

Langkah Cerdas Memulai Bisnis Sampingan Karyawan

Workshop Session

Jakarta, 25 June, 2025

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Professional Profile



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Founder at Kerja Cer-Dias | Coach |
Trainer | Consultant | Sportscaster |
Content Creator [@Kerjacerdias](https://www.instagram.com/kerjacerdias)

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Journey Thus Miles

Full-Time

2018



2020



2021



2022



2023



2024



2025

Part-Time



Freelance



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Be Ready For The Session

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

I'm here to guide you as you become a resilient & relevant side-hustler!

What I'm presenting here **may not be 100% applicable** on every circumstances, but this is my best practice, and I want to hear yours too!

There will be a bonus specialized for individual (special) and the all the members with specific requirements to do :)

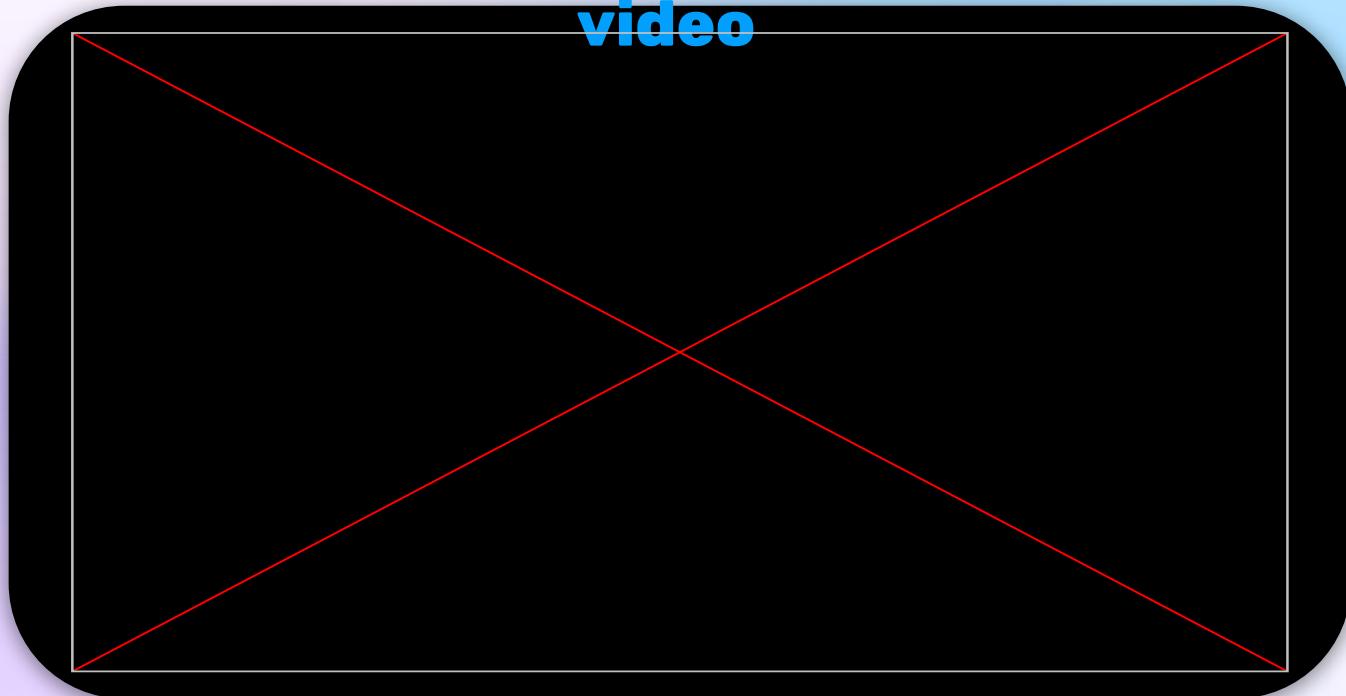
**Before we start....
Let's watch a video**

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





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?"

**BACK TO THE
GRIND**



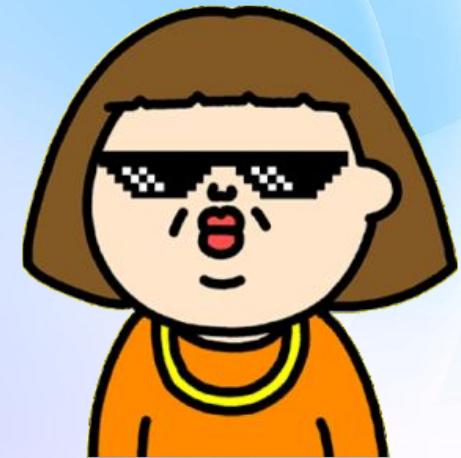
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Can anyone explain...

What about you?

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



Today's Discussion



Definition & Examples Side Hustle



Indonesian Trend Side Hustle



Entrepreneurial Mindset and Management



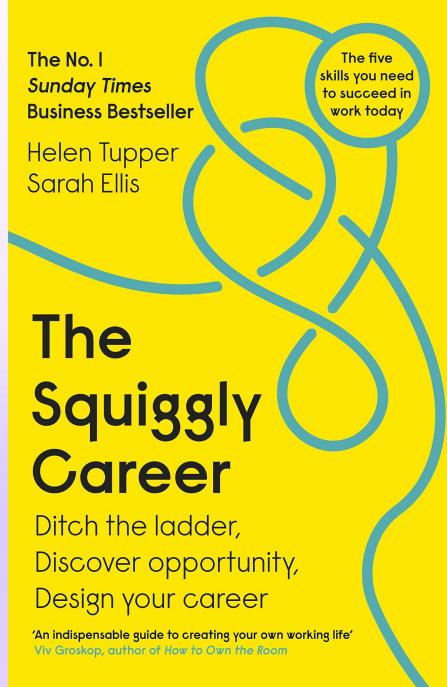
Case Study Real Stories, Real Lessons



How to Start Side Hustle



Common Pitfalls How to Avoid Them



*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"

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CAREERS IN PAST

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"



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The Ladder in Industrial-related imagination



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The reality we discover lately



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Chief Technical Officer



BUSINESS



Fresh Graduates/
Junior Engineer



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

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Gig Economy Analogy....

“Anyone here playing video game?”



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 **your own extra money-making project (like selling crafts)**, while the gig economy is the bigger system offering those flexible jobs.

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Understudying the facts...

Raise your hand

If you **have started** your side hustle by now?

What is yours?

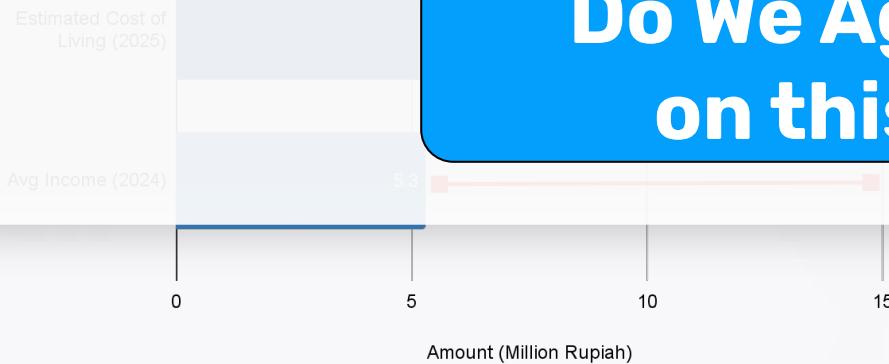
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Why

Full-time Job Isn't Sufficient

There is 10 Million Rupiah Deficits Between Income and Cost of Living in Jakarta



Do We Agree
on this?

KEY FINDINGS

There is Rupiah gap
between ideal and actual



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Based on that fact, can anyone explain...

“Have we **had income** as the
estimated living cost in
Jakarta?”



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Examples Gig Economy



Designer/ Editor:

Graphic Designer, Video Editor

Coach/Mentor:

Counselor, Mentor, Coach, Tutor, Virtual Assistant

Content:

Podcaster, Digital Marketer, Content Creator

@Kerjacerdias:
Growth Beyond Mindset

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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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Difference

Freelance & Part-time

Feature	Freelance	Part-time
Employment Type	Self-employed	Employee
Work Schedule	Flexible, often self-determined	Fixed, as specified by the employer (usually 5 hours/day)
Project Basis	Primarily project-based	Often based on a specific role and responsibilities

Difference

Freelance & Part-time

Feature

Freelance

Part-time

Income

Variety of work, paid on hourly rate or salary

Benefits

Responsible for own benefits, some company benefits, though often limited

Beda tapi sama

Today's Discussion



Definition & Examples

Side Hustle



Indonesian Trend

Side Hustle



Entrepreneurial

Mindset and Management



Case Study

Real Stories, Real Lessons



How to Start

Side Hustle



Common Pitfalls

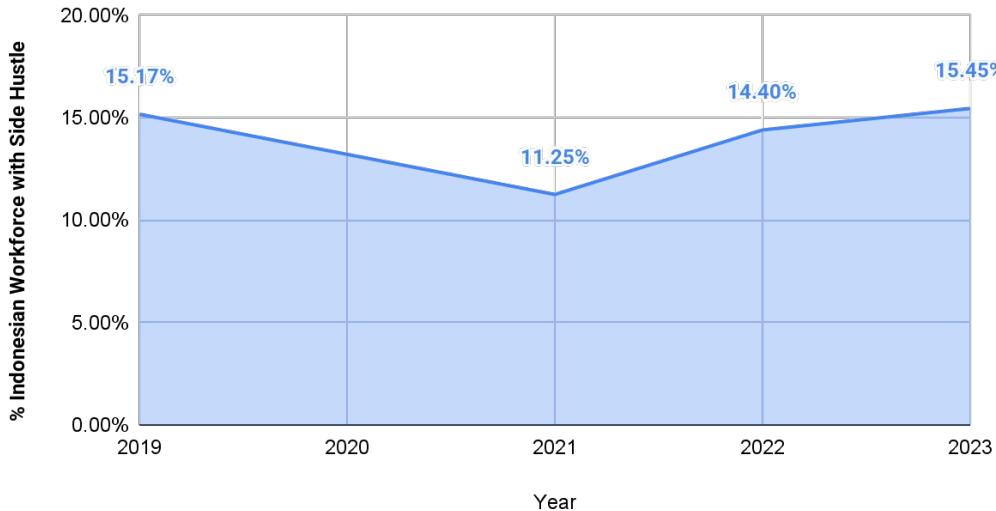
How to Avoid Them

The Rise of the Multi-Job Professional

A Post-Pandemic Surge



The Side Hustle Trend is Peak in 2023



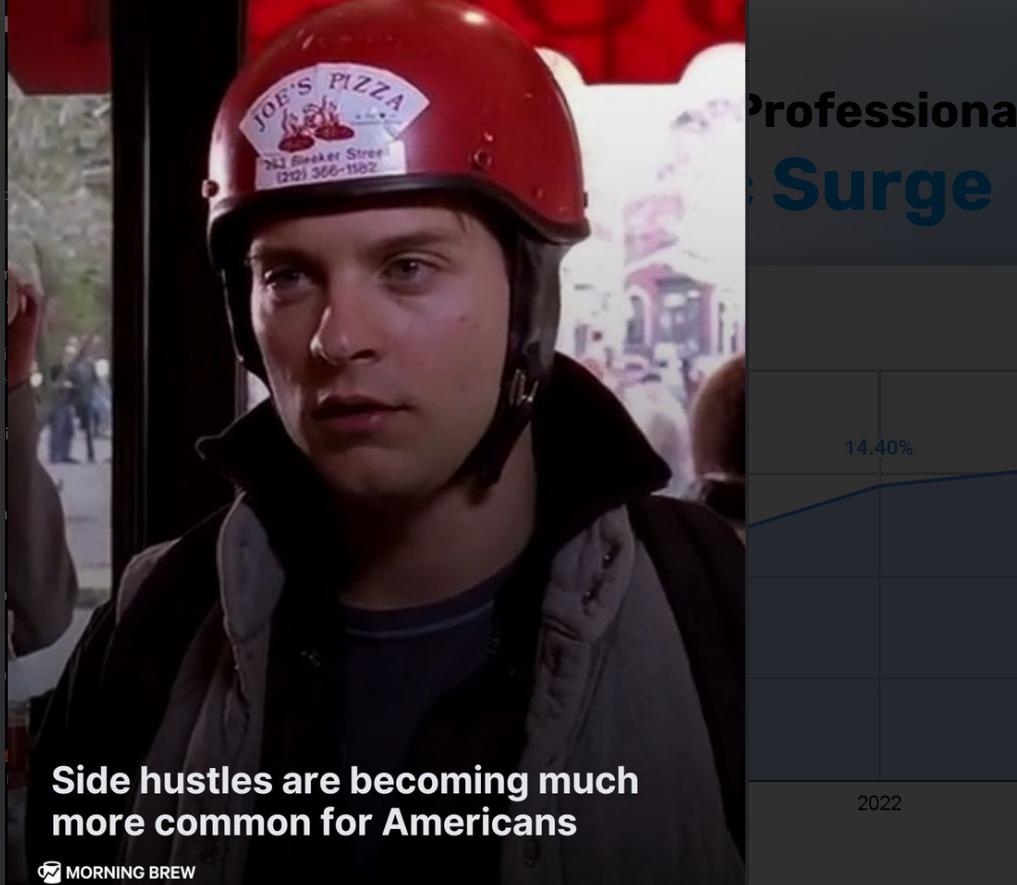
KEY INSIGHTS

In 2023, the rate increased by **1.05 points** from **14.40% in 2022**, showing a faster rise than before.

In 2023, the rate hit a five-year high, **exceeding the 2019 pre-pandemic level of 15.17%**.

The drop didn't mean people lost interest in side hustles—it was due to the economic crisis limiting all work, but the quick rebound and record high in 2023 show this trend is here to stay.

Badan Pusat Statistik (BPS)



Side hustles are becoming much more common for Americans

MORNING BREW

https://www.instagram.com/p/DJ2fGUJ2Fow/?utm_source=ig_web_copy_link&igsh=MwJrOHM0ptIdoyRjNA==

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Careers

Why A Record 8.9 Million Americans Are Working Multiple Jobs

Why are so many employees taking on multiple jobs? The answer lies at the intersection of economic necessity and opportunity.

Forbes

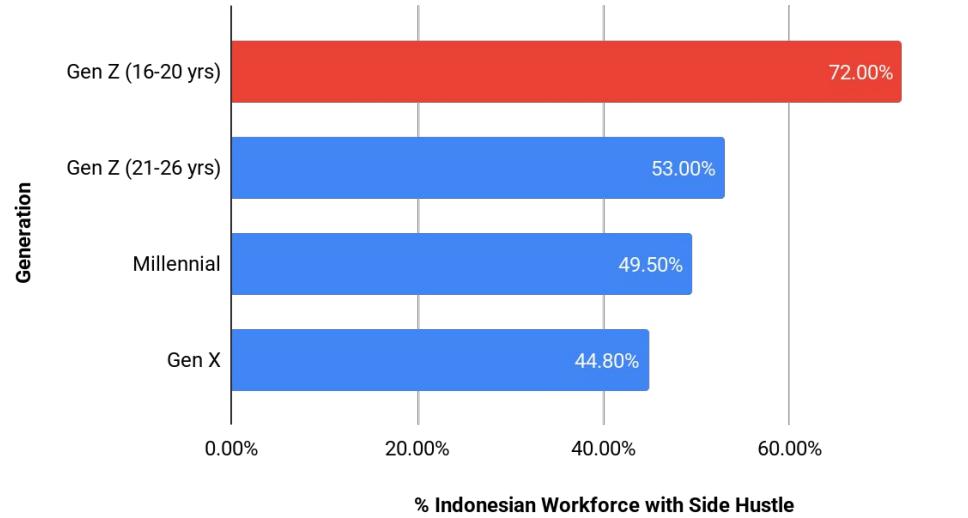
https://www.instagram.com/p/DJ2fGUJ2Fow/?utm_source=ig_web_copy_link&igsh=MwJrOHM0ptIdoyRjNA==

Badan Pusat Statistik (BPS)

The Rise of the Multi-Job Professional Demographic: Generation



Gen Z (16-20 years) workforce has the most side hustle rate



KEY INSIGHTS

A 2024 IDN report reveals that **72% of Gen Z (16-20)** and **53% (21-26)** have side jobs.

A KIC survey found **Millennials** lead in side hustles at **49.5%**.

Nearly **45% of Gen X** also has side **hustles**, showing the trend spans beyond just young workers.

IDN Research Institute & Katadata Insight Center (KIC)



**52% GEN Z
LEBIH MILIH JADI
FREELANCE
LO SALAH SATUNYA?**

SATU PERSEN.
INDONESIAN LIFE SCHOOL

• • • • •

ofessional eration

st side hustle rate

KEY INSIGHTS

Survei: Gen Z Lebih Suka Freelance daripada Kerja Kantoran, Mengapa?

[https://www.detik.com/edu/detikpedia/d-7735093/survei-gen-z-lebih-suka-freelance-daripada-kerja-kantoran-mengapa-side-hustles-at-49.5%](https://www.detik.com/edu/detikpedia/d-7735093/survei-gen-z-lebih-suka-freelance-daripada-kerja-kantoran-mengapa-side-hustles-at-49-5).

Nearly **45% of Gen X** also has side hustles, showing the trend spans beyond just young workers.

60.00%

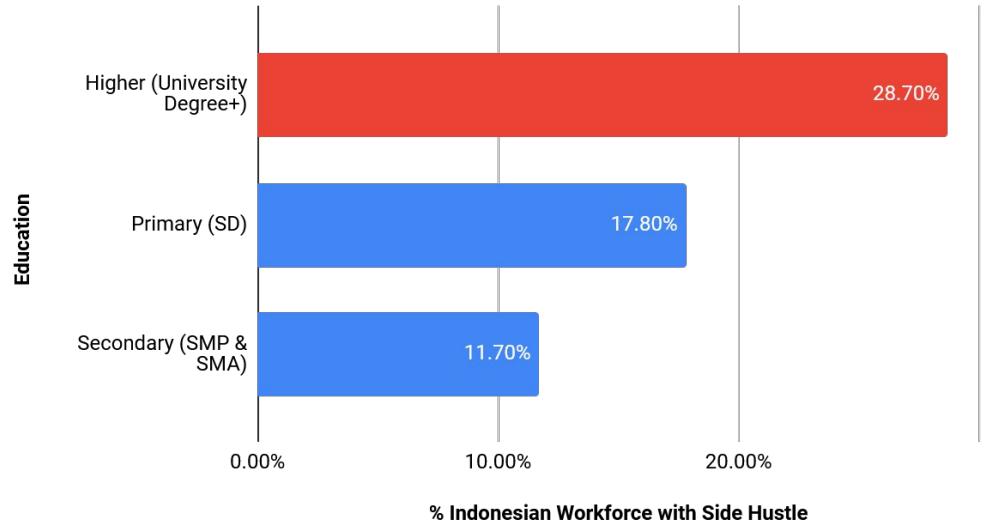
th Side Hustle

https://www.instagram.com/p/DLc7fb0yMyP/?utm_source=ig_web_copy_link&igsh=MTZjODZ5cjdlYmp5bw==

The Rise of the Multi-Job Professional Demographic: Education



University Degree+ workforce has the most side hustle rate



KEY INSIGHTS

The **most educated workers** (with degrees) are most likely to have side jobs, at **28.7%**.

College-educated workers have side jobs at **nearly twice the rate** of those with only high school education (11.7%) & Primary school (17.80%)

Highly educated workers take side jobs **not just for extra cash**, but because **their skills are in demand**.

The Rise of the Multi-Job Professional Demographic: Gender



Male workforce has the highest side hustle rate



KEY INSIGHTS

Men do more side hustles (**18.1%**) than women (**11.1%**).

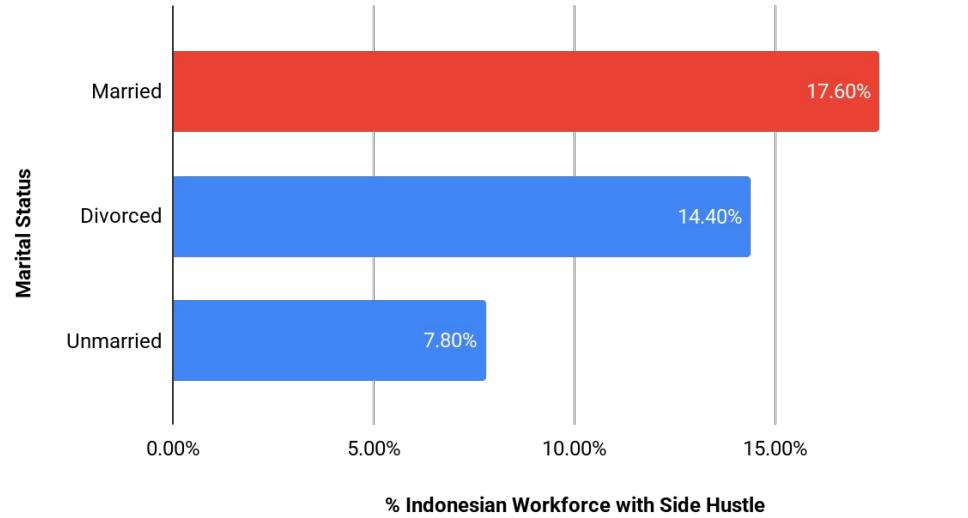
This is because **men also dominate formal jobs** (83% vs. 56% participation).

Cultural expectations push Indonesian men to be main breadwinners, driving them to take more side jobs than women.

The Rise of the Multi-Job Professional Demographic: Marital Status



Married workforce has the highest side hustle rate



KEY INSIGHTS

Married workers are most likely to have side jobs (**17.6%**), more than divorced workers (**14.4%**).

Unmarried workers have the lowest rate at just **7.8%**.

Family financial needs push workers to take side jobs.

The Rise of the Multi-Job Professional

2 Hustler Archetype



Hustler Archetype

Necessity Hustler

Aspiration Hustler

Demographic Profile

Side hustlers are typically rural, agricultural, or married male workers with families to support.

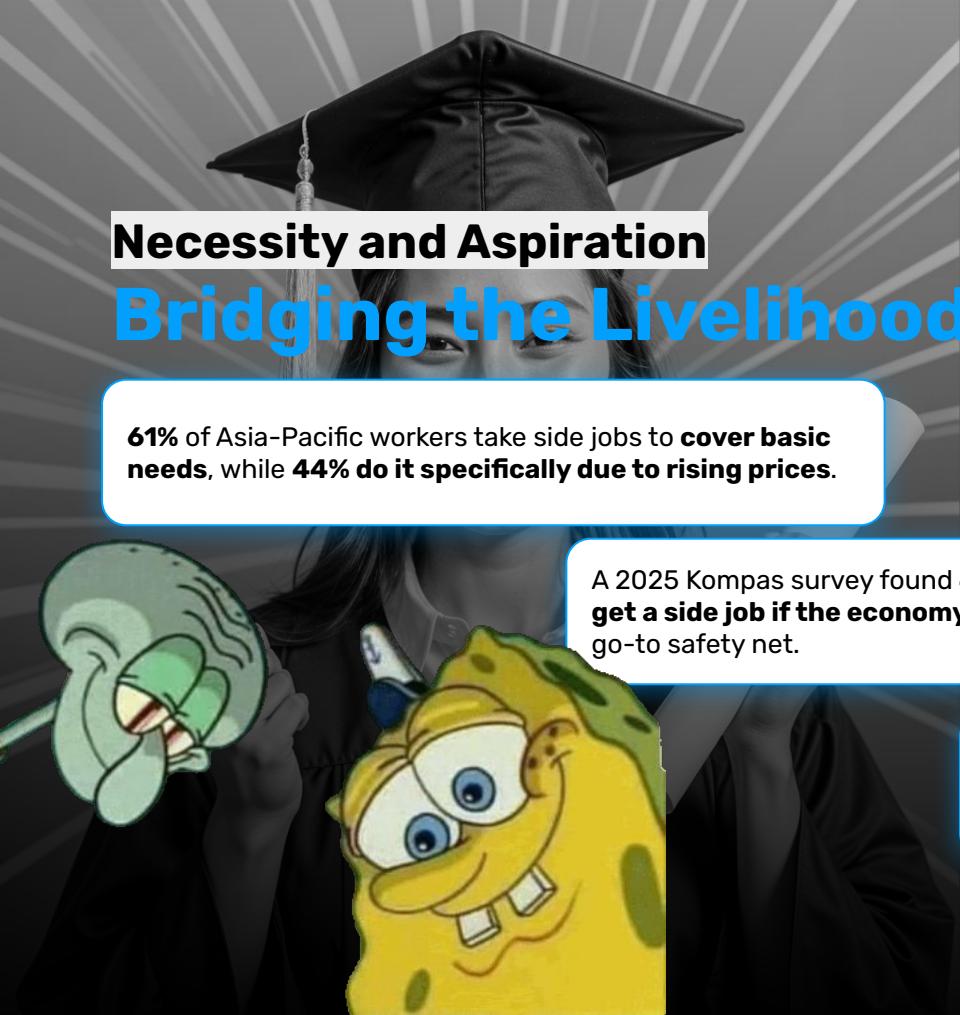
Highly educated young city workers, especially Gen Z and Millennials, fit this side hustle trend best.

Their side hustles are more likely to be skill-based, digital, and creative—such as freelance consulting, content creation, or software development.

Motivation for Side Hustle

These workers take side jobs mainly to earn extra money when their main income isn't enough, often doing similar or simple work.

Young professionals take side jobs not just for money, but to build careers they love, requiring different support than workers just scraping by.



Necessity and Aspiration Bridging the Livelihood Gap

61% of Asia-Pacific workers take side jobs to **cover basic needs**, while **44% do it specifically due to rising prices**.

A 2025 Kompas survey found **43% of Indonesians would get a side job if the economy worsens**, making it their go-to safety net.

Kompas found Indonesia's middle class has just **Rp435,888 left monthly after basic expenses**.

Interactive

Prologue Question

“Have anyone of you once heard and known the **Polyworking** term”

*Raise your hand



”Polyworking”, Gen Z Punya Banyak Pekerjaan demi Bertahan Hidup

”Polyworking” adalah praktik memiliki beberapa pekerjaan tetap. Ini merupakan salah satu gambaran dunia kerja pada era sekarang.

<https://www.kompas.id/artikel/polyworking-gen-z-punya-banyak-pekerjaan-demi-bertahan-hidup>

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Necessity and Aspiration

The Pursuit of Passion, Skills, and Entrepreneurship

Skill Development and Career Building

Gen Z uses side hustles as hands-on business training, with 43% valuing them for building skills and testing ideas before going full-time freelance.

Pursuing Passion and Finding Fulfillment

Many workers take side jobs simply to enjoy hobbies like art or cooking that their main jobs don't allow, adding personal fulfillment to their lives.

The Gen Z Context:

Gen Z takes side jobs both for spending money (43%) and financial safety nets (41%), blending instant rewards with long-term security.



Kc!



Necessity and Aspiration

It of Passion, Skills, and Entrepreneurship

nt and Career Building

the hands-on business training with 470 students.

Management & Work

Meetings After 8 p.m. Are On the Rise, Microsoft Study Finds

<https://www.bloomberg.com/news/articles/2025-06-17/meetings-after-8-p-m-are-on-the-rise-microsoft-research-finds>

The Gen Z Context:

Gen Z takes side jobs both for spending money (43%) and financial safety nets (41%), blending instant rewards with long-term security.

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Interactive

Quick Question

“What type of Side Hustler are you?
Necessity or Aspiration Hustler?”

*Raise your hand



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Today's Discussion



Definition & Examples

Side Hustle



Indonesian Trend

Side Hustle



Entrepreneurial

Mindset and Management



Case Study

Real Stories, Real Lessons



How to Start

Side Hustle



Common Pitfalls

How to Avoid Them

Interactive

Quick Question

“Have you ever heard the term
‘Entrepreneurial Mindset’?”

*Raise your hand



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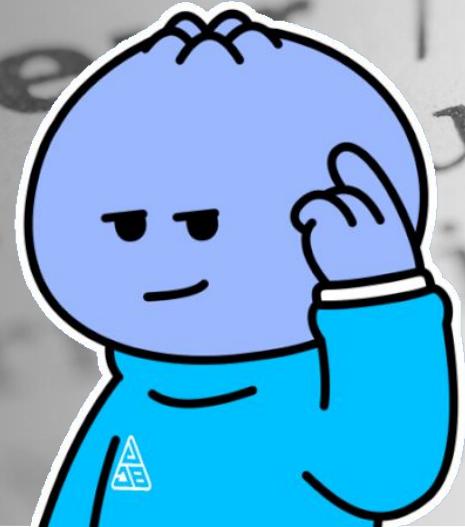
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Entrepreneurial Mindset

Workers must shift **from 'doing assigned tasks' to 'owning results'** to succeed in side hustles, **a mindset you can practice even at their main jobs.**

Treat your day job as free business training that improves your side hustle while making you better at your main work.



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Mindset and Management

Key Traits to Develop

Continuous Learning (Never Stop Learning)

Entrepreneurs must keep learning all business skills, not just their expertise, because their growth limits their business's potential

Calculated Risk-Taking

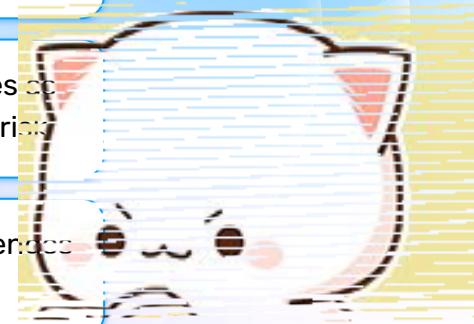
Entrepreneurs must embrace smart risk-taking, seeing failures as lessons rather than endings, unlike traditional jobs that avoid risk

Resilience and Adaptability

Successful entrepreneurs grow stronger by adapting to challenges and learning from failures in an unpredictable business world.

Proactivity and Opportunity Recognition

Entrepreneurs actively spot and solve problems to create opportunities, rather than waiting for chances to come to them.

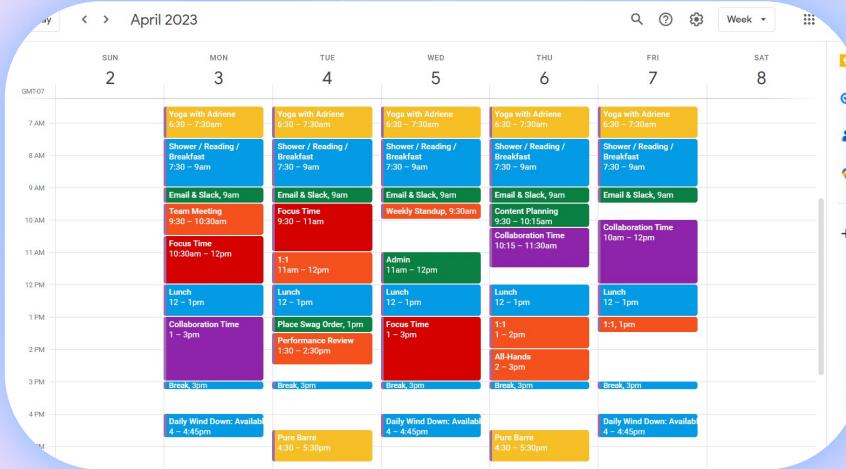




Time & Energy Management

Establish and Enforce Clear Boundaries

Keep your day job and side hustle separate by scheduling fixed, dedicated time blocks for each to avoid overlap and maintain quality.



Interactive

Quick Question

“Have you ever heard of **Eisenhower Matrix?**”

*Raise your hand



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Time & Energy Management

Prioritize with Eisenhower Matrix

Keep your day job and side hustle separate by scheduling fixed, dedicated time blocks for each to avoid overlap and maintain quality.

The Eisenhower Decision Matrix



Time & Energy Management

Implement Productivity Techniques

To maximize focus during dedicated business hours, specific techniques are invaluable.

Time Blocking

Time blocking means planning every hour for specific tasks, so you always know what to focus on.

Pomodoro Technique

The Pomodoro Technique boosts focus by alternating 25-minute work bursts with 5-minute breaks.



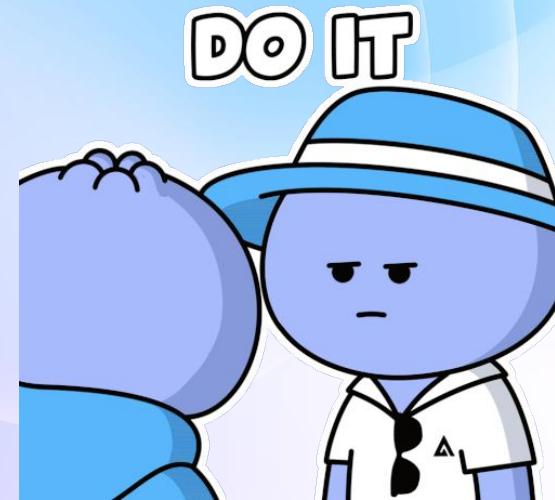
Time & Energy Management

Leverage Automation and Delegation

Don't do everything alone—use tools like Hootsuite to automate repetitive tasks like social media posts.

As you grow, **hire freelancers for admin work** so you can focus on big-picture strategy.

Well task delegation tests if your business can scale, since growth requires clear systems and trusting others.



Mindset and Management

Avoiding Burnout

Manage Energy, Not Just Time

Schedule tough tasks for when you're most alert and save easy work for low-energy times to maximize productivity.

Schedule Rest and Recreation

Protect personal time like work meetings—it's not optional, but fuel for staying productive long-term.

Prioritize Physical and Mental Health

Prioritize sleep, exercise, and healthy eating—plus mindfulness—to handle the unavoidable stress of entrepreneurship.



Employee-Entrepreneurs

Time & Energy Management Matrix



Energy Level

Deep Work (High Cognitive Load)

Shallow Work (Low Cognitive Load)

High Energy

- Strategic Planning & Goal Setting
- Creative Content Creation (Writing, Designing)
- Product/Service Development
- Solving Complex Problems

- Important Client Calls & Meetings
- Batch Processing Important Emails
- Networking & Outreach

Low Energy

- Learning & Research (Reading Articles, Watching Tutorials)
- Analyzing Data & Metrics

- Scheduling Social Media Posts
- Organizing Files & Admin Tasks
- Responding to Non-Urgent Inquiries
- Updating Financial Records

Today's Discussion



Definition & Examples

Side Hustle



Indonesian Trend

Side Hustle



Entrepreneurial

Mindset and Management



Case Study

Real Stories, Real Lessons



Preparation

Side Hustle



How to Start

Side Hustle

Interactive

Quick Question

“Have you ever heard of **Wani Klimis Barbershop?**”

*Raise your hand



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CASE STUDY 1

Wani Klimis Barbershop

waniklimis.id Follow Message ...

289 posts 10.5K followers 259 following

WANI KLIMIS BARBERSHOP
Barber Shop
✖ FOUNDER BY @pramantya ✖
2014 • 20 GERAI
BEST FRANCHISE 2019
3RD GATSBY PARTY 2018... more
👤 Pramantya Kusuma

SELEB CONGRATS GERAI GERAI TEAM !! BARBER INVESTASI INVESTASI LOWKER LOWKER TARIF TARIF

POSTS REELS TAGGED





CASE STUDY 1

Wani Klimis Barbershop

From Side Hustle to Success

Irenaeus Pramantya Kusuma **started small, selling pomade while working a day job**, but spotted a bigger opportunity in Semarang's growing barbershop trend.

Smart Risk-Taking

With limited funds, he used his mother's car as collateral for a Rp 30 million loan to open his first barbershop in 2014.

Research Pays Off

By **studying competitors**, he positioned his shop well—breaking even in just four months.

Scaling Up

He realized personal effort wouldn't scale, so **he created a franchise system, expanding his brand across cities**.

Resilience Wins

When COVID-19 shut three shops, **he adapted by launching new pomade products**, proving setbacks can spark innovation.



CASE STUDY 1

Wani Klimis Barbershop

From Side Hustle to Success

Smart Risk-Taking

Research Pays Off

Scaling Up

Resilience Wins

PELUANGUSAHA /

Peluang klimis dari pangkas rambut Wani Klimis

<https://peluangusaha.kontan.co.id/news/peluang-klimis-dari-pangkas-rambut-wani-klimis>

Semarang's growing
barbershop trend.

spark innovation.

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Interactive

Quick Question

“Have you ever heard of **Superior Supply?**”

*Raise your hand



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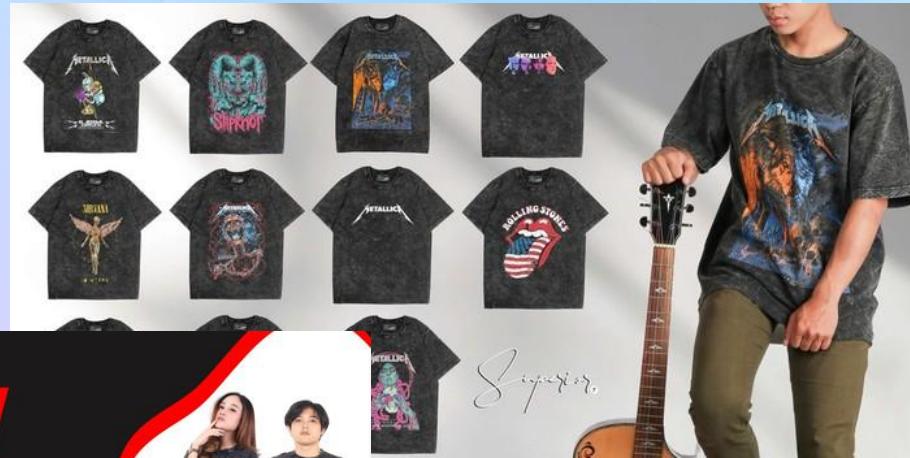
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CASE STUDY 2

Superior Supply





CASE STUDY 2

Superior Supply

Digital Hustle Starter

Aldino, a Gen Z fashion employee, launched his **t-shirt brand in 2021 with just Rp 3 million** from his boss.

Lean & Smart

He kept costs low by outsourcing tasks like finance and marketing, focusing only on product and branding.

Cash Flow Hurdles

Like many small e-commerce sellers, he **struggled with marketplace payment delays** tying up his money.

Rapid Growth

Sales skyrocketed **from 1,000 shirts/month (2022) to 5,000-6,000/month (2023)** thanks to his digital know-how.

Proof of Concept

His success shows **big investments aren't needed**—just lean operations, outsourcing, and online marketplace mastery.



CASE STUDY 2

Superior Supply

Digital Hustle

Lean & Smart

Cash Flow

Rapid Growth

Proof of

Bisnis

Kisah Sukses Gen Z, Modal Rp 3 Juta Bisa Menghidupi Belasan Karyawan

Kisah Gen Z pendiri Superior T-shirt, yang sukses berwirausaha hanya dengan modal Rp 3 juta. Melawan stigma Gen Z generasi lemah dan mudah menyerah.

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Interactive

Quick Question

“After seeing those success, **do you think you can do it as well?**”

*Raise your hand



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Today's Discussion



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Case Study

Real Stories, Real Lessons



How to Start

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Common Pitfalls

How to Avoid Them

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.



Serviceable Available Market

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



Niche = SOM

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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



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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

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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?*

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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

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:



Identifying Your Niche

Suitable Business Types for Employees (1)



Business Category

Business Ideas Examples

Digital & Creative Services

Freelance Social Media Management, Content Creation, Jasa SEO, Graphic Design, and Jasa Pembuatan Website Portofolio.

E-commerce (Niche)

Niche Fashion, Health & Beauty, Home & Household Goods, and Personalized Products. Use Drop Shipping method if you don't own a product yet.

Food & Beverage (Home-Based)

Modern Coffee Concepts, trendy Dessert Boxes, Healthy Catering, Frozen Food Rumahan, and Niche Culinary offerings like vegan or plant-based meals.

Identifying Your Niche

Suitable Business Types for Employees (2)



Business Category

Business Ideas Examples

Personal & Local Services

Jasa Kebersihan, Laundry Kiloan, Pet Hotel / Jasa Penitipan Hewan, and event or product Photography/Videography.

Knowledge & Skills-Based Businesses

Online Tutoring for school subjects or professional skills, establishing a virtual Language Learning Center, engaging in Affiliate Marketing by promoting products you genuinely use and believe in, or building a following by Blogging or YouTubing about a specific niche

Identifying Your Niche

Business Types Comparison (1)



Business Category	Est. Startup Capital	Time Flexibility	Skill Requirement	Scalability Potential	Relevant Consumer Trend
Digital & Creative Services	Low	High	Specialized	High	SME Digitalization, Need for Quality Content
E-commerce (Niche)	Low to Medium	Medium	General (Marketing)	High	Value Seeking, Local Brands, Personalization
Food & Beverage (Home-Based)	Low to Medium	Medium	Specialized (Culinary)	Medium	Convenience, Health Consciousness, Unique Tastes

Identifying Your Niche

Business Types Comparison (2)



Business Category	Est. Startup Capital	Time Flexibility	Skill Requirement	Scalability Potential	Relevant Consumer Trend
Personal & Local Services	Low	High	General to Specialized	Low to Medium	Urbanization, Demand for Convenience
Knowledge & Skills-Based Businesses	Very Low	High	Specialized (Expertise)	Very High	Upskilling, Demand for Niche Content



Idea Validation

Competitor Analysis (1)

Track your product's popularity for free with **Google Trends** to see if it's gaining steam or fading out.

Conduct a **thorough analysis of potential competitors** on major marketplaces like Shopee and Tokopedia, as well as on social media platforms

Key questions to answer include: What are their pricing strategies? What is the sentiment in their customer reviews and comments? What are their apparent weaknesses or gaps in service?

Idea Validation

Competitor Analysis (2)

Summarize your competitor analysis in **Competitive Matrix**

Competitive Profile Matrix

Key Success Factors	Weight	Company A		Company B		Factor	Your Company	Competitor#1	Competitor#2	Competitor#3
		Rating	Score	Rating	Score					
Innovation						Low Price	4	5	4	2
Advertising						High Quality	4	4	4	5
Brand Reputation						Onboard Controls	Yes	No	No	Yes
Customer Service						Installation	Yes	No	No	Yes
Product Quality						Training of Operators	Yes	No	No	No
Technology						Customizable Products	5	3	3	4
						Unique Features	3	3	4	5
						Fast Delivery	4	3	3	4

How to Start Your Side Hustle

Identify Your Skills & Niche

Build a Portfolio

Set Your Rates

Find Your Platform

Network & Promote



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.

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BOOK

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@StudioNative

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@Kerjacerdias:
Growth Beyond Mindset

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.

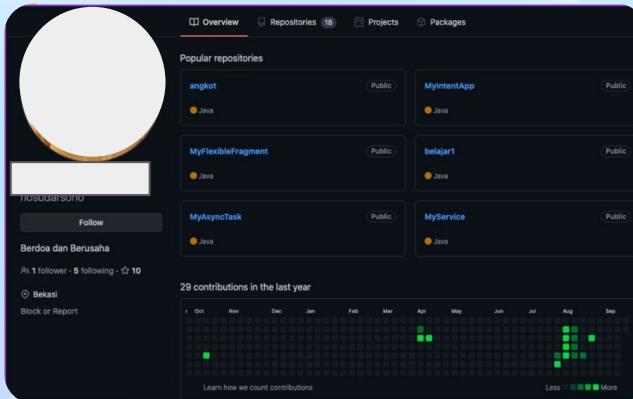
PowerPoint-Based

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



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 shows a portfolio page with a navigation bar at the top: HOME, INTRO, SERVICES, BLOG, WEBSITES, PORTFOLIO (underlined), TESTIMONIALS, and CONTACT. Below the navigation is a section titled "PORTFOLIO" with the subtitle "A glimpse of the projects I've been working on". A "Show all" button is highlighted in green. Below are four project cards:

- A hexagonal heatmap visualization.
- A network graph visualization with nodes labeled S1, S2, S3, S4, S5, and T100.
- A dashboard card titled "Dashboard for Terres Inovia" featuring a green background image of land and text: "A dashboard allowing to quickly access information in Terres Inovia database".
- A hierarchical tree diagram with categories like "Food & drink", "Eating disorders", "Individual Disorders", and "Behavioural Disorders".

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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 website. The website has a blue header with the 'Kc!' logo and the handle '@kerjacerdias'. The first screen shows a home page with a photo of the coach, social media links, and three orange buttons: 'Cek Profil', 'Lengkapnya', and 'Kak Dias'. The second screen shows a service offer for 'COLLAB YUK!' at IDR 1,000,000, featuring a photo of the coach speaking into a microphone. The third screen shows a service offer for 'Konsultasi Karier dari A-Z' at IDR 150,000, featuring a photo of the coach holding a sign that says '1-ON-1 BERSAMA KAK DIAS'.

Home

@kerjacerdias

Konsultan & career coach dengan pengalaman +5 tahun yang akan bantu kembangkan karier kamu! 🌟

Cek Profil

Lengkapnya

Kak Dias

Made with LYNK

COLLAB YUK!

Mari Kolaborasi Sama Kak Dias

IDR 1,000,000

IDR 1,

Konsultasi Karier dari A-Z

IDR 150,000

IDR 2,

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Example

Portfolio Digital Marketing (Murmard)

The slide features a yellow background with a white rounded rectangle containing the title. To the left, there's a smartphone showing a Google search interface with a search bar and a tablet showing a website for 'Amina'. A white pen lies next to the tablet. The title 'Search Engine Optimization (SEO)' is centered in a large, bold, black font inside a black circle. Below the title is a list of SEO components.

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.



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

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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**



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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



Google

The Fundamentals of Digital Marketing
Google Digital Garage

Advanced Google Analytics Certificaion
Google

Google Ads Certification
Google

HubSpot

Digital Marketing Certification
HubSpot Academy

Inbound Marketing Certification
HubSpot Academy

Social Media Certification
HubSpot Academy

twitter

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: 4926257

Digital Marketing Skills <ul style="list-style-type: none">• Google Ads• Facebook Ads• SEO• Google Analytics• CRM• Design• Landing Page Creation	Tools <ul style="list-style-type: none">Google Adsfacebook AdsGoogle AnalyticsScreamingfrcwhimsicalGoogle Tag ManagerSOCIALBLADEmailchimpSEMRUSHCanvaHubSpotunbounce
Languages <ul style="list-style-type: none">• Indonesia• English	SKILLS AND ABILITIES

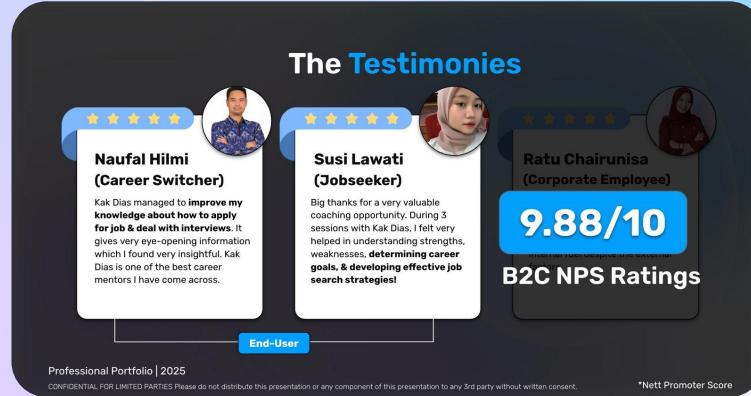


Common Elements Portfolio

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.

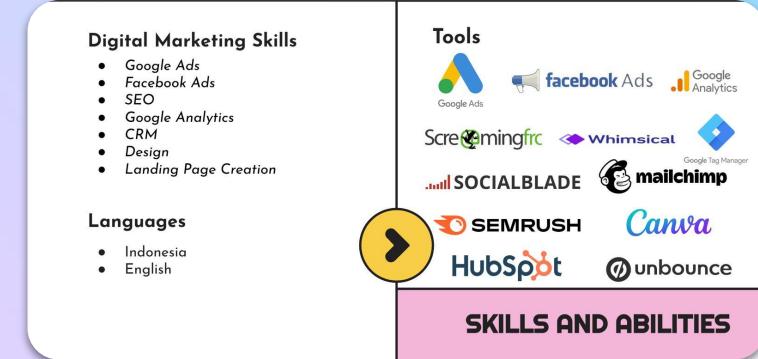
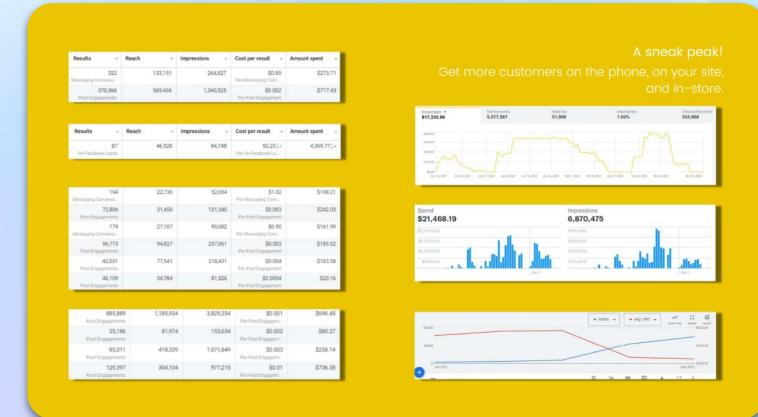




Common Elements of Portfolio Details of Project

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.



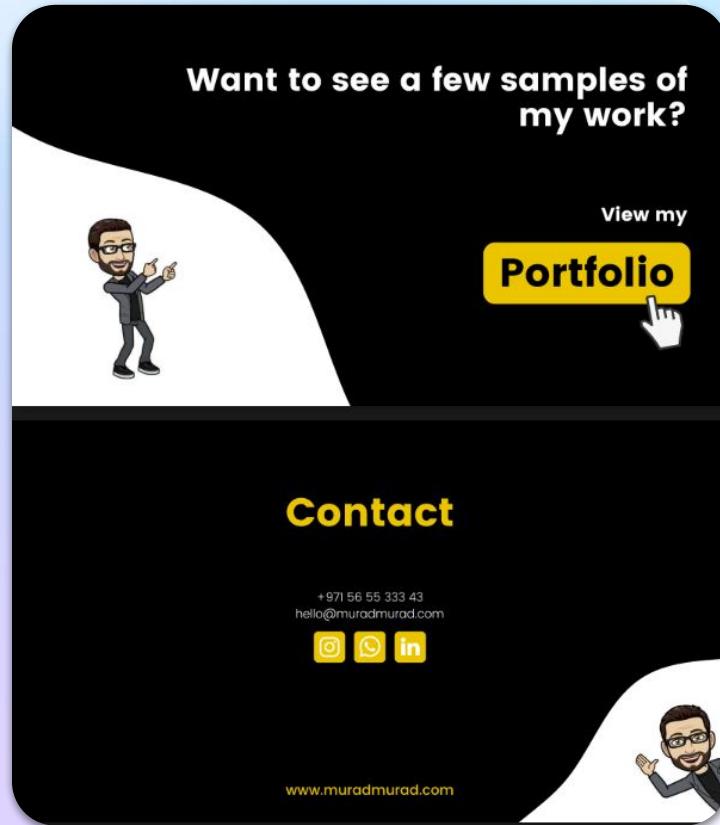
Common Elements Portfolio

Contact

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

Includes:

1. Email
2. Phone Number
3. LinkedIn



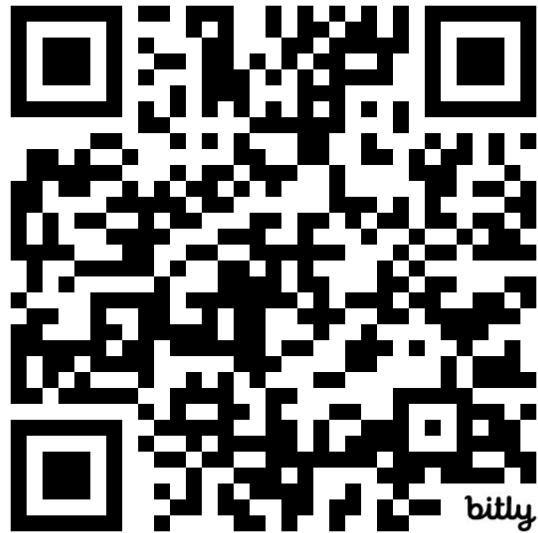
Extra Notes

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.



**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.

CASE STUDY

Initial Capital Calculation

You are selling a photography service for university graduation

Cost Components	Total
Fix Cost	
Penyusutan Peralatan (Kamera, lensa, lighting)	Rp150.000/session
Software Editing (Lightroom/Photoshop)	Rp75.000/session
Waktu (2 jam pemotretan + 1 jam editing)	Rp150.000/jam × 3 jam = Rp450.000
Lain-lain (Online gallery, cetak foto)	Rp75.000/session
Operational Cost	
Transportasi (Bensin, parkir)	Rp120.000/session
Total Biaya per Sesi	Rp870.000

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

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 Revolu, 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 **>1000 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 Rp	/Hour
• Academic Institution Rp	10/Hour

Online Event:

• Corporate/Public Rp	0/Hour
• Academic Institution Rp	/Hour

Collaborated Brands

And many more...

[@ irvandiassanjaya](#) [irvandiassanjaya@gmail.com / kerjacerdias@gmail.com](#) [in irvandias Sanjaya](#) [+62 838 9905 9865](#)

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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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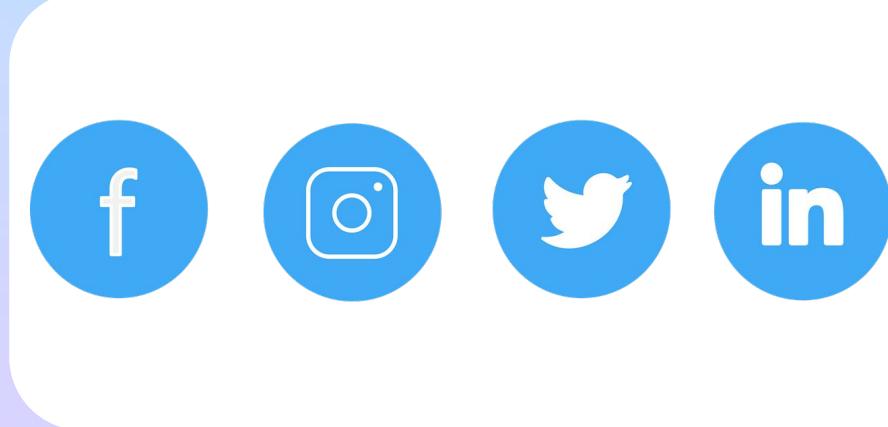
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Find Your Platform

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.



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)

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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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How to Start Your Side Hustle

Identify Your Skills & Niche

Build a Portfolio

Set Your Rates

Find Your Platform

Network & Promote



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."

How to Start Message in 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!"

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

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Today's Discussion



Definition & Examples

Side Hustle



Indonesian Trend

Side Hustle



Entrepreneurial

Mindset and Management



Case Study

Real Stories, Real Lessons



How to Start

Side Hustle



Common Pitfalls

How to Avoid Them

Common Mistakes

Neglecting Proper Market Research (The "Ikut-ikutan" Fomo Trap)

Common Pitfall:

In Indonesia's trend-driven market, many entrepreneurs blindly copy popular businesses (like viral food stalls) without proper research.

Missing Analysis:

They skip checking competition, customer demand, or long-term sustainability—jumping in purely because "*everyone else is doing it.*"

Why It Fails:

This impulsive, FOMO-based approach often leads to quick failure, as the business lacks real market validation.

THE PROACTIVE SOLUTION

Never invest money until data proves people will pay for your solution—ignore trends, trust numbers.



Common Mistakes

Mixing Personal and Business Finances

Never mix personal and business money – using your own bank account for company transactions causes big problems.

You'll lose track of profits, struggle with taxes, and risk personal liability if the business faces legal issues.

THE PROACTIVE SOLUTION

Start with a separate business bank account—it keeps your money organized and makes your venture look professional.



Common Mistakes

Ignoring Legal and Tax Compliance

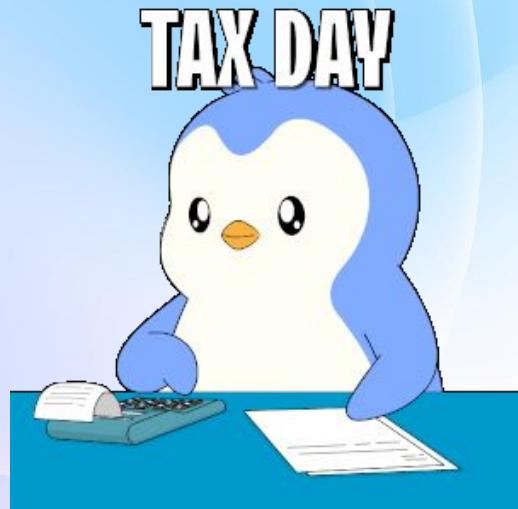
Don't skip registration—even small businesses must be legal to avoid big risks.

Staying informal blocks loans, scares customers, and risks heavy fines if caught.

Indonesian tax rules punish unregistered businesses for missing invoices, late filings, or unpaid taxes.

THE PROACTIVE SOLUTION

Register your business properly (it's easy with OSS) and pay the small 0.5% tax – it keeps your business safe and stress-free.



Common Mistakes

Underestimating Local Culture and Networks

Respect local culture—ignoring traditions or business customs can push away customers and partners.

Connect with the community: strong local relationships open doors for suppliers and collaborations.

Without these ties, your business may struggle alone when problems hit.

THE PROACTIVE SOLUTION

Connect with locals, treat suppliers as partners, and respect traditions—it builds trust and opens doors.



Common Mistakes

Wanting Success Too Fast

Impatience hurts your business—it causes rushed decisions, poor quality, and broken promises.

Skipping basics to grow fast leaves you exhausted and your business weak.

Real success takes time—consistent effort builds trust and steady profits.

THE PROACTIVE SOLUTION

Start small, perfect the basics, and grow steadily—quality and patience beat rushing to scale.



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QnA Is there any questions?

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"A side hustle is more than extra income—it's freedom. The freedom to choose, to pivot, and to build the life you want."

~Chris Guillebeau (Author of Side Hustle)~



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. The background is a solid yellow.

KERJA KERAS
NO

A photograph of the same man from the first image, now wearing glasses and smiling broadly. He is giving two thumbs up. The background is a solid yellow.

KERJA CER-DIAS
YES

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