

ABSTRACT

According to the survey results of the Indonesian Internet Service Providers Association (APJII) in 2018 and 2020, the number of internet users during the 2 years increased by 8.9% from a total of 266 million people in Indonesia. In addition, of the total number of internet users, e-marketplace users, both general and specific, have increased by a total of more than 20%. Of course this is a potential business opportunity. However, it will be difficult to compete with e-marketplaces that are already large and have been around for a long time. Seeing this, e-marketplaces are special in that there are no serious competitors, namely, e-marketplaces in the creative industry sector can have ideal potential to start designing new businesses. According to the Central Statistics Agency (BPS), the creative industry contributes significantly to Gross Domestic Product (GDP). Regarding this, The author decided to conduct research on the design of an e-marketplace specifically for the creative industry or more specifically for illustrators and designers. The approach used is design thinking because the main focus of this research is to find innovative solutions that will be formed into e-marketplace designs. Apart from finding solutions, designing business models and designing prototypes will also be the main focus. The method used in this research is design thinking which consists of 6 phases, namely: empathize, define, ideate, prototype, test and implement. Design thinking is a method that focuses on creating product designs that specifically address the problems experienced by potential users directly. At the empathize stage, the author will seek data in the form of experiences from illustrators and designers during selling. In the define stage, the data that has been collected will be used as a conclusion about what problems they actually experience. The next stage, ideate, focuses on finding ideas that have the potential to be a solution to the conclusions of the problems that have been made and sorting out those ideas. And at the prototype stage, the ideas that have been found and sorted are processed into the form of an e-marketplace prototype design. In the test stage, the author will test the prototype results to potential users in order to identify issues (if any) in the related design.

For the last stage, namely the implement stage, the implementation of the prototype design that has passed the trial into the form of a web front-end is carried out. The results of this study found a prototype design based on problem solution ideas experienced by illustrators and designers who were in accordance with the design of a viable business model and had competitive value. The results of this research are expected to be useful for illustrators and designers to help them have a place to sell their services while strengthening their branding as a digital art/design artist. And it is hoped that it can also be useful for creative industry students as a reference for what is happening in the online market and also to know the market value of a digital work/product. The results of this research are expected to be useful for illustrators and designers to help them have a place to sell their services while strengthening their branding as a digital art/design artist. And it is hoped that it can also be useful for creative industry students as a reference for what is happening in the online market and also to know the market value of a digital work/product. The results of this research are expected to be useful for illustrators and designers to help them have a place to sell their services while strengthening their branding as a digital art/design artist. And it is hoped that it can also be useful for creative industry students as a reference for what is happening in the online market and also to know the market value of a digital work/product.

Keywords—*Specialized e-Marketplace, illustrator dan designer, design thinking, usability testing, Business Plan*