EXECUTIVE SUMMARY

The Covid 19 pandemic causes restrictions on physical interaction around the globe. At the same time, technological advancements are developing at a rapid rate in Indonesia. As a result, consumers have become more dependent on technology, mainly their smartphones. Those two factors combined created a phenomenon where there has been a shift in consumer behavior patterns across the country to seek an alternative by going digital in their daily lives, such as grocery shopping, doing business, and ordering food online. The behavioral shift has gained the attention of the Indonesian government, which is targeting 30 million MSMEs to digitalize their business by 2024 in response to the sudden need for digitalization. The demand for website and mobile application another development increased significantly during the pandemic, reaching a potential market value of more than 8 trillion rupiahs.

While the demand for website and mobile application development is high, there has been an alarming software developer shortage in Indonesia that is expected to last for few years. According to Korn Ferry Indonesia, there will be a shortage of 3.8 million software developers by the end of 2030. Website and mobile app developments are mainly provided by software houses and freelancers, who commonly can be found only through connections, narrowing down the choices of developers available to MSMEs. According to our study, MSMEs prefer freelancers due to the abundance of options regarding individual abilities and flexible time availability, allowing MSMEs to choose the most suitable developer for their business needs by comparing designs and features from various freelancers.

Develancer is an online platform that provides solutions to MSMEs by connecting them with freelance website and mobile app developers in Indonesia. Develancer offers the freedom to choose from a filtered list of freelance developers that meet the requirements. Competency tests and testimonials between freelance developers provided by Develancer validate the abilities and behavior of the freelance developers.