



A Platform Based Business Revolution Activates Indonesia's Digital Economy

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ABSTRACT

In the past twenty years, the rise of the internet, often known as e-commerce, has been extremely rapid. The rise of a digital economy was then influenced by this phenomenon. This tendency will revolutionize people's lives in the long run as well as how business, commerce, and the economy develop. Although not all of them are able to grow as large as businesses that have become examples of international success, it can be seen that the development of the many startup companies that are beginning to blossom in Indonesia closely follows this trend. In the past twenty years, the rise of the internet, often known as e-commerce, has been extremely rapid. The rise of a digital economy was then influenced by this phenomenon. This tendency will revolutionize people's lives in the long run as well as how business, commerce, and the economy develop. Although not all of them are able to grow as large as businesses that have become examples of international success, it can be seen that the development of the many startup companies that are beginning to blossom in Indonesia closely follows this trend.

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1. INTRODUCTION

For some business players, the advent of a platform business model has significantly increased business size without investment and also increased consumer value by utilizing network effects[1]. Platform ecosystem growth traits that have become widely popular are producing disruption in a number of businesses. A idea behind the

platform business model. Uncomplicated but effective the economy, business, and other sectors dramatically society as a whole. nearly all industries sectors where information is used the section that can is a crucial component [2].

By the platform revolution, touched. It is not just including in the business sector whose goods information, such education and media, but also any business sector that can access information about customer wants, price changes, offers and demand, and market trends — covering practically all enterprises [3]. It is not surprising that business platform-based companies are progressively dominating a growing number of global businesses. In fact, according to market capitalization, three of the top five global corporations in 2014 included, among others, Apple, Google, and Microsoft [4]. The entire platform business model is in operation. In 2004, Google became the first of them to go public. It is today a massive incumbent industry on a global scale, including Walmart and Nike down to Disney, GE, and John Deere scurrying to use a platform strategy to their industry [5]. Using a platform-based business strategy the secret to many firms' success largest, most rapidly expanding, and currently the most potent. And more, the platform's design started to shift in a number of other social and economic spheres, from education and medical services for government and energy [6].

Regardless of who is in power, it is probable that the platform's idea has altered large-scale communal life patterns and is poised to cause even more significant changes in the coming years as Internet technology continues to advance quickly [7]. In the past two decades, we have come to understand how powerful, economic, and social technology has altered the world in ways that only a select few people have experienced [8]. To appreciate how large the force generated by the economic boom platform, it's important to consider how long ago, a value was established, and most ecosystem markets are channeled [9]. The conventional approach that the majority of businesses use systems that similar to a pipeline. Pipelines are different from platforms in that a business strategy that putting up in stages for make value and transfer it where at one end is the producer, and on the other end is the customer [10]. The business that creates a product or service first. The last step is the creation of the product and its sale, or the setup of a system to deliver services [11].

A customer eventually showed up and made a purchase. Business pipelines can therefore be compared to a value chain linear because the form is straightforward and just has one field [12]. In recent years, an increasing number of companies have switched from pipe structures to platform-based organizational design [13]. Simple pipe arrangements changed in this move into complex interactions where producers, customers, and platforms themselves engage in a variety of relationships [14]. Different user kinds can connect and engage with one another using platforms' resources in the world of platforms. Some users in the platform ecosystem are makers, some are consumers, and some are people who can play both roles at different times [15]. In the process, people trade, consume, and occasionally create things that grow more valuable [16]. Value can be created, altered, transferred, and consumed in a multitude of ways and places as opposed to flowing directly from producer to consumer [17]. All of this is made possible via the platform's internet connection [18].

Each platform runs differently, draws a variety of users, and generates value in a variety of ways, yet all business platforms share these same fundamental components. The platform-based business model is what powers the global digital economy today [19]. Where is the concept of the digital economy, a social phenomenon that affects the system economy and has characteristics of a space intelligence, including information, various access to the information instrument, capacity for information, and information processing, first introduced by Tapscott (Tapscott, 1998) [20]. For the first time, elements

of a prosperous digital economy have been recognized, including the ICT sector, e-commerce operations, and digital distribution of products and services [21].

Meanwhile, Zimmerman claims that the idea of the digital economy is one that is frequently utilized to explain worldwide influence information and communication that have an impact on socioeconomic conditions due to the rapid growth of technology [22]. This idea evolved into a perspective on the interactions between the growth of innovation and advanced technologies that have an impact on both macroeconomics and microeconomics [23]. Affected industries include the development, manufacturing, sale, and supply of goods and services, depending on the reach of digital technology [24]. In the digital economy, businesses provide their services in response to specific requests or offers. These offers have been classified as private, individual, or private offers (Bloch et al., 2006)[25]. A framework with appropriate regulation is required so that there is a market climate that is competitive and balanced in developing ideas to generate products and innovation in order for the digital economy to benefit society and business actors [26].

Global trade and numerous cuts to the intermediary chain are hallmarks of the digital economy. Expected lack of entrance restrictions will allow for unrestricted market involvement [27]. The digital economy in Indonesia is increasingly focused on e-commerce [28]. As an illustration, the traditional method is being replaced by electronic transactions, which are on the rise. This incident demonstrates Indonesia's ability to compete in the global digital economy [29]. The e-commerce sector encompasses more than just online purchasing and selling of goods and services. However, there is more to it, including delivery service providers, telecom service providers, and others [30]. This is what necessitates constant monitoring of the e-commerce sector in order to be able to quicken the pace of the country's economy. Market rivalry in the ecology.

The digital economy is also quite competitive; therefore, it seems sense that there would be rivalry between businesses releasing and creating the greatest items possible. There are many threats that can arise, for instance, from rival companies that provide goods or services that are similar to those offered by the company. There are also threats that can arise from businesses that are able to provide substitute goods or services that have a higher benefit value than those produced by the company. In addition, customers themselves can pose a threat because they have the right to select the product that best suits their needs. Business rivalry in the age of the digital economy.

Both the client and the competitor must be the focus of this. If such an idea is not put into practice right away, it will enable the company to directly outcompete its direct or indirect rivals. Customers have high expectations of businesses, including quick delivery of goods and assurances of the legitimacy of the products.

Then, every company must have competent management who are adept at running its operations. Business activities and general technology have a close relationship. Technology is unquestionably required for corporate operations to be more productive and efficient. Business operations demand sophisticated technology, which may assist with all actions between producers and consumers. In addition to being brought on by the quick advancement of information technology and communication, Indonesia's digital economy has grown quickly, and this development is inextricably linked to the country's rising internet usage rates.

Every year, there is an increase in the number of internet users in Indonesia. The number of Internet users in Indonesia has significantly increased, according to the results of the Internet Service Provider Association survey Indonesia (APJII). There were 88.1 million internet users in Indonesia in 2015 out of a total population of 252.4 million. In 2016, there were 132.7 million people affected by this issue in addition to being a direct result of the rapid advancement of information technology and communication, the quick

growth of the digital economy in Indonesia is also inextricably linked to rising internet usage.

Every year, there are more and more Indonesians using the internet. According to the results of the Internet Service Provider Association survey Indonesia (APJII), there has been a significant rise in Internet users in Indonesia. In 2015, 88.1 million of Indonesia's 252.4 million residents used the internet. With a total of 132.7 million, this issue grew in 2016. The phenomena of the digital economy's rapid development must be followed by proper policies to foresee any unfavorable outcomes.

Based on this, this study seeks to offer suggestions for government policies that should be implemented in the face of the revolution in platform-based business. As a result, the study was conducted as a policy study (policy research) in order to give suggestions for the sector of the digital economy to policy makers.

2. LITERATURE REVIEW

This research focuses on theories relevant to the study's subject. The hypothesis utilized in relation to the theory of policy research to prepare for the next business revolution as an economic engine, platforms Indonesian digital media.

2.1 Economy Digital

Tapscott introduces the first digital economy. He asserts that the digital economy is a social phenomenon that has an impact on the economic system and possesses features of a space intelligence, such as information, various access to the information instrument, capacity for information, and information processing. For the first time, the industry of ICT, e-commerce, and digital distribution of goods and services were designated as components of a successful digital economy.

Meanwhile, Zimmerman claims that the idea of the digital economy, is a term that is frequently used to illustrate how the rapid development of technology has had an impact on socioeconomic situations globally. This idea evolved into a perspective on the interactions between the growth of innovation and advanced technologies that have an impact on both macroeconomics and microeconomics. Affected industries include the development, manufacturing, sale, and supply of goods and services, depending on the reach of digital technology.

Companies in the digital economy provide their services in response to specific requests or offers. These offerings have been classified as private, individual, or private in the digital economy. A framework with appropriate regulation is required so that there is a market climate that is competitive and balanced in developing ideas to generate products and innovation in order for the digital economy to benefit society and business actors. Global trade and many cuts in the supply chain between producers and consumers are features of the digital economy. It is anticipated that there will be no entrance restrictions, allowing for unrestricted market participation.

In order to better safeguard consumers, a protective framework must strike a balance between company capability and consumer interests, particularly for small and medium-sized businesses. Regulations that are unbalanced can lead to a high rate of turnover among businesspeople by excluding those who lost the competition from the market. The freedom of choice for consumers may also be impacted. Therefore, there needs to be a balance between consumer and business rights and obligations.

Budiono describes the conceptual framework development of the digital economy in Indonesia with some of its first characteristics of the changing distribution pattern of the company's structure, as well as how the value creation process worked in the digital

economy. Image 1 according to Budiono, the following describes how the Indonesian digital economy operates.

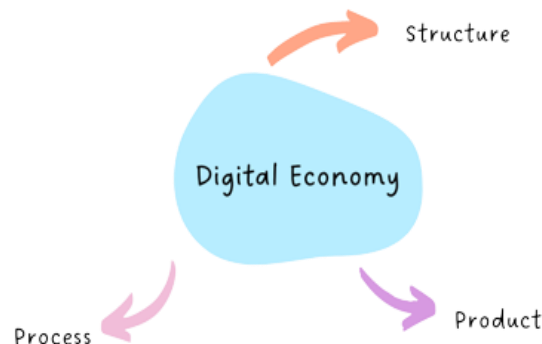


Figure 1. Digital Economic Implementation Framework

Sam Ock Park (2002) does research in the Asia-Pacific region. One of his projects is titled "Economic Space on Pacific Rim: Paradigm Shifts and New Dynamics." Because of developments in ICT and communications, this study employs secondary data to assess a dynamic economic space. ICT advancements have reportedly made tremendous progress in the Pacific region, according to Parks. Efficiency in company transactions has been significantly improved by B2B e-commerce on a regular basis.

2.2 Economic Platform

The rise of the platform as a business and organizational model is one of the most important economic and social developments at this moment that the platform revolution in the industrial world has clearly outlined. Model this platform is the foundation for many successes, including those of the biggest, fastest-growing, and most powerful companies in the world right now, like Google, Amazon, Microsoft, Uber, Airbnb, and eBay. Platforms also started to transform other social and economic sectors, such as government, energy, and the fields of health care and education. In the last two decades, it has become clear that the world has altered in ways that only a select few individuals fully comprehend due to enormous economic, social, and technical forces.

Consider how a value (value) has long been developed and transferred in most marketplaces in order to grasp the incredible power that the business boom platform unleashed. The majority of firms still employ traditional methods that resemble a channel or a. Platform, pipeline, or system differences traditional company models develop and

transfer value in stage-by-stage fashion, with producers at one end and consumers at the other.

Platform technology's revival of the industrial idea has accelerated change in virtually every sector of the economy and society as a whole, from government and healthcare to energy and the media and professions. Table 1 includes examples from different companies' platform that work in the industrial sector, as well as some examples of platform industry in the world today this in various industrial sectors. Keep in mind that the platform is still expanding, that many platforms serve several purposes, and that brand-new platforms are created every day. Many of the businesses listed here are probably familiar to you, though not all of them. This book will tell the tales that lie behind many of them. Our aim here is not to provide a full or systematic depiction of that situation, but rather a brief sketch that, in our opinion, will illustrate the extent and importance that the platform company has on the global arena.

Table 1. Several Platform Industry Instances

No	Industrial Sector	Industry
1.	Retail	Indomaret, Alfamart, IKEA, Hypermart, Matahari, Gramedia
2.	Game	Playstation, Nintendo
3.	Travel	Traveloka, Tiket.com, Pegi-peggi, Trivago
4.	Communication and Network	WhatsApp, Twitter, Instagram, Facebook, Telegram
5.	Logistics and Services Courier	J&T, JNE, TIKI, Ninja Xpress, Shopee Xpress, Si Cepet
6.	Health Care	Puskesmas, Posyandu, Klinik
7.	Education	Ruangguru, Pahamify, Zenius, Quipper
8.	Local Service	Sewa Viar, Biro Jasa, Jasa Titip
9.	Transportation	Grab, Go-jek, Maxim, Blue Bird
10.	Publishing	Microsoft Windows, Android, MacOS
11.	Pertanian	Agriaku, Crowde, Eden Farm, iGrow
12.	Media	Youtube, Viki, Wikipedia
13.	Energy and Heavy Industry	General Electric, EnerNOC, Tesla Powerwall
14.	Consumer Goods	Indofood, Unilever, Frisial Flag, Kapal Api, Mayora

15.	Professional workforce and service	PERSOKELLY Indonesia
16.	Financial	Akulaku, FinAccel, Stockbit, Xendit, Dana

Technology developments were initially combined to create the platform. Internet access has increased by more than 500% in less than ten years. In 2020, the Internet is anticipated to connect 50 billion mobile wireless devices. 28 transaction fees can be decreased with more users, a better algorithm for this situation, better software for the pricing, and better resources to customize each transaction. In this section, the final economic platform principle is discussed in more detail. The elongation of product life cycles, excessive monetization, the move from ownership to access, and reduced overhead are some of these ideas. The ten guidelines consist of:

1. Capitalization

Sharing is not free, but it is expanding exponentially. Right, this platform gives choices for barter (Babysitting Co-Ops), gift-giving (Freecycle and Cashless), and exchanging (thread-up and Swap Tree), but even those who form and transact without account money have price: rent, trade, service, and borrow for a set cost. In many ways, this platform actually tips the scales in favor of market-driven, commodified exchange. Imagine making everything money. It makes sense from a Coasean transactional cost standpoint to boost inventory yield in order to lower customer expenses. When the same, there is a charge for monetizing anything, including your free time, your friendship, and your residence.

2. Lowering Entrance Bars

The economic framework promotes the entry of new immigrants into a sector that has long been dominated by established players. To compete online, a minimal beginning fee is required. A domain name and a website are all you need. This platform has reduced expenses in this environment by giving programmers a market. In addition, the platform's reliance on size and trust, which produces early movers and significant profits for some, suggests that we might still see the recent electric current even if the platform supports decentralization.

3. Unit Modification

The platform's capacity to compress time and space into smaller units is related to the end of capacity idle. This platform separates supply and requests into manageable modular units: short-term rentals, quick personal assistance, lengthy furniture assembly, and once a week dinners catered by a chef in his house. It is more cost-effective to rent a car for an hour than efficiency in sharing a home with two other families instead of booking three suites at an established resort; efficiency in sleeping on someone's sofa rather than booking a room at a hotel. This platform makes it possible to rent services and goods in a matter of minutes and generate a high volume of small transactional units.

4. Price Reliability

When it first launched, Airbnb discovered that deciding on a fee is the most challenging step in the registration process for host individuals. These days, Airbnb uses a number of cutting-edge algorithms to recommend a pricing to the host. Airbnb creates a mechanism to offer residents price suggestions that are dynamically adjusted to their

location, resemblance to other properties, and season. This model uses temperature measurements taken at a specific moment as a seasonal proxy. Similar to this, Uber's pricing is dynamic; it lowers fares during times of low demand while increases them during times of high demand. "Dynamic" or "jump" pricing methods — which raise efficiency riders and give more incentives to supply when demand is high — adapt to increase efficiency. This advanced pricing algorithm enables more accurate appraisal of goods and services while lowering negotiating expenses and deal-making uncertainties.

5. No more garbage

This platform's main tenet is "no more idle capacity. This platform enables more effective use of private resources. Most of the time, assets. Still on the supply side, many people are looking for flexible ways to earn extra money while passing the time due to the labor market's decreasing employment and rising unemployment.

6. Ownership Accessibility

It is possible to attain zero waste and capital resurrection due to the change in a consuming culture that prioritizes acquisitions over access. The capacity to use an automobile when necessary is more important than possessing one. Instead purchase a lawnmower to discover that it exists to assist you when the grass has already grown sufficiently. Kindly primarily because to crowded conditions and the continued growth of urbanization, congestion, and consumers are encouraged by smaller spaces to favor access over ownership. Move from the property to this entry, with reduce transaction costs by lowering bet deal as unit consumption decreases: A one-hour car rental is less expensive than a day's worth of automobile rental, yet purchasing an annual membership in a car sharing platform is easier than purchasing a car.

7. The Benefits of Scale

The corporate structure of the industrial period enables market scalability. Small-scale, unregulated informal trades are scaled. However, platform companies are progressively absorbing the lion's share of their anti-industrial when they compete with well-established industries. Even though it's retro, it seems like village platforms don't exist like small physical villages. This may seem counterintuitive, but improved wireless technology and the expansion of online connectivity allow a return to the pre-industrial village - barter exchange, sharing, and individual-to-individual - interactions. Platform companies, on the other hand, facilitate connections between strangers on a large, worldwide scale.

8. Interactive Data

Moving information in dealing with unequal information, transaction costs rise. The platform model, on the other hand, provides ratings, reviews, and dynamic information that lessens ambiguity and fosters consumer trust. The certainty that someone would receive negative ratings offers incentives to abide by the terms of the agreement, which lowers expenses associated with monitoring.

The corporate hierarchy of the industrial period enables the market to grow. Scale informal transactions are brief and ungoverned. The platform company, however, enter the market to challenge that one established, they're participating more and more most anti-industrial of their. Platforms new entrants are pushed in by the economy industry that has been entrenched for a long time incumbent. There is a nominal setup charge for compete online. What you require merely a domain and webpage. With providing a platform, market for programmers this has reduced the setup's cost as well.

Think of the world without it transaction. It will be simple if carried out via the platform. Coase wrote about its shortcomings a market characteristic resulting from expenses transaction volume is strong at all levels. Surgery is frequently highly expensive, costly enough to discourage multiple transactions to be carried out in the system that the expense of working for free. Search fees and other transaction fees data on who to contact and what to do managed; cost of negotiations and decisions, involves negotiating terms develop an understanding, agree on a price, creating contracts; observing; and cost compliance is essential for success. Respect the agreement's conditions. Alternatively put, expenses three categories of transactions can be made based on the pre-agreement, deal-making, and post-agreement stages: Costs of searches, bargaining and decision-making, and complaints against law enforcement and police, in that order. Each of these steps depends on information to lower costs and adapt to the platform's changing dynamics. All components of transaction costs, whether online and offline, are being tied together by improved connectivity, information availability, and advanced technology. All these efficiencies increase together with the platform's growth. Market, very straightforward, ideal medium.

Over the years, businesses that use the platform's strengths have dramatically and geometrically increased in size. Platform businesses significantly boost the economy. They have made different improvements to productivity. Highly effective matching has been one of the sources of productivity. Platform firms have caused disruption. According to Evans, the digital economy has four different types of platform typologies: trading platforms, innovation platforms, integrated platforms, and investment platforms.

The effect network is the platform's primary feature and one of its distinguishing traits. The platform frequently experiences network effects, which leads to a self-reinforcing growth cycle. Additionally, the majority of modern outlets are digital. platforms that collect, transmit, and make money from personal data online.

9. From the ready-to-wear economy to the haute couture industry ("exclusive by order" economy)

Prêt-à-Porter refers to factory-produced clothing that is sold in its finished state and in a standard size, as opposed to clothing that is created to order or that is measured to fit a specific individual. While the phrase "Haute Couture" refers to the creation of upscale garments. Consumers seek higher prices that are competitive and more services packaged in tiny packages during economic downturns. Additionally, they ask for more input into consumption measures. This platform guarantees to eliminate the discrepancy between non-customized goods and unique requirements.

10. Nothing Extraneous

Transactions that are decentralized also mean that there is a lot fewer middleman. No more middlemen, other from platforms, of course. Direct communication between people is nothing new, but it has never been done on such a wide scale. Without the need for additional software, technology enables direct coordination in the private sector. As stated in Part I, while the platforms used by the company's business models differ widely, many platform businesses charge 15% or less for each transaction they support. Compared to offline businesses providing comparable services in their respective industries, this expense is far lower.

3. METHOD

This study looked into issues with business revolution policy platforms. This policy analysis analytical, descriptive by describing things that occur in the area the subject being studied.

Comprehensive grasp of the issue and its resolution in order to find a solution, this study employed the literature review approach, which tries to synthesize fundamental research theories. documents, books, letters, newspapers, magazines, and research journals relevant to the topic of study were used to obtain the materials.

4. RESULTS AND DISCUSSION

Every year, there are more and more Indonesians using the internet. According to the Association of Internet Service Providers Indonesia's (APJII) study findings, the number of Internet users in Indonesia has dramatically increased. 88.1 million of the 252.4 million persons who made up Indonesia's population in 2015 are internet users. With a total of 132.7 million internet users in 2016 compared to 254.6 million in 2015, this issue got worse.

Up to 106 million of those individuals, or around 40%, actively use social media. Cell phones, which are used by 92 million people, are the preferred medium for accessing social media. Height the rise of internet users, which is also countered by the height of mobile owners, who make up 91 percent of Indonesia's population. While 47% of people use smartphones.

With technological advancement, the Indonesian population's behavioral patterns also alter. Everything seems to be easier to grasp right now. With internet access, everyone has access to a wide range of goods and services at once. As is well known, the digital economy is currently thriving.

Growth of Internet Use

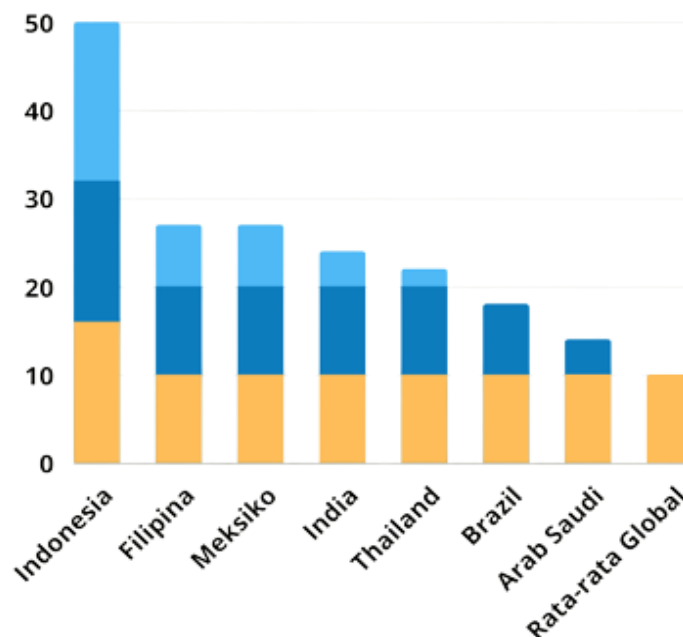


Figure 2. An increase of Internet users

The application of mushrooming start-up companies serves as a sign of this. The start-up growth trend, according to Wirawan Agahari, researcher at the Center for Innovation Policy and Governance (CIPG), Jakarta, was younger people with the spirit of sociopreneurship, such Nadiem Makarim, who founded GO-JEK, and William Tanuwijaya, who founded Tokopedia, were the ones who pioneered this.

According to Rhenald Kasali, the millennial generation will continue to fuel change. The millennial generation, which is the generation above it, is one that lacks experience but is unafraid to explore an uncharted, unpredictable, and uncertain future.

Because of this, there are a lot of modern business activists who come from young adult circles. However, despite a number of difficulties and limitations, the state of the economy and the digital sector as a whole remain unhealthy.

1. A lack of regulation

There is insufficient regulation to keep up with the brisk development of commercial actors and current technologies. Triawan Munaf, the head of Becraft, concurs with this. He claimed in an article that the employment of 15.9 million people and IDR 852 trillion contributed by the economic sector of digital-based creativity to national GDP. However, policies are erratic, and frauds that the offenders are unaware of present a challenge for startups.

On the other hand, the corporation Over the Top (OTT) has ongoing tax problems. These businesses continue to plunder Indonesian advertising income. According to Kominfo data for 2015, Google and Facebook are the two foreign OTT service providers that control 80% of digital ad revenue in Indonesia, with a combined US\$ 800 million in ad spending. Both parties received a profit of almost US\$ 640 million tax-free from that sum. But according to the Business Industry, the Ministry of Finance has apparently been successful in collecting taxes from Google. This is a fantastic place to start for the government to apply pressure to businesses and other OTTs.

According to Sri Mulyani, Minister of Finance, there is already an agreement for a settlement of tax difficulties with Google's Annual Tax Return (SPT) 2016, according to a quote from klip.com.ia admitted that he had met and discussed Google-related issues with the British Chancellor of the Exchequer because England is one of the nations that has been successful in getting Google to pay taxes through the Diverted Profit Tax (DPT), sometimes known as the "Google Tax" internationally. Soon after the meeting, the Directorate General of Taxes called Google once more to deliver the official version of the tax arrears data that should have been paid. Finally, even Google has acknowledged and agreed to settle its tax debt to Indonesia.

Regulating OTT businesses like Facebook, Google, Skype, Line, BBM, and others to pay taxes has unfortunately not yet been approved by the government. The Minister of Communication and Information's Circular Letter (SE) Number 3 2016 still governs the rules pertaining to OTT businesses today. The SE specifies the requirements that digital service providers must meet in order to use internet transmission. One of the causes of the issue, according to Justinus Prastowo, Executive Director of the Center for Indonesia Taxation Analysis (CITA), as stated by Kompas.com, is the government's lack of tenacity in establishing the necessary legislation. He asserted that the Indonesian government must exercise boldness and make strides in creating regulations, particularly those pertaining to Permanent Business Entities (BUT). It is necessary to broaden the definition of BUT, which now refers to a business entity that is physically present, such as a branch

office, in order to include presence services via the internet as well as physical presence in Indonesia. He claims that the BUT definition's enlargement will classify these businesses as taxable entrepreneurs.

2. Poor human resource quality

In addition, the amount of qualified human resources and industry needs do not meet the size of the market opportunity for the digital economy. The shortage of human resources in Indonesia does not correspond with the enormous expansion of activist digital ventures. At the 2017 Becraft Developer Day, Rudi Antara, Minister of Communications and Informatics, stated that developing human resources is still vital for the digital economy since digital progress must be founded on intellectual capabilities.

Many people believe that a college degree ensures finding employment. But take note that not just a bachelor's degree is needed, as more sophisticated technology and information are driving an increase in all types of business and organization. In this digital age, having abilities is required. According to the World Economic Forum, education has evolved to include skills as well as knowledge.

According to Bill Gates, who is quoting from the Independent, there are three abilities that will help someone succeed in the workplace of the future. Science, engineering, and economics make up these three categories. He thinks that by learning such a skill, someone can influence all institutions for the better. According to Bill Gates, "Many future occupations will be quite demanding of those qualities. I think of understanding of basic physics, math skills, and economics. Not that you'll be writing code, but you need to know what engineers can accomplish and what they can't.

3. The digital divide

Remember that, in addition to the two things mentioned above, universal access to telecommunications services is crucial for all societies to achieve economic success in the digital age. The digital gap is still present in Indonesia at the moment. According to the findings of the 2016 APJII poll, there are 132.7 million Internet users in Indonesia, with 52.5% being men and 47.5% being women. Additionally, Indonesia still has concentrations of internet users in some regions, with up to 65% of those users, or 86.3 million, coming from the island of Java, and 15.7% of those users, or 20.7 million, coming from the island of Sumatra. According to the data, the penetration of internet users by age is also extremely astonishing, with 75.8% of them being between the ages of 25 and 34, followed by ages 10 to 24 at 75.5%, 35 to 44 at 54.7%, 45 to 54 at 17.2%, and 55 and older at 2%.

If the digital gap continues, it will have an effect on a number of societal areas, including education, the economy, social issues, and so forth. It will be challenging for those without access to telecommunications services to create and manage existing electricity resources. compared to those who have access to it. The wealthy will therefore continue to get richer while the poor will stay poor. This is public relations work for the government to close the country's digital gap and advance its digital economy. To realize Indonesia's aspirational goal of a digital economy, the government must be able to verify that there is easy and seamless access to telecommunications services throughout the country. This is public relations work for the government to close the country's digital gap and advance its digital economy. Government should be in a position to verify to realize Indonesia's aspirational goal of a digital economy, telecommunications services are equitably dispersed throughout the country with ease of use and smooth access.

Digital economy era business revolution

The development of digital technology as users increase, business models shift. research findings three key effects of digital technology on the corporate world were identified in a study by DBS Sink or Swim - Business Impact of Digital Technology.

First, consumers have faster access and more opportunities. Consumers today have access to numerous services through a single platform. Apps benefit users with a single click, select a service. For instance, just like Go-Jek, customers can order a taxi for transportation needs, delivery of items, restaurant ordering, and even money transfers.

The second is a novel approach to business intelligence. Businesses can now access previously undiscovered sources of consumer information thanks to digital technologies. Business people can obtain information on consumer behavior related to a product to enhance service quality.

Third, infrastructure that is digital rather than physical. Modern digital technology makes it possible for businesses to be more frugal. They can now open the shop independently online without having to set up physical infrastructure like branch outlets.

A digital economy with a variety of lines of industry, including online trading (e-commerce), the proliferation of startup technology-based enterprises, and services in digital finance or financial technology, has resulted from the internet's rapid expansion (fintech). In Southeast Asia, Indonesia currently has the largest number of startups at 2,000. According to CHGR research, this number will increase to 13,000 startups, or 6.5 times, by 2020. A growing number of investors are looking at Indonesia as a digital market, which encourages the size of the startup potential.

Tokopedia, Bukalapak, Go-Jek, and Doku are just a few of the prominent e-commerce sites that have emerged. Additionally, fintech businesses have appeared to offer loan services, such as those offered by banks or platforms for purchasing financial items. Several financial companies, including Modalku, Investee, Funding, and Breaks There are now 142 local fintech businesses functioning in Indonesia, according to Bank Indonesia. Go-Jek is a startup business that is expanding in Indonesia and is a unique phenomenon. Go-Jek has expanded beyond its original focus as a provider of transportation services to include logistics, payment, food delivery, and the provision of daily necessities including housecleaning services and vehicle repair. The Go-Jek service is already available in 25 Indonesian cities. He gives users convenience while while giving hundreds of partners jobs Go-Jek.

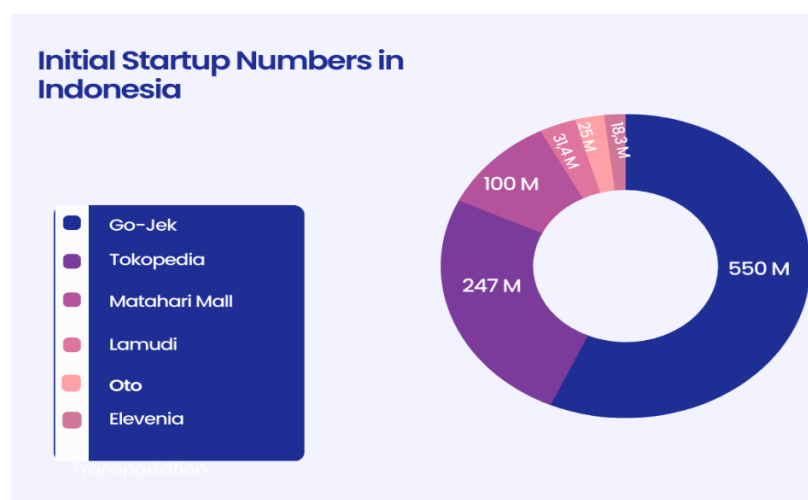


Figure 3. Financing for New Businesses in Indonesia

Tokopedia rose to be the second-highest valued firm, with a US\$100 million valuation. The startup company with the most funding in Indonesia is Go-Jek. In August 2016, the company received a number of financial infusions totaling up to US\$ 550 million or Rp 7.2 trillion. KKR, Sequoia Capital, Capital Group, Rakuten Ventures, NSI Ventures, NorthStar Group, DST Global, Farallon Capital Management, Warburg Pincus, and Formation Group are the investors.

The findings of the DBS Sink study also state that Go-Jek, which started out as a startup, has grown into a massive organization with a US\$ 1.3 billion (or Rp 17.3 trillion) valuation. This indicates that Go-Jek is a unicorn, or a startup firm in Indonesia with a valuation of at least \$1 billion.

5. CONCLUSION

Based on the findings of the analysis and debate of the business-based revolution platform as a catalyst for Indonesia's digital economy, certain conclusions can be drawn. The conclusion is that the recent transformation in business, known as the digital economy, has been brought on by the growth of digital technology. The challenge of community readiness is the nation's major issue right now, and the government is working to solve it. Still, there aren't many Indonesian start-ups that are able to grow and compete with the criminals' global internet businesses.

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