

Review of: "Startup Development: SewaDia Rent Application"

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Potential competing interests: No potential competing interests to declare.

It is clear from the abstract that this is a straight forward history as the authors start by saying that The business idea was inspired by the trends and behavior of the Indonesian people towards the era of the sharing economy. The purpose of making this business is as a bridge to meet the needs of people who need goods through rental using technology that is growing rapidly.

However in the introduction the authors make the statement that "People prefer to meet their various needs through internet-based applications. Because according to them this method will help reduce costs rather than having to buy necessities directly on the spot". This is a finding that I think should be referenced.

Also table 2 from BPS data showing the percentage of event organizers in Indonesia does not really support the claim of an increase in rentals because one can make the argument that there are just a few event planners in Indonesia and 70% are in JABODETABEK and 9.3% and SURABAYA and etc. That does not give Clear picture as to why people would rent more. But instead the authors could present a table that shows and in event organizers or an increase in wedding events, which would support the argument of people needing to rent more because not everyone have the equipments for such events.

In the results and discussion part the authors present finding based on survey. I believe putting these findings in charts of tables or any sort of info diagram would create a clear visual impression.

Overall I believe this article is straightforward and concise and from the beginning you can see where the article is headed. In order to have more Readers engaged the authors need to provide more good examples relevant to the everyday life of the rental market. Overall it's a good, well written article with an important message.