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The Influence of the Job Market and Technology on the Gig Economy on the Bugis Muslim Community

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ABSTRACT

Globalization caused changes in the job market and gave rise to a new segment in the job market called the Gig Economy. Gig Economy is a general term used to describe a job market dominated by freelancers or temporary jobs centered on the internet. This study uses a quantitative research method. This research data uses primary and secondary data with the distribution of a questionnaire of 100 millennial generation respondents in the city of Wattampone. The sampling technique uses the Random Sampling technique. The results of this study show that (1) The job market has a significant effect on the Gig economy. (2) Technology has a significant effect on the gig economy. (3) The job market and technology have a simultaneous effect on the Gig Economy.

Keywords: job market; technology; gig economy

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INTRODUCTION

A person is often considered a worker if he or she works full-time under strict supervision and regulations. But with the tremendous advancement in information and communication technology in the 21st century, the working mechanism that once relied on traditional management is now controlled by technological tools, thus creating a new type of enterprise model. Millions of people are being pushed to work in jobs mediated by digital technology as a result of changing company models as these positions are considered to offer flexible work schedules and can accommodate employee preferences. Gig Economy is a term used to describe an internet-centric style of work (Roziqin & Suhermanto, 2023).

Globalization caused changes in the job market and gave rise to a new segment in the job market called the Gig Economy. The labor market has changed due to today's digital world. People can now work independently as technological advancements and innovations allow them to work from anywhere they choose and access work remotely (Roziqin & Suhermanto, 2023). Gig economy is a term commonly used to describe a job market dominated by freelancers or temporary jobs (Permana & Izzati, 2023).

Significant changes in work structures, working relationships are caused by technological advances, both positive and negative impacts. While one-off gigs or jobs are nothing new, their rapid development is aided by the increasing use of technology. Technology is used by employment platforms to connect workers and customers to perform tasks that are only done once, or work that is done in person or digitally by the workforce on demand. As more and more workers rely on platforms as their primary source of income, it is increasingly

important to consider the possibility that this workforce operates with minimal social and employment rights (Ranita, 2023).

It makes sense that most of the younger generation is entering the Gig Economy because they have more experience in using app-based technology than previous generations. The Millennial generation is different from the previous generation because it is more consumptic, has a relatively low interest in reading, and prefers to use mobile phones to obtain information. In addition to sharing the same facilities, another characteristic of the millennial generation is their dependence on the socio-economic conditions around them. This is because technological advancements have given this generation a greater sense of creativity, knowledge, and enthusiasm (Administration et al., 2023).

From the research conducted previously, there have been several researchers who have conducted research on Gig Economy. Aristi & Pratama, (2021) mentioned that there is a significant difference between the role of freelance marketplace and social media in the online Gig Economy of professional services in Indonesia. Freelance marketplaces are more widely used by experienced service providers with higher prices, while social media is more suitable for beginner service providers with lower prices. Both play a role in opening new jobs and providing opportunities for anyone to become a service provider without an academic degree. Then the research conducted by Arif Novianto, (2021) which shows that decent working conditions are still not accepted by online motorcycle taxi drivers in Indonesia, with only two out of ten decent work indicators applied by platform companies to drivers. Online motorcycle taxi drivers still face problems such as low income, long working hours, high workload, and the absence of social security. In addition, Joko Nugroho et al., (2023) revealed that the Gig Economy has become a job solution for Gen Z and Gen Millennials and has become a new trend in developed countries. Unfortunately in Indonesia, the level of awareness of the Indonesian young generation towards the Gig Economy is still low. With the high number of young people in Indonesia and the number of unemployed people in Indonesia, the Gig Economy can be the solution. Therefore, it is hoped that the world of education and the government need to be present to regulate the growth of the Gig Economy in Indonesia as a stimulus and accelerator for demographic bonuses in Indonesia. Many young people working in the gig economy can be attributed to this, as they are more comfortable using application-based technology than previous generations. The growth of the gig economy is closely related to the advancement of internet technology and other technology applications that facilitate business transactions between producers and consumers as well as between workers and entrepreneurs quickly and easily without the need for a specific geographical location.

This research focuses on how the job market and technology affect the Gig Economy on the Bugis Muslim community. The location of this research was carried out in Watampone City. The method used was a quantitative method with respondents of the Millennial Generation of the Bugis Muslim community in Watampone City. The city of Watampone is known for its Muslim-majority community. However, there is still no relevant previous research examining the Gig Economy in the Bugis Muslim community. So that this research will be a new discovery that will discuss the Gig Economy in the Bugis Muslim community. Therefore, this study contributes to the literature by focusing on the influence of the Job Market and Technology on the Gig Economy on the Bugis Muslim community.

This study aims to analyze the influence of the job market and technology on the development of the Gig Economy among millennials of the Bugis Muslim community in Watampone City. Specifically, this study wants to find out whether the job market has a significant influence on the Gig Economy, whether technology plays a role in driving its development, and how these two factors simultaneously affect the participation of Bugis Muslim millennials in this digital-based economic system. Scientifically, this research contributes to expanding the understanding of the Gig Economy in the context of the Bugis Muslim community, which has not been widely explored before. By examining the influence of the job market and technology, this research adds insight into the academic literature and encourages further study of the phenomenon of the Gig Economy in the perspective of diverse cultures and religions. From a practical point of view, the results of this research can be a reference for policymakers, companies, and other stakeholders in designing strategies and policies that support the Gig Economy for the Bugis Muslim community. Understanding the preferences, behaviors, and needs of the community in the Gig Economy can help in formulating policies that are more inclusive and in accordance with local needs. In addition, this research can also encourage synergy between the government, academics, companies, and the community in building an economic ecosystem that is conducive, sustainable, and in accordance with the cultural and religious values of the Bugis Muslim community.

METHOD

The type of research used is ex post facto research. The research approach is a plan and procedure consisting of steps to collect data, analyze and interpret (Siroj et al., 2024). Based on this definition, a quantitative approach is used in this study in collecting research data on the influence of the job market and technology on the Gig Economy with the mediation of the millennial generation in the Bugis Muslim community in Watampone City.

This research will be carried out for one month. The location that will be used as a data collection site for this research is the Bugis Muslim community in Watampone City. The underlying reasons for making Watampone City a place to collect research data, namely: (1) The research subjects have problems, (2) It makes it easier for researchers to obtain data in depth, (3) They often do Gig Economy work, (4) They understand more about Gig Economy, and (5) They most often do Gig Economy activities.

The data used in this study is quantitative data to obtain the information needed in order to achieve the research objectives. However, the data also needs to be supported by written data. Therefore, the data sources of this research to be carried out consist of two, namely:

1. Primary Data

   The primary data used in this study was obtained directly from the research respondents by distributing a questionnaire to 100 respondents from the people of Watampone City.

2. Secondary Data

   The secondary data used in this study are: (1) documentation related to the research location, and (2) this data is obtained from books or scientific articles and other supporting data.

The sample population of this study is all people in Watampone City. The sampling technique is very necessary in a study because it is used to determine who are the members of

the population to be sampled. The sample determination techniques used are *random sampling* namely random sampling techniques (Amin et al., 2023).

Data collection instruments or commonly referred to as research instruments are means used to collect data or information in order to answer the problems raised in the research and this is called a research questionnaire. According to Sugiono, these facilities are adjusted to the type of data that will be used in the research (Ahyar et al., 2020). Based on this explanation, the steps taken in making this research instrument (questionnaire) are: (1) identification of variables, (2) identification of indicators, (3) determining the scale, and (4) compiling the questionnaire. Steps 1, 2, and 3 have been outlined in table 1.1, while step 4, namely the preparation of the research questionnaire, will also be outlined in the form of a table.

In making a research questionnaire, namely a structured questionnaire, it can be presented in such a form that respondents are asked to choose one answer that is in accordance with their characteristics by giving a cross or checklist mark. If the questionnaire is made using a Likert scale, then the alternative answers provided are five alternative answers, namely: 1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly agree. Respondents will be asked to choose one answer from the alternative answers provided according to their characteristics by giving a cross or checklist mark.

RESULTS AND DISCUSSION

Data Screening Center

Watampone, known as the capital of Bone Regency in South Sulawesi, has a long history as the center of the influential Bugis Bone kingdom. In the past, the region was an important part of the royal network in South Sulawesi, supported by a strong social, cultural, and political system. The Bone Kingdom played a strategic role in maritime commerce and regional defense, with Watampone at the heart of the kingdom's administration and culture.

Architecturally, Watampone has various historical relics that reflect the identity of Bugis culture, such as forts and other traditional buildings. Although modernization has led to significant changes to the city's morphology, some historical sites still survive, providing a glimpse into the kingdom's heyday. This area is a testament to the rich archaeological and historical heritage that is still respected today, the Bugis culture in Watampone also reflects traditional concepts such as *sipakatau* (mutual respect) and *sipakalebbi* (mutual glorification), which shape the social life of the community. These principles are the foundation for community harmony in the midst of the dynamics of modern urban development.

In terms of economy, Watampone is now developing as a regional trade center, supported by local resources and connectivity to other regions in South Sulawesi. This economic transformation, while presenting challenges, remains rooted in the city's history as a traditional trading center in the past. The combination of historical heritage, culture, and modern roles makes Watampone an interesting destination to understand the passage of time in South Sulawesi. The city illustrates how its rich past continues to shape its identity in the contemporary era (Ali Fadillah, 1998).

Economically, Watampone is the center of trade and economic activities in Bone Regency. The city is known as a producer of various commodities such as rice, corn, and fishery products. The traditional market in Watampone is a meeting place for farmers, fishermen, and traders to exchange goods and services. This city is an interesting destination

for anyone who wants to know more about the history, culture, and life of the Bugis people. Watampone is not only the center of the Bone Regency government, but also a reflection of the spirit and spirit of the Bugis people who are full of dedication and hard work.

Data Quality Test

1. Reality Test

Table 1. Reality Test Results

Variable	Border Realism	Cronback Alpha	Interpretation
Job Market	0.60	0.209	Reliability
Technology	0.60	0.434	Reliability
Economy Gig	0.60	0.211	Reliability

Source: Data processed with SPSS 2024

Based on table 1., reliability testing was carried out on three research variables, namely the Job Market**,** Technology**,** and Gig Economy**,** using Cronbach's Alpha values. The reliability limit used as a reference is 0.60. The results of the reliability test show that the Cronbach's Alpha value for the Job Market variable is 0.209, which is above the reliability limit of 0.60, so this variable is considered to have a high level of reliability. Furthermore, the Technology variable has a Cronbach's Alpha value of 0.434, which is also above the reliability limit, indicating that its reliability is high. The Gig Economy variable has a Cronbach's Alpha value of 0.211, which is also well above the limit of 0.60, so this variable is also considered reliable. Overall, the value of Cronbach's alpha for each variable is greater than 0.60 so that it can be interpreted that all question items are declared reliable or reliable.

2. Validity Test

Table 2. Job Market Validity Test Results (X1)

Items Statement	r Table	r Calculate	Information
1	0.165	0.386	Valid
2	0.165	0.361	Valid
3	0.165	0.443	Valid
4	0.165	0.607	Valid
5	0.165	0.479	Valid
6	0.165	0.419	Valid

Source: SPSS Output Data processed in 2024

Based on table 2., a validity test was carried out on the items in the Job Market variable (X1) by comparing *the calculated r* value to the table r *value*. The *limit of r table* used in this test is 0.165. The test results show that all statement items in the Job Market variable have *a greater* r value than *the r table,* which is 0.386 for item 1, 0.361 for item

2, 0.443 for item 3, 0.607 for item 4, 0.479 for item 5, and 0.419 for item 6, respectively. Thus, all items in this variable are declared valid and can be used for research data.

Table 3. Technology Validity Test Results (X2)

Items Statement	r Table	r Calculate	Information
1	0.165	0.372	Valid
2	0.165	0.552	Valid
3	0.165	0.520	Valid
4	0.165	0.564	Valid
5	0.165	0.608	Valid
6	0.165	0.471	Valid

Source: SPSS Output Data processed in 2024

Based on table 3. above, a validity test was carried out on the items in the Technology variable (X2) by comparing *the calculated r* value to *the table r* value. The *limit of r table* used in this test is 0.165. The test results show that all statement items in the Technology variable have *a greater* r value than *the r table*. The *calculated r* value for each item is as follows: item 1 is 0.372, item 2 is 0.552, item 3 is 0.520, item 4 is 0.564, item 5 is 0.608, and item 6 is 0.471. Thus, all items are declared valid and can be used for research data.

Table 4. Results of the Gig Economy Validity Test (Y)

Items Statement	r Table	r Calculate	Information
1	0.165	0.486	Valid
2	0.165	0.395	Valid
3	0.165	0.400	Valid
4	0.165	0.425	Valid
5	0.165	0.510	Valid
6	0.165	0.483	Valid

Source: SPSS Output Data processed in 2024

Based on table 4., a validity test was carried out on the items in the Gig Economy (Y) variable by comparing *the calculated r* value to the r value *of the table*. The *limit of r table* used in this test is 0.165. The test results show that all items in the Gig Economy variable have a greater *r calculation* value than *the r table*. The *r-value of* each item is as follows: item 1 is 0.486, item 2 is 0.395, item 3 is 0.400, item 4 is 0.425, item 5 is 0.510, and item 6 is 0.483. Thus, all items are declared valid and can be used for research data.

Classical Assumption Test

1. Normality Test

Table 5. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.08449132
Most Extreme Differences	Absolute	.076
	Positive	.053
	Negative	-.076
Kolmogorov-Smirnov Z		.764
Asymp. Sig. (2-tailed)		.604
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Data processed with SPSS 2024

Based on the results of the normality test in table 5. The Kolmogrov-Smirnov Test in the table above shows the results of the normality test on unstandardized residuals. The sample used in this test is as many as 100 data. The calculated normal distribution parameters show a mean value of 0.00000000 and a standard deviation of 3.08449132. The test results showed a Kolmogorov-Smirnov Z value of 0.764 with a significance value (Asymp. Sig. 2-tailed) of 0.604. Since the significance value is greater than the commonly used significance level ($\alpha = 0.05$), it can be concluded that the non-standardized residual distribution meets the assumption of normality. In other words, residual data tends to be normally distributed based on this test.

2. Multicollinearity Test

Table 6. Multicollinearity Test Results

Coefficientsa			
		Collinearity Statistics	
		Tolerance	VIF
Type 1	Job market	1.000	1.000
	Technology	1.000	1.000
a. Variable Variable : Gig Economy			

Source: Data processed with SPSS 2024

The results of the multicollinearity test shown in table 6 show the tolerance and *variance inflation factor* (VIF) statistics for each independent variable, namely the Job Market and Technology, with the dependent variable of Gig Economy. *The tolerance value* for both independent variables is 1,000, which indicates that there is no correlation between the independent variables. In addition, the VIF value for both variables is also

1,000, which indicates the absence of multicollinearity problems. Therefore, it can be concluded that the data do not occur multicollinearity because both variables have a tolerance value of > 0.10 and VIF<10.

3. Heteroscedasticity Test

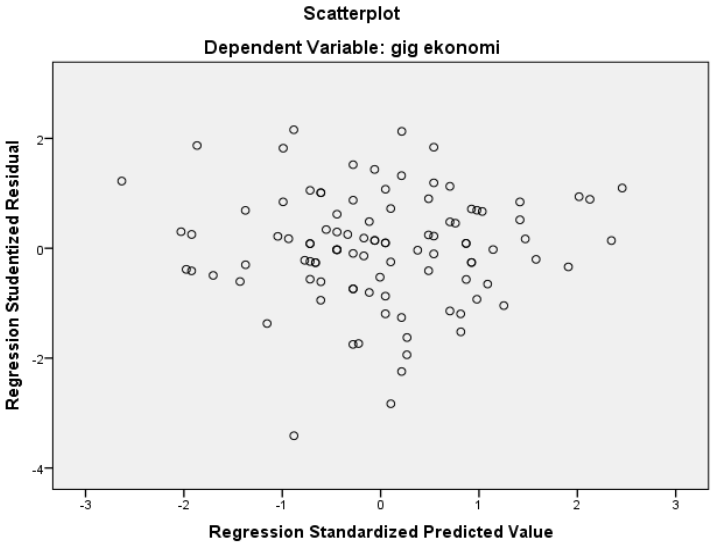

Figure 1. Heterokedasticity Test

From the results of the heteroscedasticity test in figure 1. Above shows that the dots spread above and below the zero number and the dots spread to the right and left of the zero. Therefore, it can be concluded that there is no heteroscedasticity.

4. Multiple Linear Regression Test

Table 7. Multiple Linear Regression Test Results

Coefficientsa						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.181	2.398		4.662	.000
	Job Market	.274	.088	.292	3.098	.003
	technology	.205	.080	.242	2.570	.012
a. Dependent Variable: gig economy						

Source: Data processed with SPSS 2024

The results of the multiple linear regression test are shown in table 7. showing the influence of independent variables of the Job Market and Technology on the dependent variables of the Gig Economy. Here is an interpretation of the results:

a) Constant (Intercept): A coefficient value of 11.181 indicates that if the Job Market and Technology variables are considered to be zero, then the average value of the "Gig

Economy" is predicted to be 11.181. This value is significant with a significance level of 0.000 ($p < 0.05$).

b) Job Market: This variable has an unstandardized coefficient (B) of 0.274, which indicates that every increase of one unit on the Job Market will increase the value of the Gig Economy by 0.274, assuming the other variables remain constant. The t-value of 3.098 and the significance of 0.003 ($p < 0.05$) indicate that the influence of the Job Market on the Gig Economy is statistically significant.

c) Technology: This variable has an unstandardized coefficient (B) of 0.205, which means that every one-unit increase in Technology will increase the Gig Economy value by 0.205, assuming the other variables remain constant. The t-value of 2.570 and the significance of 0.012 ($p < 0.05$) indicate that the influence of Technology on the Gig Economy is also statistically significant.

Based on these values, it can be concluded that both the Job Market and Technology have a positive and significant influence on the Gig Economy. This shows that these two variables individually contribute to increasing the value of the Gig Economy.

Hypothesis Test

1. Partial Test (T-Test)

Table 8. Partial Test Results (T-Test)

Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.555	1.738		8.951	.000
	Job market	.271	.091	.288	2.977	.004
2.	(Constant)	16.404	1.779		9.219	.000
	Technology	.202	.083	.238	2.421	.017

a. Dependent Variable: Gig Economy

Source: Data processed with SPSS 2024

The results of the partial test in table 8 show the influence of each independent variable, namely the Job Market and Technology, on the dependent variable of the Gig Economy. The constant for the model with the Job Market has a value of 15.555 with *a t-value* of 8.951 and a significance of 0.000, which indicates that this constant is statistically significant. The Job Market variable has a coefficient of 0.271 with *a t-value* of 2.977 and a significance of 0.004, which means that an increase of one unit in the Job Market will increase the Economic Gig by 0.271, and this effect is statistically significant.

Meanwhile, the constant for the model with Technology has a value of 16.404 with *a t-value* of 9.219 and a significance of 0.000, which is also statistically significant. The

Technology variable has a coefficient of 0.202 with *a t-value* of 2.421 and a significance of 0.017, which indicates that an increase of one unit in Technology will increase the Gig Economy by 0.202, with a statistically significant influence. Thus, the results of this analysis indicate that both the Job Market and Technology have a positive and significant influence on the Gig Economy.

2. Simultaneous Test (Test F)

Table 9. Simultaneous Test Results (Test F)

ANOVAa						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	155.145	2	77.573	7.989	.001b
	Residual	941.895	97	9.710		
	Total	1097.040	99			

a. Dependent Variable: Gig Economy

b. Predictors: (Constant), Job market, Technology

Source: Data processed with SPSS 2024

Based on the data in table 9. above, it can be seen that the results of the simultaneous influence test of the variables of the Job Market and Technology on the Gig Economy were obtained with a value of p= 0.001 < 0.05, so it can be concluded that the Formal Legality and Brand Image variables have a simultaneous effect on Decision Making.

3. Determination Coefficient Test (Adjusted R2)

Table 10. Determination Coefficient Test Results

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.376a	.141	.124	3.11613

a. Predictors: (Constant), technology, job market

Source: Data processed with SPSS 2024

Based on the data in table 10, the results of the determination coefficient test above show how well the independent variables, namely the Job Market and Technology, can explain the variability of the dependent variables of the Gig Economy. An R value of 0.376 indicates the level of correlation between independent and dependent variables, indicating a positive relationship with the strength of a weak to moderate relationship. An R Square value of 0.141 shows that 14.1% of the variance in the Gig Economy variable can be explained by a combination of the Job Market and Technology variables, while the rest (85.9%) is influenced by other factors outside the model.

Discussion

1. The Influence of the Job Market on the Gig Economy among Millennials of the Bugis Muslim Community in Watampone City

The job market is a key element in supporting economic dynamics, including the gig economy which is growing in the digital era. Based on the results of this study, empirical evidence was obtained that the job market has a significant effect on the gig economy in the millennial community in Watampone City. This is indicated by a significance value of 0.003 in the multiple linear regression test, which is smaller than the significance limit of 0.05. Thus, the alternative hypothesis (H1) was accepted (H0) and rejected, i.e. there was a significant influence between the job market on gig economy.

As part of the Bugis community which is majority Muslim, millennials in Watampone City face the challenge of changing the labor market due to technological transformation. This is in line with the definition of the labor market according to Huda which states that the labor market is a condition that brings together the supply of labor with the demand from companies. In the context of the gig economy, this labor offer is more flexible, including workers who are not bound by long-term contracts but work freelance or on specific projects.

The results of this study show that the dynamics of the job market that are adaptive to technology play a role in encouraging community participation in the gig economy. As explained by Simanjuntak, the workforce consists of those who work, find a job, or carry out other productive activities. In the gig economy, job opportunities based on digital platforms provide an alternative for productive age groups, especially millennials, to earn income without being tied to conventional jobs.

The results of this study support the research conducted by Rahmadani Putri and Idris, (2020) which shows that Information and Communication Technology and the labor market have a significant influence on Indonesia's economic growth. Technological transformation in the digital era affects people's work patterns, including in Watampone. Technology allows for flexibility and easy access to freelance work, which is a key hallmark of the gig economy. In Bugis society that prioritizes the value of hard work (siri' na pacce), this openness to changes in the job market shows cultural adaptation to the needs of the modern economy.

Furthermore, this relationship between the job market and the gig economy is relevant to global developments, where technological advances have expanded job opportunities for workers with specialized skills. In this study, the significance of the job market to the gig economy shows that the millennial community in Watampone City is able to respond to technological challenges by utilizing a digital-based job market.

The application of the theory used in this study supports the results of the research. The concept of the labor market, according to Huda and Simanjuntak, can explain how the interaction between labor demand and supply is transforming in the gig economy. In the local context, the use of digital technology as a means of finding and offering jobs creates a new ecosystem in the job market.

Socioculturally, the Bugis Muslim community, which is famous for its religious values, also shows the ability to align gig economic activities with Islamic values. Sharia

principles such as fairness and transparency are a guide for them in carrying out gig economy activities through digital platforms.

The results of this study also provide practical implications for policymakers in Watampone City. Local governments can encourage the improvement of people's digital skills through training and technology literacy programs to support the penetration of the gig economy. This will strengthen the adaptability of local workers to changes in the global labor market.

A job market that is responsive to technological changes has a significant role in supporting the development of the gig economy among millennials in Watampone City. By taking advantage of digital-based job market opportunities, people can increase their participation in gig economies productively without leaving the cultural and religious values that become their identity. This research emphasizes the importance of synergy between technology, the job market, and local values in encouraging inclusive economic growth.

2. The Influence of Technology on the Gig Economy among Millennials, Bugis Muslim Community in Watampone City

Based on the results of the partial test (t-test), it was found that technology has a significant influence on the gig economy, as evidenced by a significance value of 0.017 (<0.05) and a tt-count value (2.421) which is greater than the tt-table (0.197). These results indicate that the null hypothesis (H_0) is rejected, while the alternative hypothesis (H_1) is accepted, confirming that technology is significantly influencing the gig economy.

From a theoretical perspective, the definition of technology proposed by Nanang Martono (2011) and M. Maryono supports this finding. Technology, defined as a tool or system to meet human needs, has made a major contribution to changing work patterns in society. In the context of the gig economy, technology allows individuals to work flexibly through digital platforms such as online applications. Technology also expands the reach and capabilities of humans in accessing the job market, including project-based or short-term contract-based jobs that characterize the gig economy.

The Bugis Muslim community, known for its hard-working spirit and adaptability, has demonstrated the ability to utilize technology in the gig economy. The Bugis culture that upholds the value of 'siri' (self-esteem) and productive work allows this community to quickly adapt to the changes brought by technology. The use of technology in gig work, such as online transportation, online sales, or platform-based freelancing, reflects the ability of these communities to blend local culture with modern innovation.

The results of the study show that technology not only plays a supporting role, but also as the main driver of people's economic transformation. In gig economy, technology serves as a link between workers and employers, allowing for quick and efficient job matching. It also increases economic inclusion, opening up job opportunities for individuals who may not have previously had access to the formal job market.

The results of this study support the research conducted by Aulia et al., (2023) which shows that technological advances have significantly improved the employment statistics system by increasing efficiency, transparency, security, cooperation, and innovation. Technology facilitates work efficiency through automation and data-driven systems, allowing gig workers to manage their time and resources more effectively. For

example, the use of navigation apps for online transportation drivers makes it easier for them to find the best route, save time, and increase productivity. On the other hand, for creative workers or freelance professionals, tech platforms offer access to global markets, expanding earning opportunities.

These findings also reflect the relevance of technological theories to local contexts. The definition of technology as a tool for solving problems expressed by M. Maryono, for example, fits perfectly with the dynamics of the gig economy. Technology helps the Bugis Muslim community overcome local economic challenges such as limited formal employment by providing flexibility and innovation-based alternatives.

However, while technology has a positive impact, the study also indicates the need to pay attention to emerging risks, such as reliance on digital platforms and the potential exploitation of gig workers. The Bugis Muslim community, with its religious and social values, has the potential to mitigate these negative impacts through community strengthening and justice-based work management.

From a policy perspective, the local government of Watampone City can support the development of the gig economy by creating better technological infrastructure, such as affordable internet access and digital skills training. This move will not only improve the quality of gig work but also drive overall economic growth.

3. The Influence of the Job Market and Technology on the Gig Economy among Millennials of the Bugis Muslim Community in Watampone City

Gig economy is a modern phenomenon that is increasingly developing in various parts of the world, including in Indonesia, especially in the city of Watampone. Based on the results of the F test, it was found that the job market and technology have a simultaneous influence on the gig economy, as evidenced by the F-count value of 7.989 which is greater than the F-table of 3.09, and the significance level of 0.001 (<0.05). This indicates that the null hypothesis (H_0) is rejected, while the alternative hypothesis (H_1) is accepted.

The theory put forward by Telles (2016), Gleim (2019), and Ainsworth (2017) supports the results of this study. According to Telles, gig economy is a digital-based program that allows flexible work arrangements. Gleim highlighted the characteristics of the short-term labor market and irregular employment as the main characteristics of the gig economy. Ainsworth emphasized that digital platforms are the main medium for workers to find and carry out short-term jobs. These three theories are relevant to the condition of the Bugis Muslim society, where technology plays a role as a link between labor and market demand in the gig economy.

The RR-Square value of 0.141 shows that 14.1% of the gig variance of the economy can be explained by job market and technology variables. Although his contribution is not dominant, this influence is still significant. The rest, 85.9%, was influenced by other factors outside the model, such as government policies, education, and community work culture. These findings reflect the complexity of the gig economy which is influenced by various aspects, both internal and external.

These findings illustrate that gig economy is a complex phenomenon, influenced by various factors involving internal and external aspects (Ain, 2024). Internal factors can include job market dynamics such as workers' preferences for flexibility and technological

advancements that facilitate platform-based work. On the other hand, external factors include government policies, regulations that support the gig economy, the level of public education, and the work culture that develops in each region (Farhan et al., 2020; Kalleberg & Dunn, 2016; Zein, 2023).

For example, government policies in regulating the status of gig workers, such as in various countries, have shown a significant impact on the sustainability of the sector (Ahmetya et al., 2023; De Stefano, 2015; Putra et al., 2024). Similarly, the ever-evolving digital technology is a major driver of the gig economy, although its adoption differs in different countries due to differences in infrastructure and levels of digital literacy (Aquarini & Lisnawati, 2024; Heeks & Shekhar, 2019).

In the context of the Bugis Muslim community, the existence of a flexible job market supported by technology provides great opportunities for individuals to participate in the gig economy. The Bugis culture that upholds the value of hard work and *siri'* (self-esteem) encourages people to make optimal use of this opportunity. Digital technology allows them to access jobs that match their skills, such as app-based jobs or online sales, that fit the dynamics of the local job market.

The results of this study support the research conducted by Wood et al., (2019) which reveals that various gig economy models have emerged, ranging from general online freelance platforms, which have a limited amount of control they can give to work, to transportation and care work platforms, which are characterized by a very high level of explicit coordination and asymmetry of power. Digital platforms are becoming a key element in the gig economy. Technology allows individuals to take advantage of work flexibility without having to rely on formal work. In gig economy, jobs can be easily accessed through digital apps, which offer time and cost efficiency. This is in line with Ainsworth's theory (2017) which emphasizes the importance of platforms as gig economy drivers.

The job market also plays an important role in supporting the development of the gig economy. With the increasing demand for flexible work, the Bugis Muslim community can respond to this need through freelance work or short-term contracts. Economic gigs not only provide employment alternatives, but also support economic inclusion, especially for groups that have difficulty accessing the formal job market.

However, while technology and the job market are making a positive contribution to the gig economy, challenges remain. Reliance on digital platforms can pose risks, such as worker exploitation and income uncertainty. Therefore, regulations that protect the rights of gig workers, as well as digital education are needed to increase people's technological literacy.

The results of this study have important implications for policy development in Watampone City. Local governments can support the growth of the gig economy by providing adequate technological infrastructure, such as wider internet access and digital skills training programs. This move will not only increase people's participation in gig economy, but also encourage overall economic growth.

In conclusion, the job market and technology have been shown to have a simultaneous influence on the gig economy among the Bugis Muslim community. This research emphasizes the importance of synergy between technological developments, job

market dynamics, and local cultural characteristics in supporting the growth of the gig economy. With the right approach, the gig economy can be an important instrument in improving people's welfare in the digital era.

CONCLUSION

Based on the results of this study, it can be concluded that the job market and technology have a significant influence on the development of gig economy among Bugis Muslim millennials in Watampone City. The results of the linear regression test show that the job market that is adaptive to technological developments has created flexibility-based job opportunities, thus supporting the dynamics of the digital-based gig economy. This is evidenced by a significance value of 0.003 (<0.05), which shows that an increasingly flexible job market is able to increase community participation in the project-based economic system or short-term work. In addition, technology has also been shown to have a significant influence on the development of the gig economy, as shown by a partial test (t-test) with a significance value of 0.017 (<0.05) and tt-count (2.421) which is greater than tt-table (0.197). The role of technology in the transformation of work patterns is not only as a supporting tool, but also as a main driver that allows the Bugis Muslim community to take advantage of the flexibility of work based on digital platforms to increase economic inclusion. Simultaneously, the job market and technology together contribute to the development of the gig economy, as shown by the regression test results with a job market significance value of 0.003 and technology of 0.001, both of which are smaller than the significance limit of 0.05. Thus, it can be concluded that the combination of job market flexibility and technological advancements has created new, more dynamic job opportunities, allowing the Bugis Muslim millennial community in Watampone City to participate productively in the gig economy. This research emphasizes that strengthening digital infrastructure, adaptive job market policies, and the integration of cultural and religious values in the transformation of the gig economy are key factors in creating an inclusive, sustainable, and competitive economic ecosystem in the digital era.

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