

The Role of the Lynk Platform in Increasing the Competitiveness and Growth of Digital Design Business Actors in the Creative Economy Sector in Indonesia

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ABSTRACT

The rapid growth of Indonesia's creative economy has encouraged digital design business actors to adopt digital platforms to improve competitiveness and drive business growth. This study aims to analyze the role of the Lynk.id platform in supporting the competitiveness and growth of digital design entrepreneurs in Indonesia's creative economy sector. The research employs a qualitative, phenomenological approach to explore the experiences and perceptions of digital design business actors who actively use Lynk.id. Data were collected through in-depth interviews, observations, and digital documentation involving two digital design entrepreneurs as research participants. The data were analyzed using Miles and Huberman's interactive analysis technique, including data reduction, data display, and conclusion drawing. The findings show that Lynk.id plays a significant role in helping business actors manage digital portfolios, strengthen professional branding, expand market reach, and improve operational efficiency through integrated digital features. The monetization system, digital store, affiliate features, and online payment integration also increase income opportunities and simplify business transactions. The participants reported positive impacts on business growth, particularly in attracting new clients, improving professionalism, and facilitating communication with potential customers. The study concludes that Lynk.id functions not only as a promotional platform but also as a strategic digital ecosystem that supports the sustainability and competitiveness of digital design businesses in the digital economy era. These findings indicate that local digital platforms can become effective tools for strengthening Indonesia's creative economy sector through technology-based business development.

Keywords:

Digital Design

Creative Economy

Business Competitiveness

Digital Platforms

Business Growth

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1. Introduction

The creative economy has become a strategic sector of the Indonesian economy due to its significant contribution to increasing Gross Domestic Product (GDP) and its ability to create new jobs (Holle et al., 2023; Syafitri & Nisa, 2024). Among the creative economy subsectors, digital design occupies a crucial position due to its broad role in supporting industries such as advertising, media, entertainment, and digital marketing. The growth of this industry not only encourages creative

innovation but also opens new business opportunities for individuals and small- and medium-sized businesses. The rapid development of information technology has created a digital ecosystem that enables designers to showcase their work to a wider audience, use online platforms for promotion, and reach clients across regions, including international markets. Changes in people's increasingly digital consumption patterns require design business actors to adopt modern business strategies. Creativity alone is not enough; designers must be able to manage portfolios, conduct digital marketing, and leverage technology to expand professional networks (Janecek & Tafriidj, 2021). Managerial competence and understanding of consumer behavior are important aspects so that design products and services can compete in a competitive market. This has led to the birth of service innovations, such as mini digital stores, online payment systems, and affiliate programs that allow designers to optimize the revenue potential of their creative work. Digital transformation also presents opportunities for design business actors to improve operational efficiency. The production, promotion, and transaction processes can be carried out more quickly and integrated through digital platforms, so that business actors can focus on improving product quality and creativity (Hadiwijaya et al., 2023). Increased digital presence allows designers to build a stronger professional image and be trusted by potential clients.

Digital platforms such as Lynk.id serve as bridges that connect digital design business actors with potential clients in a more efficient and structured manner. Lynk.id is an Indonesian digital platform that lets users create a bio-link page or a single link to gather all their important links in one place. Through this page, users can display portfolios, social media, websites, digital products, and physical products in an integrated manner. In addition to serving as a professional profile page, Lynk.id also provides digital store features for selling products, online payment systems, and monetization programs, such as affiliate programs. The platform is designed to help content creators, influencers, and businesses manage and monetize their digital presence efficiently and professionally. The presence of this platform allows designers to showcase their portfolios in full, build a professional reputation, and attract projects based on the quality of their work. Lynk's digital system shortens the lines of communication between service providers and users, enabling negotiations, transactions, and collaboration processes to take place faster, easier, and more transparently. Features such as bio links, digital stores, and online payment integrations support operational efficiency and increase client trust in designers. This environment encourages the formation of a more open and competitive business ecosystem for digital design actors in Indonesia, both for individuals and for small- and medium-scale creative studios, thereby increasing opportunities for business development and professionalism.

Technological advances integrated into platforms such as Lynk.id open up new economic empowerment opportunities for digital design business actors. The platform provides access to market analysis tools, data-driven marketing strategies, and a secure, trusted payment system, enabling designers to manage their businesses more efficiently. The use of these features not only speeds up operational processes but also helps expand the business's reach into international markets. In addition to increasing market access, Lynk also supports creator capacity building through training programs, professional communities, and technical support that improve skills and competitiveness. This facility creates an ecosystem that enables digital design businesses to continue developing professionally while increasing their business growth opportunities sustainably.

Changes in people's increasingly digital consumption patterns require the creative economy sector to adopt new ways to market and promote design products. Lynk.id platform is a real example of how technology can unite market needs with individual creative potential, providing a space for business actors to display their work more widely (Wulansari et al., 2022). The presence of this platform helps overcome conventional obstacles such as limited access to clients, limited professional networks, and promotional challenges that traditional design businesses often experience. This transformation shows that digitalization is not just a tool, but a key driver for the growth of digital design businesses, enabling business actors to improve efficiency, expand market reach, and take advantage of opportunities in an innovation-based economy (Asrul, 2025).

The presence of Lynk.id also contributes to increasing national competitiveness in the creative economy sector. The platform not only opens up job opportunities for local designers but also fosters a culture of professionalism, collaboration, and continuous innovation. Improving the quality of

digital design work in Indonesia has the potential to strengthen the nation's image in the global market through the export of creative services and innovative works. This role aligns with the goals of national economic development, which emphasize creativity and innovation as the main drivers of sustainable economic growth while maximizing the potential of human resources in the creative field.

The phenomenon of increasing use of digital platforms such as Lynk reflects a paradigm shift in digital design business management in Indonesia. Businesses are no longer relying entirely on local networks or manual promotions, but are beginning to leverage technology to expand their markets and build personal brands. Lynk's role in driving the growth and competitiveness of digital design business actors demonstrates that digitalization is not only a trend but a strategic imperative that determines success in today's creative economy.

Previous studies have discussed the role of digital transformation and online platforms in supporting SMEs and creative industries. However, most studies focus on general e-commerce platforms or social media marketing strategies. At the same time, limited attention has been paid to integrated bio-link platforms that combine portfolio management, digital monetization, and transaction systems within a single ecosystem. In addition, studies specifically examining digital design business actors in Indonesia remain limited. Therefore, this study aims to explore the role of Lynk.id, a local digital platform, in enhancing the competitiveness and business growth of digital design entrepreneurs in the Indonesian creative economy sector. This study contributes by exploring how a local integrated digital platform supports competitiveness, portfolio management, monetization, and business growth among digital design entrepreneurs.

2. Methods

This research uses a qualitative, phenomenological approach to deeply understand the experiences and views of digital design business actors who use the Lynk platform to develop their businesses. The research focuses on exploring how Lynk's role helps increase the competitiveness and growth of digital design businesses in Indonesia's creative economy sector. The phenomenological approach was chosen to capture the subjective meanings and real experiences of users in utilizing digital technology for business development.

The research subjects consisted of two resource persons, namely digital design business actors who actively use the Lynk platform as a promotional medium and design service transactions. Data collection was conducted through in-depth interviews and direct observation of the resource persons' activities on the platform. Interviews were used to gather information on the experience, strategy, and impact of using Lynk on business development, while observations helped strengthen the researchers' understanding of interaction patterns and the use of platform features by business actors.

Data analysis was carried out using Miles and Huberman's interactive analysis technique, comprising three main stages: data reduction, data presentation, and conclusion drawing (Miles & Huberman, 2018). The results of interviews and observations were analyzed to find key themes that illustrate Lynk's role in strengthening competitiveness and expanding digital design business opportunities. The validity of the data was tested through source triangulation, which compares the results of interviews across sources with the observation data.

3. Results

The results of the study show that Lynk.id platform has an important role in helping digital design business actors strengthen their online presence and increase competitiveness in the creative economy sector. The first speaker, a freelance graphic designer who has been using Lynk.id for more than a year, revealed that this platform makes it easier for him to organize and display his entire digital portfolio on a single page, accessible to potential clients. He stated,

"Before using Lynk, I often had a hard time when clients asked for samples of work, because I had to send them one by one via email. Now send me one Lynk link, and all my portfolio, social media, and digital products can be seen right there."

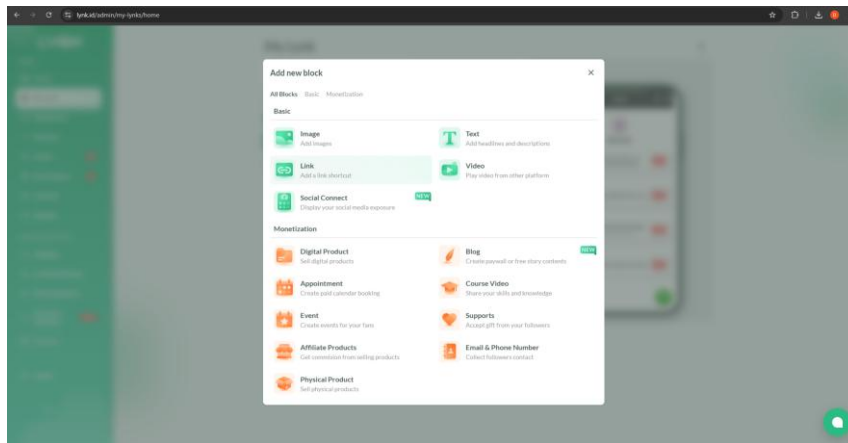


Figure 1: Admin View Lynk.id

This statement shows that Lynk.id is an effective tool for building a professional image and facilitating business communication between designers and clients.

The second speaker, a small design studio owner who is also active on Lynk.id, explained that the monetization and digital store features on this platform are very helpful in expanding income sources. He said,

"I use Lynk not only to promote design services, but also to sell design templates and e-books. Buyers can pay directly through the Lynk page without me having to handle it manually. So, it's more efficient and neater."

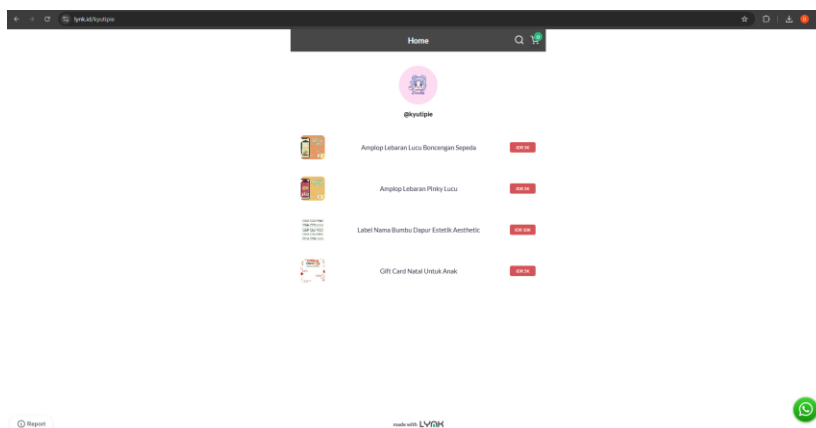


Figure 2: Display Lynk.id

These findings show that Lynk.id not only serves as a promotional tool but also enables digital transactions that support creative business models based on digital products. Affiliate features and automatic payment integrations make Lynk.id a relevant business solution for designers looking to expand their market while streamlining their operations.

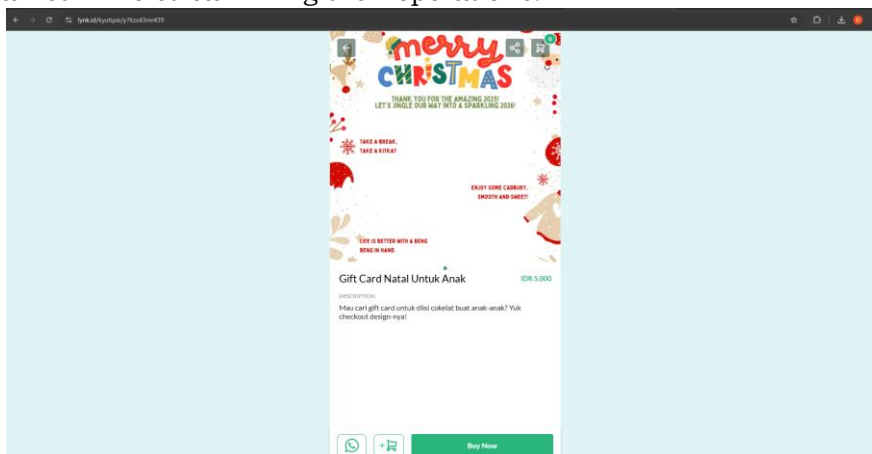


Figure 3: Display of Products Sold in Lynk.Id

Figure 2 shows the products sold on the Lynk.id platform, where each item is clearly displayed with photos, brief descriptions, prices, and a direct purchase link. This view makes it easier for potential buyers to review digital and physical products offered by digital design business actors, while enabling business actors to manage their product catalogs centrally. This feature supports promotion efficiency and provides a more structured shopping experience for platform users.

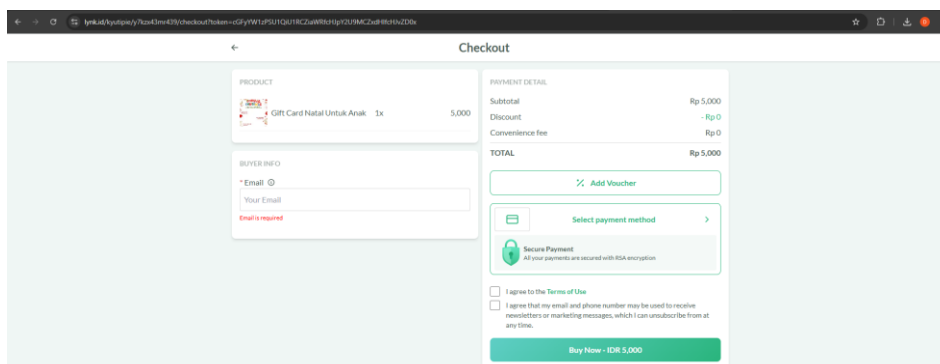


Figure 4: Product Check Out Display in Lynk.Id

Figure 3 shows the product checkout process in Lynk.id, including an order summary, payment method options, and a confirmation button to complete the transaction. The simple, intuitive checkout interface allows shoppers to complete purchases quickly and securely while minimizing the risk of errors. This system supports digital design business actors in conducting transactions efficiently while providing a comfortable, professional user experience for buyers.

From interviews and observations, it was found that both speakers experienced a positive impact on their business growth since using Lynk.id. Both cited the increase in new clients and the ease of managing digital links as the most influential factors in business development. In addition, the simple, flexible interface makes Lynk.id easy to use, even for businesspeople without a technical background. The use of Lynk.id also helps increase credibility because all professional links, such as portfolios, social media, and digital stores, can be connected to a single, concise, professional page.

The results of this study show that the use of Lynk.id makes a real contribution to increasing the competitiveness of digital design business actors in Indonesia. Through centralized digital identity management and easy access to various business channels, designers can expand their market reach and strengthen their reputation in the digital world. The experience of the two speakers shows that the ability to adapt to digital technology is the main factor in maintaining the sustainability of creative businesses. The use of Lynk.id is an effective strategy that integrates creativity, promotion, and monetization into a single digital ecosystem that supports the growth of the national creative economy.

4. Discussion

The results of this study confirm that the use of digital platforms significantly increases the competitiveness of business actors in the creative economy, especially for digital design actors. The experience of the two speakers shows that Lynk.id not only serves as a promotional tool but also as a strategic means to build personal branding and expand professional business networks. The platform allows designers to showcase their portfolios, manage reputations, and reach a wider audience, increasing the chances of acquiring new projects and strengthening their position in the market. These findings align with research by Leão & da Silva (2021), which found that digital transformation primarily impacts firms' competitiveness through innovation, efficiency, and cost reduction. The integration of various digital channels on Lynk.id allows designers to present their work, products, and services in a single, structured page, making it easier for potential clients to assess quality and professionalism. This creates additional economic value through existing monetization systems, including digital product sales, design services, and affiliate programs, thereby supporting the diversification of business actors' income sources. This confirms that Lynk.id also helps reduce conventional barriers that digital designers often face, such as limited

professional networks and difficulties in promoting their work widely. The bio-link feature and integrated digital store allow businesses to display all their works while providing clients with direct access to make transactions, making business processes more efficient and transparent. This shows that the use of digital platforms not only increases market opportunities but also encourages professionalism and operational efficiency. Similar research of found that platforms ease market entry barriers for SMEs (Jin & Hurd, 2018).

The results of the interviews show that digital design business actors experience increased efficiency in managing their businesses after using Lynk.id, especially in displaying portfolios and conducting digital product transactions. The platform allows designers to present their work in a structured manner while providing clients with direct access to purchase products or use services, minimizing the time and effort previously required for manual promotion and negotiation. This efficiency allows businesses to focus on improving the quality of their work and creative innovation, while administrative and transaction processes are handled automatically by the platform's system. These results are in line with Gupta & Jauhar (2023), who found that “digital innovations save time and energy, and employees can devote more time and energy to creative and innovative activities.

Lynk.id's advantage over similar platforms lies in its adaptation to the local market, including the integration of domestic digital payments to facilitate transactions and affiliate features that support creator monetization. This not only encourages business growth but also strengthens the professionalism of business actors through portfolio management and digital client interactions. The use of Lynk.id expands the market reach for digital design business actors, enabling them to serve clients across various regions, including the international market. Ease of transactions, professional portfolio display, and monetization support provide added value that encourages sustainable growth of the creative economy (Wardana et al., 2023; Wyszomirski & Chang, 2017). Adaptation to local digital technologies, such as Lynk.id, demonstrates that digital platforms can be the main driver of the development of the creative economy sector in Indonesia. In addition, it strengthens national competitiveness and opens up innovation opportunities for creators and digital design business actors.

From the perspective of creative economy theory, this research's results support Boğa & Topcu's (2020) finding that creativity is the main source of economic value in the digital era. Both speakers pointed out that professionally managed creativity on digital platforms such as Lynk.id can deliver real added value, including increased sales, enhanced professional reputation, and expanded market reach. The use of the bio-link feature, which integrates various promotional channels and automated payment systems, helps businesses focus on developing ideas and innovations without being burdened by complex administrative processes. Platforms such as Lynk.id allow digital designers to build a consistent professional identity, display their portfolios and products centrally, and facilitate interactions with potential clients. This ability encourages the creation of business relationships that are more efficient, transparent, and responsive to market demands, enabling the creative process to run more optimally. Creativity combined with digital management strategies forms economic value that can be sustained and developed sustainably. The analysis shows that digital technology is not only a medium for distributing creative works but also a supporting infrastructure that enables creative businesses to become more productive and highly competitive. Digital design business actors who can leverage technology to manage portfolios, promotions, and transactions in an integrated manner are more likely to compete in the global market. This confirms that the integration between creativity, professional management, and digital technology is the main key to success in the modern creative economy (Ortiz-Ospino et al., 2025).

The results of this study also reinforce the findings of Budiman & William (2024), which show that the use of digital platforms significantly increases professionalism and customer trust in creative products. The platform Lynk.id gives the designer's portfolio a professional, structured impression, so that potential clients' perception of the quality and credibility of the work becomes more positive. Digital trust, built through a neat portfolio display, secure payment features, and an easily accessible product presentation, is an important asset for business actors in the creative services industry, where reputation and credibility are the main factors in securing new projects and collaborations. The first speaker's statement confirms this, as he finds it easier to get new clients after using Lynk.id as his main medium for showcasing his work and services. These findings

show that digital professionalism not only increases business opportunities but also strengthens designers' position in a competitive market.

The results of the study show that the use of Lynk.id platform makes a real contribution to the development of digital design businesses in Indonesia. This platform not only simplifies portfolio and transaction management but also increases the professionalism, reputation, and competitiveness of business actors in local and international markets. Bio-link features, digital stores, automated payment systems, and community support and training create an ecosystem that supports the sustainable growth of creative businesses. The experience of the two speakers demonstrates that integrating creativity, technology, and professional management through Lynk.id can expand market opportunities, build client trust, and encourage innovation, making digitalization a key factor in the transformation and sustainability of the creative economy in the modern era.

5. Conclusion

Based on the findings of this study, it can be concluded that the Lynk.id platform plays an important role in enhancing the competitiveness and business growth of digital design entrepreneurs in Indonesia's creative economy sector. The platform supports business actors by providing integrated digital features that facilitate portfolio management, promotion, digital transactions, and monetization activities more efficiently and professionally. Through a centralized digital identity system, designers can strengthen their professional image, expand their market reach, and improve communication with potential clients. The findings also indicate that the use of Lynk.id contributes positively to business development, particularly in increasing operational efficiency, attracting new clients, and creating additional income opportunities through digital products and affiliate features. The experiences of participants demonstrate that integrating creativity, technology, and digital business management can support sustainable business growth and strengthen competitiveness in the digital economy. This study further underscores the importance of local digital platforms in fostering the development of Indonesia's creative industries. Lynk.id not only functions as a promotional medium but also as a strategic business ecosystem that enables digital design entrepreneurs to adapt to market changes and technological advancements. Therefore, digital platform use can be an effective strategy for improving professionalism, innovation, and long-term business sustainability in the creative economy. However, this research is limited by the small number of participants and the focus on a specific group of digital design business actors. Future studies are recommended to involve more participants from various creative industry subsectors and apply broader analytical approaches to obtain more comprehensive insights regarding the impact of digital platforms on business competitiveness and growth.

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