

Utilizing Marketplace as Business Opportunity in a Service Field on Industry 4.0 era

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Abstract. The research aims to analyze how far the general public knows the marketplace and how the general public uses the marketplace as an opportunity in the field of cost-effective services in industry 4.0 era. The method used is a qualitative analysis method in knowing many communities and markets as business opportunities in the service sector. The results of this study are to use the market effectively and efficiently so that various business opportunities in the service sector are profitable. The contribution of this research is that people can use these opportunities as business opportunities and become competitive and productive businesses in the industrial era 4.0.

Keywords: business opportunity, market, industry

1 Introduction

Today's marketplace has spread in the community, especially internet users. Along with the rapid development of technology and information, we have entered the Industry 4.0 revolution. Where in the Industry 4.0 revolution, everything is done with all digital and automation [1]. Industry 4.0 is also known as the Industrial Internet of Things (IIoT), in which all activities are using the Internet [2]. This is an impact on changes in various sectors, one of which is the economic sector. With the development of e-commerce and the growing marketplace on the internet. The research from Yannis Baksos describes the market, unfortunately in the study only explained the emergence of the market and did not allow how the market could achieve favorable opportunities for the community [3]. Paul A. Pavlou and David Gefen, in their research, only explained how to build effective marketplaces [4]. Likewise with research from G Zacharia, HG Lee, and S Kaplan explained the business in the market but unfortunately, no policy explained how the market was used as a special opportunity for the general public [5].

In a study conducted by HG Glee, it was found that the price of electronic goods sold in an electronic market is not necessarily lower than the price of electronic goods sold in the non-electronic market. The causes of price differences between the electronic market and non-electronic markets are economical and institutional factors. The factors have an impact on the reduction in search costs by buyers or buyer externalities, the increase in seller's market strength and the relatively new condition of goods. [6]. Whereas research conducted by Kaplan S and Sawhney found that sales using the internet had an impact on the number of sales because marketing using the internet was able to attract a lot of consumer interest in an item, therefore

it was recommended for some companies to create their web market to assist in selling products they [7].

The purpose of this study is to find out how far the general public knows the marketplace and how the general public uses the marketplace as an opportunity in the field of profitable services. This study conducted with quantitative methods to find out how many people know the marketplace and use it as a business opportunity.

2 Method

The method of this research used a qualitative method to analyze the extent to which the general public knows the marketplace and uses it as a business opportunity in the field of profitable services, supported by several references from previous research journals or books relating to the location of product distribution in the era of 4.0

3 Result and Discussion

The market is the most important role in playing the economy. In the market, there is an exchange of information, transactions of goods and services, and payment activities. But when the Technology and Information developed, the online marketplace now appears [3]. Considering the use of the internet is a trend of small businesses in the era of globalization [8], the community utilizes the marketplace as a business opportunity, especially business in the service sector, many services can make money. We can customize these services to our expertise. Also, here are the efforts we can make in making money in the marketplace. Lots of marketplaces scattered on the internet along with the development of Information Technology in this 4.0 industry era. We, as a community, should understand when facing changes that occur in the industry 4.0 era, especially in the economic field.

According to YH Widiartanto's statement, internet users in Indonesia reached 132 million people [9] and ranked 6th in the world [10]. With that amount, if the community can use it as a business opportunity, it can certainly provide its benefits. However, in reality not all people use the internet as a business opportunity. Therefore, people should have slowly begun to realize the importance of the internet today; people should be able to start small businesses in various online platforms that are circulating now, easy examples such as on social media or in well-known online shops to be able to improve the welfare of Indonesian society [11]. Based on the results of a survey I conducted by interviewing 50 Indonesian Computer University students from various departments, associations, and SMEs, it was found that only 20% or only 10 of 50 people knew the marketplace and used it as a business opportunity. However, those who use the marketplace in the field of services or services are only 4 of the 10 people. The remaining 6 people utilize the marketplace in the business of products or goods. And the others are only as consumers without using the marketplace as a business opportunity.

Considering the use of the internet is a trend of small businesses in the era of globalization [8], if the community utilizes the marketplace as a business opportunity, especially business in the service sector, many services can make money. We can customize these services to our expertise. And here are the efforts we can make in making money in the marketplace.

- Website and Development

For the general public who have expertise in IT, can try to offer services to create or develop websites. But it took a long time to do this business because the process of processing also requires a lot of time.

- **Writing**

For those whose writing hobbies can try to start a business by offering writing services, whether writing articles, copywriting, advertorial or company profiles of a company.

- **Design and Multimedia**

For people who have expertise in graphic design and animation can try to start a business by offering graphic design and animation video services. For example, offering logo design services, packaging designs, stationary or leaflets. Anyone can also take part in a logo contest with a lucrative gift offer. However, it takes perseverance in running this business because sometimes clients ask for revisions. Moreover, also need to be careful in designing so as not to copy other people's work that will harm us.

- **Business and Online Marketing**

For people who have been marketing or business consultants, they can open a side business through the marketplace by offering Business and Marketing services. Of course, it can be income. From the above efforts if we pursue the business, we can generate substantial profits. Simply by following or registering as a member in one of the marketplaces and choosing services according to our capabilities, then we have been involved in the business that occurs in the marketplace. As for some marketplace based on service offerings, including:

- **Fiverr (www.fiverr.com)**

Fiverr is the world's largest freelance services marketplace for lean entrepreneurs to focus on growth & create a successful business at affordable costs. Also, to follow this business as a seller, then that Services exist in Fiverr are pretty much like Graphic & Design, Digital Marketing, Writing & Translation, Video Animation, Music & Audio, Programing, Business, and Fun & Lifestyle.

(Figure 1) shows sribulancer.

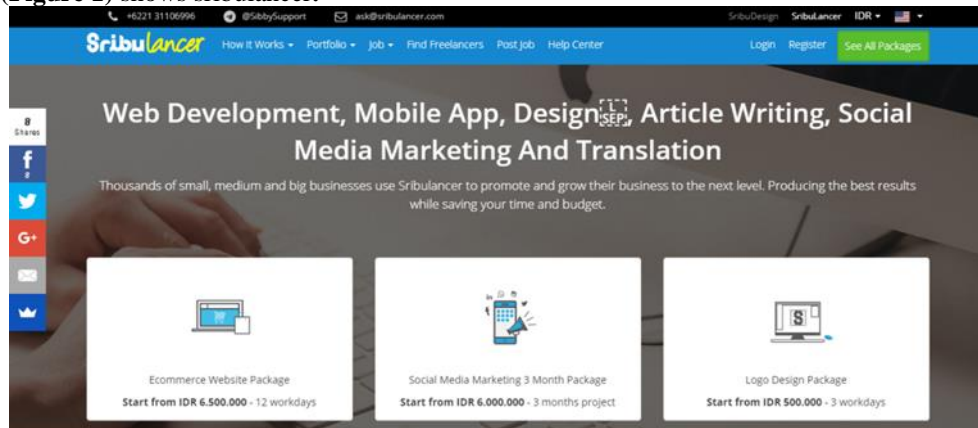


Fig 1. Sribulancer.

- **Sribulancer (www.sribulancer.com)**

Sribulancer is an online platform that connects clients (business owners/ job providers) with over 11,300+ freelancers (workers/ service providers) that are registered in our human resources (HR) community. As one of the biggest HR communities, Sribulancer provides the smartest

solution to the job demand and work supply, particularly for digital services such as design service, website building, content making, social media marketing, SEO, translation and many more. By using Sribulancer, a client with any kind of job and time expectation in mind can easily recruit our freelancer in a very time & cost-effective way! **(Figure 2)** shows freelancer.

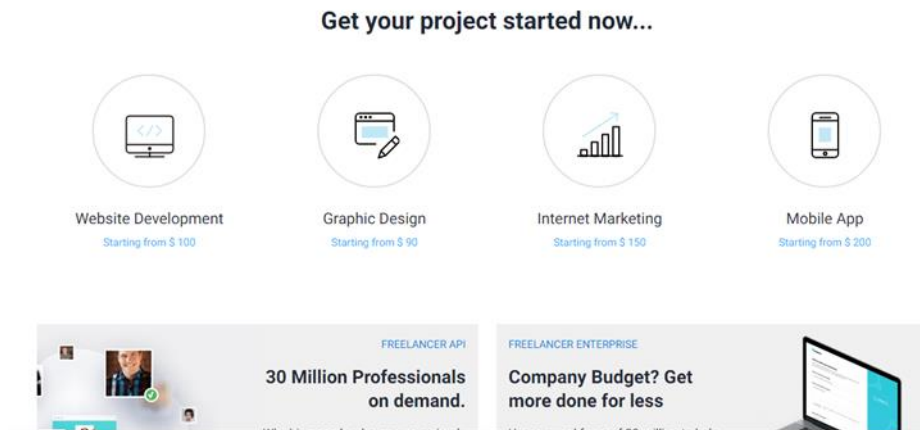


Fig 2. Freelancer.

- Freelancer (www.freelancer.com)
Freelancer is the largest marketplace for freelancing and crowdsourcing in the world when viewed from the number of users and projects posted. Currently connecting small and medium scale (employer) with freelancers or more commonly referred to as freelancers. Through this site, individuals / companies can post a project that can be done by freelancers and on the other hand, freelancers can enter proposals to business owners to be employed on a project or part-time basis. **(Figure 3)** shows 99designs.com.

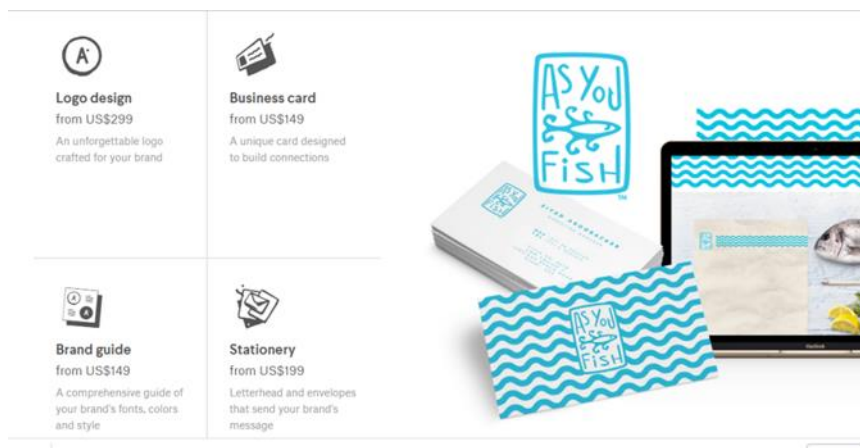


Fig 3. 99designs.com.

- **99design**

99designs is the world's largest online graphic design marketplace. The marketplace connects more than one million talented freelance designers with creative people, genius entrepreneurs, savvy businesses, anyone who needs great work

4 Conclusion

In the industrial era 4.0, everything that is digital and all-round uses the internet, making the economic sector reform to follow that era. The emergence of a marketplace is as a result of the development of Information Technology. The marketplace can be used as a business opportunity, especially in the field of services that can be beneficial if we can use it as best as possible because the internet is a small business trend in this era of globalization, everyone can easily access the internet as business media. The internet can be used by first building a product sales website and designing the website to be able to attract buyers.

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