\$0.90	\$161.99
Messaging Conversations			Per Message	
56,773	94,827	257,061	\$0.003	\$183.32
Post Engagements			Per Post Engagement	
42,031	77,541	218,431	\$0.004	\$183.58
Post Engagements			Per Post Engagement	
46,109	54,784	81,526	\$0.0004	\$20.16
Post Engagements			Per Post Engagement	

Results	Reach	Impressions	Cost per result	Amount spent
885,889	1,185,934	3,829,354	\$0.001	\$696.45
Post Engagements			Per Post Engagement	
35,186	81,974	153,654	\$0.002	\$80.27
Post Engagements			Per Post Engagement	
85,011	418,339	1,071,849	\$0.003	\$326.14
Post Engagements			Per Post Engagement	
129,397	354,104	977,218	\$0.01	\$736.38
Post Engagements			Per Post Engagement	

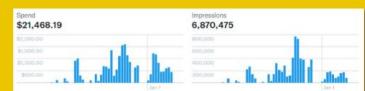
Digital Marketing Skills

- Google Ads
- Facebook Ads
- SEO
- Google Analytics
- CRM
- Design
- Landing Page Creation

Languages

- Indonesia
- English

A sneak peak!
Get more customers on the phone, on your site, and in-store.



Tools



Screamingfro

Whimsical

Google Tag Manager

SOCIALBLADE

mailchimp

SEMRUSH

Canva

HubSpot

unbounce

SKILLS AND ABILITIES



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Common Elements Portfolio Contact

Contact should **include call-to-action** that **encourage potential clients to contact you.**

Includes:

1. Email
2. Phone Number
3. LinkedIn

Want to see a few samples of my work?



View my

Portfolio



Contact

+971 56 55 333 43
hello@muradmurad.com



www.muradmurad.com



Extra Notes

Not All Gig Requires Real Portfolio

Some gig jobs can't showcase portfolios due to:

1. **Confidentiality** (e.g., handling sensitive data and NDAs).
2. **Non-Tangible Work** (e.g., consulting, private coaching).
3. **Client Privacy** (e.g., ghostwriting, private contracts).

Workarounds: Use test projects, anonymized samples, or skill certifications instead, white labelling.



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Download Portfolio Template

bit.ly/PortoTemplate



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How to Start Your Side Hustle

Identify
Your Skills
& Niche



Build a
Portfolio



Set Your
Rates

Find Your
Platform

Network &
Promote



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Setting Your Rates

It's the amount of money you **charge for your work**. It's how much you ask people to pay you for the **time, skills, experience**, on behalf of services you offer.

Example:

- (1) If you make bracelets to sell, you might set a fee of Rp50.000 per bracelet.
- (2) If you do consultation session with certain amount of experience and track record, you might set a fee of RP500.000 per hour session.



Benefits of Setting Your Rates

Revenue Generation

Your rate or fee is how you get paid!

Maintain Fairness

A clear rate stops people from underpaying you.

Career Escalator

As you get better or faster, you can raise your rates.



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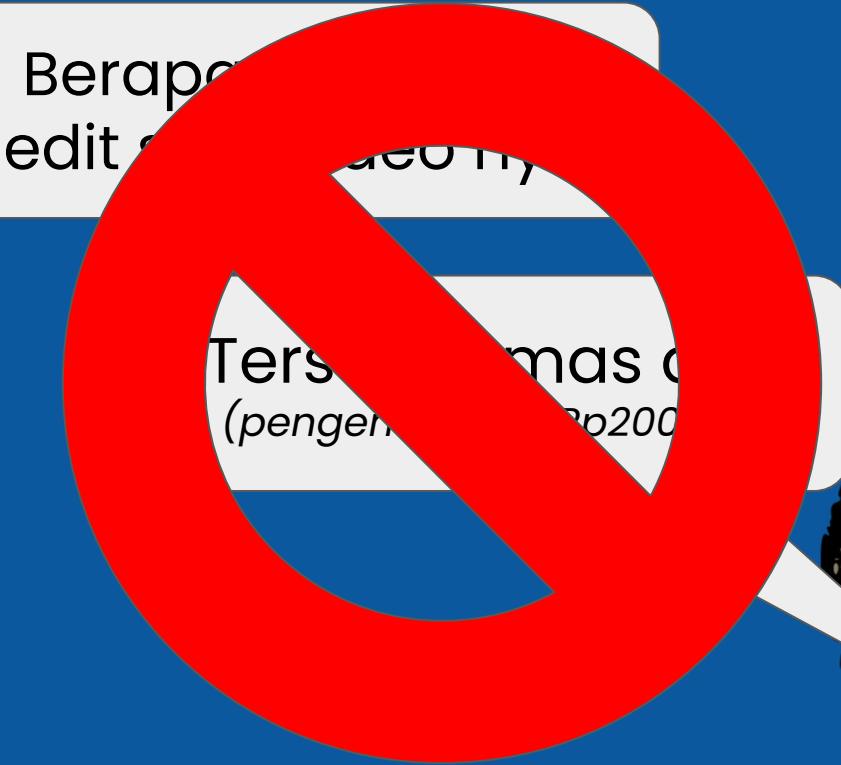
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AVOID THIS MISTAKE



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How to Setting Your Rates

Check Your Skills:

Better skills can mean higher rates

Choose a Pricing Model:

Hourly Rate or Project-Based Pricing or Value-Based Pricing

Think About Costs:

Add in anything you spend (ex: supplies)

Research Market:

See what people charge for the same kind of work (Benchmarking)

Count Your Time:

Figure out how long a job takes

Start Low but Plan to Grow:

You can change it later as you get more experience



Example Rate Card



Irvandias Sanjaya Speaker Rate Card

Profile Background

Professionally, **Irvandias Sanjaya, S.Psi., CCP., CPS.** (Dias) specializes in the **Career Development realm**. He holds a bachelor's degree from **Universitas Gadjah Mada** (UGM), majoring in Psychology with a non-degree program from **Arizona State University**, USA, and **Thammasat University**, Thailand. His interest falls in career coaching with the title of a certified coach practitioner and consulting-training development, podcasting, and writing.

Dias has **five (5) years** of professional working experience across industries and functions. Currently, he's the **Associate Coach** at Rumah Siap Kerja, a **Career Coach** at RevoU, and a **Expert** at Ikigai Consulting. He succeeds in **delivering >200 coachees jobs**. Before this, Dias worked in impact consulting with the last position as a partnership manager. He has **>1,000 hours in public speaking, coaching, mentoring, and facilitating events** among **>500 reputable brands** and launched a total of **5 books** both self and co-writing.

Topics Covered

Career:

- Career Journey & Planning
- CV, LinkedIn, Portfolio
- Interview preparation (BEI)
- Job Application Process
- Personal Branding

Self Development:

- Public Speaking
- Time Management
- Leadership
- Student Exchange
- Scholarship

Offline Event:

- Corporate/Public Rp¹ 00/Hour
- Academic Institution Rp¹ 00/Hour

Online Event:

- Corporate/Public Rp¹ 00/Hour
- Academic Institution Rp¹ 00/Hour

Collaborated Brands



And many more...

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How to Start Your Side Hustle

Identify
Your Skills
& Niche



Build a
Portfolio



Set Your
Rates



Find Your
Platform



Network &
Promote



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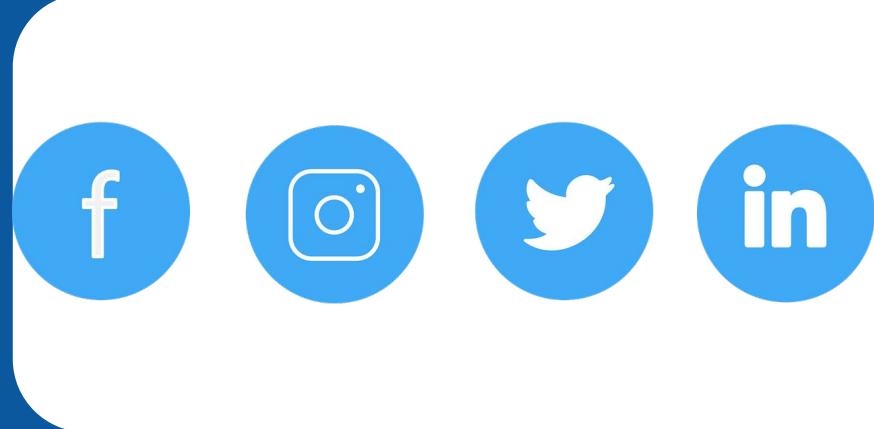
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Find Your Platform

It means choosing **where you'll sell, promote, or show off your side hustle**. It's the "place" where people find out about your hustle and buy what you're offering (examples: Upwork, Fiverr, TikTok, Instagram, etc.)

Example:

If you make custom keychains, your platform could be an Instagram page where you post pics and take orders.



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Benefits of Find Your Platform

It's how you **connect with people who'll pay you** or support you.

If you choose the wrong one, no one will see your hustle, and you won't make money or grow.

Example:

If you're giving photography service,
showcase your photos on Instagram.



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Platform	Cost	Tech Skills Needed	Reach (Who Sees It)	Ease of Start	Best For
Instagram /TikTok	Free (but ads)	Medium (phone + apps)	Big (teens, online)	Medium	Visual stuff (art, crafts, fun)
Online Marketplace	Small fees (selling)	Medium (website/app)	Big (Indonesian buyers)	Medium-Hard	Physical/digital products
YouTube	Free (but ads)	Medium (video editing)	Big (global viewers)	Medium	Tutorials, content, showing off
Fiverr	Free (fees on sales)	Medium (website)	Big (global clients)	Medium	Quick services (art, edits)

Platform	Cost	Tech Skills Needed	Reach (Who Sees It)	Ease of Start	Best For
Upwork	Free (fees on jobs)	Medium (phone + apps)	Medium (serious clients)	Hard	Bigger projects (design, tutor)
Twitch	Free (needs setup)	High (streaming setup)	Medium (gamers, fans)	Medium-Hard	Gaming, live art, interaction
Sribu	Free to join and bid on projects.	Medium (upload portfolios & chat)	Medium (Primarily local businesses)	Medium	Beginners & designers

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Benefits **Networking**

78% employers stated they **HIRE**d someone through a social network—notably a person **they found on LinkedIn** (Jobvite Survey on Forbes)

70% Professionals **GET HIRED** at company where **they have professional connections** (LinkedIn Research on VICE)

63% of all jobs are found through contacts.
NETWORKING can be **the most effective way you'll land the best job** (Forbes)



How to Start Message in Networking

1. Start Friendly (Say Hi and Who You Are):

Say who you are and what you do briefly. Mention your work to show credibility.

Example: "Hi Andi, I'm Rina, a marketing agency owner with 10 years of experience."

3. Make a Clear, Easy Ask:

Ask for something specific but not pushy—like advice, a quick call, or a small favor.

Example: "I'm launching a IG Ads Performance Boost on affordable marketing plans. Could I get your thoughts on it over a 10-minute call?"

2. Say Why You're Messaging Them:

Connect it to them—why they're a good fit. Show you know their work.

Example: "I saw your recent post about struggling with Instagram ads, and it's something I specialize in."

4. End with Gratitude and an Open Door:

Thank them and offer something back if it fits.

Example: "Thanks for your time! Happy to share a free tip for your ads in return."



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There are two types of Networking

ONLINE

Forum

Social Media

Recrout

OFFLINE

Community

- 1. Remarketing**

Volunteering

Event

- 1. Tech in Asia Conference**
- 2. Marketeer Summit**



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How to Start Message in LinkedIn Networking (Examples)

"Hi Dika, I'm Arif, a **video editor** with 8 years of experience **making ads and vlogs**. I love your YouTube **content**—your latest video was hilarious! I'm starting a side hustle editing videos for creators like you. **Could I send you a 30-second sample edit of your last vid to get your thoughts?** Thanks a ton—I'd be happy to share a quick tip for smoother cuts too!"

"Hi Budi, I'm Nia, a **career coach** with 12 years in **HR and mentoring**. It was great meeting you at the event **last week**—your work with new grads is inspiring! I'm starting a side hustle coaching young pros on job skills. **Could I get your take on what they struggle with most?** Thanks for your time—I'd be glad to share a quick resume tip for your team!"

"Hi Maya, I'm Lisa, a **graphic designer** with 10 years **creating logos and branding** for companies. I saw your LinkedIn post about needing a fresh look for your startup—totally my expertise! I'm launching a side hustle for affordable logo designs. **Could we hop on a 10-minute call to chat about your vision?** Thanks so much—I'd love to toss in a free color scheme idea for you!"



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Today's Discussion



Definition & Examples Gig Economy



World Trend Gig Economy



Benefits Gig Economy



Downside Gig Economy



How to Start Side Hustle



Case Study Gig Economy

QnA

Is there any questions?



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**Let's discuss a
CASE...**



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Let's watch this video



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**Can anyone explain...
What is the video about?**



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**Can anyone explain...
Do you think the drivers
should get THR?**



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Today's Discussion



Definition & Examples Gig Economy



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Downside Gig Economy



How to Start Side Hustle



Case Study Gig Economy



QnA

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***“Success is the sum of small efforts,
repeated day in and day out.”***

~ Robert Collier ~



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Closing



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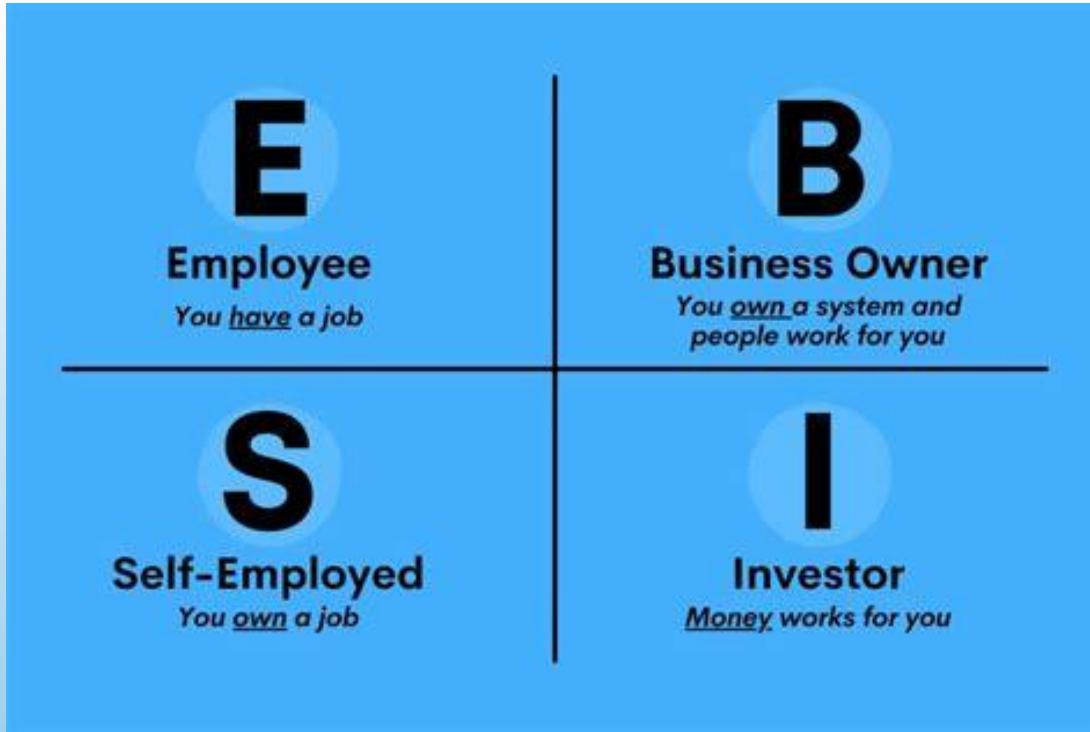
[Irvandias Sanjaya](#)

Content Charter

1. GIG Economy
 - What is GIG Economy
 - The transformation of GIG Economy
 - The impact of GIG economy to individuals
2. Side Hustling
 - What is Side Hustling
 - The correlation between GIG Economy and Side Hustling
 - Type of Side Hustling



Cashflow Quadrant



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The Gig Economy Trend: The Rise of Side Hustling

23 December 2024



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**Education:**

- Bachelor of Psychology - Universitas Gadjah Mada (2019)
- Academic Fellowship Program - Arizona State University (2018)
- Summer Exchange Program - Thammasat University (2016)

Accomplishments :

- LinkedIn Power Profile 2018

Professional Experience:

- Coach at Rumah Siap Kerja (October 2021 - Present)
- Career Coach at RevoU (March 2021 - Present)
- Expert at Relasi Diri (April 2024 - Present)
- Co-Founder Yayasan Disabilitas Berkarya Setara (2022 - Present)
- Career Consultant at MyEduSolve (August 2021 - December 2021)
- Kampus Merdeka Mentor at Sekolah.mu (January - May 2022)
- B2B Career Readiness Team Lead MoERCT Program at Glints (2022)
- Partnership Manager at PT Gotong Royong Berdampak (2019 - 2021)

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TikTok : @kerjacerdias



Irvandias Sanjaya, S.Psi., CCP., CPS.

Career Consultant

Trainer

Coach

Sportcaster



Alternative futures for the gig economy

Martijn Arets

July 19, 2022

DE HAAGSE
HOOGESCHOOL

Some options to improve the welfare of gig workers

- Government regulation & **enforcement**
- Gig workers **organizing**
- Consumer **feedback**
- Data protocol/**standard**

The Gig Economy: Redefining Work in the 21st Century

Welcome to a presentation on the gig economy. It is transforming how we think about work. Discover its impact on workers, businesses, and society.





What Exactly is the Gig Economy?

The gig economy involves short-term contracts. It also includes freelance work, and temporary jobs. Individuals work on a per-task or project basis. It provides flexibility but also presents unique challenges.



Defining Characteristics
Short-term,
project-based work.



Scope
Diverse industries
and skill levels.



Flexibility
Adapting to changing
demands.

Key Drivers of the Gig Economy

Several factors fuel the gig economy's growth. Technology facilitates remote work. Globalization increases competition. Workforce preferences evolve toward flexibility. These drivers reshape traditional employment.



Technology

Enables remote work and online platforms.



Globalization

Increases competition and access to talent.



Changing Preferences

Demand for flexibility and autonomy.

Benefits for Workers

The gig economy offers significant benefits to workers. They have schedule flexibility. They have job autonomy. It creates opportunities for diverse income streams.

1 Flexibility

Control over work hours
and location.

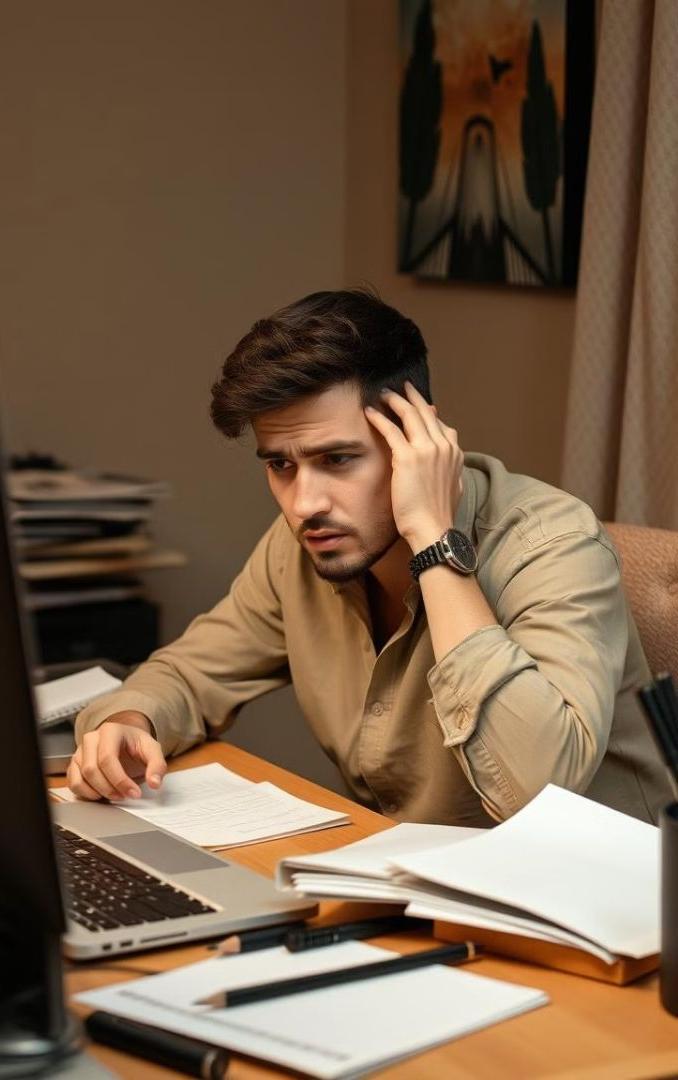
2 Autonomy

Independent
decision-making and
project selection.

3 Income Opportunities

Potential for higher earnings and diversification.





Challenges for

Despite its benefits, gig work poses challenges. There is income instability. Benefits are often lacking. Workers can experience isolation. Addressing these challenges is essential.

- 1
- 2
- 3

Income Instability

Fluctuating earnings and unpredictable projects.

Lack of Benefits

Limited access to healthcare and retirement plans.

Isolation

Reduced social interaction and community.

The Rise of Gig

Platforms

Platforms connect workers with opportunities. Uber, Upwork, and TaskRabbit exemplify this trend. These platforms streamline matching. They facilitate payments and provide ratings.

Increased Connectivity

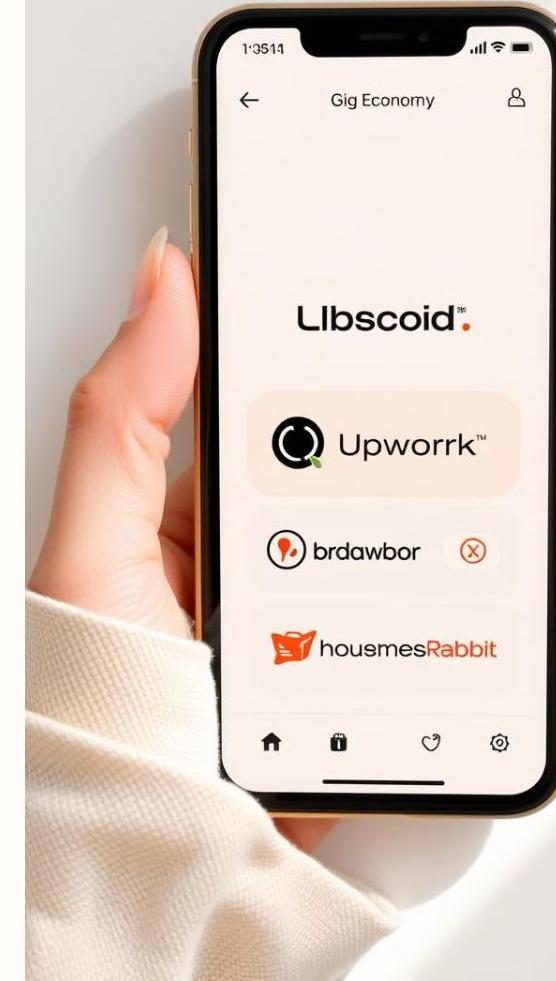
Facilitating connections between workers and clients.

Streamlined Payments

Simplifying financial transactions and invoicing.

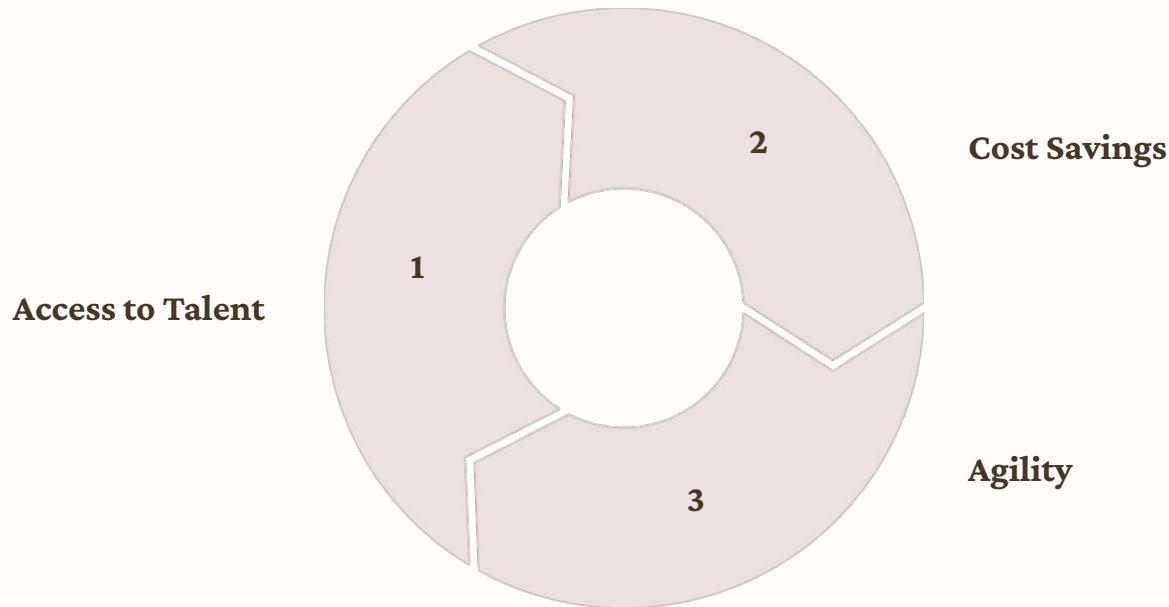
Rating Systems

Ensuring accountability and quality control.



Impact on Businesses

Businesses benefit from the gig economy in several ways. They gain access to a wider talent pool. They have potential cost savings. It increases organizational agility. The impact on businesses is substantial.





The Future of Work

The gig economy's future involves evolving trends. New regulations may emerge. Societal implications will require attention. Adapting to these changes is crucial. The gig economy will keep evolving.

- 1** **Evolving Trends**
Increasing prevalence and changing business models.
- 2** **New Regulations**
Addressing worker rights and classification issues.
- 3** **Societal Implications**
Rethinking social safety nets and workforce development.