

Women's Online Driver in Patriarchal Culture

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ABSTRACT

Online driver is an alternative work in the informal sector. The informal sector is able to accommodate workers without a complicated selection process, not require large capital and high skills. Women, who become online drivers, are seen socially different due to the dominance of a strong patriarchal culture. This study aims to reveal the social position of women online motorcycle taxi drivers amid the dominance of a patriarchal culture. Besides that, it also reveals the opinions of men and the public in seeing the female profession as online motorcycle taxi drivers. This study used a qualitative method with descriptive analysis. It used to obtain a clearer picture, to explore data through in-depth interviews, to meet the objectives of this study. The results showed that the families objected when women become an online driver. However, for economic reasons, the family can give permission for women to works. Interestingly, when women work as online motorcycle taxi drivers, they often receive unequal treatment when meeting male consumers. Men feel uncomfortable when ridden by women. men feel stronger and they should piggyback on women. Men also feel that women should only be at home, taking care of children and doing everything at home. Women should not work and earn a living, especially by being an online motorcycle taxi driver. Compared with man, users of online motorcycle taxi services see that women are more careful and gentler in service. Women are seen by society as individuals who are more involved with the emotional and maternal side. This condition shows that the position of women is still subordinate in the patriarchal cultural structure in society.

Kata Kunci: women driver, patriarchal, online motorcycle taxi