

GIG ECONOMY SHAKEUP : HOW IT'S RESHAPING JOBS, PAYCHECKS AND THE WORLD'S ECONOMY

Yoga Kassapa Budoyo¹; Suyanto Suyanto²

Fakultas Bisnis dan Ekonomika, Universitas Surabaya^{1,2}

Email : yogakassapa@gmail.com¹; suyanto@staff.ubaya.ac.id²

ABSTRACT

The gig economy has arisen as a dynamic yet intricate factor in worldwide labor markets, providing workers with more flexibility but also posing substantial challenges concerning job security, wages, and legal protections. This research uses a bibliometric review of 980 academic articles and investigates significant elements influencing the gig economy, such as actual salaries, inflation rates, joblessness, data utilization, and gender interactions. Five primary groupings were detected, each illustrating the intricate connection among these variables. The results show that although the gig economy offers flexible work options, it also worsens problems like income inequality, exploitation, and gender disparities. Utilizing data-driven strategies and organizing labor movements are becoming more crucial in addressing these issues, providing gig workers with resources to enhance their work environments. This article discusses the economic and social impacts of the gig economy, and suggests policy suggestions to promote a fairer and more comprehensive job market for all employees.

Keywords : Gig Economy; Wages; Unemployment; GDP; Bibliometric Approach

ABSTRAK

Ekonomi gig telah muncul sebagai faktor dinamis namun kompleks dalam pasar tenaga kerja global, memberikan pekerja lebih banyak fleksibilitas tetapi juga menghadirkan tantangan substansial terkait keamanan kerja, upah, dan perlindungan hukum. Penelitian ini menggunakan tinjauan bibliometrik terhadap 980 artikel akademik dan menyelidiki elemen-elemen signifikan yang mempengaruhi ekonomi gig, seperti upah aktual, tingkat inflasi, pengangguran, pemanfaatan data, dan interaksi gender. Lima kelompok utama teridentifikasi, masing-masing menggambarkan hubungan kompleks di antara variabel-variabel ini. Hasil penelitian menunjukkan bahwa meskipun ekonomi gig menawarkan opsi kerja yang fleksibel, hal ini juga memperburuk masalah seperti ketimpangan pendapatan, eksploitasi, dan disparitas gender. Strategi berbasis data dan pengorganisasian gerakan pekerja menjadi semakin penting untuk mengatasi masalah ini, menyediakan sumber daya bagi pekerja gig untuk meningkatkan lingkungan kerja mereka. Artikel ini membahas dampak ekonomi dan sosial dari ekonomi gig serta memberikan rekomendasi kebijakan untuk mendorong pasar kerja yang lebih adil dan inklusif bagi semua pekerja.

Kata Kunci : Ekonomi Gig; Upah; Pengangguran; PDB; Pendekatan Bibliometrik

INTRODUCTION

The gig economy, enabled by digital platforms, has transformed contemporary labor markets by offering flexible short-term work arrangements. Uber, Grab, and

Gojek provide employees with increased flexibility and the opportunity to choose their own working hours.

Still, these advantages are often accompanied by difficulties like inconsistent earnings, absence of social security measures, and absence of regular labor safeguards. The transition away from conventional, permanent jobs has sparked worries over how it will affect economic stability and workers' rights in the future.

Technological advancements, shifts in work preferences, and the increase in the need for flexible services have driven the swift expansion of the gig economy (Schwellnus et al., 2019). In the year 2020, over 57 million individuals in the United States engaged in gig work, indicating a substantial growth (Lund et al., 2021). This trend has altered the functioning of labor markets, impacting both job creation and the characteristics of employment. Although gig platforms simplify the job search process, concerns surrounding job stability, pay, and working environments persist (Kässi & Lehdonvirta, 2018; Stewart & Stanford, 2017).

Exploring the gig economy is crucial as it signifies a significant shift in the way individuals engage in work, prompting important discussions on safeguarding workers, securing stable incomes, and promoting equitable practices. Understanding the factors that influence this economy can assist in mitigating its impact on workers and informing policymakers. Moreover, with the expansion of the gig economy, not only are individual workers influenced, but it also has an effect on worldwide employment trends, societal fairness, and financial stability.

Another key area of focus is how gig platforms use data and algorithms to manage workers. Some scholars call this "algorithmic management," where systems influence worker autonomy and conditions without transparency (Wood et al., 2019). In response, gig workers have started organizing for better pay and conditions through unions and labor movements (Nemeth, 2020; Pulignano, 2019). However, laws and regulations often lag behind the fast-paced changes of the gig economy (Cherry & Aloisi, 2016).

The gig economy has also worsened wage gaps and gender inequality. Digital platforms give women access to flexible work but often reinforce inequalities, as women tend to earn less than men for similar work (Hunt & Samman, 2019). These challenges highlight the need to balance flexibility with security in gig employment.

Keynesian theory, which focuses on the importance of total spending in driving economic growth, provides a useful lens for analyzing the gig economy. Incomes that are unstable, as seen in many gig jobs, can reduce household spending, limiting overall demand and slowing economic recovery. This perspective helps highlight the broader economic implications of the shift toward gig-based work (Peck, 2023).

This paper uses bibliometric analysis to study these issues. This method helps identify major themes, research gaps, and patterns in gig economy studies. It allows for a clear review of existing research and provides valuable insights for future studies and policies. By using this approach, we can better understand the key factors driving the gig economy and suggest policies to create fair and sustainable work opportunities.

This study focuses on five main areas shaping the gig economy: the nature of gig work, real wages and inflation, global unemployment, data and unions, and gender dynamics. By analyzing these topics, the research aims to provide a deeper understanding of the gig economy and offer practical recommendations for fairer labor practices.

METHODS

In the research on Gig Economy, The method used involves several steps. First, Harzing's Publish or Perish was used to gather journal references, set to 1,000 journals, and the final result obtained 980 journals. The years searched ranged from 2000 to 2024, and the data source was Google Scholar. Writers can't use a 10 year range of research because publish or perish can't find any other than 300 papers, The elimination process can be seen in figure 1.

After the references were collected, the next step was to use VOSviewer to analyze and group the topics that emerged from the selected journals. The first step is to download the data results from Publish or Perish, then save it as RIS text, and then choose to input data by RIS text into VOSviewer. Afterward, VOSviewer then facilitated bibliometric visualization and network analysis by identifying patterns in the bibliographic data, such as the frequency of keyword occurrences and the connections between topics. This process helped to group the main topics and to understand research trends within the gig economy, resulting in the identification of five clusters: Blue Cluster (Gig Economy and Work), Green Cluster (Real Wages and Inflation), Yellow

Cluster (Global Impact and Unemployment), Red Cluster (Data and Union), and Purple Cluster (Low Wages and Gender Impact).

Additionally, AI tools like ChatGPT were used to assist with writing and analysis. ChatGPT helped to compile information from the gathered references, clarify complex concepts, and suggest structure and content for the final document. ChatGPT was also used for translation into English.

RESULTS AND FINDINGS

The network map analysis using Vosviewer software, based on keywords from data sources, produced the following image: 980 manuscripts that appears in the Publish or Perish app under the keywords 'gig economy,' 'wages,' 'unemployment,' and 'GDP' VosViewer map can be seen in **figure 2**.

Blue Cluster (Gic Economy And Work)

The Blue Cluster highlights key aspects of how gig work is reshaping labor markets, especially in terms of work organization, job flexibility, and the challenges gig workers face. focuses on the evolving nature of work in the gig economy, characterized by flexibility but also instability, platform dependency, and a lack of legal protections. The ongoing tension between the benefits and drawbacks of gig work.

The gig economy includes both work that is facilitated by platforms but delivered locally, requiring the worker's physical presence, as well as work that is transacted and delivered remotely through digital platforms (Wood et al., 2019). It encompasses freelancers, self-employed individuals, independent workers, and platform workers who provide services via these platforms (Dissertations et al., 2024). The term "gig economy" refers to labor markets that offer contract-based, temporary, on-demand work, focusing primarily on completing specific tasks (mohsin et al., 2024). This type of economy is often associated with advantages such as freedom from the traditional "9-5" schedule, cost savings for employers, and improved work efficiency. However, it has also been criticized for potentially exploiting workers by offering less security and benefits (Kerikmäe & Kajander, 2022). Despite these concerns, flexible gig work opportunities could help reduce labor market frictions and serve as a form of financial insurance, allowing workers to smooth their consumption during periods of income fluctuations from their primary employment (Kecht & Marcolin, 2022).

Green Cluster (Real Wages And Inflation)

The Green Cluster studies how real wages and inflation are related and impact each other in the economy. This group investigates the elements that influence the increase in wages and inflation, including productivity, conditions in the labor market, and monetary policy.

It is clear that wages have been weaker than can be explained either by slow productivity growth or by the other factors that typically affect wages, including the degree of slack in the labor market (Barnett et al., 2017). Wages and employment tend to rise and fall in sync with the business cycle, typically following economic ups and downs with a delay of 1-2 years, a pattern that is especially noticeable in the euro area and individual eurozone countries (Lamo et al., 2013). Labor market flexibility can be understood through three attributes: first, whether real wages decline over time; second, the tendency for wages to adjust in the face of unemployment; and third, the extent of wage differentials between sectors and/or firms of various sizes (Kingdon et al., 2006). Wage inequality and credential inflation are also pressing issues. For example, in manual jobs like take-away delivery, labor market tightness has relaxed, turning the over-supply of low-end physical strength into a short-supply situation. This has devalued the worth of a college degree in the labor market, with take-away delivery accelerating this process of credential inflation (Gao, 2023). Additionally, two types of inflation impact the economy: demand-pull inflation, which occurs when the aggregate demand for goods and services exceeds aggregate supply, and cost-pull inflation, which arises when the cost of inputs, like raw materials, increases (Muhammad Shahid, 2019).

Yellow Cluster (Global Impact And Unemployment)

The Yellow Cluster focuses on the global impact of unemployment and its multifaceted consequences on the economy and individuals. This cluster examines the challenges faced by job seekers, such as difficulties in finding suitable employment and skill mismatches, which can significantly reduce economic productivity.

The global impact of unemployment is multifaceted, as labor market problems like difficulties in finding jobs or mismatches between workers' skills and available positions affect the economy in more ways than just increasing unemployment; these issues can also reduce economic productivity (Poschke, 2024). In today's job market, social media plays a significant role, with 79% of job seekers using it to search for jobs,

and this number is even higher among younger job seekers at 86%. Platforms like LinkedIn attract 40 million job seekers each week, with 67% of job seekers using Facebook and 73% of young job seekers finding jobs through social media. However, 21% of recruiters admit to rejecting applicants based on Facebook searches, and job requirements vary, with 35% of jobs requiring at least a bachelor's degree, 30% requiring an associate degree, and 36% needing no more than a high school diploma (Demeter & Kovari, 2024). The COVID-19 pandemic caused major disruptions in global labor markets, including in Indonesia, where unemployment increased sharply. Predictions using ARIMA models estimated that unemployment would rise by 0.05% each year from 2021 to 2025, adding 6.9 million people to the unemployed population (Adhitya et al., 2021). High unemployment not only makes it harder for people to find jobs during a crisis but can also harm their ability to get work long after the economy recovers (Peck, 2023). Economic struggles like unemployment and financial problems, such as debt, can create serious challenges for individuals, sometimes leading to mental health crisis (Mathieu et al., 2022).

Keynesian theory explains that when incomes are unstable, as they often are in the gig economy, people tend to spend less. This lowers household spending, weakens demand in the economy, and slows growth and recovery (Lamo et al., 2013). Gig platforms can offer jobs during hard times, but they also come with risks like income insecurity and a lack of worker protections. Globalization adds to this challenge, helping some industries grow while causing losses in others (Hasan & Zaheer, 2024). These issues underline the need for policies that ensure stable incomes, protect workers, and support long-term economic growth.

Red Cluster (Data And Union)

The Red Cluster focuses on the increasing use of data by gig workers to improve their working conditions and negotiate better terms. AI tools are being employed to collect and analyze data related to job issues, enabling gig workers to identify patterns of exploitation and wage inconsistencies.

Gig workers are increasingly leveraging data to understand their working conditions and negotiate better terms. AI tools such as GigSense and GigSousveillance allow these workers to collect and analyze data related to job issues, helping them identify patterns of exploitation and wage inconsistencies, which, in turn, enables more

informed collective action (Kuzub, 2024). The emphasis on "Union" within the red cluster reflects the growing movement towards collective bargaining among gig workers. Many of these workers, traditionally classified as independent contractors, lack the legal protection to unionize. However, legislative efforts in the US and Europe aim to change this, pushing for laws that would allow gig workers to form unions and negotiate for better wages and benefits (Green, 2021). Despite the high incomes earned by some highly skilled workers in fields like IT and data science, many gig workers face income instability and lack access to essential benefits such as health insurance and paid leave. Legal challenges, especially involving platforms like Uber, continue to focus on the classification of workers as independent contractors, which limits their access to these critical benefits (Masterson, 2024).

Purple Cluster (Low Wages And Gender Impact)

The Purple Cluster focuses on the impact of digital marketplaces on women's economic empowerment. This cluster investigates how digital platforms offer women increased flexibility and job satisfaction, enabling them to better manage their personal and professional duties. The use of online platforms gives women more freedom and satisfaction in their work, helping them balance personal and professional duties, even while taking care of their families. This benefit has a major financial influence, allowing numerous women business owners to actively participate in the economic development of their nation.

If this trend continues, more women will likely see digital work as a viable career option (Mou Rani Sarker et al., 2024). Additionally, digital finance enhances women's bargaining power within domestic settings, which positively influences their wages (Guo et al., 2024). The development of the digital economy can also promote formal employment opportunities for women, alleviate family caregiving burdens, and foster the formation of more egalitarian gender perspectives (Zhang et al., 2024). However, women's efforts to balance paid work with home responsibilities and caregiving are often influenced by their country's economic conditions and prevailing cultural norms (Ali Mohamad Mouazen & Ana Beatriz Hernández-Lara, 2023). In some cases, women may quit their jobs to care for children or elders, exacerbating gender inequalities in employment (Sharma et al., 2022).

Discussion

The analysis presents five clusters that give a thorough summary of the intricate relationship between the gig economy, labor markets, wages, inflation, and gender dynamics. Although each cluster offers important insights on different aspects of these issues, it is crucial to acknowledge the interconnections between them.

Blue Cluster (Gig Economy and Work) The Blue Cluster underscores the two-sided aspect of the gig economy, including both in-person and virtual work. It also highlighted the pros and cons of this economic model. Benefits of gig work involve worker freedom and flexibility, but drawbacks include absence of security and benefits.

The Green Cluster (Real Wages and Inflation) studies how real wages and inflation are related, looking into why wages go up and how inflation negatively impacts purchasing power. The results in this group highlight the difficulties that workers encounter in sustaining their quality of life during times of increasing costs.

Yellow Cluster (Global Impact and Unemployment): The Yellow Cluster focuses on how unemployment affects worldwide outcomes, such as economic productivity, personal welfare, and societal stability. The cluster focuses on the obstacles encountered by individuals looking for work in the current job market and how social media plays a part in job hunting and possible bias.

The Red Cluster (Data and Union): The Red Cluster is dedicated to exploring how gig workers are utilizing data to enhance their working conditions and the trend towards joining unions is on the rise. The results from this group stress the significance of using data-driven strategies and working together for gig workers to tackle problems related to exploitation and wage inequality.

The Purple Cluster (Low Wages and Gender Impact) examines the impact of digital marketplaces on women's economic empowerment, specifically regarding low wages and gender impact. It highlights the benefits of digital work for women, such as flexibility and job satisfaction, while acknowledging the challenges they face in balancing work and caregiving responsibilities.

Interconnections:

Clusters in Blue and Green: The gig economy can greatly affect actual wages and inflation. The flexibility and availability of gig work can offer workers increased

choices, but it may also result in inconsistent income and reduced pay in comparison to regular jobs.

Clusters of blue and yellow: Gig workers may experience greater levels of uncertainty and job insecurity compared to traditional employees due to the potential impact of unemployment. The Yellow Cluster emphasizes the worldwide effects of unemployment, while the Blue Cluster centers on the unique difficulties experienced by gig workers.

Clusters of red and green: The employment of data and collective efforts by gig workers can assist in tackling problems related to wage disparity and inadequate pay within Red and Green Clusters. The Red Cluster highlights the significance of data-focused strategies, whereas the Green Cluster concentrates on the larger topic of wage growth and inflation.

Clusters of purple and yellow: Gender disparities can worsen the difficulties experienced by women in the workforce, such as joblessness and lack of adequate employment. The Purple Cluster emphasizes how digital marketplaces can benefit women, whereas the Yellow Cluster concentrates on the worldwide consequences of unemployment.

The results from these five groups show how different economic and social factors are connected and impact both the labor market and workers' well-being.

Opportunities For Further Studies

Several research areas could be examined further to enhance understanding of the gig economy, labor markets, wages, inflation, and gender dynamics based on the results from the five clusters.

- **Impact of Gig Work over a Prolonged Period:** Health and Wellness: Conduct research to evaluate the long-term health and wellness effects of gig work, including physical and mental health results. Financial Stability: Evaluate the enduring financial steadiness of gig workers by taking into account elements like fluctuating income, retirement funds, and availability of perks.
- **Strategies for Gig Workers Utilizing Data Analysis:** Development of advanced AI tools that can help gig workers gather, examine, and utilize data to enhance their working conditions and negotiate for better terms. Examine the possible advantages

and drawbacks of utilizing data-driven methods for gig workers while taking into account concerns regarding data privacy and security.

- **Efforts to form unions and the resulting policy implications:** Examine the legal obstacles encountered by gig workers when trying to form unions and consider the possible effects of legislative changes on their rights and protections. Recommendations for policies: Create suggestions to aid in the establishment of unions for gig workers and guarantee their capacity to negotiate collectively.
- **Equal chances for both males and females in the gig sector:** The study of intersectionality examines how elements like gender, race, ethnicity, and other factors come together to affect the participation of women in the gig economy. Policy measures will be implemented to address discriminatory practices based on gender and promote gender equality in the gig economy.
- **Trends worldwide and analysis of comparisons:** Compare the gig economy's effects on labor markets, wages, and gender dynamics across various countries through comparative research. It is important to acknowledge new developments in the gig economy, such as integrating blockchain technology or the growth of platform cooperatives.

By delving into these research topics, policymakers, researchers, and practitioners can gain a deeper understanding of the complex issues within the gig economy and develop evidence-based strategies to address worker difficulties and promote a more equitable and diverse labor market.

CONCLUSION

This study provides an analysis of the gig economy, and its effects on labor markets, wages, inflation, and gender dynamics. By examining 980 research papers and utilizing AI tools, we have pinpointed five crucial areas that demonstrate the interconnections between these factors. Although the gig economy offers flexibility, it also poses worries about job security, income stability, and legal protections. Real wages are not increasing because of reasons such as sluggish productivity growth and rising inflation. Moreover, worldwide joblessness has far-reaching impacts, affecting economic output, personal welfare, and societal harmony. More and more gig workers are using data and technology to improve their working conditions and bargain for better terms. Finally, although digital marketplaces provide opportunities for economic

empowerment for women, they also raise issues regarding gender equality and the effects of caregiving duties.

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GAMBAR, GRAFIK DAN TABEL

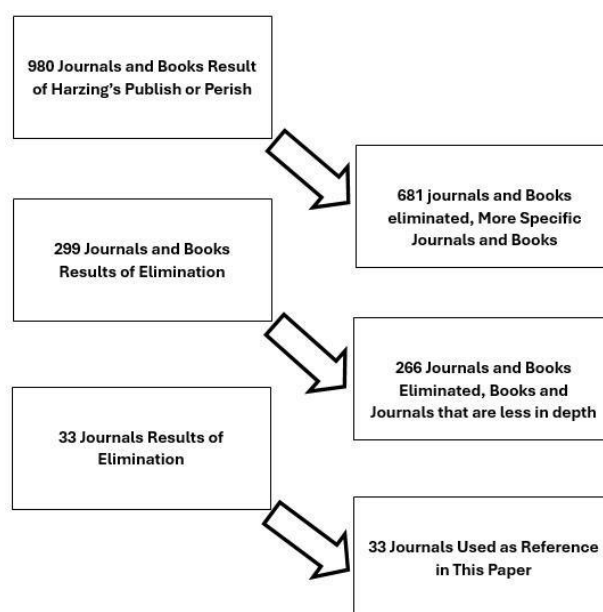


Figure 1. Elimination Progress of Journals and Books.

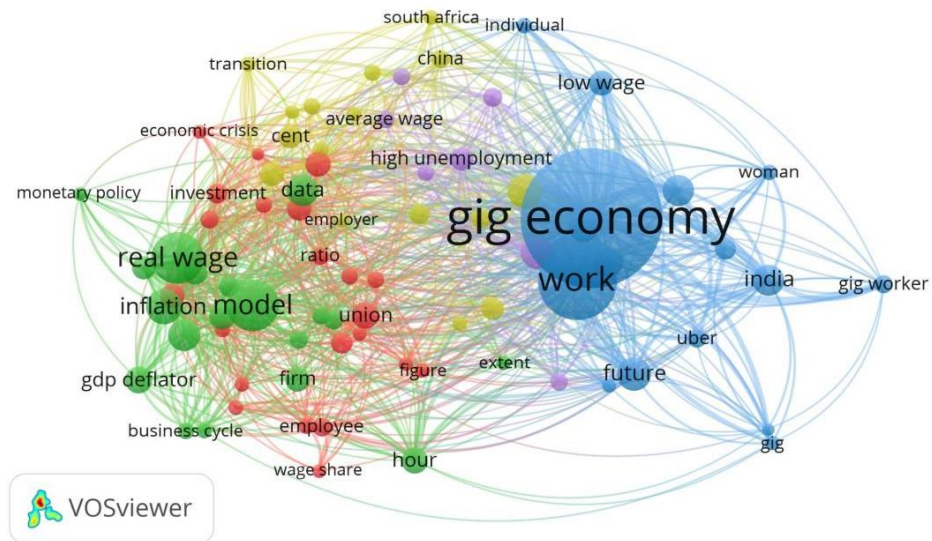


Figure 2. Network Map Results Based on Data Keywords
Source: Vosviewer Output Results, 2024



**JURNAL ILMIAH MEA
(MANAJEMEN, EKONOMI & AKUNTANSI)
TERAKREDITASI**



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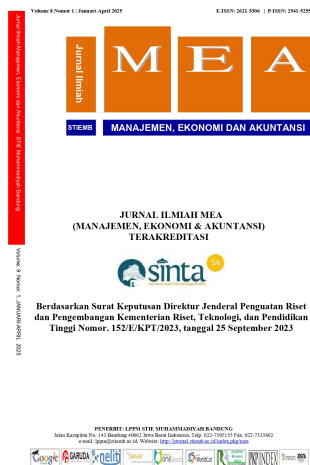
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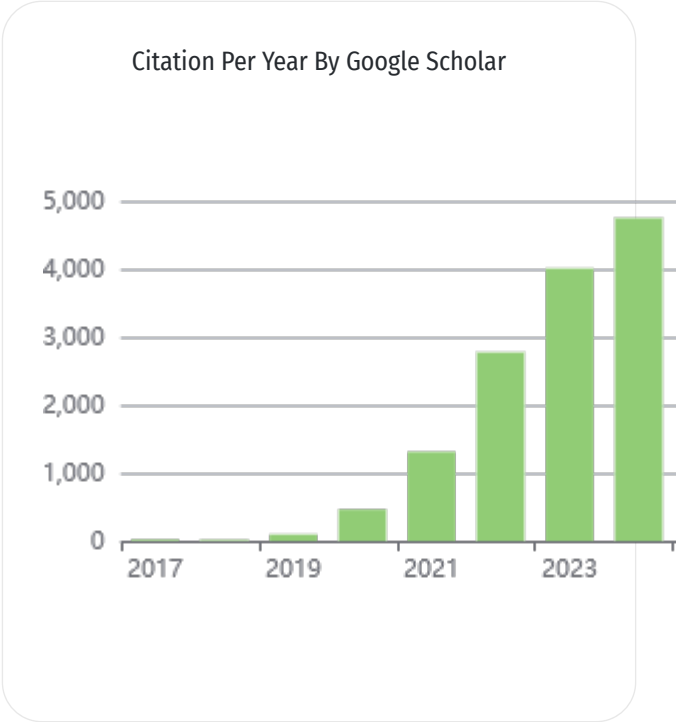
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