

GO-JEK: Social Dilemma 'Ojek' Online

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ABSTRACT

Community needs convenient, safe and cheap public transportation. Massive technological developments finally able to answer that challenge. Go-Jek is a technology-based application that makes people much easier to mobilize. The purpose of this study was to find out how Go-Jek works, factors that encourage individuals to join and become a Go-Jek driver and social contribution of Go-Jek.

This study used qualitative method where data obtained from interviews with Go-Jek drivers in Yogyakarta. The informant was selected based on the consideration of age and gender. There are nine informants involved in this study, each informant comes from diverse socio-economic backgrounds.

Go-Jek system offers an effective and efficient job where Go-Jek not only provides technological applications but also recruits the drivers and connects with passengers. This business is very promising because Go-Jek manages application systems while the motorcycle as a mode of transport owned personally by the driver. Factors that encourage drivers to work 'ngojek' consist of salary (income from Go-Jek), flexibility of working hours, a side job, invitation of teammate, employment status, looking for friend, work systems, and job seekers. Go-Jek changed people's perspective about ojek (motorcycle taxi driver). Go-Jek made motorcycle taxi drivers more appreciated. It is indicated from public interest to be a driver Go-Jek increase significantly. Social contributions of Go-Jek are opening job market that everyone can join Go-Jek, create job opportunities in large amounts, alternative employment options, change (increase) employment status, alternative pastime, economic independence, create equal opportunity for anyone to become economically independent without large capital, train social independence, encourage social change.

Kata Kunci: Go-Jek, Social Contributions, Ojek, Ride Sharing