

# Talent Management in the Midst of the Dynamics of the Gig Economy: Effective Strategies for Contemporary Organizations

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**Abstract.** *The gig economy, characterized by flexibility and temporary work arrangements, continues to grow rapidly, especially after the pandemic. While it offers appeal to many workers, this model faces significant challenges in talent management, such as income uncertainty, lack of access to benefits, and limitations in career development. This research aims to explore effective talent management strategies to attract and retain gig workers. The results show that a comprehensive approach is needed, including an efficient hiring process, skills development opportunities, and an inclusive work culture to increase worker engagement and loyalty. Case studies from successful organizations like Uber and Upwork illustrate best practices, including flexible work schedule offerings, financial incentives, and professional development resources. The study concludes that organizations need to continuously evaluate and adjust their talent management strategies to stay competitive. By adopting a holistic approach that is responsive to the needs of gig workers, organizations can not only attract and retain top talent but also contribute to the growth and sustainability of the gig economy as a whole.*

**Keywords:** Employee Development, Gig Economy, Talent Management

## INTRODUCTION

The gig economy is a growing phenomenon around the world, characterized by an increasing number of workers engaged in temporary jobs or short-term projects, often through digital platforms. In recent years, especially after the COVID-19 pandemic, the gig economy has experienced significant acceleration. According to a report from McKinsey and Company (2023), about 36% of the workforce in developed countries is engaged in some form of gig work, either full-time or part-time. This shows that traditional work models are increasingly shifting towards the flexibility offered by the gig economy.

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Technological developments, especially in the field of digitalization and mobile applications, have facilitated the growth of the gig economy. Platforms like Uber, Airbnb, and Upwork have revolutionized the way people search for jobs and offer services. Kalleberg and Dunn (2016), note that digitalization has made it easier for individuals to access the job market, but it has also exacerbated uncertainty and instability for many workers. With online apps and platforms, workers can easily connect with clients around the world, opening up new opportunities but also new challenges in terms of job security and income stability. Gig workers, who are often referred to as freelancers or independent contractors, can easily access job opportunities through this app, which allows them to work according to the time and place they choose. Thus, the gig economy not only provides flexibility for workers, but also offers efficient solutions for companies that need on-demand labor (Zulfani, 2024).

The importance of talent management in the context of the gig economy cannot be ignored. Talent management includes the process of identifying, developing, and retaining high-potential employees. In a gig economy, where workers have the freedom to choose their projects and clients, organizations need to implement effective strategies to attract and retain top talent. Companies that succeed in talent management in the gig economy era are those that are able to create a positive work experience and provide attractive incentives for gig workers (Darmawan & Muttaqin, 2023).

One strategy that can be implemented is to create an effective onboarding program for gig workers. By providing adequate training and support, companies can help gig workers adapt to the organization's culture and increase their engagement where a good onboarding program can significantly increase gig worker productivity and job satisfaction (Salmah et al., 2024).

In addition, the use of technology in talent management is also very important. A cloud-based HR management platform can help companies manage gig worker data, monitor performance, and provide real-time feedback. Companies that utilize

technology in talent management can improve operational efficiency and reduce costs related to human resource management (Putri & Munawaroh, 2025).

Organizational culture also plays a significant role in attracting and retaining gig workers. Organizations need to build an inclusive and supportive work environment, where gig workers feel valued and recognized. Gig workers who feel connected to the organization's culture tend to be more loyal and productive.

In addition, flexibility in work arrangements and compensation are also key factors in talent management in the gig economy era. Companies need to offer competitive and flexible compensation packages, including options to work from home or flexible working hours. This can cause gig workers to be more likely to remain loyal to companies that offer flexibility in their work arrangements (Mulyadi et al., 2025).

The relevance of talent management in the context of the gig economy is increasing, as organizations must be able to attract and retain workers with the right skills in the midst of fierce competition. McKinsey and Company (2023), shows that organizations that succeed in talent management in the gig economy era are those that can create a work environment that supports flexibility and autonomy for workers. This is important for increasing worker engagement and productivity, which in turn can contribute to the success of the organization.

One of the objectives of this research is to identify the challenges faced by organizations in talent management in the gig economy era. Broughton et al. (2022), identified several key challenges, including difficulties in recruiting and retaining talented workers and problems in managing temporary employment relationships. Organizations must be able to overcome these challenges to ensure their sustainability and success in an increasingly competitive market. By understanding these challenges, organizations can develop more effective strategies in talent management.

In addition, this research also aims to develop an effective talent management strategy for organizations operating in the gig economy. This strategy should include innovative approaches in recruitment, skills development, and worker retention. By strategizing the right ones, organizations can increase their appeal as a workplace and

ensure that they have access to the best talent available. This is becoming increasingly important amid rapid changes in the world of work (Iles et al., 2010).

In the face of the challenges and dynamics of the gig economy, organizations need to develop a better understanding of the needs and expectations of workers. This includes acknowledging that workers in the gig economy often seek flexibility and autonomy in their work. Therefore, organizations must be able to create an environment that supports these needs, while still maintaining productivity and efficiency. A worker experience-focused approach can assist organizations in attracting and retaining quality talent.

Additionally, it is important for organizations to utilize technology in talent management. By leveraging digital tools and platforms, organizations can improve the process of hiring, training, and skill development. Technology can help in creating a better work experience for workers, which in turn can improve engagement and job satisfaction. Therefore, investment in technology and innovation is key to successful talent management in the gig economy era.

This research is expected to provide useful insights for organizations in facing talent management challenges in the gig economy. By understanding the dynamics of the changing job market and the needs of workers, organizations can develop more effective strategies to attract and retain talent. In addition, this research can also contribute to the existing literature on talent management and the gig economy, as well as provide practical recommendations for organizational leaders.

Overall, the gig economy offers unique opportunities and challenges for organizations and workers. In the face of these changes, it is important for organizations to adopt a more flexible and adaptive approach to talent management. Thus, they can ensure success and sustainability in an increasingly competitive market. This research aims to answer key questions about talent management in the gig economy era and provide guidance for organizations in developing effective strategies.

## **THEORETICAL REVIEW**

### **Talent Management Theory**

Talent management theory is a strategic approach designed to manage human resources in an organization in an effective and efficient way. The definition of talent management encompasses a set of practices and processes that aim to attract, develop, and retain individuals who have high skills and potential. Talent management focuses not only on high-performing individuals, but also on building the capacity of the organization as a whole to create an environment that supports growth and innovation. The basic principle of talent management is the recognition that human resources are the most valuable asset for the organization, so investment in talent development becomes very important to achieve long-term goals (Collings & Mellahi, 2009).

In the context of talent management, there are several models that can be applied to optimize this process. One commonly used model is the competency-based model, which emphasizes the importance of understanding the competencies required to achieve success in an organization. This model focuses on identifying skills and abilities that are relevant to the organization's goals, as well as the development of individuals to meet those needs. Lewis and Heckman (2006), explain that this model includes continuous performance appraisal and constructive feedback, which helps individuals to thrive and contribute to the maximum in their roles.

Another model that is increasingly popular is the value-based model, which emphasizes the importance of alignment between individual values and organizational values. In this model, organizations strive to create an inclusive and supportive culture, where individuals feel valued and motivated to contribute. Kahn and Byun (2024), show that when individual values align with organizational values, this increases worker engagement and commitment, as well as creates a positive work environment. Thus, talent management focuses not only on skill development, but also on creating a satisfying work experience for workers.

In addition to competency- and value-based models, there are also experience-based models, which recognize that work experience and social interaction have an important role in talent development. Positive workplace experiences and good relationships with coworkers can contribute to the development of individual skills and engagement. In the context of the gig economy, where workers often have temporary employment relationships, this model is becoming increasingly relevant. Organizations need to create a satisfying experience for workers, so that they feel connected and committed even though they do not have a long-term bond with the company (Ilies et al., 2010).

Overall, talent management theory encompasses a variety of approaches and models designed to assist organizations in managing human resources effectively. By understanding the basic principles and existing models, organizations can develop talent management strategies that fit their needs and goals. This is important to ensure that organizations have access to the best talent and can adapt to changes in the ever-evolving world of work. Investing in talent management will not only improve individual performance, but will also contribute to the success and sustainability of the organization in a competitive market.

### **Characteristics of the Gig Economy**

The gig economy is an increasingly growing phenomenon in the digital age, characterized by unique characteristics that distinguish it from traditional work models. One of the main characteristics of the gig economy is the flexibility it offers to workers. Workers in the gig economy, such as ride-sharing drivers or freelancers, have the freedom to choose when and where they work. According to Kalleberg and Dunn (2016), this flexibility allows individuals to tailor their work to personal needs, such as family responsibilities or education. However, while this flexibility is very attractive, it also brings significant uncertainty regarding income. Many gig workers do not have a steady income guarantee, which can lead to financial stress and instability.

Uncertainty in the gig economy is not only limited to income, but also includes other aspects such as job benefits and job security. Gig workers often do not get the health benefits, paid time off, or pensions that are typically provided to permanent employees. Broughton et al. (2022), note that this lack of protection makes gig workers more vulnerable to changing economic and health conditions. This uncertainty can influence workers' decisions in taking on new jobs or keeping existing ones, creating challenges in long-term planning.

Changes in work patterns are also one of the important characteristics of the gig economy. In traditional work models, the relationship between worker and employer is often permanent and bound by a long-term employment contract. However, in the gig economy, these relationships tend to be temporary and flexible. According to De Stefano (2021), gig workers often have many clients or projects at once, which changes the way they interact with the world of work. This creates a new dynamic in the working relationship, where workers must be able to adapt quickly to the demands and expectations of various clients.

These changes in work patterns also have an impact on the way organizations manage their human resources. Organizations operating in the gig economy need to develop different strategies to attract and retain workers. Lewis and Heckman (2006), show that organizations must create a work environment that supports flexibility and autonomy, while still maintaining productivity and efficiency. By understanding changes in work patterns and working relationships, organizations can better respond to worker needs and create effective talent management strategies.

Overall, the characteristics of the gig economy create unique opportunities and challenges for workers and organizations. The flexibility offered by the gig economy allows workers to adapt their work to personal life, but it also brings significant uncertainty. Changing work patterns and working relationships require organizations to adapt quickly and develop new strategies in talent management. By understanding these characteristics, both workers and organizations can be better prepared to deal with the ever-evolving dynamics of the modern world of work.

## **Challenges in Talent Management in the Gig Economy**

Talent management in the gig economy era faces complex and diverse challenges, which can affect an organization's success in attracting and retaining quality workers. One of the main challenges is the difficulties in hiring and retaining talent. In a gig economy environment, workers often have many job options and can easily move from one platform or project to another. According to Awa et al. (2024), this creates fierce competition between organizations for attention and commitment from workers. Organizations must be able to offer attractive incentives, including competitive salaries, flexibility, and development opportunities, in order to attract and retain qualified workers.

In addition, limitations in career development are also a significant challenge in talent management in the gig economy. Gig workers often don't have a clear career path or opportunities to thrive within the organization, as their employment relationships are temporary and non-binding. Kalleberg and Dunn (2016), note that a lack of support in skills and career development can result in workers feeling trapped in their positions and lacking motivation to improve their skills. In this context, organizations need to think about ways to provide training and development programs that are accessible to workers, even if they are not permanently bound.

Issues related to engagement and motivation are also important challenges in talent management in the gig economy. Gig workers often feel isolated and disconnected from their organization or coworkers, which can affect their engagement levels. Lack of engagement can negatively impact productivity and quality of work, so organizations need to create strategies to increase worker engagement. This could include using technology to build virtual communities, provide constructive feedback, and create an inclusive work environment that makes workers feel valued and recognized (General HR, 2024).

The challenges in talent management in the gig economy also include the need to manage flexible and non-binding working relationships. In many cases, gig workers do not have a formal contract that governs their rights and obligations, thus creating



uncertainty in the employment relationship. The lack of legal protections for gig workers can lead to problems in terms of fairness and transparency, which in turn can affect workers' motivation and commitment. Organizations need to develop clear policies and practices to ensure that workers feel safe and valued, even if they don't have long-term contracts.

Overall, challenges in talent management in the gig economy include difficulties in hiring and retention, limitations in career development, and issues related to engagement and motivation. To address these challenges, organizations need to adopt a more holistic and innovative approach to talent management, taking into account the needs and expectations of gig workers. By understanding these challenges, organizations can develop more effective strategies to attract, develop, and retain quality talent in the gig economy era.

## **RESEARCH METHODS**

The research methodology used in this study is a qualitative approach, which was chosen for its ability to provide an in-depth understanding of complex phenomena, especially in the context of talent management in the gig economy era. The qualitative approach allows researchers to explore the perspectives, experiences, and meanings provided by individuals in relation to talent management challenges and strategies. Using this approach, researchers can explore nuances and contexts that cannot be expressed through quantitative methods, resulting in richer and more comprehensive insights. In addition, the qualitative approach also provides flexibility in data collection, allowing researchers to adjust questions and data collection techniques based on findings that arise during the research process (Darmalaksana, 2020).

In this study, the data sources used include relevant literature as well as case studies and previous research. The relevant literature will provide an important theoretical basis and context for understanding the phenomenon of the gig economy and talent management. Researchers will review various articles, journals, and books that address this topic to identify existing trends, challenges, and best practices. In

addition, case studies taken from organizations that have succeeded or failed in managing talent in the gig economy will provide concrete examples and help researchers understand the dynamics that occur in the field. The data collection techniques to be used include document analysis. By combining various data sources and collection techniques, this research is expected to provide a holistic and in-depth picture of talent management in the gig economy era.

## **RESULTS AND DISCUSSION**

### **Challenges of Talent Management in the Gig Economy Era**

The focus of this research lies on the challenges of talent management in the gig economy era, which have been identified through an analysis of the existing literature. One of the main challenges that arises is difficulties in the recruitment and retention of workers. In the gig economy, workers have many job options and can easily move from one platform to another. This creates fierce competition between organizations to get the attention and commitment of workers. To attract qualified gig workers, organizations must offer attractive incentives, such as competitive salaries, flexibility, and career development opportunities. Without effective strategies in hiring and retention, organizations risk losing their best talent (Leowirantho, 2024).

The next challenge is the limitations in career development for gig workers. Workers in the gig economy often do not have a clear career path or opportunities to grow within the organization, as their employment relationships are temporary. Kalleberg and Dunn (2016), show that a lack of support in skill development can result in workers feeling trapped in their positions, potentially lowering motivation and performance. Organizations need to consider ways to provide training and development programs that are accessible to gig workers, even if they are not permanently bound. By providing opportunities to learn and grow, organizations can increase worker engagement and commitment.

Issues related to engagement and motivation are also important challenges in talent management in the gig economy era. Gig workers often feel isolated and disconnected from their organization or coworkers, which can affect their engagement levels. According to Lewis and Heckman (2006), lack of engagement can negatively impact productivity and quality of work. Therefore, organizations must create strategies to increase worker engagement, such as building virtual communities, providing constructive feedback, and creating an inclusive work environment. By increasing engagement, organizations can ensure that gig workers feel valued and motivated to give their best.

Another challenge faced in talent management in the gig economy is the need to manage flexible and unbound working relationships. Many gig workers do not have a formal contract that governs their rights and obligations, thus creating uncertainty in the employment relationship. De Stefano (2021), states that the lack of legal protections for gig workers can lead to problems in terms of fairness and transparency, which in turn can affect workers' motivation and commitment. Therefore, organizations need to develop clear policies and practices to ensure that workers feel safe and valued, even if they don't have long-term contracts.

In addition, challenges in talent management in the gig economy also include issues related to worker welfare. Gig workers often do not have access to the health benefits, paid time off, or pensions that are typically provided to permanent employees. This lack of protection makes gig workers more vulnerable to changing economic and health conditions. Organizations need to consider ways to provide additional support to gig workers, such as access to wellness programs or other benefits, to help them feel safer and more supported.

Another challenge that arises is the income uncertainty experienced by gig workers. Many gig workers do not have a steady income guarantee, which can lead to financial stress and instability. According to Broughton et al. (2022), this uncertainty can influence workers' decisions in taking a new job or keeping an existing job. Organizations need to create systems that can help gig workers better plan their finances, such as

providing information about expected income or offering financial management programs.

Furthermore, the challenges in talent management in the gig economy also include the need to continuously adapt to changes in the labor market. According to Lewis and Heckman (2006), organizations must be able to adapt quickly to industry trends and the needs of workers to stay competitive. This includes understanding the skills needed in the future and creating strategies to develop those skills within the organization. By adapting to these changes, organizations can ensure that they have access to the right talent to meet business needs.

In the face of these challenges, it is important for organizations to develop a more holistic approach to talent management. This includes creating an environment that supports flexibility, provides opportunities for skill development, and increases worker engagement. By understanding the challenges faced, organizations can develop more effective strategies to attract and retain quality talent in the gig economy era. This will not only improve individual performance, but will also contribute to the success and sustainability of the organization in an increasingly competitive market.

Overall, the challenges of talent management in the gig economy era are very diverse and complex. Organizations need to be aware of these challenges and develop the right strategies to address the issues at hand. By doing this, they can ensure that they remain relevant and able to compete in an ever-changing market. This research is expected to provide useful insights for organizations in dealing with these challenges and assist them in formulating effective talent management strategies.

### **Effective Strategies for Talent Management**

In the face of talent management challenges in the gig economy era, organizations need to develop effective strategies to attract, develop, and retain quality workers. One of the main strategies is the right recruitment and selection strategy. In the context of the gig economy, organizations must be able to attract the attention of workers who have relevant skills and are in accordance with their needs. According to Broughton et al. (2022), the use of digital platforms for recruitment can be an effective way to reach

potential workers. Additionally, it's important for organizations to create clear and compelling job descriptions, as well as highlight the benefits offered, such as flexibility and development opportunities. With the right approach to hiring, organizations can ensure that they are getting the best talent that fits the company's vision and mission.

The employee development approach is also very important in talent management in the gig economy era. Gig workers often don't have access to the formal training programs typically available to permanent employees. Therefore, organizations need to create development programs that are accessible to gig workers, such as online training, workshops, or mentoring. Kalleberg and Dunn (2016), show that providing opportunities for workers to develop their skills is not only beneficial for individuals, but also for the organization as a whole. By upskilling workers, organizations can improve productivity and quality of work, as well as create an environment that supports growth and innovation.

Retention and engagement strategies are also key in talent management in the gig economy. Gig workers often feel isolated and disconnected from organizations, which can affect their engagement levels. Therefore, organizations need to create strategies that can increase worker engagement, such as building virtual communities, providing constructive feedback, and creating an inclusive work environment. According to Lewis and Heckman (2006), it is important for organizations to listen to the voices of employees and involve them in decision-making related to their work. By creating a sense of belonging and connectedness, organizations can increase employees' loyalty and commitment to the company.

Additionally, it is important for organizations to consider worker well-being in retention strategies. Gig workers often do not have access to the health benefits and other supports that are typically provided to permanent employees. Therefore, organizations can consider offering flexible benefit packages, such as health insurance or welfare programs, that can help workers feel safer and more supported. Worker well-being will not only increase job satisfaction, but it will also contribute to productivity

and overall work quality. By paying attention to the well-being of workers, organizations can create a positive and supportive work environment.

Overall, an effective strategy for talent management in the gig economy era should include a holistic and integrated approach. By implementing the right hiring and selection strategies, providing opportunities for skills development, and creating an environment that supports worker engagement and well-being, organizations can ensure that they have access to the best talent and can retain quality workers. This research is expected to provide useful insights for organizations in formulating effective talent management strategies, so that they can compete in an increasingly competitive market.

### **Case Studies Examples of organizations that successfully implemented strategies**

In the context of talent management in the gig economy era, case studies of organizations that successfully implement talent management strategies can provide valuable insights for other companies looking to improve their effectiveness.

#### **1. *UBER***

One prominent example is the technology company Uber, which has managed to attract and retain a large number of drivers through innovative talent management strategies. Uber offers its drivers high flexibility, allowing them to determine their own hours and locations. This is especially appealing to workers who are looking for ways to better manage their working time, especially for those who have other commitments such as education or family (Redaksi Lentara Kecil, 2024).

In addition to flexibility, Uber also provides attractive financial incentives for drivers, including bonuses and performance-based rewards programs. By offering a variety of incentives, Uber is not only able to attract new drivers, but also retain existing drivers. This suggests that an effective retention strategy should include more than just salary; Additional incentives and recognition for performance can increase worker loyalty. Additionally, Uber also uses technology to facilitate communication between

drivers and companies, allowing drivers to provide feedback and get the support they need.

## **2. UPWORK**

Upwork is a freelance platform that connects freelancers with clients around the world. Upwork has implemented a unique employee development approach by providing access to a wide range of training and resources for its workers. Through their platform, freelancers can take courses to improve their skills, which not only benefits them individually but also improves the quality of services they offer to clients. In this way, Upwork not only attracts qualified workers but also contributes to their professional development (Angga, 2023).

Learning from the best practices Upwork has implemented shows that organizations need to create an environment that supports flexibility and development. Flexibility in scheduling and work allows workers to tailor their work to their personal lives, while access to training and skills development can increase motivation and engagement. Organizations looking to compete in the gig economy market should consider adopting these elements in their talent management strategy.

Additionally, it is important for organizations to establish effective communication channels between workers and management. In the case of Uber, the use of technology to facilitate communication allows drivers to feel heard and valued. This creates a sense of belonging and connectedness that is essential to increase worker engagement. Other organizations can learn from this approach by creating a platform that allows workers to provide feedback directly and be involved in decision-making that affects their work.

### **Learning from best practices**

Another best practice that can be drawn from this case study is the importance of providing diverse incentives. Both Uber and Upwork offer a variety of incentives that aren't just limited to financial compensation. Performance recognition, development opportunities, and achievement-based bonuses can boost worker motivation and create a positive work culture. Organizations need to design incentive packages that fit the

needs and expectations of their workers to ensure that they feel valued and motivated to give their best.

From this case study, we can also see that success in talent management in the gig economy depends not only on the policies and practices implemented, but also on a deep understanding of the needs and expectations of workers. Successful organizations are those that are able to adapt quickly to changes in the labor market and understand the dynamics that affect gig workers. By prioritizing a data-driven and feedback-driven approach, organizations can continuously improve their talent management strategies.

Overall, case studies of organizations like Uber and Upwork provide valuable insights into how effective talent management strategies can be implemented in the context of the gig economy. Best practices identified from their experience show that flexibility, skills development, effective communication, and diverse incentives are key to attracting and retaining quality workers. By applying these lessons, other organizations can improve their ability to compete in an increasingly competitive and dynamic market.

Finally, it's important to note that talent management in the gig economy era is an ongoing process. Organizations need to continually evaluate and adjust their strategies to ensure that they remain relevant and able to meet the evolving needs of workers. By learning from the best practices and experiences of other organizations, companies can develop more effective and sustainable approaches to talent management, which in turn will contribute to their long-term success in the gig economy market.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

Talent management in the gig economy faces a variety of challenges, including difficulties in hiring and retaining workers, limitations in career development, and issues related to engagement and motivation. Gig workers often feel isolated and



disconnected from the organization, which can affect their level of engagement. In addition, income uncertainty and lack of access to health benefits are also factors influencing workers' decisions to stay in their jobs. These findings underscore the importance of a deep understanding of the dynamics that affect workers in the gig economy.

The implications of these findings for talent management practices are significant. Organizations need to adopt a more holistic approach to talent management, which includes effective hiring strategies, accessible skills development programs, as well as initiatives that improve worker engagement and well-being. By creating an environment that supports flexibility and development, organizations can attract and retain qualified workers who have the potential to contribute significantly to the company's success. Additionally, it is important for organizations to establish effective communication channels and provide diverse incentives to increase worker motivation and loyalty.

### **Recommendation**

The need for further studies on the long-term impact of the gig economy on workers and organizations. This research can explore how gig workers can manage their careers in the midst of uncertainty and rapid change. In addition, further research can focus on developing talent management models that are more adaptive and responsive to the needs of workers in the gig economy. By understanding more deeply about workers' experiences and expectations, organizations can formulate more effective and sustainable strategies in talent management.

Furthermore, the research can also explore the role of technology in talent management in the gig economy. With more and more digital platforms emerging, it's important to understand how technology can be used to improve the process of hiring, developing, and retaining workers. This research can include an analysis of how digital tools and applications can help in creating a better work experience for gig workers, as well as supporting organizations in managing their talent more effectively.

Finally, it's important to remember that talent management in the gig economy is an ongoing process. Organizations need to continually evaluate and adjust their

strategies to ensure that they remain relevant in the face of changes in the labor market. By learning from the best practices and experiences of other organizations, companies can develop more effective approaches to talent management that will contribute to their long-term success in an increasingly competitive and dynamic market. This research is expected to provide a solid foundation for further development in the field of talent management, as well as provide useful insights for practitioners and academics in understanding and managing the dynamics of the gig economy.

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