ABSTRACT

The vocational learning platform is a collaborative network that bridges teachers and students to learn vocational knowledge. One of the hallmarks of the platform business model is the concept of network effects where customers get added value from increasing the number of users and exponential growth when the network effect is successfully optimized. KursusDigital.id as a vocational learning platform which was founded at the end of 2020, encounters the phenomenon of cold start problems, critical mass problems, and competition problems related to the growth in the number of users.

In this study the authors wanted to analyze and develop network effects which were modeled in the network effect cycle strategy and virtuous cycle for the KursusDigital.id platform to resolve existing phenomena and help the platform develop. Research will seek answers regarding (1) the condition of digital ecosystem services (2) marketing, onboarding, and retention strategies, and (3) direct network effect and (4) indirect network effect virtuous cycle.

The development of the network effect cycle design uses the main framework of the NfX Construction Guide with a qualitative method using observation data, interviews, focus group discussions, and documentation. Twelve participants were selected based on a stratified random sampling method from platform management, instructors and learners.

The findings in this study are (1) a map of the condition of digital ecosystem services, (2) 47 NfX-Box strategies including marketing, onboarding, and retention, and (3) the best direct virtuous cycle and (4) indirect network effect on the KursusDigital.id to accelerate the number of users. Research findings have been validated using source triangulation methods, member checking, and confirmation of results on platform management.

Keywords: *Network Effect, NfX Construction Guide, Platform Strategy, Digital Business Platform, Online Vocational Learning Platform*