

GIG-ECONOMY: The Rise of Side Hustling

Webinar Session

REMARKETING April, 2025

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Professional Profile



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Founder at Kerja Cer-Dias | Coach |
Trainer | Consultant | Sportscaster

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Be Ready For The Session

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



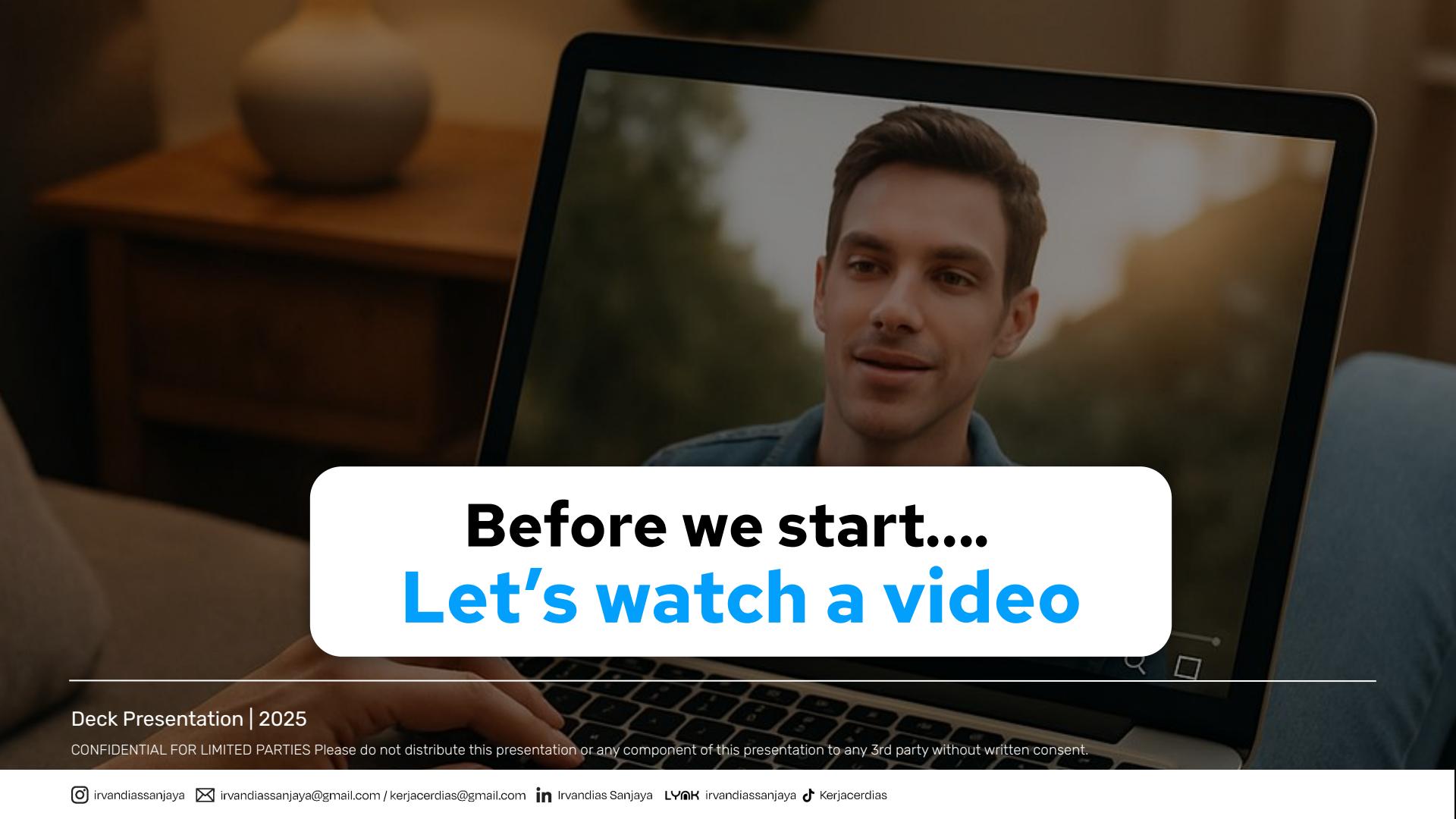
Raise Hand if there's
concern/questions
along the way



Actively participate
throughout the session
(reciprocal approach)



**Closed unnecessary
tabs** to ensure the
learning journey landed in
safe and sound
experience



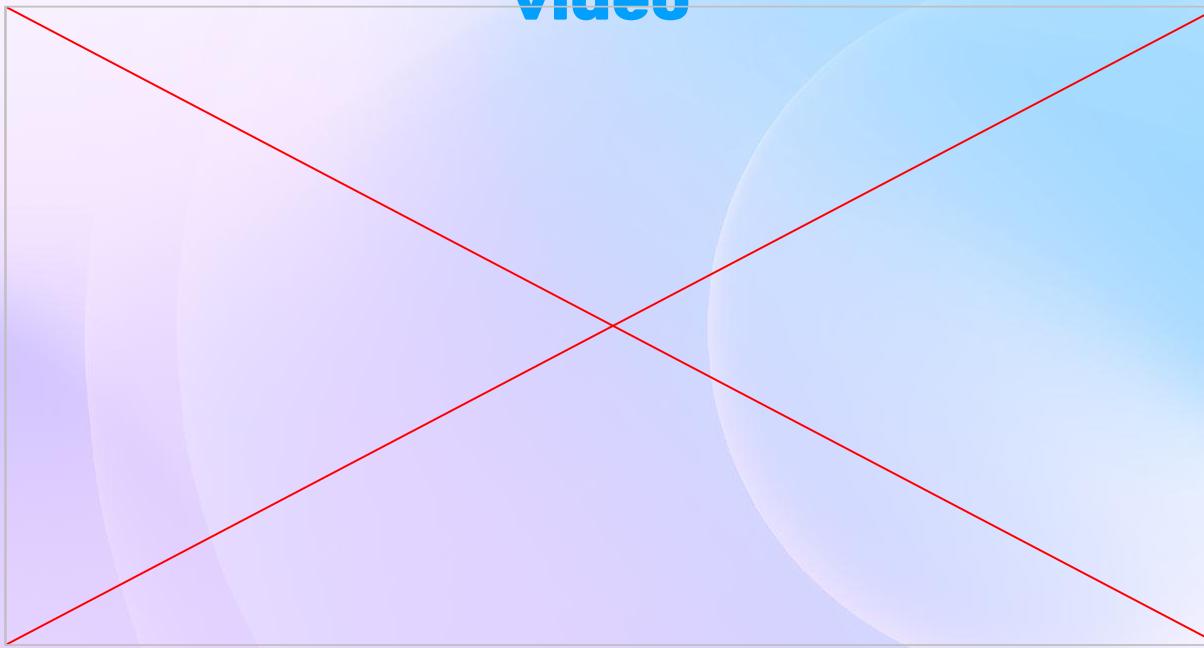
Before we start....
Let's watch a video

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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 & Downside Gig Economy



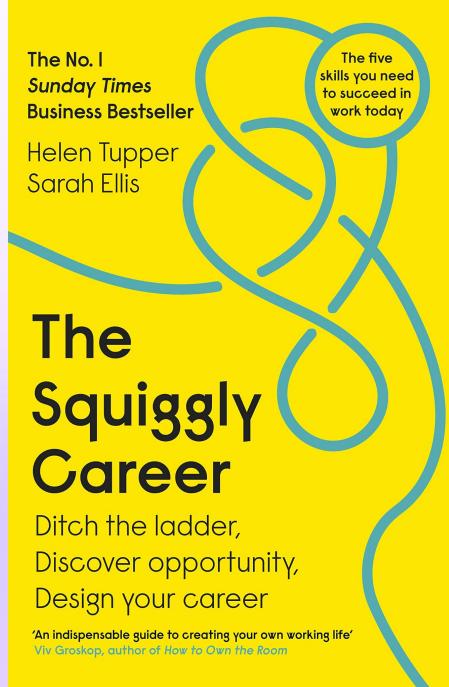
Benefits & Downside Gig Economy



How to Start Side Hustle

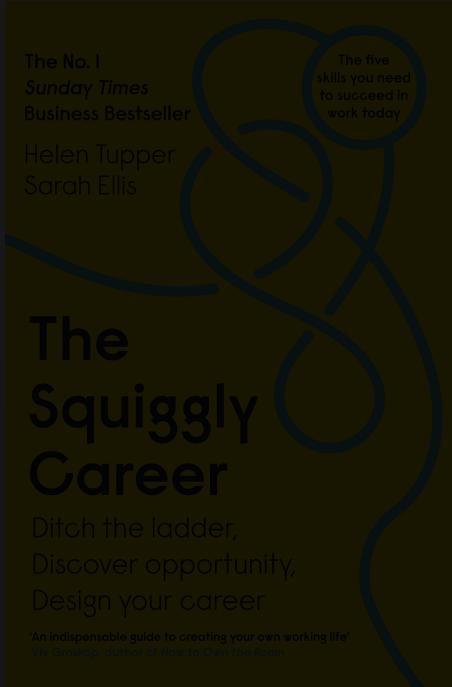


Study Case Gig Economy Dilemma



*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"



CAREERS IN PAST

CAREERS TODAY

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'





CAREERS IN PAST

CAREERS TODAY

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.

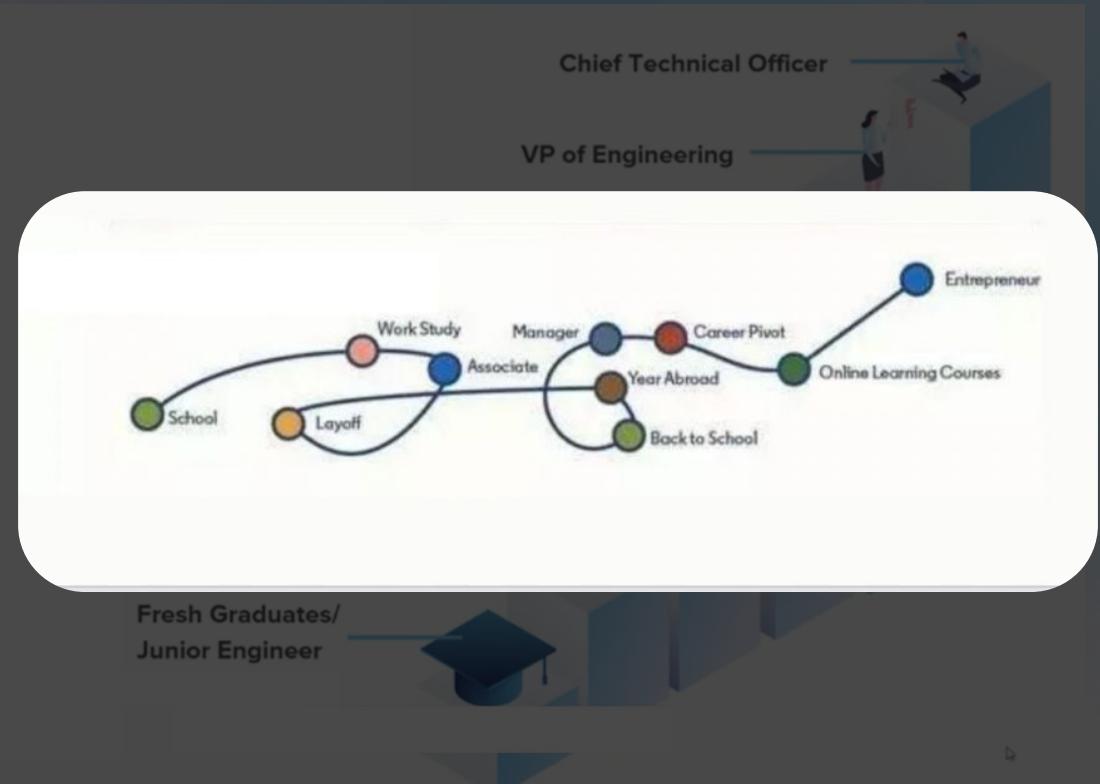
Helen Tupper & Sarah Ellis
On their book 'The Squiggly Career'



The Ladder in Industrial-related image



The reality we discover lately



Quick Question....

Raise your hand
if you have heard of the term
Gig Economy'?

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Gig Economy

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

- Internal Revenue Service (IRS)

Isn't it what we're doing daily as a worker?



**GIG ECONOMY
= PROFESSIONAL ECONOMIC TRANSACTION***

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

**Hence, we called it
SIDE HUSTLE**

Gig Economy Analogy....

“Anyone here playing video game?”



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Gig Economy (Analogy)

Think of the gig economy like a video game where you can **pick and choose mini-missions (side quest) to earn coins/gold/emerald.**

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!



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



Year 1940

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

KELLY®

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

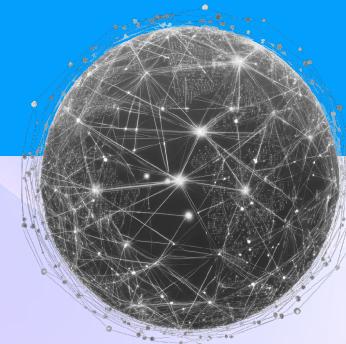
Year 1990s

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**



> 1990s-present

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



Examples Gig Economy

white-collar Jobs



Designer/ Editor:

Graphic Designer, Video Editor

Coach/Mentor:

Counselor, Mentor, Coach, Tutor, Virtual Assistant

Content:

Podcaster, Digital Marketer, Content Creator

Examples Gig Economy

Driver: Grab/Gojek/Shopee Food

Construction:
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

Content:
Podcaster, Digital Marketer, Content

Blue-collar Jobs



Anybody here has aware...

The differentiation
between white and blue color jobs?

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Today's Discussion



Definition & Examples Gig Economy



World Trend Gig Economy



Benefits & Downside Gig Economy



Benefits & Downside Gig Economy



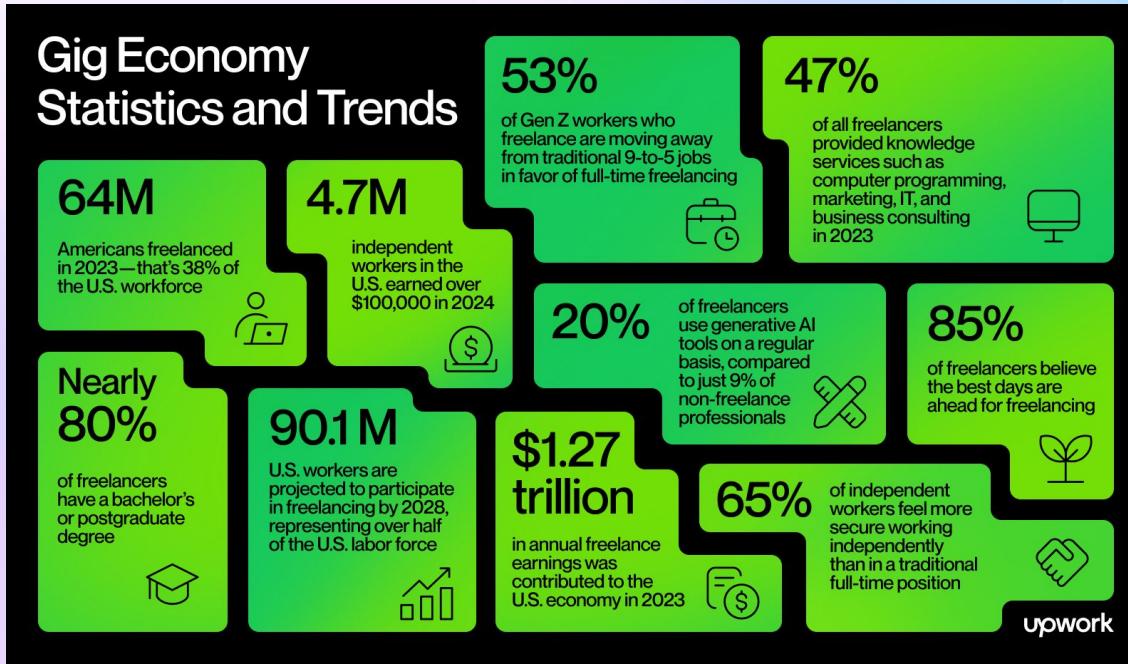
How to Start Side Hustle



Study Case Gig Economy Dilemma

World Trend

Gig Economy



KEY FINDINGS

Player Characteristics:

Bachelor's degree

Gen Z

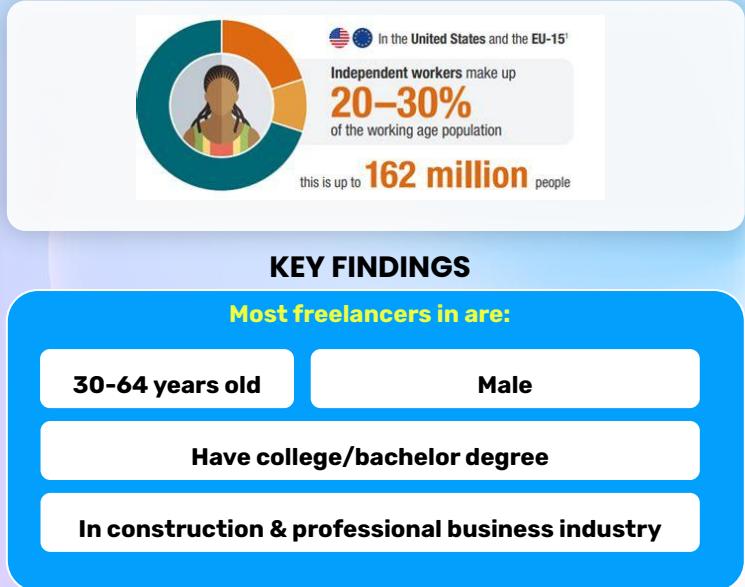
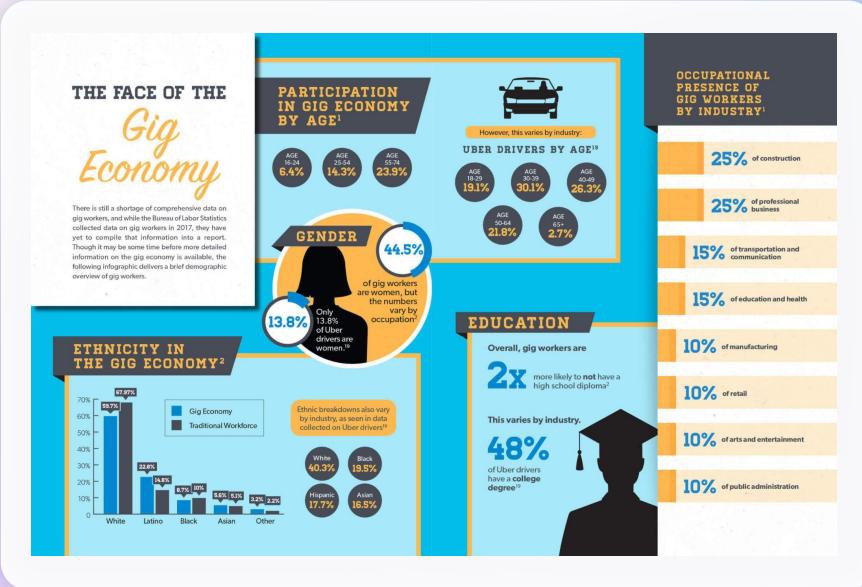
Provide knowledge services

Use AI regularly

Trust best days are ahead

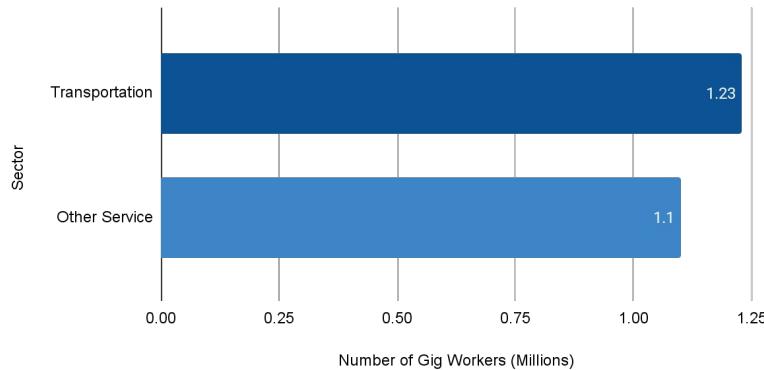
World Trend

Gig Economy



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

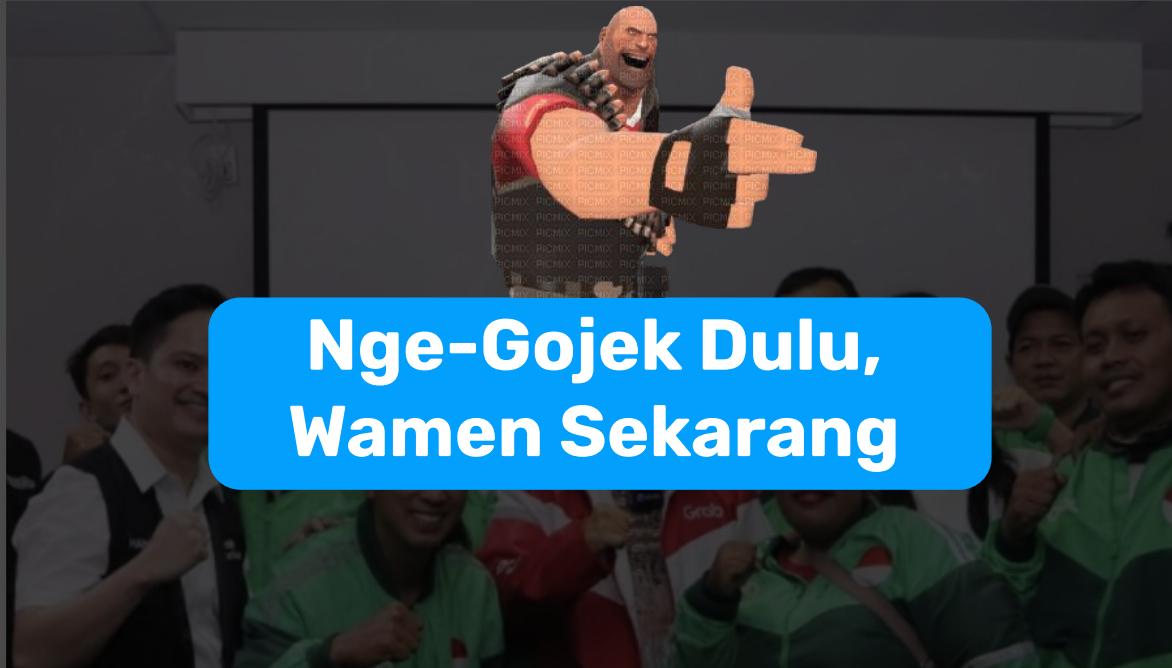
3. Pernah jadi ojek online



Profil Immanuel Ebenezer, dari Jalanan ke Kursi Wakil Menteri

Wamenaker Immanuel Ebenezer Gerungan bersama para driver ojol (Dok Kemenaker)

3. Pernah jadi ojek online



Profil Immanuel Ebenezer, dari Jalanan ke Kursi Wakil Menteri

Wamenaker Immanuel Ebenezer Gerungan bersama para driver ojol (Dok Kemenaker)

Kc!



Lebih dari 70,000 driver
delivery China bergelar
S2 hingga doktor.



chineserd.id • Follow

...



chineserd.id 3w

Susah cari kerja sampe ke China juga ternyata 😊

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

— View all 16 replies



2,762 likes

February 21

**What do you think
about this?**

**Lebih dari 70,000 driver
delivery China bergelar
S2 hingga doktor.**



#betterchinesebetterchance

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See translation

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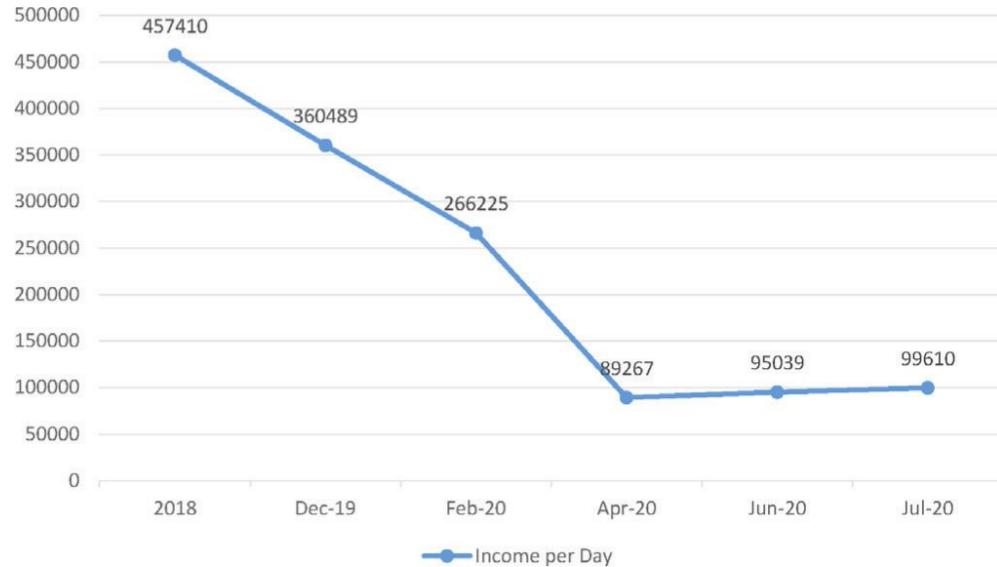
2,762 likes

February 21

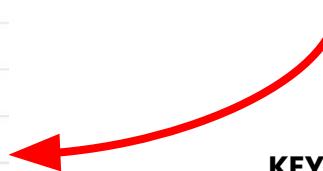
Size and Scope of Indonesia's Gig Economy



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

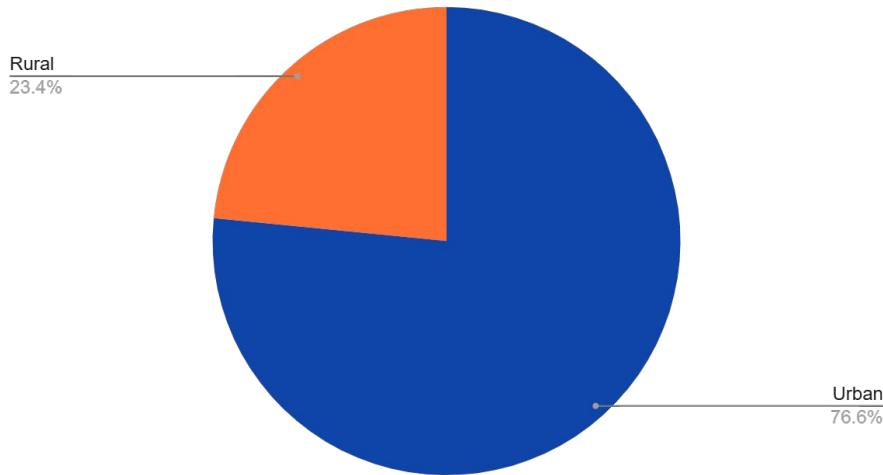
Drivers in IDN are:

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

Size and Scope of Indonesia's Gig Economy

Kc!

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,
More driving demand for services

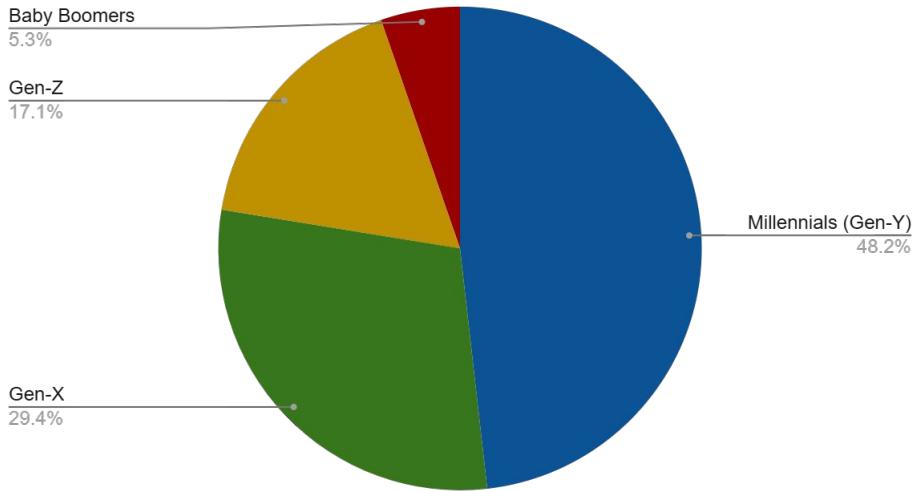
Gaps in access to digitalization and technology between urban and rural regions

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

Demographic Profile of Indonesia's Gig Economy

Kc!

Most Gig Workers in Indonesia are in Millennials Generation



Key Factors for Generation Disparity

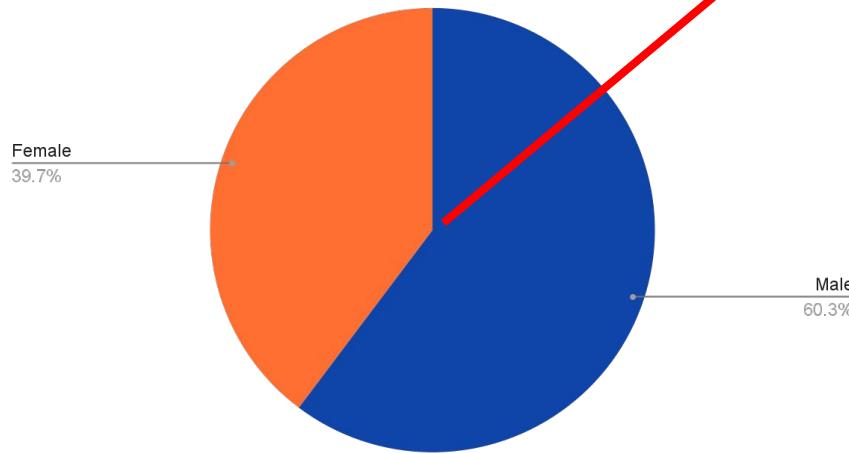
Gig work is more common among younger generations (Millennials and Gen-Z)

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

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 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 Gender Disparity

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

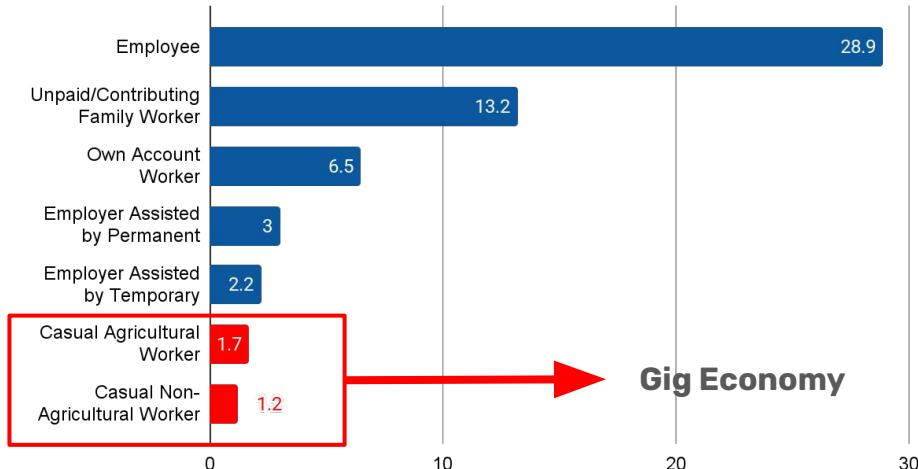
Unequal access to technology or digital platforms in certain regions.

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

Demographic Profile of Indonesia's Gig Economy

Kc!

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.

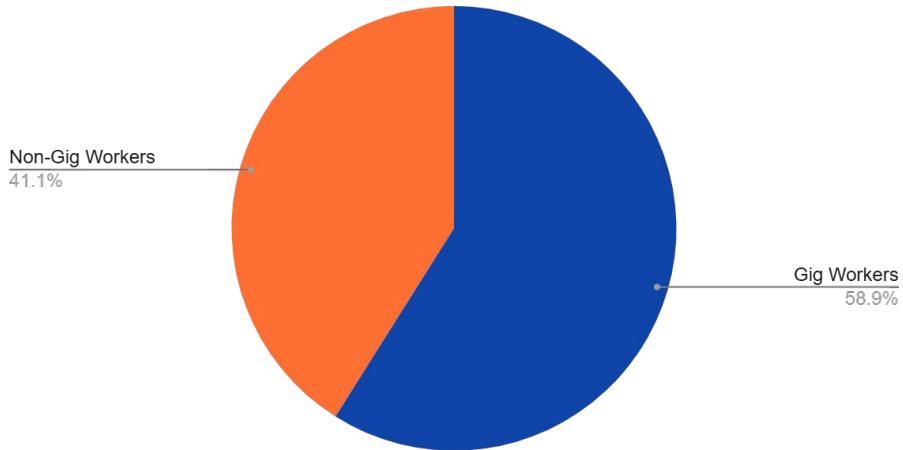
Contributing Family Worker:

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

Demographic Profile of Indonesia's Gig Economy

Kc!

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.

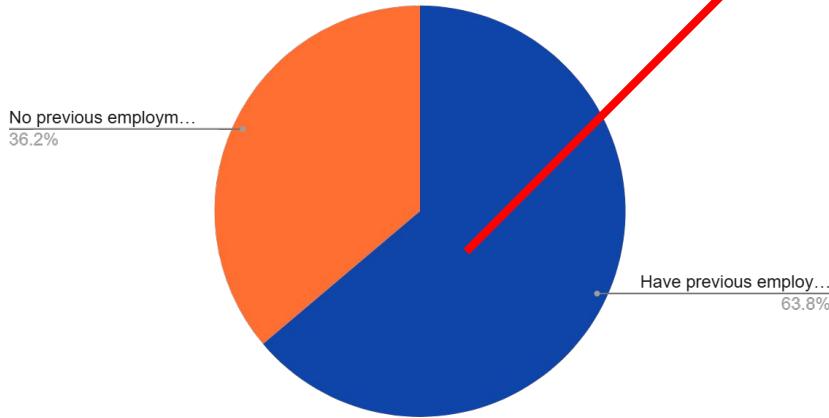
Higher education workers may opt for gig work due to its flexibility, autonomy, and opportunities to apply advanced skills (e.g., tech, freelancing).

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

Demographic Profile of Indonesia's Gig Economy

Kc!

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

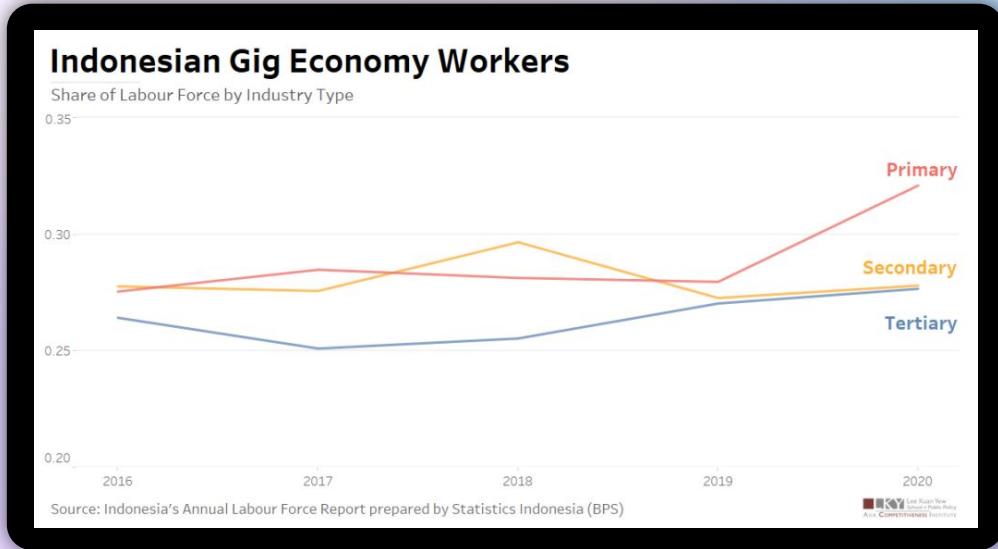
This suggest gig work is often a deliberate choice rather than a first-time entry into the labor market.

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.

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

Demographic Profile of Indonesia's Gig Economy

Kc!



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

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.

The question....

What triggered the high numbers
**of freelancing shifted into primary
jobs ?**

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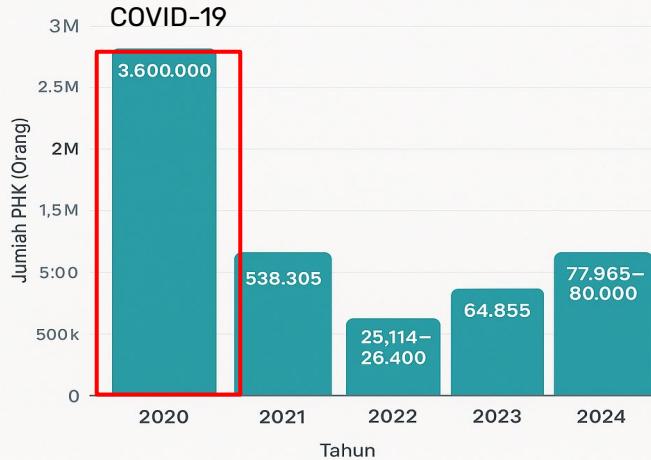
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Unemployment & Layoffs Gig Economy

Kc!

Angka PHK di Indonesia

2020 – Today



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



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

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

Pengangkatan CPNS 2024 Diundur Hingga Oktober 2025: Ini Penyebabnya



by **Penulis Fahum**

— March 7, 2025

in

Informasi

0

What do you think about this?



Pengangkatan CPNS 2024 Diundur Hingga Oktober 2025: Ini Penyebabnya

Today's Discussion



Definition & Examples Gig Economy



World Trend Gig Economy



Benefits & Downside Gig Economy



Benefits & Downside Gig Economy



How to Start Side Hustle



Study Case Gig Economy Dilemma

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.

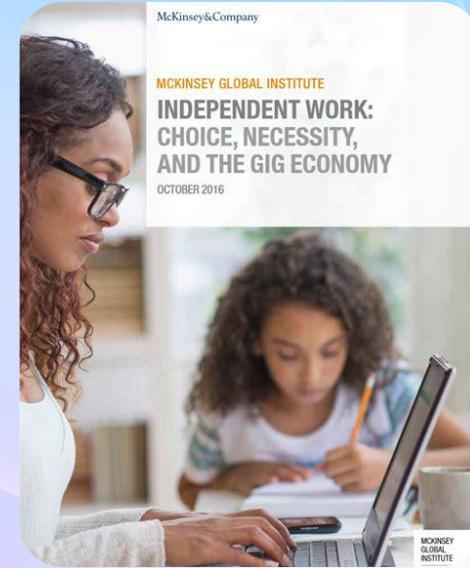
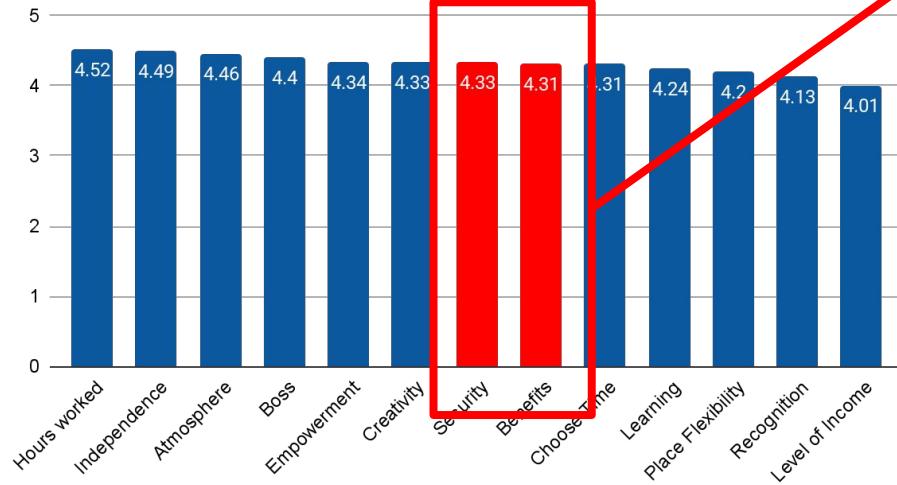
Work Satisfaction Gig Economy

Kc!

Traditional employment is more satisfying at only these aspects

Manyika, J., et al (2016)

Gig Work Satisfaction Aspect



Downside Gig Economy

Lack of Job Security

High Competition

Absence of Benefits

Legal and Ethical Challenges

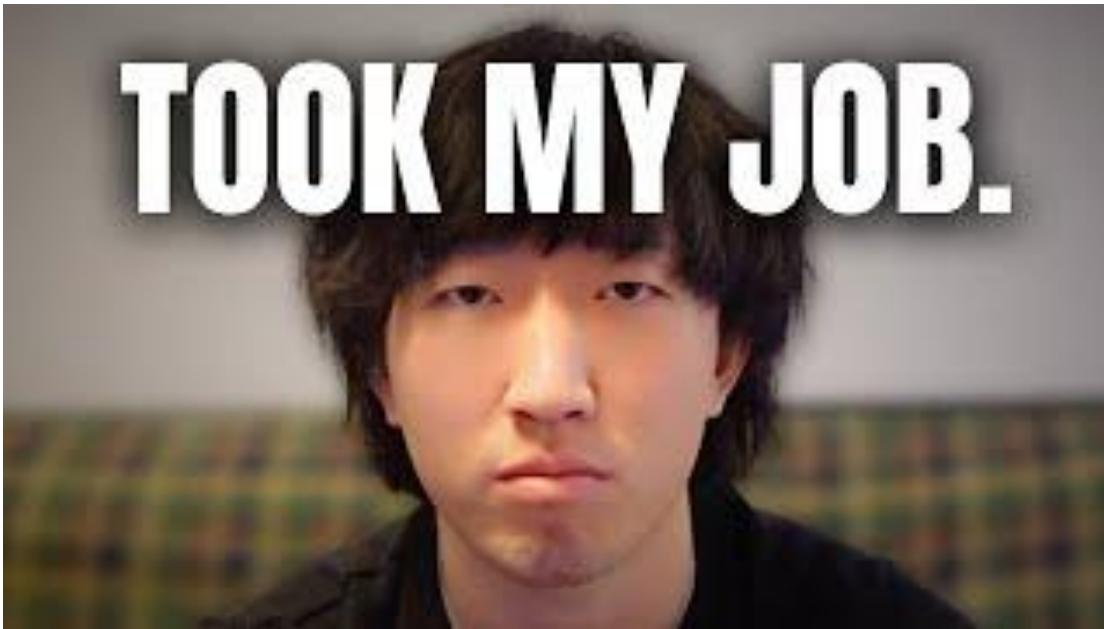
Social Isolation

AI Disruption



Kc!

Let's take a look at the following video



Kc!



Tui Sankamol · [Follow](#)

10h ·





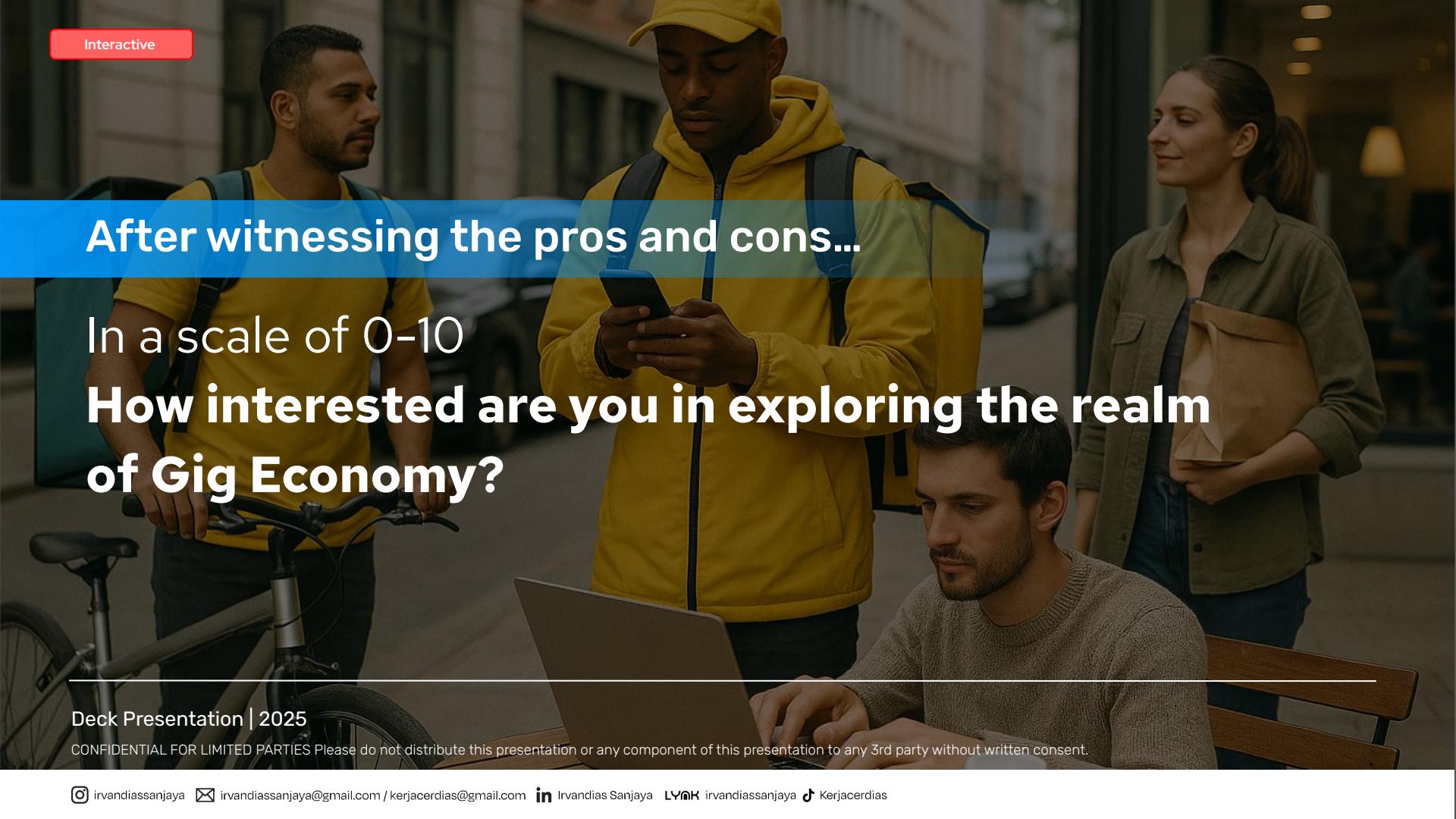
Tui Sankamol · Follow

10h ·



Ironic, isn't it?





After witnessing the pros and cons...

In a scale of 0-10

**How interested are you in exploring the realm
of Gig Economy?**

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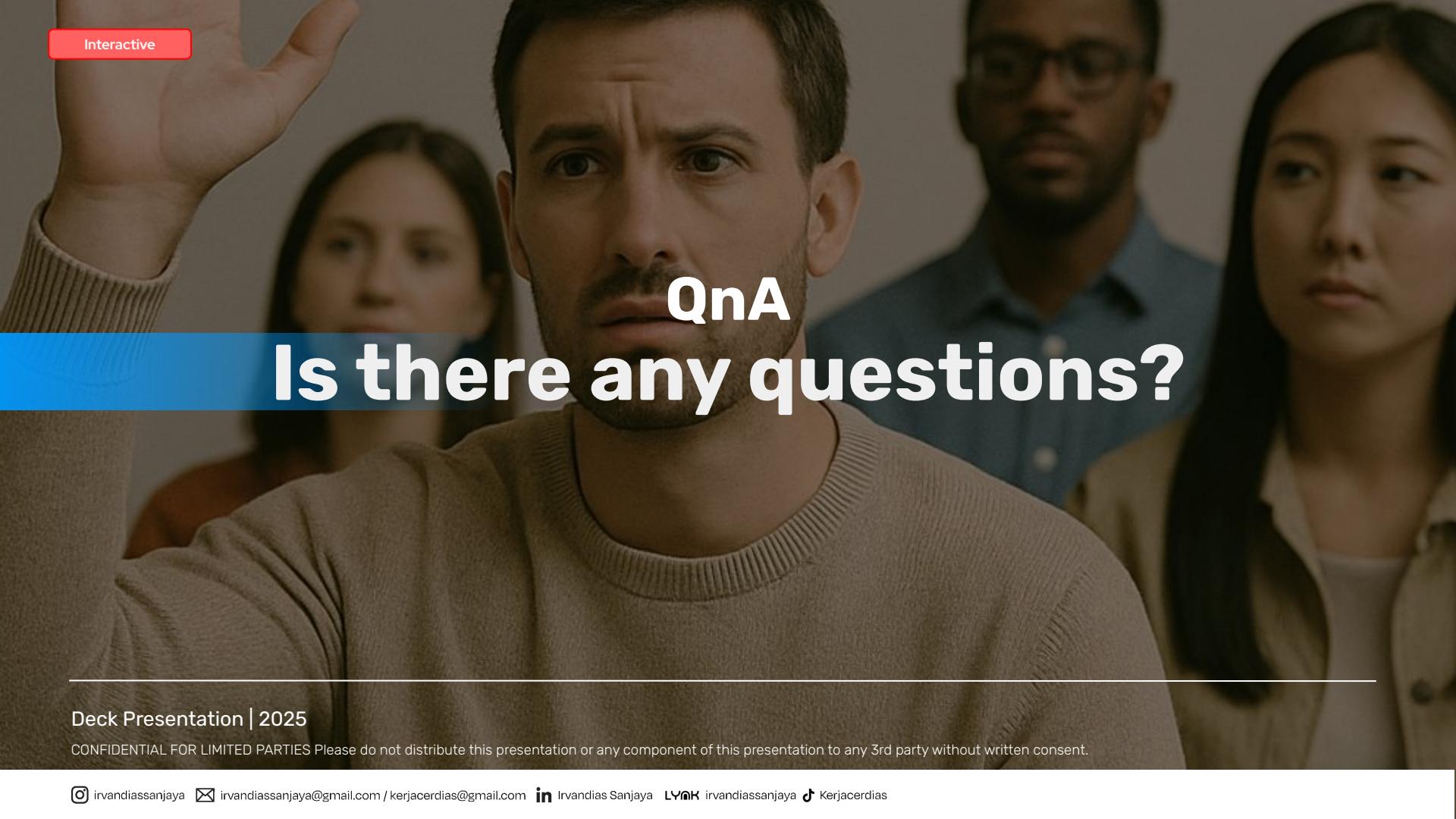
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Quick Question

“Why do you choose the number?”

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QnA

Is there any questions?

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Today's Discussion



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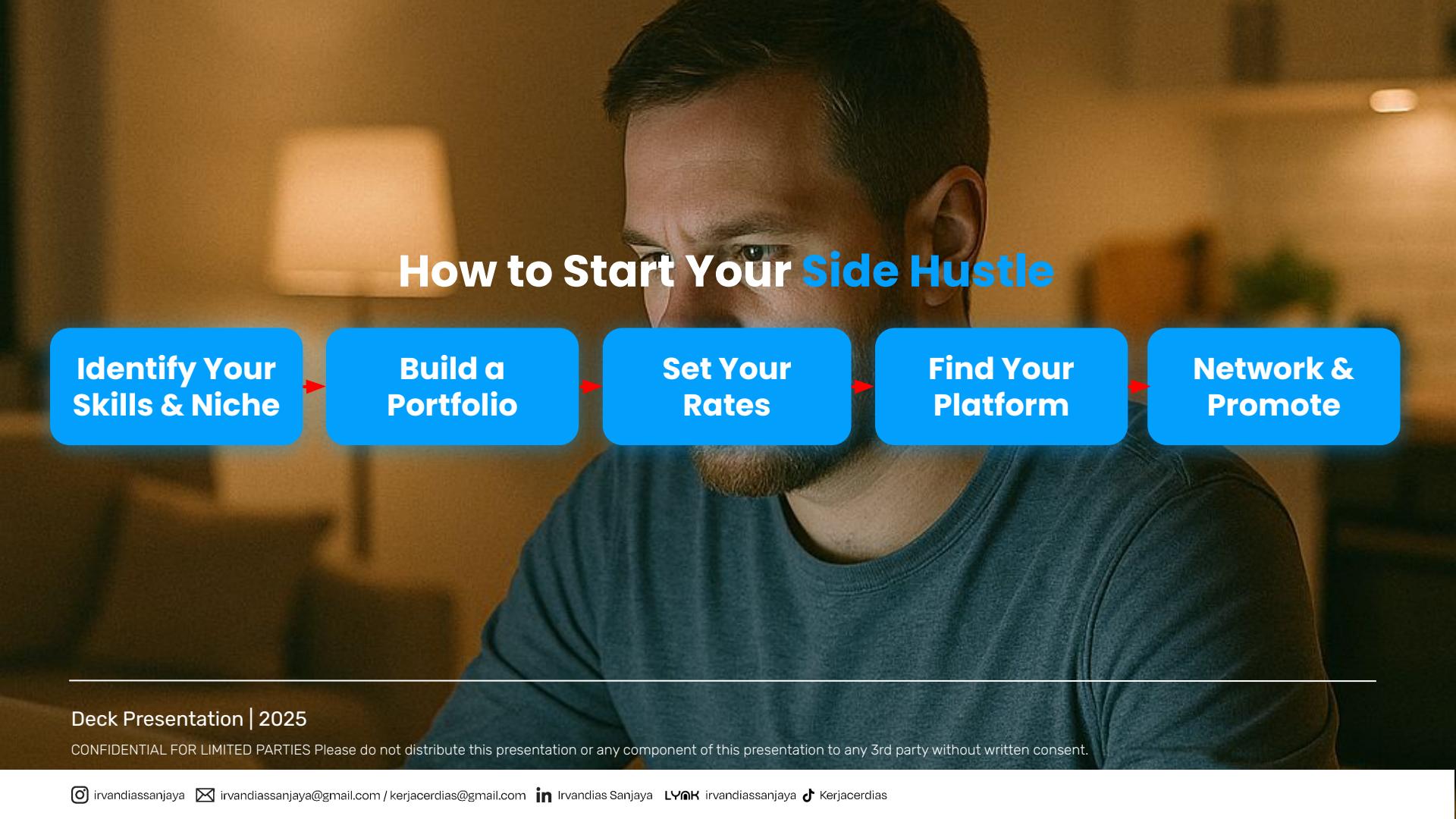
Benefits & Downside Gig Economy



How to Start Side Hustle



Study Case Gig Economy Dilemma

A close-up photograph of a man with dark hair and a beard, wearing a dark t-shirt. He is looking intently at a laptop screen, which is visible in the lower part of the frame. The background is blurred, showing what appears to be an office or study environment.

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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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.

TAM SAM SOM

Total Addressable Market

Total market for your product.

Serviceable Obtainable Market

Percentage of SAM you can realistically capture.

TAM

SAM

SOM

Serviceable Available Market

Portion of the market you can acquire based on your business model (your targets).



Niche = SOM

Case Study Example

TAM SAM SOM

Business:

"**JagoDigital**" – A solo-owned digital marketing agency by Andi 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.

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.

Estimated TAM

- **IDR 50 trillion** (theoretical max, but unrealistic for a solo freelancer)

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)

Case Study Example

TAM SAM SOM

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

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

Constraints:

- **Competition** : Numerous 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)*

Benefits

Identify Your Skills & Niche

Ability to pick something **you're highly-skilled at and enjoy**.

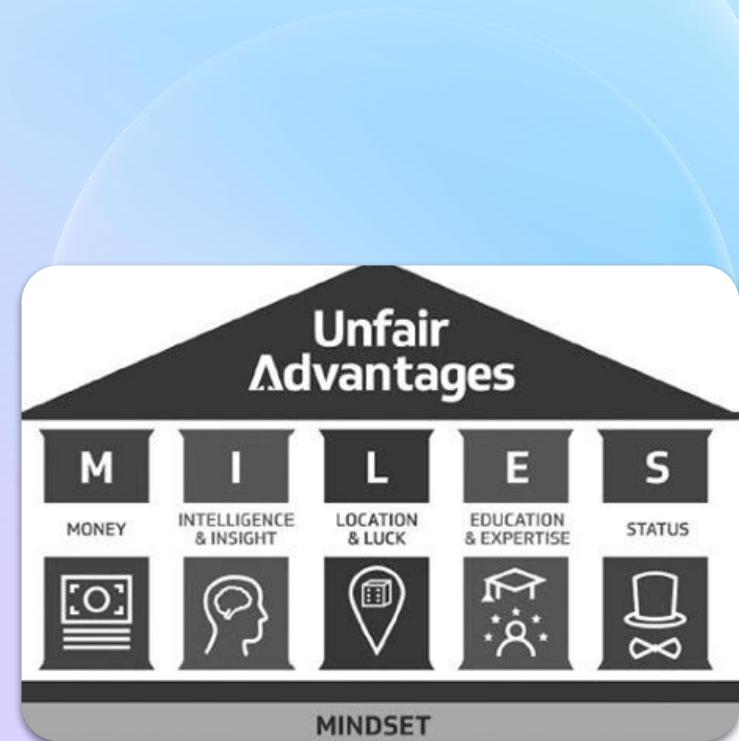
Have lesser competition because you're focusing on a specific group of people who need your offer.

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

How to

Identify Your Skills & Niche

M	ONEY
I	NTELLIGENCE
L	OCATION
E	DUCATION
S	TATUS



How to

Identify Your Skills & Niche

M	ONEY
I	NTELLIGENCE
L	OCATION
E	DUCATION
S	TATUS



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?*

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.

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

M	ONEY
I	NTELLIGENCE
L	OCATION
E	DUCATION
S	TATUS

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?*

How to

Identify Your Skills & Niche

M	ONEY
I	NTELLIGENCE
L	OCATION
E	DUCATION
S	TATUS

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?*

Location

City Tiers in Indonesia

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

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

M	ONEY
I	NTELLIGENCE
L	OCATION
E	DUCATION
S	TATUS

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?*

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

M	ONEY
I	NTELLIGENCE
L	OCATION
E	DUCATION
S	TATUS

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?

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.

How to Identify Your Skills & Niche

M	ONEY
I	NTELLIGENCE
L	OCATION
E	DUCATION
S	TATUS

LET'S TRY IDENTIFYING OUR NICHE

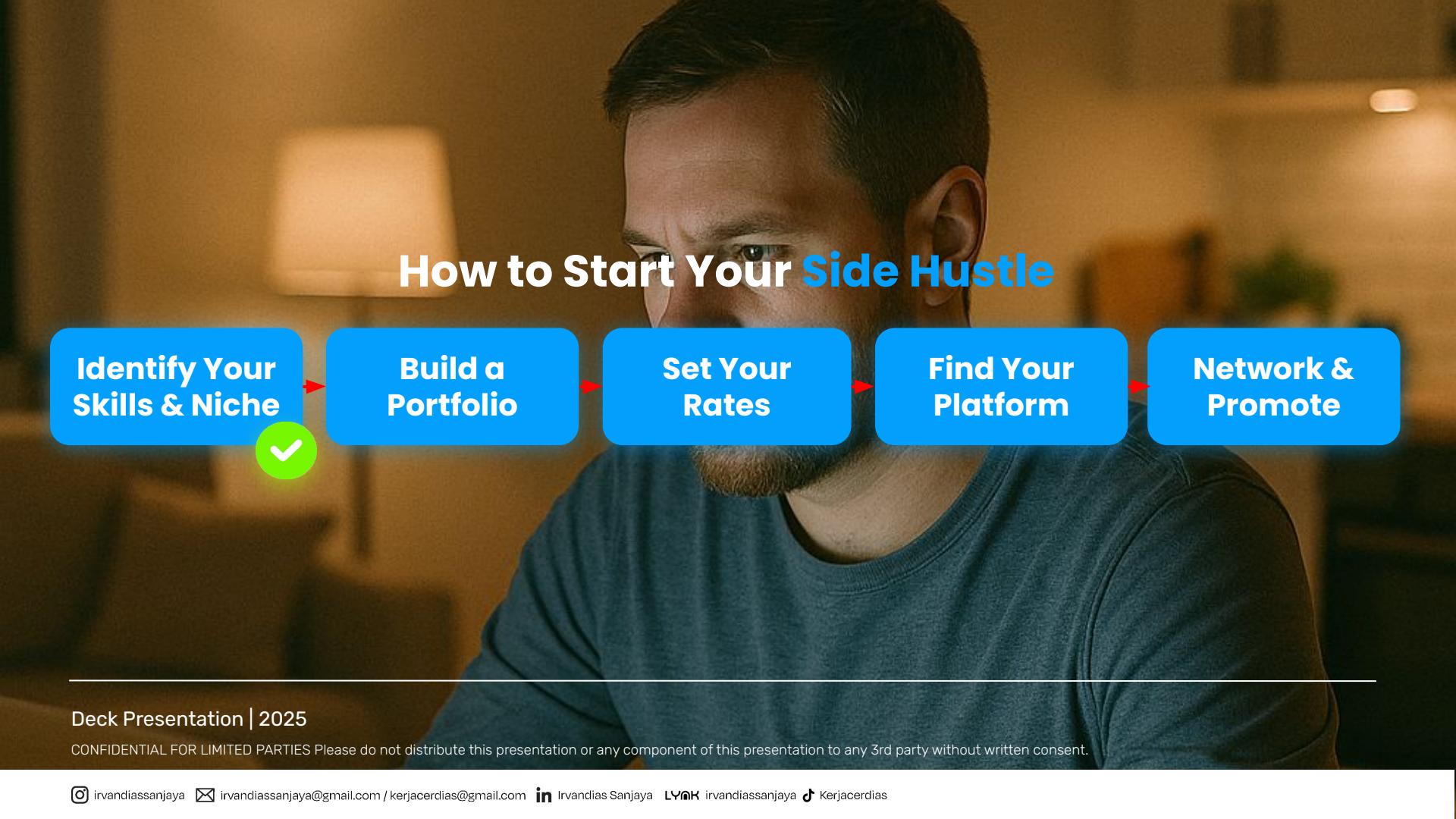
Money:

Intelligence & Insights:

Location & Luck:

Education & Expertise:

Status:



How to Start Your Side Hustle

Identify Your Skills & Niche

Build a Portfolio

Set Your Rates

Find Your Platform

Network & Promote



Deck Presentation | 2025

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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.

Loreum ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercit tation ullamcorper suscipit lobortis nisl ut aliquip ex ea erat.

Dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetur adipiscing elit, sed diam nonumm sit.

@StudioNative

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kerjacerdias@gmail.com



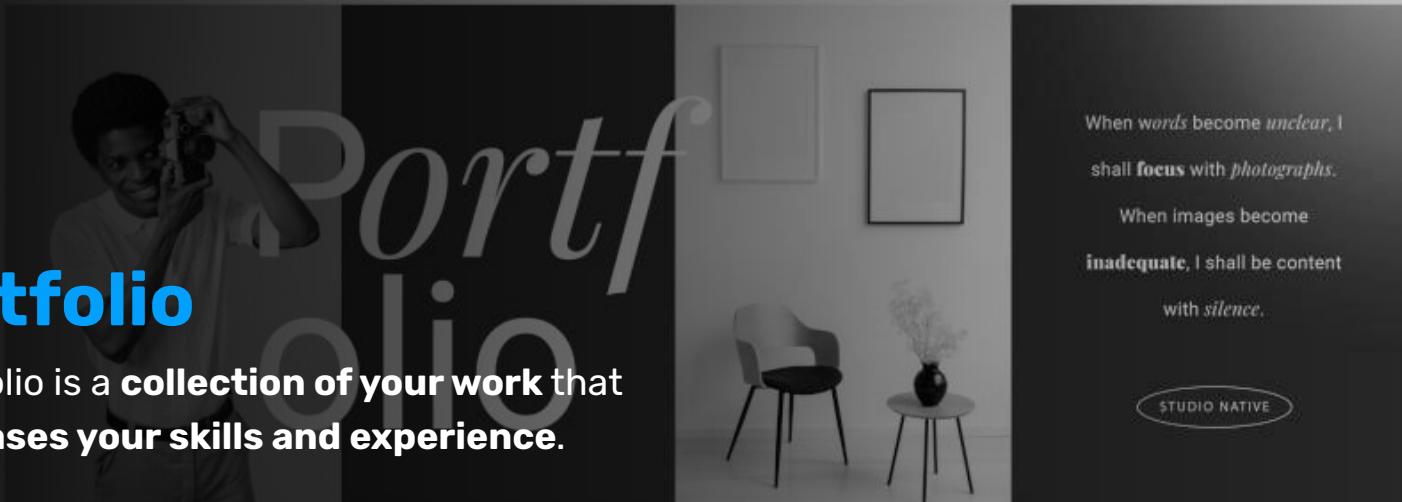
Irvandias Sanjaya



irvandiassanjaya



Kerjacerdias



BOOK

When words become unclear, I

shall **focus** with *photographs*.

When images become

inadequate, I shall be content

with *silence*.

STUDIO NATIVE



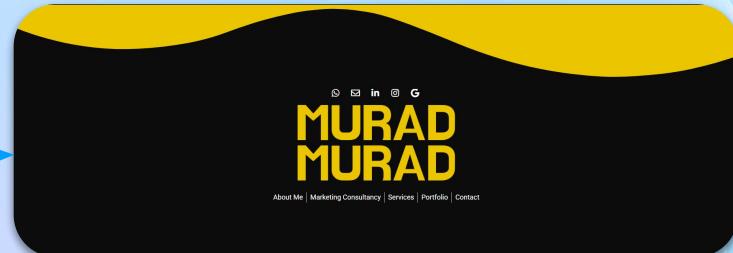
Type **Portfolio** (Platform)

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.



PORTFOLIO SERVICES

Google Certified

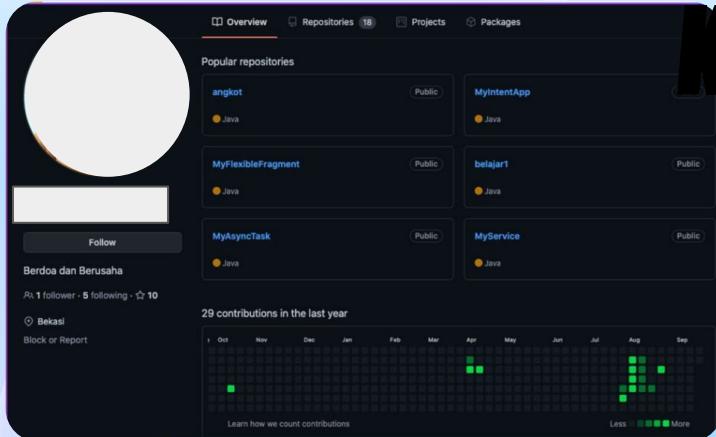


Type

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**



Example

Portfolio Data Analyst (Yan Holtz)

The screenshot displays a portfolio website with a clean, modern design. At the top, a navigation bar includes links for HOME, INTRO, SERVICES, BLOG, WEBSITES, PORTFOLIO (which is underlined), TESTIMONIALS, and CONTACT. Below the navigation is a large title "PORTFOLIO" and a subtitle "A glimpse of the projects I've been working on". A row of filter buttons allows users to view specific project types: Show all, Data mining, Dataviz, Scientific paper, Dashboard, and Shiny. The main content area features a grid of four project cards:

- Data mining:** A hexagonal heatmap visualization.
- Dataviz:** A network graph with nodes labeled S1 through TAMU.
- Dashboard:** A screenshot of a dashboard titled "Dashboard for Terres Inovia" with the subtitle "A dashboard allowing to quickly access information in Terres Inovia database".
- Shiny:** A bar chart showing data across various categories.

Example

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.



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 Aerupth product.

Example

Portfolio Career Coach (Irvandias Sanjaya)

The image displays three mobile phone screens side-by-side, each showing a different page from a career coach's portfolio. The background of the screens features a colorful, checkered pattern.

- Home Screen:** Shows a profile picture of a man with glasses and a black shirt. Three call-to-action buttons are overlaid: "Cek Profil" (Yellow), "Lengkapnya" (Orange), and "Kak Dias" (Pink). The text "made with LYNAK" is at the bottom.
- Collaboration Screen:** Shows the same man speaking into a microphone. A large blue button with yellow text says "COLLAB YUK!". Below it, the text "Mari Kolaborasi Sama Kak Dias" and "IDR" are visible.
- Consultation Screen:** Shows the man again. A blue button with yellow text says "1-ON-1 BERSAMA KAK DIAS". Below it, the text "Konsultasi Karier dari A-Z" and "IDR" are visible.

Example

Portfolio Digital Marketing (Murmard)

The image shows a digital marketing portfolio for 'Murmard'. On the left, a tablet displays a website for 'Amina' with a sign-in button. Next to it is a smartphone showing the Google search interface with a search bar and navigation options for Apps, Voice, and Goggles. To the right of the devices is a yellow landing page with a black circular logo containing the text 'Search Engine Optimization (SEO)'. Below the logo, a list of SEO services is provided, including Backlinks, Internal Linking, External Linking, Content Writing and Editing, Keywords, Speed Optimization, Image Optimization, Tags, Google Integration, and Social Media Linking and Integration.

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

Benefits Portfolio

Showcase Your Best Work

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



MY PORTFOLIO

Make a Strong First Impression

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



MY PORTFOLIO

Boost Online Visibility

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



MY PORTFOLIO

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	05	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

Common Elements Portfolio Cover + About Me

This section should explain how:

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

The image shows a digital portfolio cover for "MURAD MURAD". At the top right is a "Google Certified" badge. Below it, the name "MURAD MURAD" is displayed in large yellow letters, with the website "muradmurad.com" underneath. A cartoon illustration of a man with glasses and a magnifying glass is positioned on the left. The background features a blurred cityscape with a Coca-Cola Zero sign. The bottom section is titled "ABOUT ME" and contains a bio, education details, and work experience.

PORTFOLIO SERVICES

MURAD MURAD
muradmurad.com

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 Certificaion
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

Credential ID's will be provided upon request.

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.



Google Ads Certification
Credential ID: 49262157



Common Elements Portfolio

List of Projects

This section should **list the projects you've worked on** and how they **relate to your gig work**. Please put interesting & impactful project title.

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

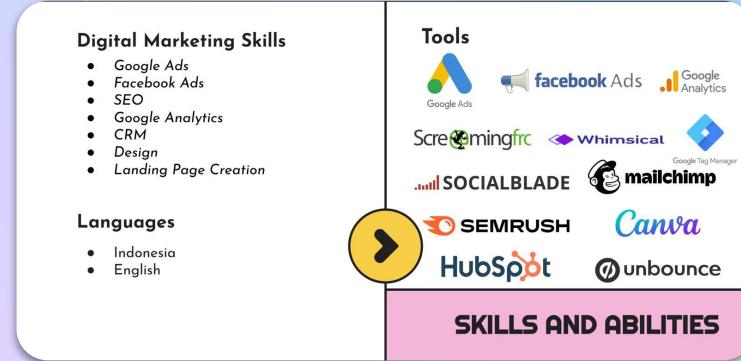


Kc!

Common Elements of Portfolio Details of Project

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.



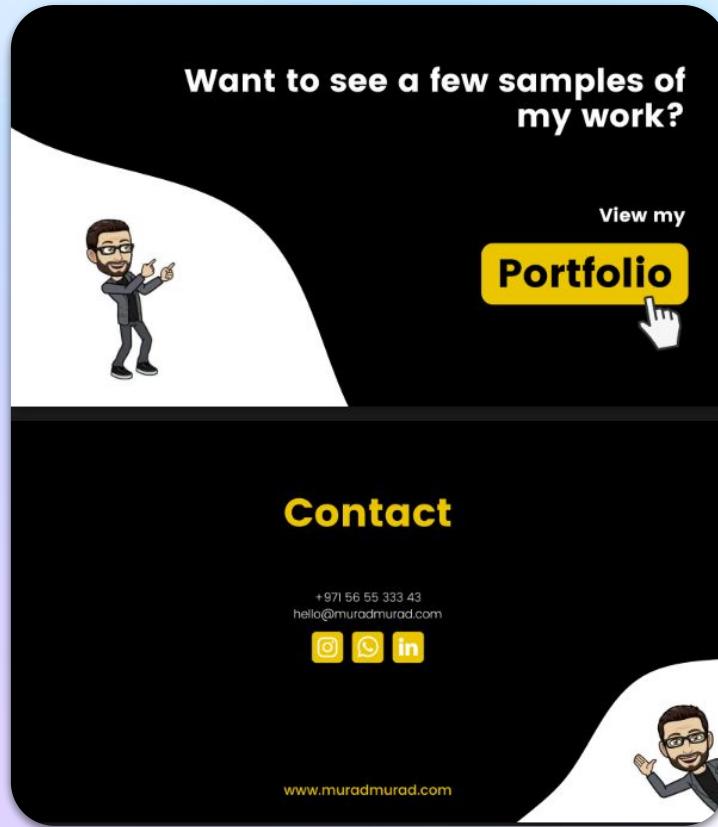
Common Elements Portfolio

Contact

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

Includes:

1. Email
2. Phone Number
3. LinkedIn



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).

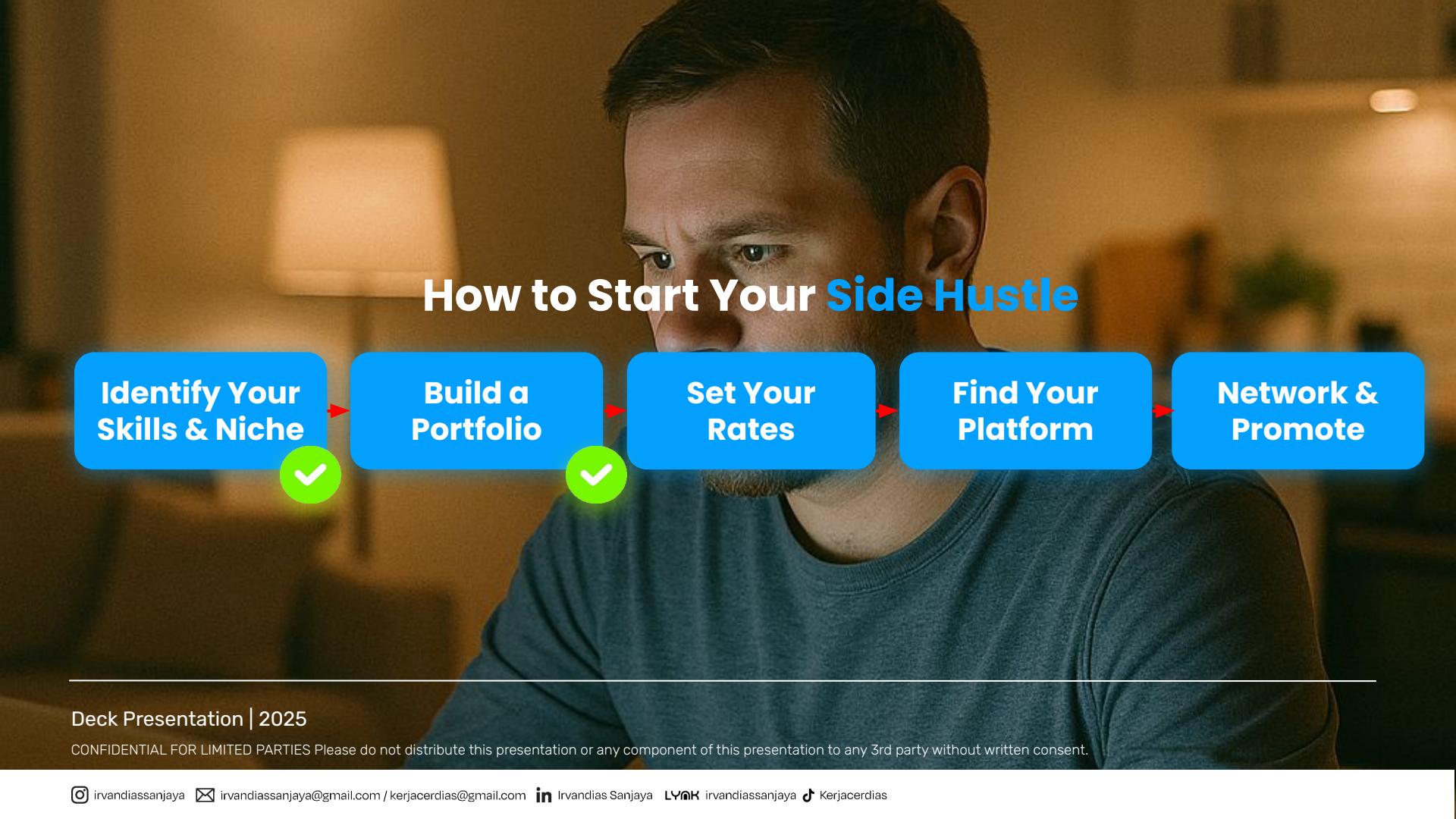
Workarounds: Use test projects, anonymized samples, or skill certifications instead, white labelling.

Kc!



**Download Portfolio
Template**

bit.ly/PortoTemplate



How to Start Your Side Hustle

Identify Your Skills & Niche

Build a Portfolio

Set Your Rates

Find Your Platform

Network & Promote

Deck Presentation | 2025

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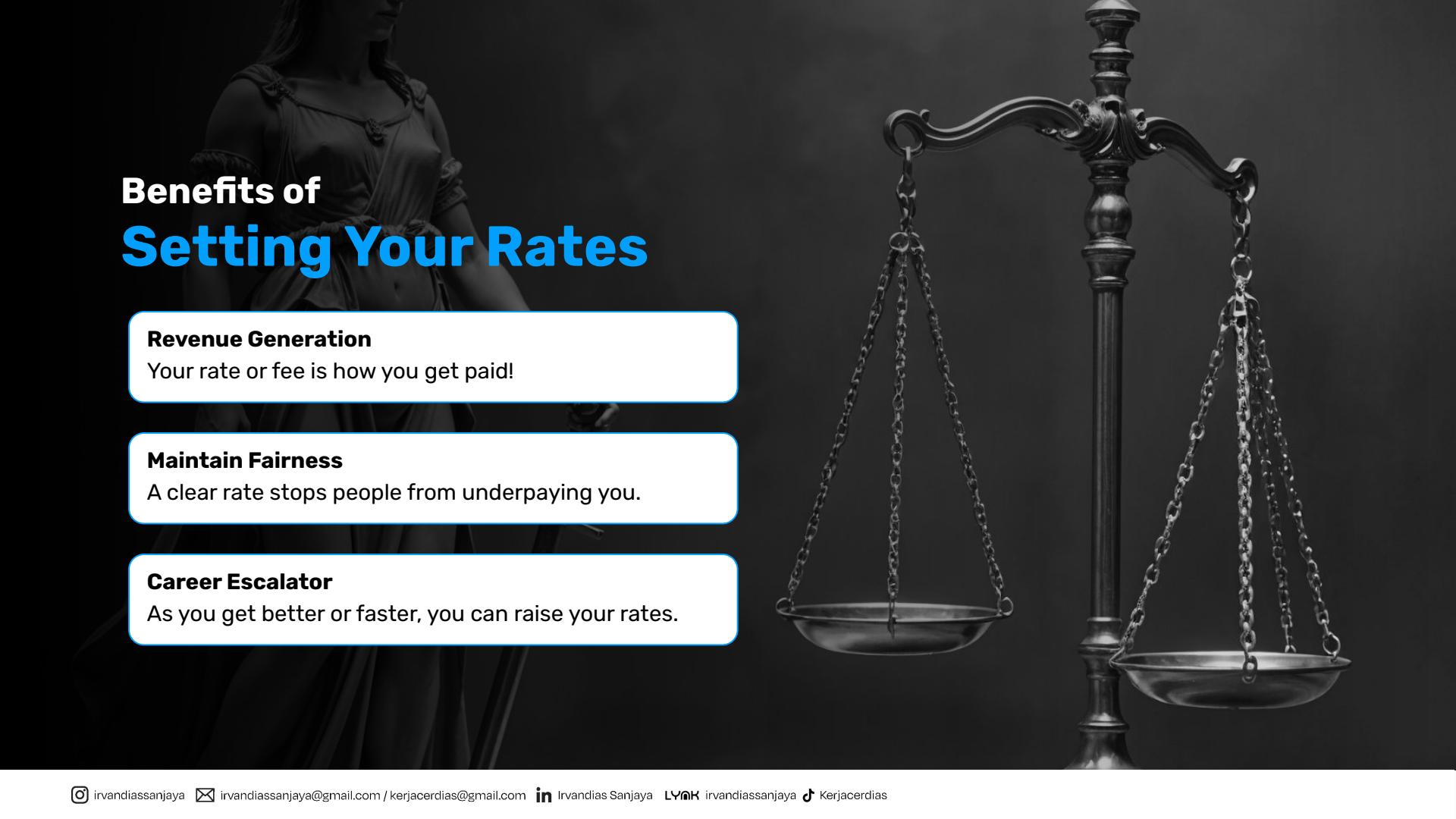
Setting Your Rates

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.

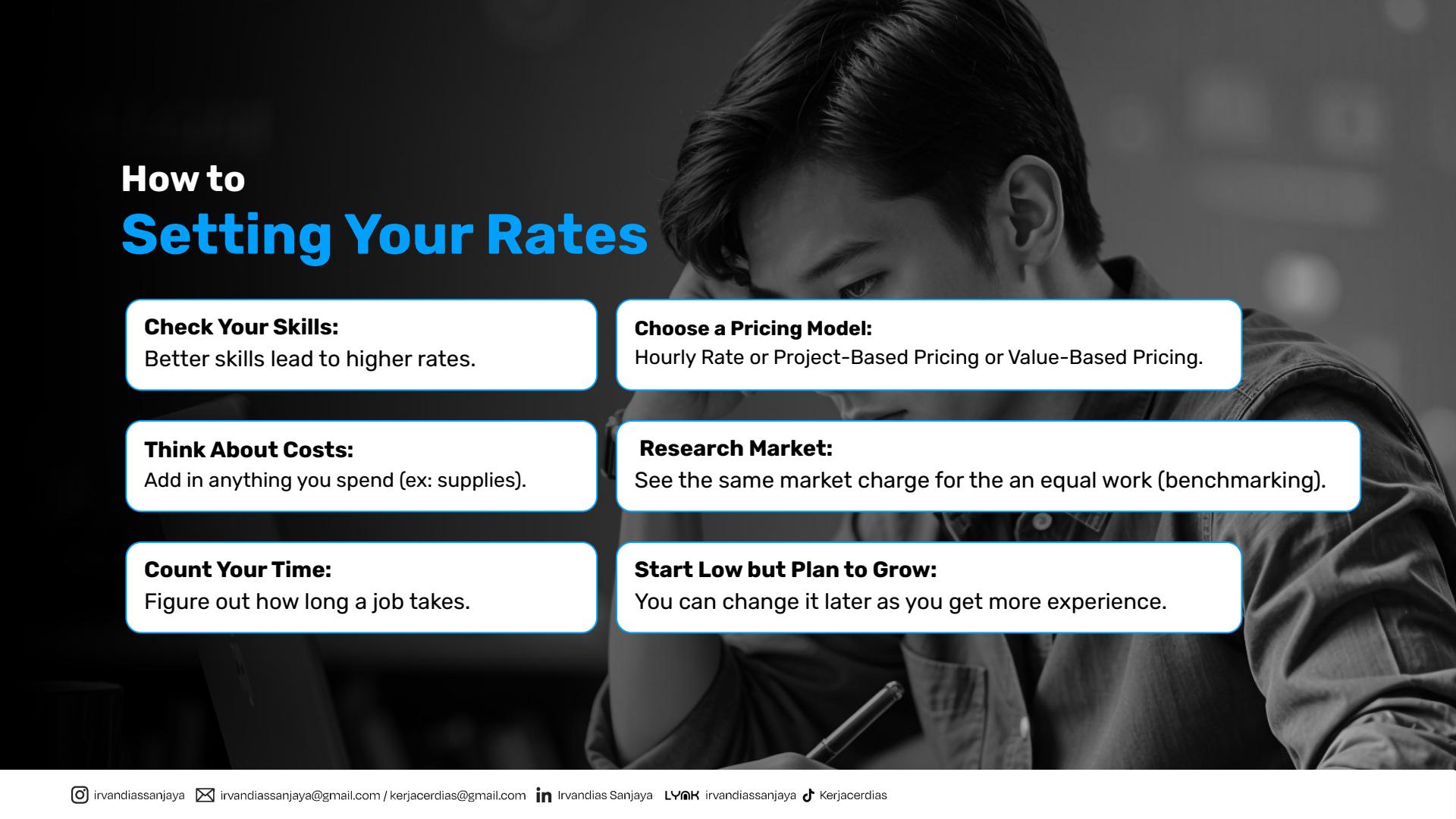




Berapa mas harga
edit satu video nya?

Terserah mas aja...
(pengen di atas Rp200.000)

AVOID THIS MISTAKE



How to Setting Your Rates

Check Your Skills:

Better skills lead to 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 the same market charge for the an equal 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

Kc!

The image shows a laptop screen with a white background, displaying a speaker rate card. The card features a yellow circular profile picture of a man with glasses. The title "Irvandias Sanjaya Speaker Rate Card" is at the top. Below the title, there are sections for "Profile Background", "Topics Covered", "Self Development", "Offline Event", "Online Event", and "Collaborated Brands". At the bottom, there is a yellow footer bar with social media links and contact information.

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 R
- Academic Institution R

70/Hour
00/Hour

Online Event:

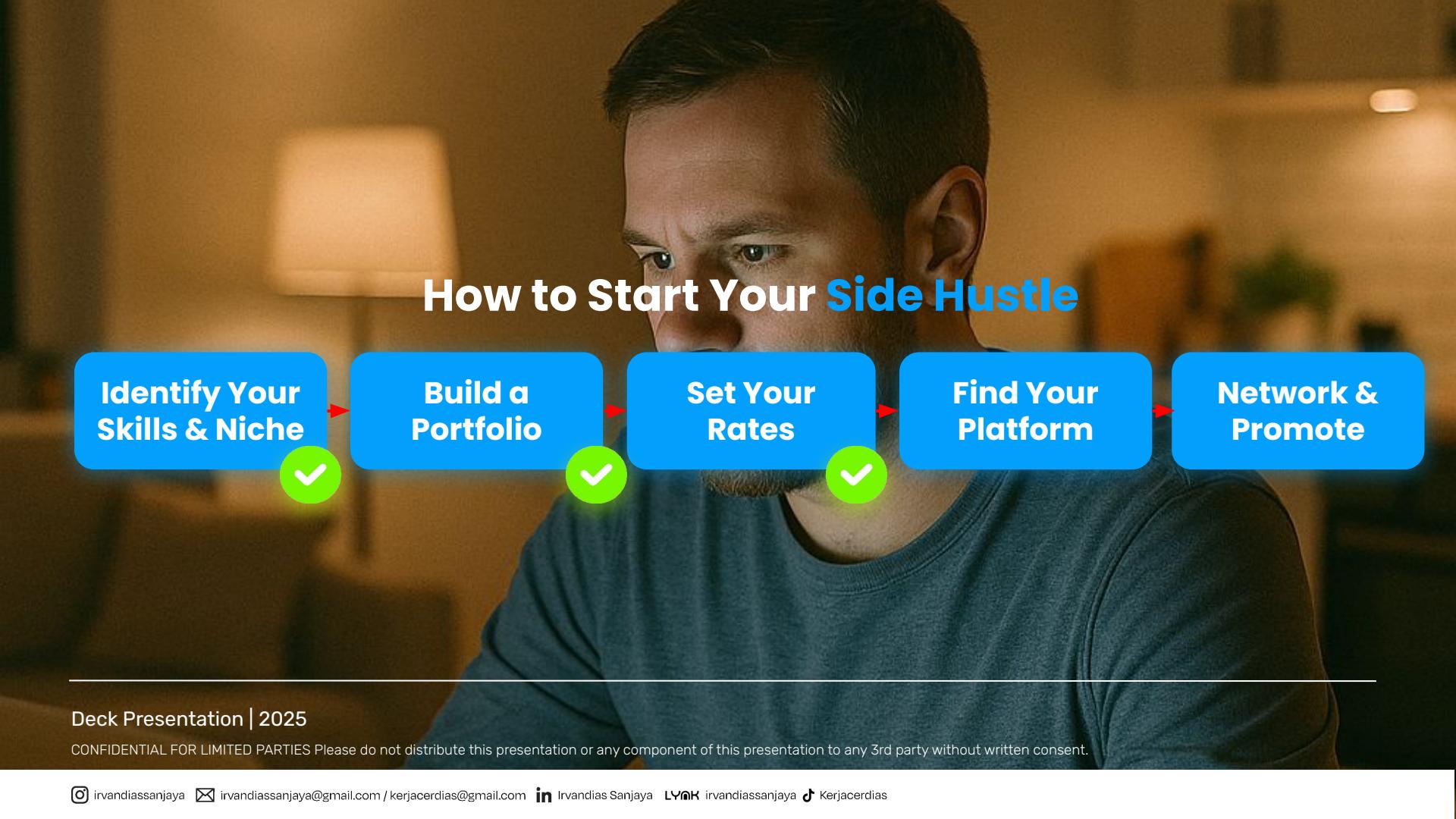
- Corporate/Public R
- Academic Institution F

0/Hour
0/Hour

Collaborated Brands

PERTAMINA INTERNATIONAL SHIPPING pijar Skill Academy BANK INDONESIA Jobhun myrobin.id
Apple Developer Academy Kormo Jobs Looke glints looginc.id Cerdas Kelebihan
ANGKASA PURA B gojek sekolahmu nutrifood AIESFC VCA Hydride JAVA
Startup Campus Sertifikasiku UNITED NATIONS INDONESIA MANTRA Skilvul SuksesCorp
Microsoft SEA TODAY INDOBOT ACADEMY elite academy SHIRVANO @america
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

Deck Presentation | 2025

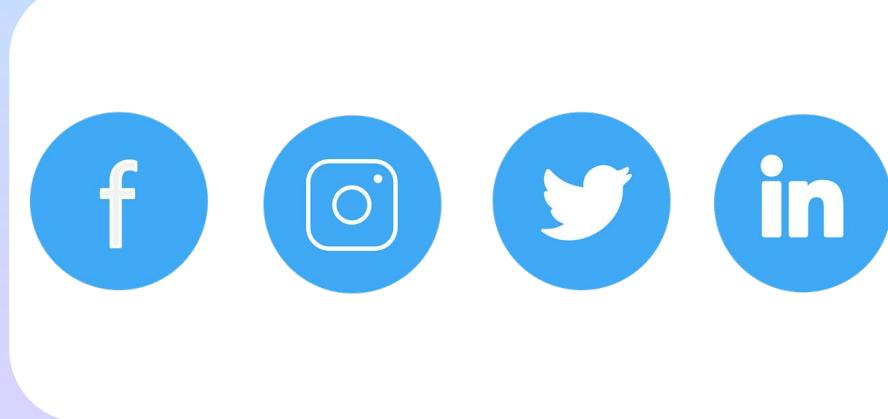
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Find Your Platform

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.



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.

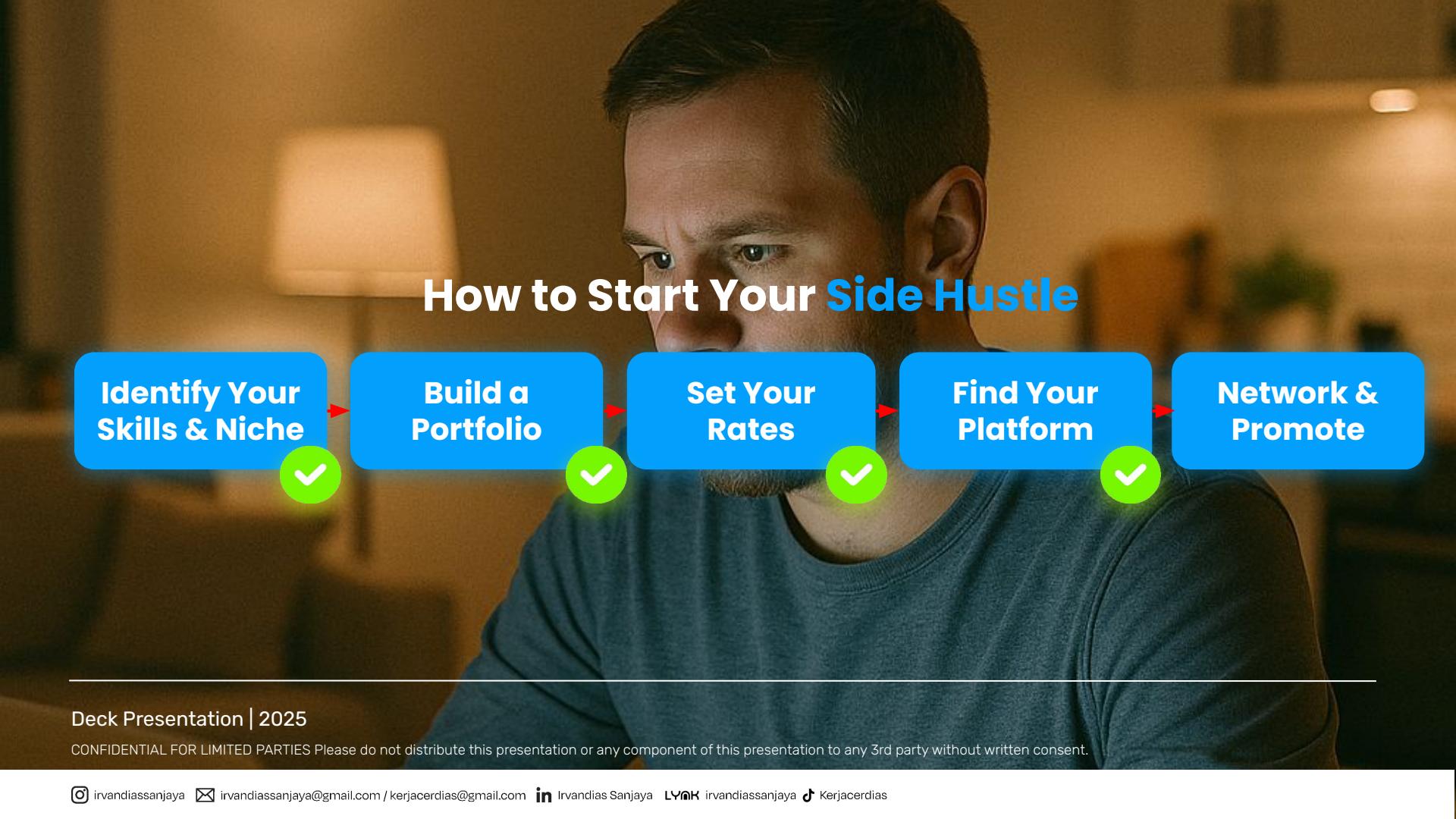
Example:

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



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



How to Start Your Side Hustle

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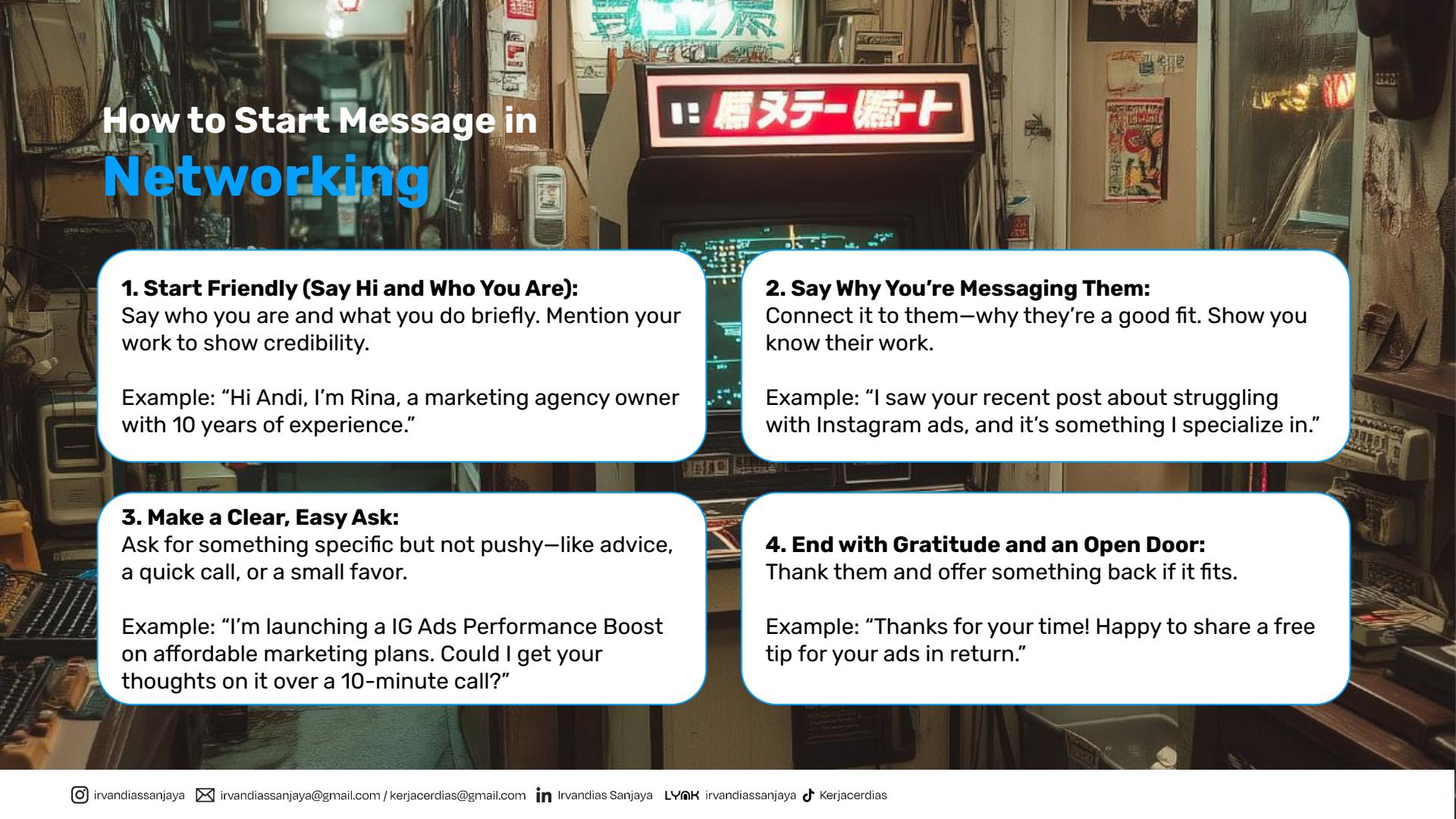
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Benefits Networking

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."

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."

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?"

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."

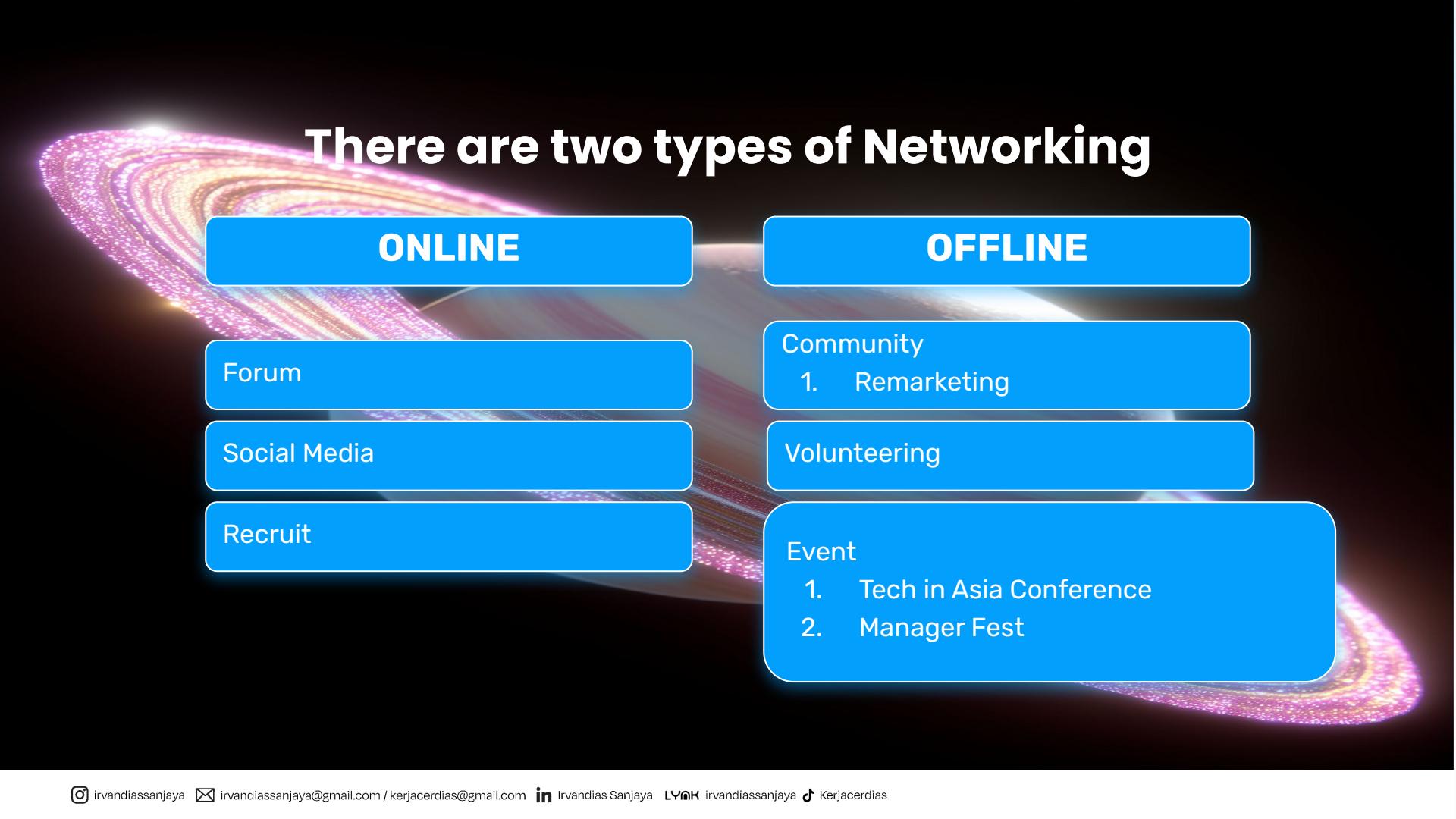
How to Start Message in Networking (Examples)

Kc!

"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!"



There are two types of Networking

ONLINE

Forum

Social Media

Recruit

OFFLINE

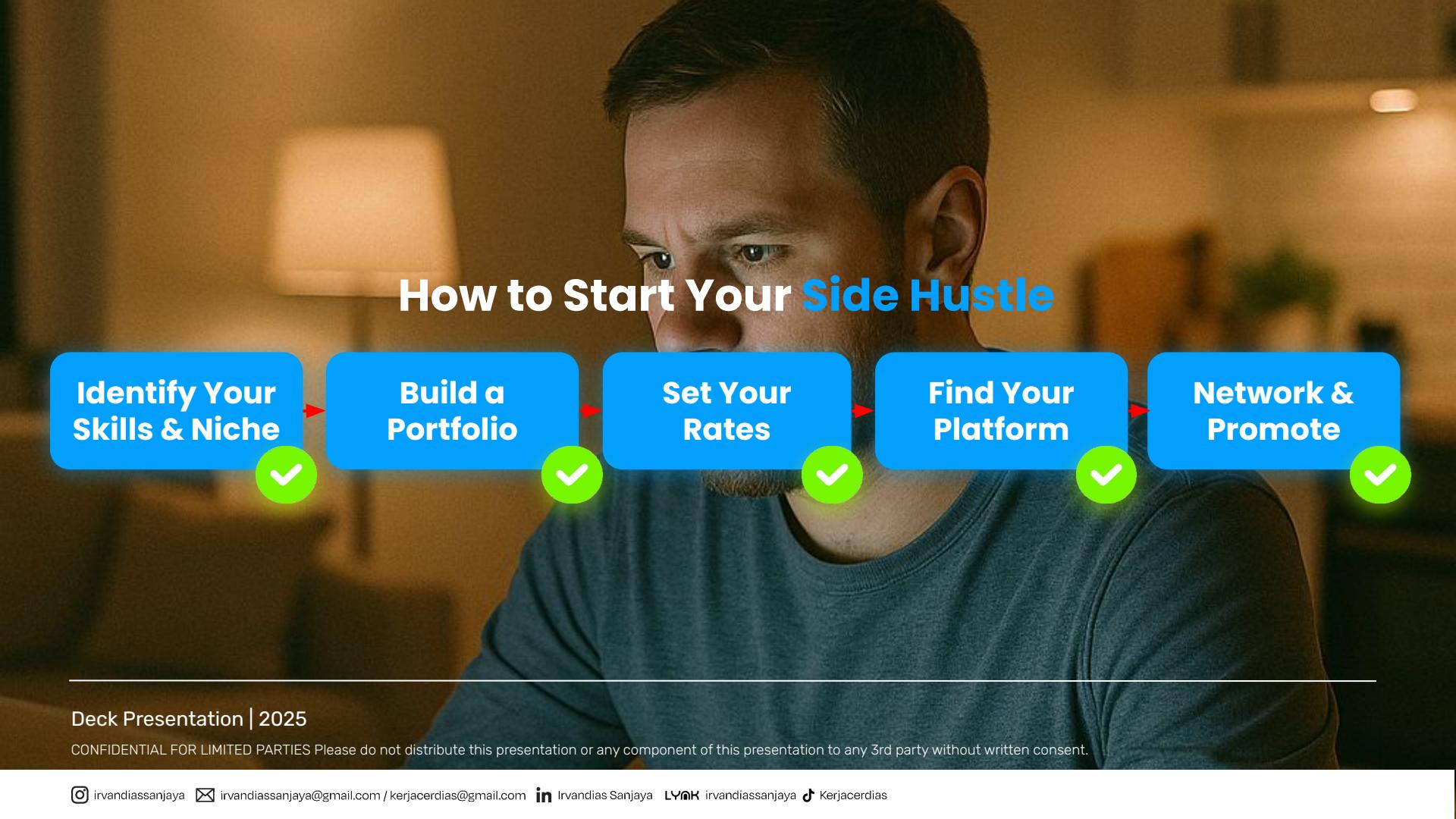
Community

1. Remarketing

Volunteering

Event

1. Tech in Asia Conference
2. Manager Fest



How to Start Your Side Hustle

Identify Your Skills & Niche

Build a Portfolio

Set Your Rates

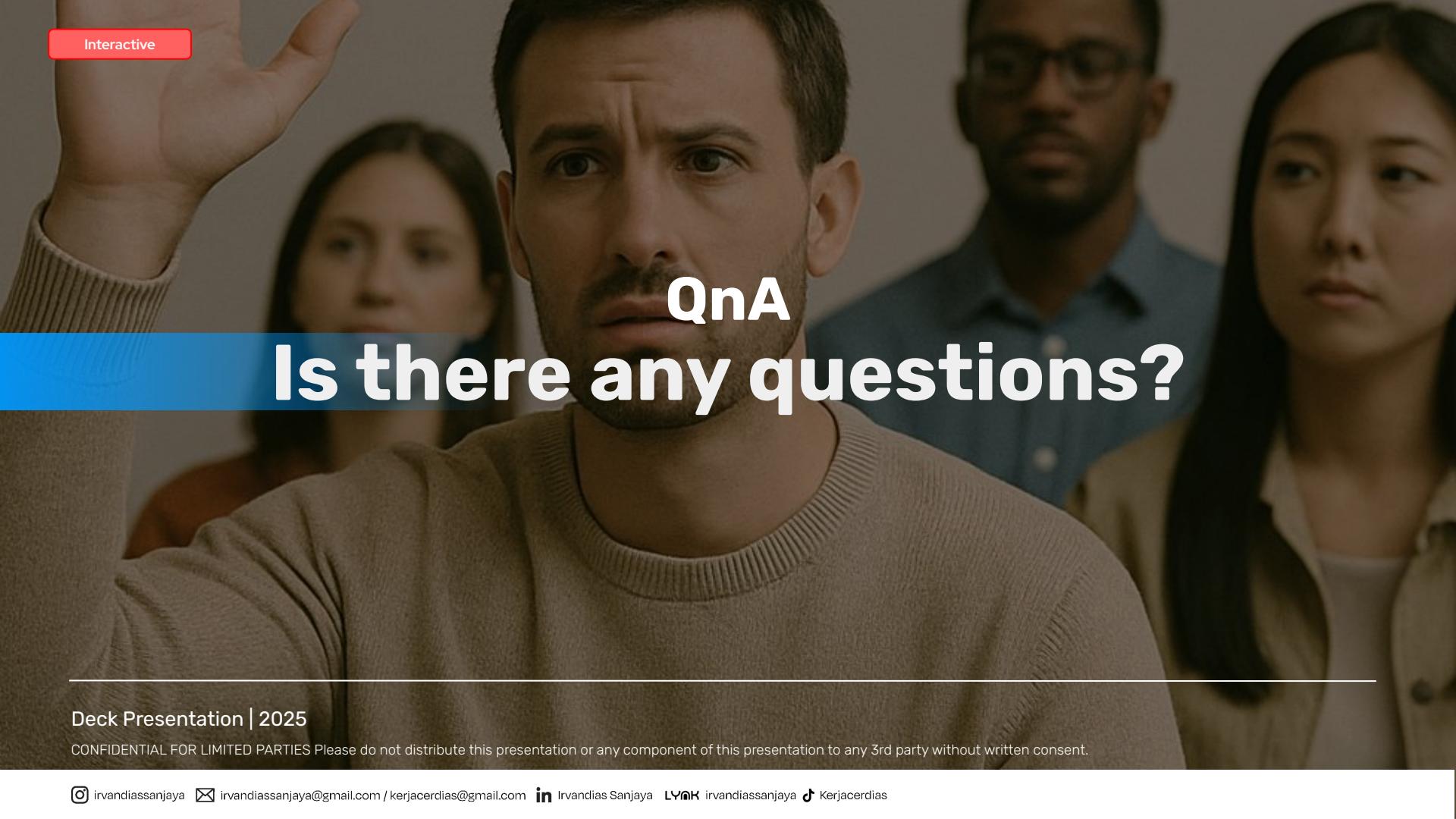
Find Your Platform

Network & Promote



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QnA

Is there any questions?

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Today's Discussion



Definition & Examples Gig Economy



World Trend Gig Economy



Benefits & Downside Gig Economy



Benefits & Downside Gig Economy



How to Start Side Hustle



Study Case Gig Economy Dilemma

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

Let's watch this video



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

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

Today's Discussion



Definition & Examples Gig Economy



World Trend Gig Economy



Benefits & Downside Gig Economy



Benefits & Downside Gig Economy



How to Start Side Hustle



Study Case Gig Economy Dilemma



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

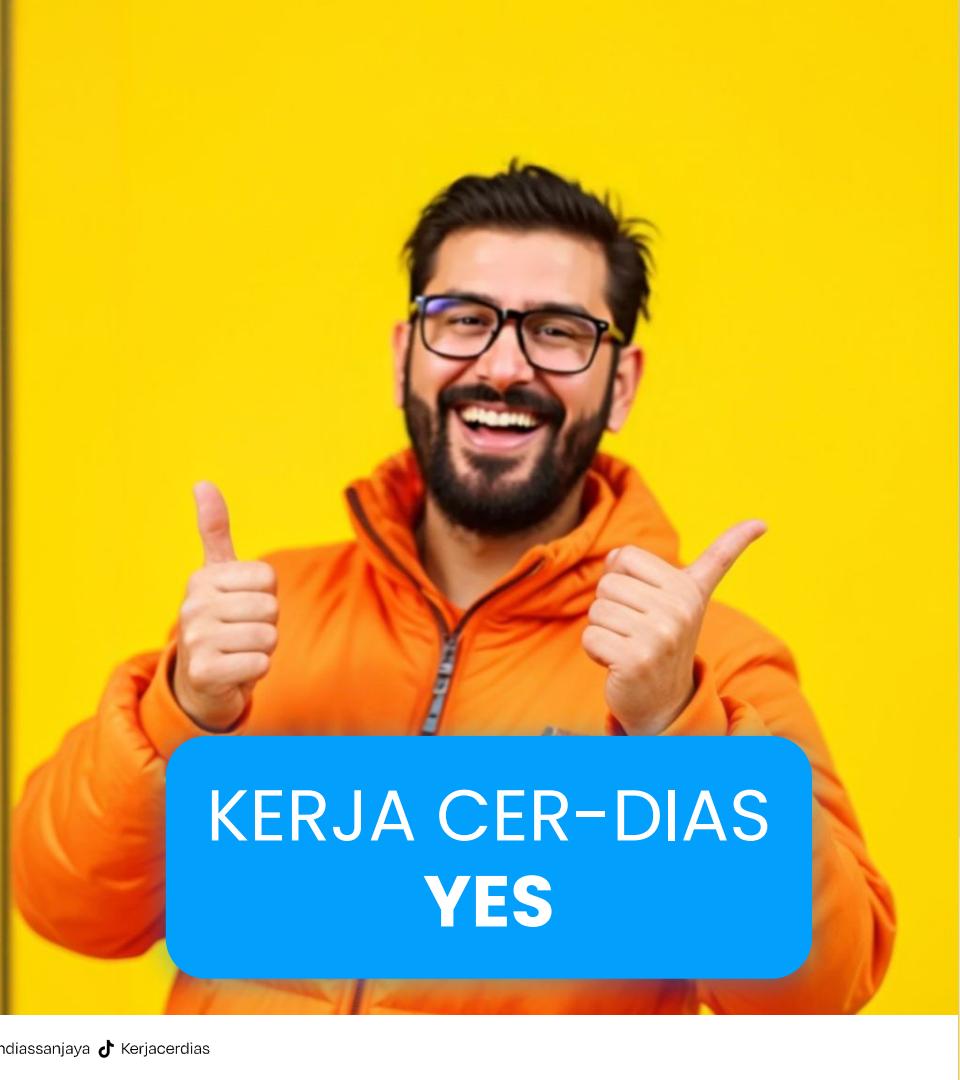
– Robert Collier

***“Take your financial
life very seriously.
Make a lot of money.
The world is very cruel
to the poor.”***

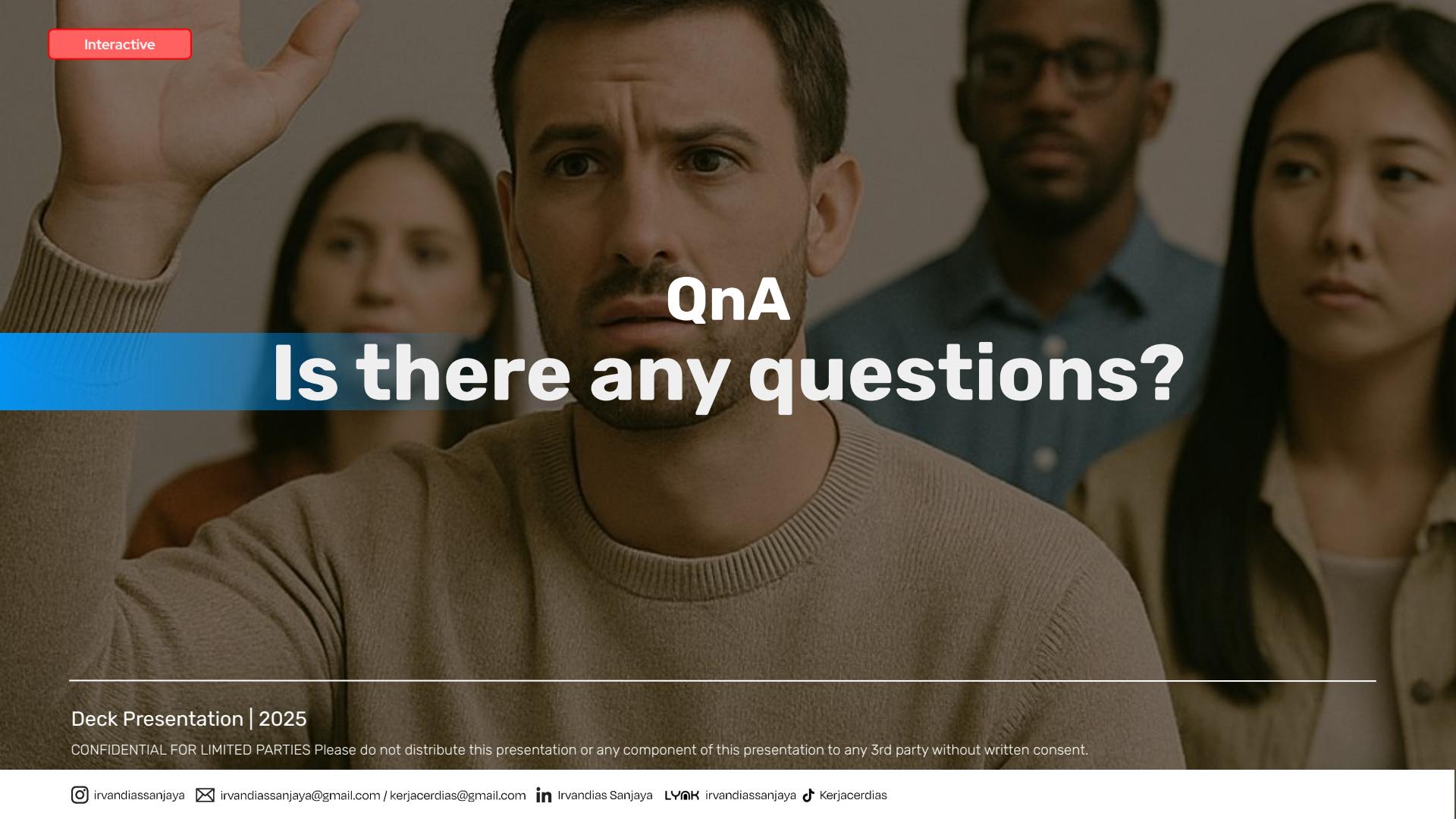


A photograph of a man with dark hair and a beard, wearing an orange hoodie. He is shouting with his mouth wide open, showing his teeth. His right hand is raised with the index finger pointing upwards. The background is a solid yellow.

KERJA KERAS
NO

A photograph of the same man from the first image, now smiling broadly and giving a thumbs-up with both hands. He is wearing glasses and has a beard. The background is a solid yellow.

KERJA CER-DIAS
YES



QnA

Is there any questions?

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