

## Online Freelance Marketplaces as a Business Opportunity

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**Abstract.** The purpose of this study is to analyze the development and benefits of online freelance marketplaces for freelancers. The research method used in this paper was descriptive method which described and compared social problems based on facts, theories, and accurate reference sources. The results of this study were to explain that online freelance marketplaces had an important role in increasing business opportunities for freelancers. Online freelance marketplaces can be used as jobs for them without having to be bound by multiple customers and capabilities. They can freely have as many customers as they can. Of course, this needs to be done by freelancers who want to earn new income.

### 1. Introduction

In recent years, the development of online freelance market has grown rapidly. Online freelance marketplaces sites offer workers to get a job without being associated with a traditional framework that always ties their workers. There are several examples of online freelance market sites that have developed including Upwork, Elance, Freelancers and many more [1]. The decline in the global economy has been a driving force for the development of the online freelance market. More and more small businesses and individuals are looking for online freelance markets as vehicles for outsourcing their business activities [2]. Online freelance market website provides a service that can be sent electronically by sellers. Freelancers or self-employed teams offer their services on a per-job basis or at a fixed hourly rate [3]. Online freelance markets are different from other job search websites, because they focus more on professional remote services. Online freelance markets use crowdsourcing where workers will respond to job advertisements, then the owner of the advertisement will choose which workers meet the requirements based on expertise, price, and/or skills and work experience [4,5]. Many of the areas of expertise offered by freelancers namely computer programming and websites, graphic design, creative arts (writing, editing, and translating), advertising, consulting marketing and others. For freelancers, this platform is very interesting because they can easily access a large number of work projects [6].

Based on a research survey conducted by Upwork in Future Workforce Report 2017, there are as many as 84% of companies in the world will delay or cancel their projects if they cannot hire freelancers to help with their work. Of the ten managers, nine of them said they were more satisfied working with freelancers than with the existing workforce in the company [7]. Also, from the survey conducted by the IPSE (Association of Independent Professionals and the Self-employed) said there was a total of 2 million casual workers in 2016 or 43% increase from 1.4 million in 2008. 1.77 million people chose to give up their main jobs with 234,000 more freelancers taking up their main jobs. In total, freelancers now account for 42% of the 4.8 million entrepreneurial population. This surge is influenced by two factors. First, online freelancing is flexible, not binding on contracts and working time [8,9]. Second, there is an online freelance market offer low-cost jobs for geographically distant workers to realize their business ideas. There are many skilled workers in developing countries who

have low living costs, and a lot of job demand in developed countries (where local labor is more expensive), therefore, this can be the choice of business people to complete their work with freelancers sought through the online freelance market [10].

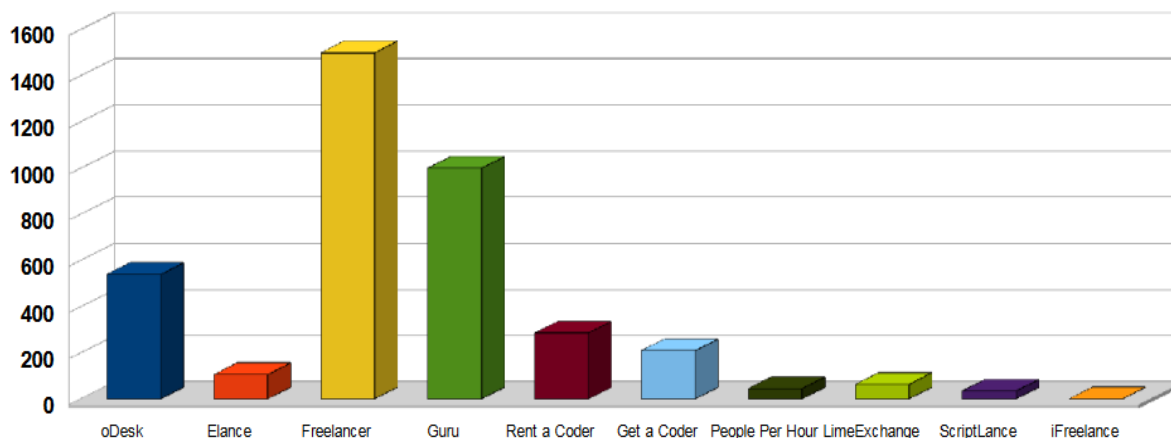
The purpose of this paper is to analyze the development and benefits of online freelance markets for freelancers who use the platform as their business opportunity to generate new revenue. The research method used in this paper was a descriptive method that presented a complete picture of the related situation based on facts, theories, and accurate reference sources.

## 2. Method

The method used in this paper was a descriptive method that presented a complete picture of the related situation based on facts, theories, and accurate reference sources with previous research related to the development and utilization of the online freelance market.

## 3. Results and Discussion

With increasingly sophisticated technological advancements, freelancers beginning to try to expand their business opportunities, one of which uses the online freelance market site. There are many online Marketplace freelancing sites that have grown rapidly in recent years such as Upwork, Freelance.com, 99designs.com and many more. With the Crowdsourcing system, the online freelance market can attract freelancers to use their services. Through the online freelance market, entrepreneurs can hire freelancers to do jobs in various fields such as software development, design, author, translator, advertising, marketing, accounting services, consulting and others [2]. There are ten large online freelance markets that always compete in getting users. Like the Freelancer site, which has been carrying out promotional activities continuously in the past few months and has claimed to get 1.5 million registered users, As in (Figure 1) the following shows the statistics on the number of users registered on the 10 online free market sites.



**Figure 1.** Statistics on the number of registered users on 10 online freelance market sites

In the second position, there are Teachers who overall get more than 1 million registered freelancers (26%). A good year for the online freelance market is early 2010. From the results of research that has been done shows that in the first three months of 2010, more than \$ 60 million was spent on the top 10 freelance markets. More than 50,000 registered companies and individuals use online freelance market services and more than 150,000 people register to meet the demands of clients. This massive growth shows a significant increase in the use of the freelancing market and sends clear signals that they are a viable means of doing business. Here are some of the most popular online freelance market sites in 2019:

## 1. Upwork.com

Upwork (Elance-oDesk) is one of the biggest freelance sites today. With millions of jobs posted on Upwork every day, freelancers make money by giving companies more than 5,000 skills in more than 70 job categories. A simple display with a blend of green makes the users comfortable seeing it. Judging from the initial appearance, Upwork has provided a search button with two choices, namely looking for freelancers or looking for a job, and in the right corner, there is a button "post a job" that is used to advertise a job (Figure 2).

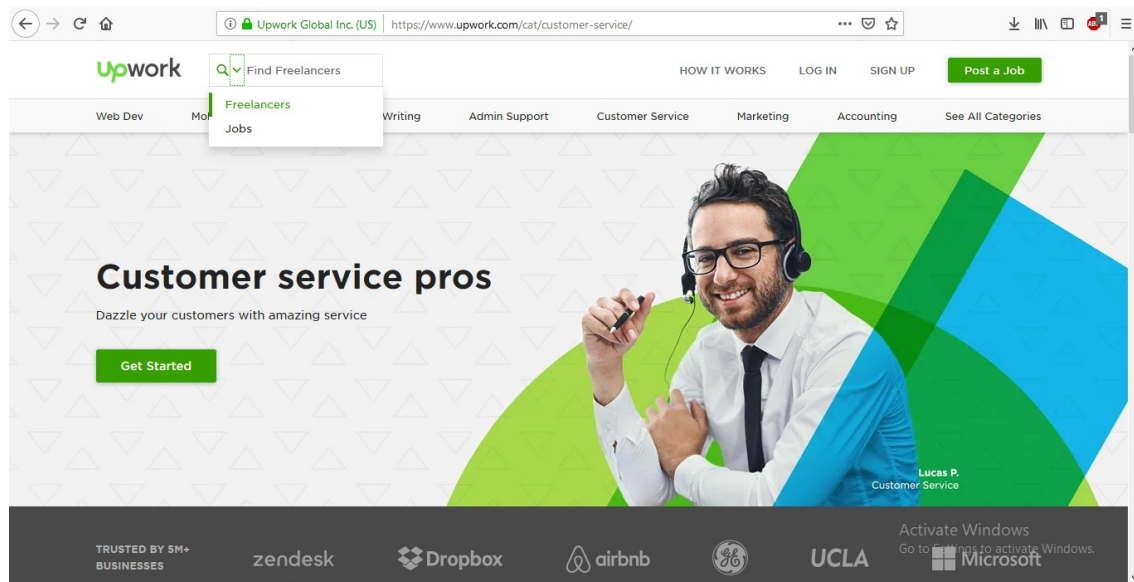


Figure 2. Display the upwork.com homepage

Many of the available job vacancy categories can be seen on the job category page, freelancers only need to find and adjust according to their own fields (Figure 3).

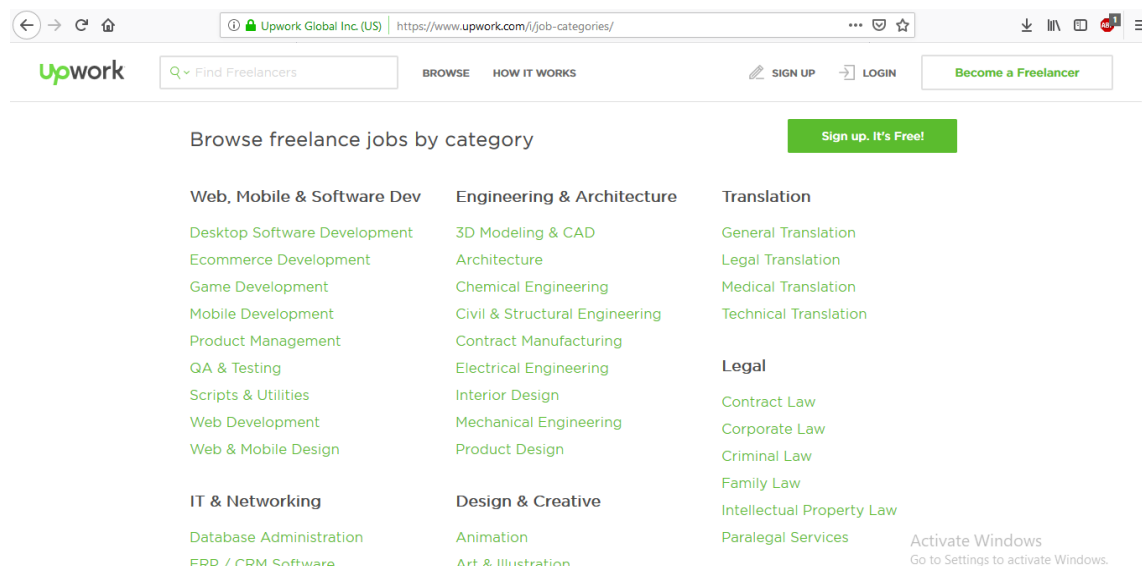
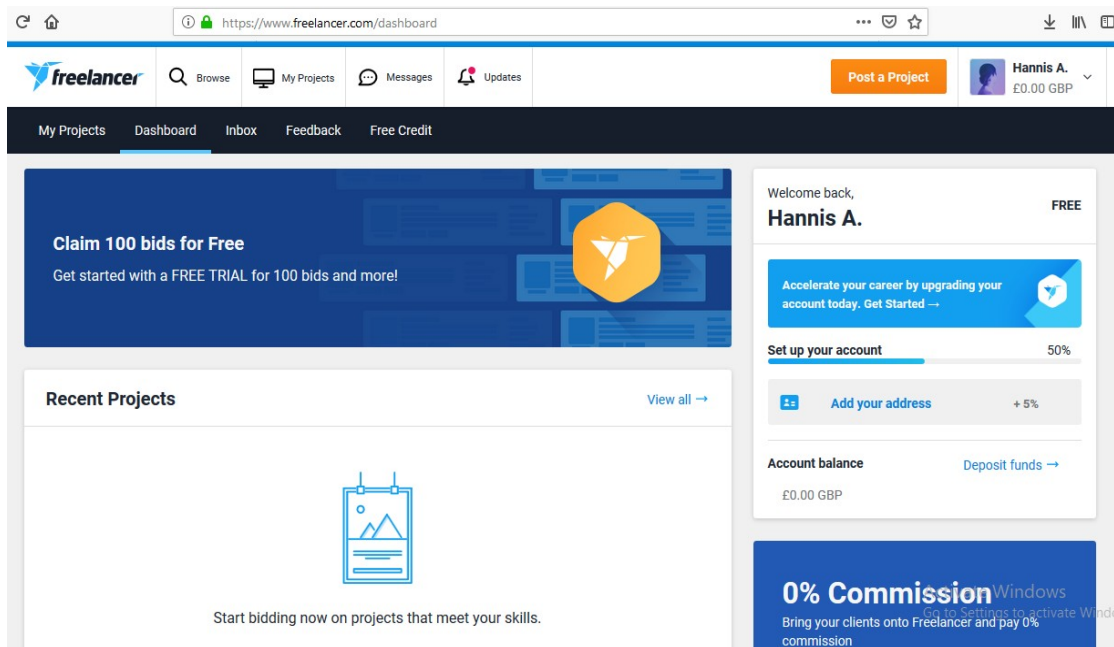


Figure 3. Display to Find Job Openings

## 2. Freelancer.com

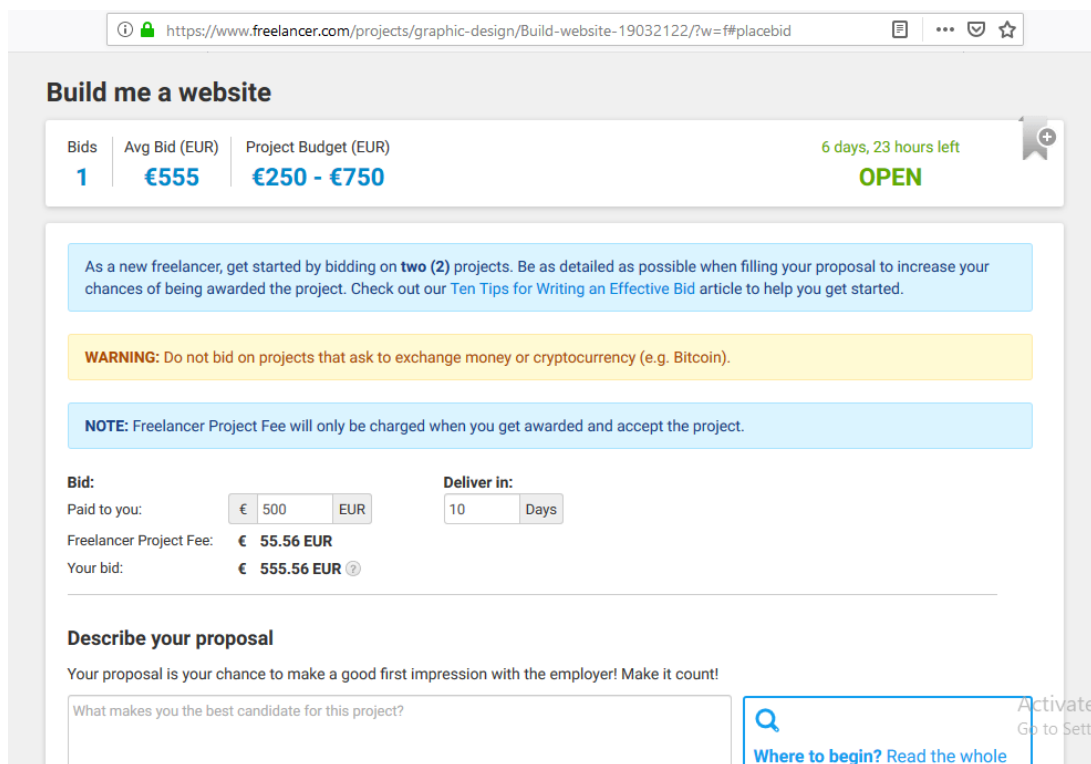
Freelancer.com is the largest freelancing and crowdsourcing market in the world with a number of users and projects. Freelancer.com has connected more than 32,428,225 entrepreneurs and freelancers

globally from more than 247 countries. Just like upwork.com, freelance also carries a simple and simple look with a blend of white and blue giving the impression of trust, loyalty, and wisdom (Figure 4).



**Figure 4.** Display freelancer.com Homepage

On Freelancer.com there is a bidding page to bid on the price of a project before bidding on the price or how long the project can be done (Figure 5).



**Figure 5.** Display of a Project Offer.



### 3. 99designs.com

99designs is one of the online freelance market sites that only focuses on the design field. 99design makes it easy for designers and clients to work together to create designs that they like. The model used in the 99design is a competition contest, a client will choose one design chosen to be the winner. Not much different from upwork.com and freelance.com, 99design also carries a simple display with a blend of white and orange giving a friendly and friendly impression. A menu is available on this page to see the contests that we are following, the projects we are working on and look around or look for a contest (Figure 6).

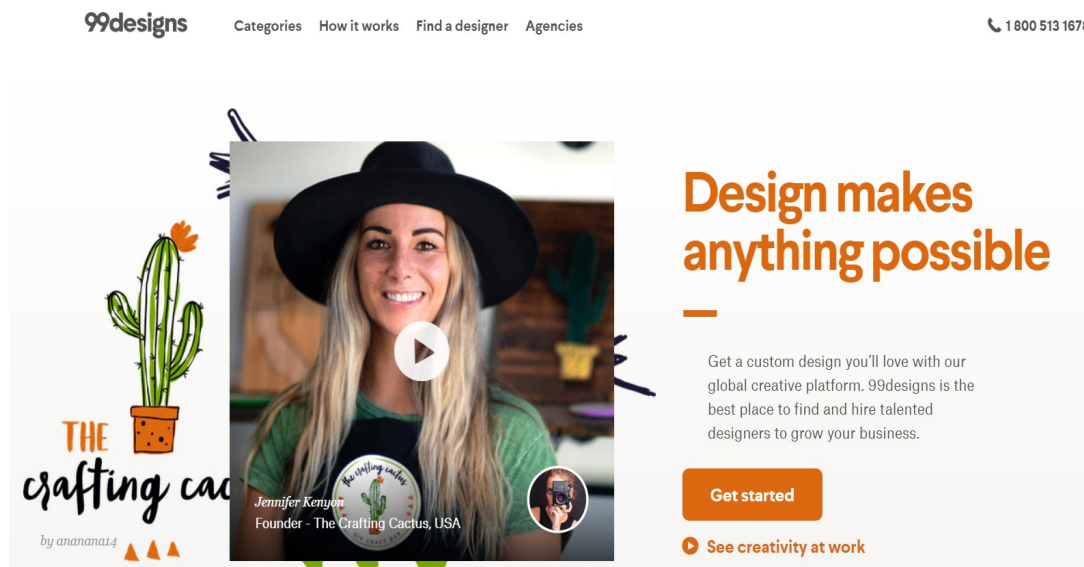


Figure 6. Display the 99design Homepage

99designs provides a contest search page where on this page we can search for contests based on design, industry, contest level, contest type, price and duration of the contest (Figure 7).

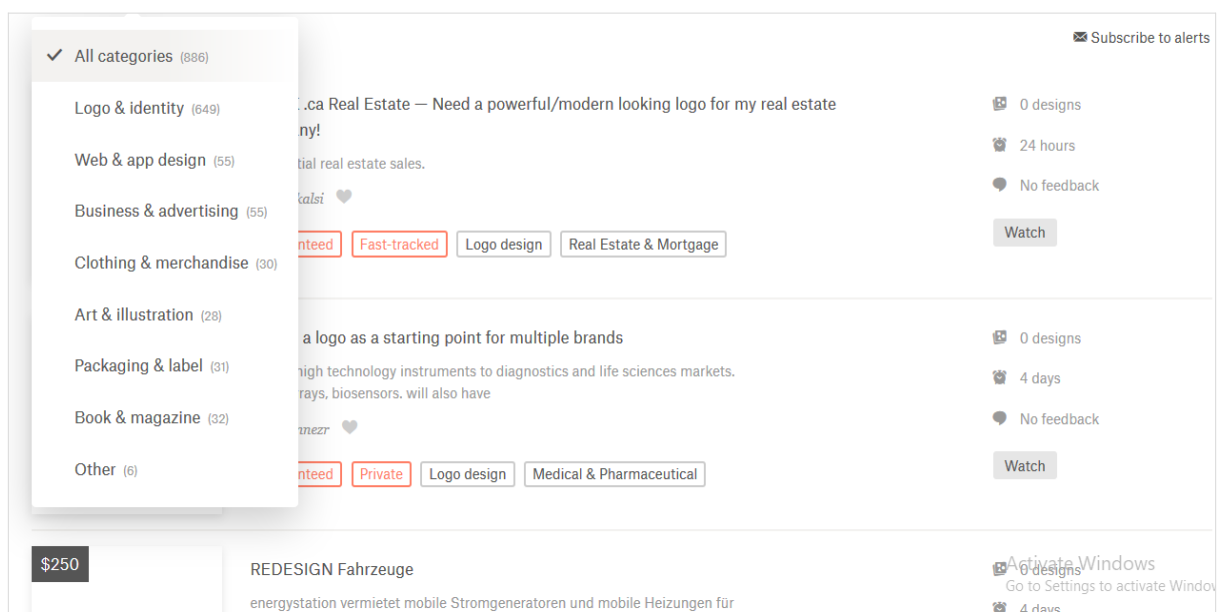


Figure 7. Display of Contest Search

As a freelance, you are required to be smart in looking for business opportunities. One of them is using the online freelance market site as a medium to expand your business. This platform is a viable tool for running a Business. Especially possible for people who are bored with their main work, people who have excess free time, people with low education levels, but have more skill in life.

#### **4. Conclusion**

Along with the development of technological progress, there are many benefits that can be felt. One of them is perceived by freelancers for taking advantage of online freelance market technology as a source of business opportunities for them. In addition, the online freelance market also has an important role in developing new jobs that can also be felt by people with even geographical location.

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