

ABSTRAK

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Judul : Model Kematangan Operator Gig Economy dalam Menjalankan Proses Bisnis (AMICO): Komposisi Elemen dan Skema Asesmen
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Sebagai salah satu dampak transformasi digital, proses-proses bisnis *gig economy* ternyata masih mengalami sejumlah masalah lemahnya monitoring dan evaluasi proyek, penyalahgunaan platform, serta pengerjaan proyek yang terlalu berisiko. Padahal, *gig economy* menjadi skema kerja fleksibel berbasis platform yang potensial bagi masyarakat Indonesia. Penelitian utama disertasi ini berargumentasi bahwa permasalahan permasalahan terkait proses bisnis *gig economy* memerlukan solusi strategis yang menjembatani perbaikan proses proses bisnis dalam ekosistem *gig economy*. Oleh karena itu, penelitian utama disertasi ini mengonstruksi model kematangan untuk proses bisnis *gig economy* (disebut AMICO) yang terdiri dari dua bagian besar: komposisi elemen serta skema penilaian. Disertasi ini merefleksikan pembangunan model kematangan pada bagian komposisi elemen dengan mengadopsi enam fase pengembangan model kematangan yang digagas oleh de Bruin dkk. Dengan menerapkan pendekatan campuran (*mixed method*), penelitian utama disertasi ini mengumpulkan dan mengolah data melalui teknik wawancara dan kuesioner untuk diolah menggunakan teknik analisis tematik dan statistik. Penelitian utama disertasi ini telah menghasilkan tiga elemen: determinan, dimensi, dan gradasi tingkat kematangan. Tiga determinan tersebut adalah Actor (meliputi determinan Managed Operator, Managed Gig Workers, Managed Clients, dan Managed Vendors), Platform (meliputi determinan Managed Platform Quality dan Managed Platform Usability), serta Transaction (meliputi Managed Specifications, Managed Times, Managed Benefits, dan Managed Risk). Setiap determinan diukur kematangannya menggunakan lima level kematangan yang gradasinya telah divalidasi oleh pakar: Initial, Performed, Defined, Quantitative Measured, and Optimized. Penelitian utama disertasi ini juga telah mendekomposisi komponen determinan ke dalam skema asesmen yang terdiri dari instrumen, cara kerja, serta purwarupa. Instrumen asesmen diperoleh dengan mengadopsi butir-butir kegiatan pada uji empiris serta mengombinasikannya dengan teori-teori pendukung yang relevan. Proses pengembangan AMICO telah sampai pada proses pembangunan purwarupa melalui penyusunan perjalanan pengguna, analisis tugas hierarki, identifikasi tujuan pengguna, serta pembangunan purwarupa itu sendiri. Dari sisi teoretis, hasil penelitian ini juga telah dikritisi menggunakan tiga teori alami sistem informasi yang diinisiasi oleh Gregor. Dari sisi praktik, determinan dan dimensi yang telah ditetapkan menjadi acuan dalam proses rekayasa perangkat lunak sebagai bagian dari pengembangan platform *gig economy*.

Kata kunci:

Gig Economy, Model Kematangan, Platform, Proses Bisnis, *Gig Worker*

ABSTRACT

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As one of the impacts of digital transformation, the gig economy is a potential platform-based flexible work scheme for the people of Indonesia. Unfortunately, gig economy business processes are still experiencing many problems, weak project monitoring and evaluation, misuse of platforms, and project execution that is too risky. The primary research argues that problems related to the gig economy business process require strategic solutions that bridge the improvement of business processes in the gig economy ecosystem. Therefore, the primary research constructs a maturity model of the gig economy business processes (called AMICO), consisting of two major parts: the composition of elements and the assessment scheme. This dissertation reflects a maturity model development in the element composition by adopting the six phases of maturity model development initiated by de Bruin et al. By applying a mixed approach, the primary research performed interviews and questionnaires using thematic and statistical analysis techniques. As a result of the first research question, the primary research has produced three elements: determinants, dimensions, and gradations of maturity levels. The three determinants are Actor (covering Managed Operators, Managed Gig Workers, Managed Clients, and Managed Vendors), Platform (covering Managed Platform Quality and Managed Platform Usability), and Transaction (covering Managed Specifications, Managed Times, Managed Benefits, and Managed Risk). Each determinant is measured for maturity using five maturity levels whose gradations have been validated by experts: Initial, Performed, Defined, Quantitative Measured, and Optimized. The main research of this dissertation has also decomposed the determinant components into an assessment scheme consisting of instruments, working methods, and prototypes. The assessment instrument is obtained by adopting the activity items on the empirical test and combining it with relevant supporting theories. The AMICO development process has reached the prototype development process through the preparation of user journeys, task hierarchy analysis, identification of user goals, and the development of the prototype itself. From a theoretical view, the results of this study have also been criticized using the three natural theories of information systems initiated by Gregor. From a practical view, the determinants and dimensions determined to become a reference in the software engineering process as part of the development of the gig economy platform.

Keywords:

Gig Economy, Maturity Model, Platform, Business Processes, Gig Worker