

Online Transportation in the City of Semarang (Socio-Economic Studies on Online Drivers)

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Abstract

Transportation is the activity of transporting goods or passengers from one place to another. Transportation is very important because transportation is something that makes it easier for the general public to reach their goals. The study used a qualitative descriptive approach located in the city of Semarang. Research focuses on socio-economic studies of online drivers. Results of the study, online drivers show that most of them have secondary education. Monthly income range of Rp. 4,000,000,- (four million rupiah), being an online driver, although not an option, can improve the economic welfare of online drivers and their families, especially in meeting basic needs. To meet the needs of daily life, including the cost of children's education, it is done sparingly. This shows that there is a relationship between the level of education completed and the work they have, meaning that the higher a person's level of education will provide the possibility to get a better job.

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INTRODUCTION

Transportation has become an essential part of people's lives. This is because it has become a necessity and can make it easier for people to travel. Transportation is now more developed because of the changes and demands of an increasingly modern era. One is online motorcycle taxi transportation. Online motorcycle taxi transportation is a vehicle that is rented using a driver which is filled with passengers. In the current era, there is an increasingly rapid development of all-online transportation. According to MasterCard Southeast Asia president Matthew Driver, Indonesia has the most extensive customer base for e-commerce, including online transportation in Asia-Pacific (Istianingsih, 2020). As an online transportation application provider in Indonesia, several dominating applications (such as Gojek, Grab, Maxim, and ShopeFood) have become the main choices in Indonesia, especially in Semarang, Jakarta and other cities.

For the general public, online transportation application services provide many better benefits because they can be an opportunity to open up job opportunities for job seekers (Huda et al., 2021). Because with online transportation, it can reduce unemployment in the city of Semarang more or less. This is found in the number of online transportation drivers who were previously unemployed, retired or on the side. So this makes online transportation a source of economic improvement with work flexibility that is not bound by time (Sarbeni et al., 2021; Setyo et al., 2018). Now, in Indonesia, online transportation services can be accessed via mobile phones that can be downloaded on PlayStore and AppleStore. Prospective passengers do not have to go to a motorcycle taxi base but order a motorcycle taxi from the application so that online motorcycle taxis will pick up according to the application.

Online motorcycle taxis can increase employment opportunities for residents of Semarang City, and online transportation causes socio-economic progress for the people of Semarang City. People will prefer online

motorcycle taxis as a means of transportation because it is more appropriate to the destination, and the price is also not much different compared to conventional transportation. Ease of use, convenience and practice is one of the reasons why people use online transportation (Shaheen et al., 2012).

The development of online transportation now also includes how to order and pay for transactions for transportation services. Development and economic growth in a city also require adequate transportation services for its people. Without the existence and lack of support from the existence of transportation services as a means to support the community's economic growth, it cannot be expected, or it is unlikely that the desired and satisfactory results can be achieved in the development of a country's economic growth. The development of information and communication technology will bring many benefits to human life in the future. This is because of the present and future demands and changes in human behaviour patterns and habits. With the development of information and communication technology, the community increasingly feels the ease of interacting and transacting.

The role of transportation services is vital today. During economic growth in Indonesia, transportation must have management and rules or regulations to operate the current national transportation system. This is so that in the future, it will be able to realize the availability of transportation services that can be by the level of community needs and transportation services needed by the community. Then this situation can support equitable development, implementation of development, and distribution of development results. This development support is located in various sectors throughout Indonesia, for example, the industrial, trade, tourism and education sectors.

This growth can occur because, in the future, transportation can become a potentially better transportation system and will continue to grow. This development is in line with the development and changes in the socio-economic activity system of the community. Among other

things, changes that occur in the socio-economic activity system of the community will also follow any changes in the transportation system.

Behind the convenience and convenience, it turns out that the presence of online transportation services has resulted in disruption and a decrease in net profit income among conventional motorcycle taxis, public transportation, and bluebirds which were the previous leading transportation players in Indonesia (Mulyono & Helmi, 2018). This has led to social conflicts between conventional motorcycle taxis (such as essential motorcycle taxis, taxis, and public transportation) and online motorcycle taxis that are favoured by the general public. The conflict led to anarchic actions such as refusal to clash, strike, blockade roads by conducting forced raids on online transportation, destroying public facilities and not least, the actions that impact physical violence.

One of the results of a field study conducted (2021) (Indonesia, 2017; Pratama & Suradi, 2016) is that the existence of online transportation can positively impact the income of online motorcycle taxis themselves.

The emergence of debate over the existence of online motorcycle taxi transportation on socio-economic conditions began with online motorcycle taxi regulations. This triggered conflicts (such as fares not by the distance travelled because the route taken differed from reality).

Economic problems arise because of the high level of the human need for goods but the unavailability of fulfilment for these needs. This unavailability raises the problem of scarcity and to find a solution to this problem. It is necessary to make choices that can bring up an individual's satisfaction (utility) level. These economic problems occur in both formal and informal sectors (Eva, 2018). The existence of online motorcycle taxis in the city of Semarang is now one of the socio-economic realities that need to be considered for the welfare of online motorcycle taxis.

Meanwhile, in a previous study, it was stated in his journal that online transportation

has a very influential (impact) on the socio-economic community. The survey results show that 68% of respondents stated that online transportation has a good (positive) impact (Eva, 2018; Santoso & Nelloh, 2017).

Grab is a technology company from Malaysia headquartered in Singapore. Grab company is a technology company that only provides facilities by using online applications.

PT Gojek is a technology company from Indonesia that provides online application services for motorcycle taxi services and delivery of goods and food. Nadiem Makarim founded the company in 2010 in Jakarta.

This study aims to describe the profile of online transportation in the city of Semarang, analyze the social conditions that occur for online transportation drivers in the city of Semarang, analyze the economic impact of the existence of online transportation on the lives of online drivers in the city of Semarang.

METHOD

This research was conducted in the city of Semarang. This location is chosen because Semarang is also one of the cities in Indonesia with many online motorcycle taxi drivers.

This study focuses on the profile of online transportation, social conditions that occur in online transportation drivers, and the impact on the economic life of online transportation drivers. The resource persons in this study were 14 people, including seven online grab car drivers and seven go car online drivers. This research uses qualitative methods (Anggito & Setiawan, 2018; Sugiyono, 2013). This study uses a qualitative method by taking data directly. Namely, data collection is carried out directly using observation in the field and then obtained information on places, actors, activities or events, and time. Using the interview method/interviews with 14 drivers divided into two, grab car and go car, documentation data, namely researchers taking photos directly with grab car and go car drivers, as well as the internet. The researcher looks for the data

needed for the source of the researcher's information.

Data analysis uses theory (Fakhriyah, 2020; Milles & Huberman, 1992). The analysis consists of three activity lines: 1) data reduction; The researcher summarizes the results of interviews in the field and then groups the patterns for the results of research on socio-economic studies. 2) data presentation; The researcher conducted the grouping results and then explained the result of the research on socio-economic studies. Then 3) concluding/verification; from the results of the study, find conclusions that are used for findings from research results that have never existed or need to be clarified.

RESULTS AND DISCUSSION

Overview of Grab and Gojek Online Transportation in Semarang City

Grab is a technology company originally in Malaysia but based in Singapore, which provides online transportation application-based services, including two-wheeled and four-wheeled vehicles. The Grab company is a technology company that only facilitates using online applications, while the vehicles are vehicles owned by partners who have registered and joined PT Grab Indonesia.

Grab is now the largest in-car booking platform in Southeast Asia. Grab also dares to meet the challenges of being the leading transportation in Southeast Asia. Grab originated from a taxi ordering application in 2012, which later expanded into an online application platform as a car or motorbike booking service for rental and motorcycle taxi services. Thus, the Grab service can provide alternative driving for users who prioritize speed, safety and certainty.

Grab was founded by Malaysian citizens, namely Anthony Tan and Hooi Ling Tan. The establishment of online transportation was based on the negative impact of the inefficient transportation system at the time. The founder's idea of making grabs made him a finalist nomination in the Harvard Business School's

2011 business plan contest, which was to create an online application for ordering transportation, especially taxis. Departing from the experience in 2012, they found it difficult to get a cab, so they initiated Grab, formerly known as MyTeksi. At that time, these two Malaysian men were developing their businesses. This business was initially created in Malaysia. Grab penetrated overseas markets such as Indonesia, Singapore, and Thailand within three years. Until 2018, Grab entered almost all countries in the Southeast Asia region. Southeast Asia itself is a better place today due to a significant transformation in transportation (Andrianus & Yunekha, 2020; Indonesia, 2017; Santoso & Nelloh, 2017).

PT. Gojek's head office is currently located in South Jakarta, specifically in the Kemang area. This company makes transportation by providing services based on online applications, which are under the direct auspices of creative youths who can make it easier for online motorcycle taxis to receive orders to find passengers more efficiently and efficiently. Advancing online motorcycle taxis by using smartphones so that they are more practical.

Gojek Indonesia was established in 2011 as a social entrepreneur that makes intermediaries between drivers and passengers. The Gojek company has a solid commitment to providing more social impact, namely welfare for its partners and riders. Gojek started its commitment to the whole community Gojek is the first online transportation company from Indonesia with a social mission. Gojek had an initial desire to improve social welfare through market development. The Gojek company was born from the idea of the CEO and Managing Director Nadiem Makarim, who is also a motorcycle taxi user.

Gojek is officially present in 10 major cities in Indonesia, including Jakarta, Semarang, Bandung, Yogyakarta, Surabaya, Makassar, Medan, Balikpapan, and Palembang, with plans to develop in other big cities (Mallo & Nugroho, 2021; Santoso & Nelloh, 2017).

Grab and Gojek Comparative Analysis

Grab and Gojek are the online transportation companies that currently occupy the top position in the Indonesian market at this time. There are many similarities between the two online transportation services, both from the features of tariff rates that are both competitive. The priority of quality in service is one of the keys to achieving success in online transportation service companies. The service has five indicators: direct physical evidence (tangibles), reliability in driving, faster responsiveness, safety assurance, and empathy for users.

The analysis between grab and gojek does not show a significant difference in the quality of service seen in several aspects. 1) Physical facilities (tangible) for gojek and grabs, such as the appearance of clean drivers wearing shoes when performing services. Drivers are also well-groomed when performing services, and the vehicles used are suitable. 2) Regarding the reliability (reliability) of Gojek and Grab, drivers are always on standby, always prioritize being on time, there are notifications in case of delays, always obedient to traffic regulations, prices are always according to the application, and must be delivered to the destination. 3) Regarding responsiveness (responsiveness) of Gojek and Grab, always get confirmation to ensure the order and place. The driver will move when the order is entered through the application. The driver can receive complaints from customers. 4) In terms of guarantees (assurance) for Gojek and Grab, the driver must drive well, the driver already knows the road information, and there is a complaint service in the application. 5) Regarding empathy, gojek and grab. Drivers inform consumers about using seatbelts before travelling, are ready to help when customers are willing to carry their luggage and are always polite and friendly.

The primary differences between Grab and gojek are tariffs, services, and features. Regarding Gojek fares, Gocar sets a basic fare below IDR 10,000 for every 1-2.85 KM journey. In terms of Gojek services, Gojek is more quantity than Grab. There are 17 types of

services. Regarding Gojek features, the Gojek application displays four main menus: Home, History, Help, and My Account. For Grab fares, Grabcar sets a lower base fare of IDR 10,000, but for the per kilometre fare, Grabcar has a fare of IDR 4,000. For services, Grab is not as complete as Gojek, but Grab has the advantage of services and facilities that its users can enjoy. For features, the differences in the elements on Grab are close to the components on gojek. It's just that Grab has a booking feature. So, with the booking feature, you can order online transportation for other times.

Level of education

The latest level of education of online motorcycle taxi drivers consisting of grab car and gocar drivers from the results of research data is that 2 online drivers have the latest educational background of bachelor. One online driver has a Diploma in education background. 11 online drivers have the latest high school/vocational education background. This shows a correlation between the level of education completed and the work one has, meaning that the higher a person's level of education will provide the possibility of obtaining a better job for a person or student.

Age level

The age of the online grab car and gocar drivers from the research results show 6 online drivers between the ages of 50-54. There is 1 online driver between the ages of 38-43 and 3 online drivers between the ages of 32-37. Then there are 4 online drivers between the ages of 44-49. This shows that the average Grabcar and Gocar online motorcycle taxi drivers in Semarang City are 50-54 years old.

Asset Ownership Level

Working as an online motorcycle taxi driver can affect a person's income level to meet their needs. In this case, the average house installment is sufficient. Meanwhile, the average is sufficient to meet the needs of each online motorcycle taxi driver's vehicle deposits. Working as an online motorcycle taxi driver can

meet the needs of those who initially did not have an income that could be sufficient. Then, it can be used to meet house installments and can also be used for online motorcycle taxi driver deposits (Hapsari et al., 2021; Sugiyarto et al., 2020).

Level of Fulfillment or Expenditure of Living Needs

In terms of meeting the children's educational needs, each need is different because each child's education level determines it. The questionnaire results with online grab car and go-car motorcycle taxi drivers were 12 drivers. They agreed that their income as a driver could meet their needs for their children's school fees (SPP, clothes and pocket money). At the same time, 2 online motorcycle taxi drivers stated that they quite agreed, which meant that it was sufficient for their needs.

Regarding spending more than income, there are 2 online drivers with agreed answers, which means they are sufficient for needs. Then 12 online drivers agree, which is sufficient for their needs.

As for the target of working as a daily online motorcycle taxi which still needs to be met, 1 online driver agreed, which means that it is sufficient for needs. The 12 online drivers agree that it is sufficient for their needs. One online driver disagrees, which means that more is needed for their needs if the daily target is achieved, which means that they can still meet their needs with minimal income conditions.

Regarding savings, health and recreation, 14 drivers answered that they all agreed, which means that it is sufficient for all of these needs.

So it can be concluded that every online motorcycle taxi driver fulfills their basic needs such as food, clothing and housing that must be met. And also the importance of having savings for health needs and the need for vacations by sharing the results from working as an online motorcycle taxi driver.

The economic impact of the existence of online transportation on the lives of drivers

Being an online motorcycle taxi driver can have benefits if the income received by online motorcycle taxi drivers is greater than the previous income. It can increase the welfare of online motorcycle taxi drivers and their families (Ferdila & Us, 2021; Kumentas et al., 2022). The driver's income results from passenger payments plus bonuses given by Grab or Gojek companies.

Based on the study results, online drivers show that most of them have secondary education, previously earning relatively mediocre to meet the needs of daily life. This shows a correlation between the level of education completed and their work. With certain knowledge and skills, they are expected to be able to work independently and be responsible for themselves. This means that a higher person's level of education will provide the possibility of getting a better job for someone or students.

Thus, even though it is not the main or permanent choice, being an online driver can improve the socio-economic welfare of online motorcycle taxi drivers and their families, especially in meeting basic needs (Subagyo et al., 2019).

Average monthly income of respondents

It is known that most of the respondents in this study have a monthly income of > 4 million, with a total of 11 respondents. Then 3 million-4 million with 2 respondents. A small portion of income is 2 million-3 million with 1 respondent.

This shows that the monthly income from Grabcar and Gocar online motorcycle taxi drivers can improve their economy after working with online motorcycle taxi drivers.

CONCLUSION

The results obtained from research and discussion as before, from a representative data analysis consisting of 14 online drivers, 7 respondents for grab car drivers and 7 respondents for gojek-gocar drivers after conducting research in Semarang City, the

researchers can conclude: (1) Most of the online motorcycle taxi drivers in Semarang City already had a job; after leaving, they moved to become online motorcycle taxi drivers. And there is also some work just for the side. The average age of online motorcycle taxi drivers is 50-54 years. Most online motorcycle taxi drivers are high school educated. The basic needs and additional needs of online motorcycle taxi drivers are fulfilled. (2) Net income of online drivers after deducting operational costs, which is around Rp. 200,000, - to Rp. 300,000 - for a day, so a month, it ranges from Rp. 3,000,000, - up to Rp. 4,000,000 - for a month, while the UMK value of Semarang City in 2022 is Rp. 2,835,021,29,-. That way, online transportation services are likely feasible for motorcycle taxi drivers. (3) The driving factor for someone to make motorcycle taxis online is that they can improve their socio-economic conditions.

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