

ABSTRAK

ANALISIS PERKEMBANGAN START-UP DI INDONESIA

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Perkembangan teknologi digital mendorong pertumbuhan bisnis *start-up* di Indonesia dan membantu perkembangan ekonomi digital. *Start-up* berkembang di berbagai bidang usaha, seperti bisnis online (*e-commerce*), teknologi keuangan (*fintech*), teknologi pendidikan (*edtech*), teknologi kesehatan (*healthtech*), teknologi pertanian (*agritech*), serta sektor digital lainnya. Penelitian ini bertujuan untuk mengetahui perkembangan bisnis *start-up* di Indonesia dilihat dari berbagai sektor bisnis yang dikembangkan oleh *start-up* serta berbagai tantangan yang dihadapi *start-up* di Indonesia, baik dari aspek pendanaan, sumber daya manusia, persaingan bisnis, regulasi, maupun keberlanjutan usaha.

Penelitian ini menggunakan pendekatan kualitatif dengan cara mengumpulkan dan menganalisis informasi dari berbagai sumber yang sudah ada. Data diperoleh dari berbagai sumber seperti jurnal ilmiah, buku, artikel riset, dan publikasi resmi yang tepat dan terkait. Analisis data dilakukan dengan teknik analisis isi yang melibatkan beberapa tahapan, yaitu reduksi data, penyajian data, dan penarikan kesimpulan.

Penelitian menunjukkan bahwa pertumbuhan *start-up* di Indonesia semakin baik karena semakin banyak orang yang menggunakan internet, kemajuan dalam teknologi, pertumbuhan sektor ekonomi digital, bantuan dari pemerintah, serta meningkatnya investasi di bidang digital. *Start-up* berkembang di berbagai bidang, seperti *e-commerce*, *fintech*, *edtech*, *healthtech*, *agritech*, *logistik*, *property technology (proptech)*, dan *food technology (foodtech)*. Namun, *start-up* masih menghadapi berbagai tantangan, seperti kurangnya dana, sedikitnya tenaga ahli di bidang digital, persaingan yang semakin sengit, aturan yang belum sepenuhnya menyusul perkembangan teknologi, serta sulitnya menjaga keberlanjutan bisnis. Karena itu, diperlukan sistem ekosistem yang baik dengan kerja sama dari pemerintah, investor, universitas, para pengusaha, dan masyarakat agar *start-up* di Indonesia bisa berkembang secara berkelanjutan.

Kata kunci: *start-up*, ekonomi digital, bidang usaha *start-up*, tantangan *start-up*, studi literatur.

ABSTRACT

ANALYSIS OF START-UP DEVELOPMENT IN INDONESIA

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The development of digital technology has driven the growth of start-up businesses in Indonesia and contributed to the expansion of the digital economy. Start-up have expanded across various business sectors, including electronic commerce (e-commerce), financial technology (fintech), educational technology (edtech), health technology (healthtech), agricultural technology (agritech), and other digital industries. This study aims to examine the development of start-up businesses in Indonesia based on the various business sectors in which they operate and to identify the challenges they face, including funding, human resources, business competition, regulations, and business sustainability.

This study used a qualitative approach by collecting and analyzing information from existing sources. The data were obtained from various sources, including scientific journals, books, research articles, and relevant official publications. Data analysis was conducted using the content analysis technique, which involved three stages: data reduction, data presentation, and conclusion drawing.

The results of the study indicate that the growth of start-up in Indonesia has continued to improve due to the increasing number of internet users, technological advancements, the growth of the digital economy, government support, and increased investment in the digital sector. Start-up have expanded into various industries, including e-commerce, fintech, edtech, healthtech, agritech, logistics, property technology (proptech), and food technology (foodtech). However, start-up continue to face several challenges, such as limited funding, a shortage of skilled digital professionals, increasingly intense business competition, regulations that have not fully kept pace with technological developments, and difficulties in maintaining business sustainability. Therefore, a strong entrepreneurial ecosystem supported by collaboration among the government, investors, universities, entrepreneurs, and the community is essential to ensure the sustainable growth of start-up in Indonesia.

Keywords: *start-up, digital economy, start-up business sectors, start-up challenges, literature review.*