Model of The Sharing Economy Platform in Indonesia

Case Study: GOJEK
Collaboratively administrate empowered markets

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Introduction
The term Sharing Economy refers to the sharing activity of underutilized assets with help from IT-based technology (digital platform).
January 2019, unicorn start up in the world

Indonesia’s Start Up Company

UNICORN Company in the World
Research Problems

It is necessary to develop a digital sharing economy platform model that is accepted by the market to increase the success rate of start up.

Unsuccess

Many start ups are established but business success rates are low

Potential Market

285 million people in 2025 (BPS, 2013)

Develop a Digital Sharing Econ

increase the success rate of start up
Research Question

How to find a digital sharing economy platform model that can be a reference for the founders of start-up digital businesses so as to increase the potential for success in business?
Literature Review
Based on “Four Model of Sharing Economy Platform” that develop by Ioanna, et.al

- **Chaperone**
  - Example: Airbnb

- **Gardener**
  - Example: Couchsurfing

- **Franchiser**
  - Example: Uber

- **Principle**
  - Example: Handy
Now… we look at GOJEK.

A new way to engage with customers from across the globe.
Business Model

There is an opportunity for success

Franchisor:
Go Ride, Go Car, Go Send, Go Box and Go Blue Bird

Chaperone:
Go Food, Go Med, Go Laundry, Daily, and Go Tix.

Principle:
Go Clean, Go Massage, Go Auto, Go Fix, and Go Glam

Gardener:
Go Shop

Out of Four Models:
Go Pay, Go Bills, and Go Pulsa
Based on “Four Model of Sharing Economy Platform” that develop by Ioanna, et.al

Chaperone

Go Food, Go Med, Go Laundry, Daily, and Go Tix.

Gardener

Go Shop

Franchiser

Go Ride, Go Car, Go Send, Go Box and Go Blue Bird

Principle

Go Clean, Go Massage, Go Auto, Go Fix, and Go Glam
Conclusion

19 service in 1 Apps

- Gojek a Super Platform (Super Apps)

Please! Develop the Super Apps

- Reviewing the level of success Gojek in developing itself, it's good for creators and start-ups, especially those who build digital platforms to accommodate the Gojek idea by becoming Super Apps. This can be done by building many and varied services. Of course with a varied approach between platform owners and participants.
Thank You

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