

Digital Construction Community of Gojek Women's Drivers in DKI Jakarta

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ABSTRACT

This study aims to determine the community construction of female Gojek drivers and the problems faced by Gojek female drivers. The object of the study was conducted in DKI Jakarta. Researchers used qualitative research methods with data collection techniques namely observation, interviews, documentation, and literature review. The results showed that the community construction of female Gojek drivers is also an externalization process that cannot be separated from the internalization process. The giving of different symbols is then understood by individuals as a process of objectivation. From the formations they have made through the process of objectivation, there will be different understandings in themselves about the female Gojek drivers. Generally the attitudes and behaviors of the community towards female Gojek drivers also have different ways. The community's understanding of the female Gojek drivers varies. Depending on how the situation or condition they face by users such as informants that researchers meet.

Keywords : *Digital Construction Community, Gojek Women's Driver.*

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INTRODUCTION

Along with the development of increasingly sophisticated times and advances in education and a more prosperous economy, social and cultural changes in society, and the development of sophisticated science and technology, means of transportation and communication are easier so as to make human activities faster and more practical. In this modern era the community has a variety of activities and to fulfill these activities the community needs transportation as a supporting tool in carrying out its activities.

Therefore transportation service entrepreneurs are competing to find their customers by improving services, then ordering, convenience of fleet on time, and so forth. What's more in the city of Jakarta as a metropolitan city which is also the center of the economy and trade experiences quite complex problems in the field of transportation.

Large population with increased purchasing power causes the growth of motor vehicle ownership is quite high. This condition is worsened by the addition of hundreds of thousands of vehicles outside Jakarta every day. While efforts to add roads often face obstacles. This situation resulted in increased traffic density on the highway, which in turn caused congestion-prone points in a number of places. The rapid increase in vehicle volume and traffic flow also requires an increase in transportation infrastructure. If it is not quickly overcome, then traffic jams in Jakarta will get worse. In addition, many business locations, schools and learning centers in DKI Jakarta make vehicle traffic more congested, especially at certain hours.

Public transportation that has been around for a long time in DKI Jakarta is bus transportation. In total the number of bus fleets that are still registered to serve transportation in DKI Jakarta in 2014 totaled 19,064 buses. Including the 669 busway fleet. Of the 19,064 buses registered at the DKI Jakarta transportation service, not all of them are still eligible to operate. At present the traffic situation especially in the capital city has been slightly resolved by transportation with a new model. New transportation in Jakarta that is managed online. Gojek and other online transportation services have indeed become a very effective solution to break through congestion in an increasingly congested capital city (Republika.co.id: 10/4/2019).

The development of technology is currently the most widely discussed and become the subject of discussion by many groups is developing technology towards a modern transportation business by using sophisticated applications in the virtual world. Today's society is greatly facilitated by the existence of this means of transportation especially for reservations. Wherever and whenever, quickly and in real time, people can easily mobilize anywhere by having this application. Businesses that utilize virtual applications to facilitate ordering transportation are Gojek and Grab Bike businesses.

The phenomenon of Gojek development that can overcome congestion due to technological advances. But on the other hand Gojek is also a job opportunity for women, but being an online motorcycle taxi driver is not always smooth and

tough in competing with online motorcycle taxi drivers who are average men, but in the eyes of his colleagues, there is no special treatment for female motorcycle taxi drivers. However, discrimination actually arises from passengers. The shape is simple, but very pronounced.

From the understanding that has been expressed, there are very important things that we need to know is that in fact in the community today there are many actions that can be detrimental to women's Gojek drivers due to the social construction that is formed on female drivers. Besides this research will also see the reality that exists, especially in women drivers in dealing with the stigmas carried out by the community.

METHOD

In this study, the writer uses a qualitative approach, which has natural characteristics as a source of direct data, descriptive, processes are more important than results, analysis in a qualitative approach tends to be done by inductive analysis and meaning is essential.

By using qualitative methods, this research information or data will be obtained from informants through interviews, observations, and documents will form the author in a description description (in the form of written words) which is then arranged systematically, factual and accurate. see most of social life intrinsically. This research speaks in "case and context" language and cultural significance. The emphasis is on conducting a detailed examination of certain cases that arise naturally in social life. Qualitative research often generates new hypotheses and explains the details of causal mechanisms or processes for a narrow set of cases. Logic arises from ongoing practice and follows the flow of nonlinear research (W. Lawrence Neuman: 2017).

Data collection techniques are the most strategic step in research, because the main purpose of research is to get data (Sugiyono, 2012). So in this study researchers used data collection techniques of observation, interviews, documentation, and literature review. While data analysis is the process of systematically searching and compiling data obtained from interviews with field notes, and documentation, by organizing data into categories, describing in units, synthesizing, organizing into patterns of choosing which ones are important and which will be studied and make conclusions so that they are easily understood by themselves and others.

FINDINGS AND DISCUSSION

Community Construction Against Women Gojek Drivers

a. Externalization Process

Related to social reconstruction, externalization plays a role in changing the way of the individual through various forms of products that are owned by the community. The externalization process is also inseparable from the internalization process. Therefore the formation of subjective meanings formed

through the internalization process must be positive and the externalization process must also be in a positive environment.

Attitudes, actions, and behavior of a person is one of the habits that have been owned by individuals since birth. Each individual has different attitudes, actions and behaviors depending on how the roles of various parties in shaping the habits they have and how the environment in which they live.

The process of externalization is an anthropological imperative. So that the social order is something that has preceded any individual development. The social order that occurs continuously and is always repeated is a pattern of activities that can undergo a process of habituation. Actions that are used as habituation still maintain its meaningful nature for individuals and are taken for granted. This difference brings benefits because choices become narrowed and there is no need for each situation to be redefined. Thus it will free up the accumulation of tensions caused by undirected impulses. This habituation process precedes every institutionalization. Humans, according to empirical knowledge, cannot be imagined separate from their continuous outpouring into the world they occupy (Peter L. Berger: 1991).

From externalizing factors it can be seen that a person's views can be formed through their surroundings. Understanding someone about a thing can give a separate assessment to the individual about the things that are around them. Like the thing about Gojek drivers for women and their customers. In carrying out their daily activities, a lot of things and experiences happen to female drivers while doing their work. As a driver they are required to be responsible to the company by finding as many customers as possible. But in getting customers for female drivers there are many obstacles such as being rejected, ostracized, or discriminated against. This happens due to the views of customers about female drivers who are considered weak.

According to Mardiah's informant, that Mardiah's view sees Seeing drivers One of the characteristics of equality between men and women is women's Gojek drivers. Because my friend once got a female driver and she said a female driver brought it slow. Because being a motorcycle taxi driver is a pretty hard job. because the heat test must be felt, not to mention jamming and heat. So hard work can not only be done by a man, but women can do it, even though it is essentially being an online motorcycle taxi driver, mostly done by men. If he gets a female driver maybe if he is in a hurry he prefers to go crazy because a female driver takes more time than a male driver. But for comfort, it is more comfortable with a female driver because there is no distance between the driver and the passenger. According to him, if he gets a female driver he has no doubts about his safety because, because if a female driver has become an automatic driver the driver has fulfilled his desire to be a driver, such as having a C driver license, and attending safety riding training.

The same was expressed by Peter L.Beger in his theory of social construction. Mardiah's informant is included in the externalization process. From externalizing factors it can be seen that a person's views can be formed through

their surroundings. Mardiah's view of female drivers is formed due to environmental factors, namely her friends who have gotten female drivers.

Meanwhile, according to Alifa's informants, Alifa's view saw that female drivers were amazed, because finding their own money did not depend on their husbands but instead helped their husbands. Because I go to campus using an online motorcycle taxi to get there faster. But Alifa, if you get a female driver a little hesitant and afraid because the woman was shocked, fear was right on the road, shocked, scared, right again on the road, shock and panic, even dangerous for me. He also, if you get a female driver depending on the situation, if I want to go far, I cancel, but if the distance is like that from campus, I will continue to order because I feel sorry. He also supports equality between men and women, it's good that at least women can earn their own money independently, not too dependent on men. but when it comes to the female driver he sees in terms of security it is undeniable that it is easy to be surprised that it is easy to panic. He saw the condition if he wanted to go far with an online motorcycle taxi, when he got a female driver he canceled because of security reasons, but if I were close I continued to order.

According to informants Irfan that the view sees female drivers. According to Irfan, female drivers are women who become online motorcycle taxi drivers, it doesn't matter as long as they are not ashamed because it is very good to be a female driver, meaning that the woman is an independent woman. Because in the current era, looking for work is very difficult for women. Bang Irfan uses Gojek to go home or go to campus but for sure he rides Gojek when he gets home from campus definitely rides Gojek, he reasoned using Gojek because it is easy to reach, not connecting other vehicles.

Besides that, the driver has his own problems related to the struggle in him as experienced by the information of Mrs. Heni. The difference in status is one of the obstacles because being a female driver has ups and downs. Mrs. Heni is often canceled by her customers and even once she has been canceled 10 times a day by her customers. Canceled by the customer causes performance to decrease which consequently reduces performance which causes that the bonus will not be liquid or will not be paid by Gojek. The reasons for customers to abort are also various, some are to abort because the drivers are female whereas the Gojek drivers for women to get to the point of being a driver take a series of tests and conditions such as having a C sim and driving test but many customers still abort without obvious reasons. Many customers underestimate or demean women drivers. The view of the community which assesses women as weaker than men is one of the obstacles to being a female driver.

Such a view results in female drivers being canceled by customers and even Heni has been canceled one day by a customer up to 10 times a day. If the account is often canceled, it causes the account to become ghagu or the order does not enter even though Heni. is looking for a living for her family, but due to frequent canceling causes her account to fail if it is like that, Heni returns, because it is hard to get orders if the Gojek driver account It is already doubtful. Many customers also underestimate Heni Mrs. as a Gojek driver, such as not believing

in her safety because she is regarded as incapable of carrying a motorized vehicle even though to become a driver there are conditions that should be met by prospective drivers such as having a Driving License (SIM) C , taking a driving test, following a safety riding organized by Gojek. But there are still many customer who doubt, like ordering after knowing from the application or have met directly many people are hating, some have met with Mrs. Heni because the female driver did not go up and said well "the driver is a woman huh" words like that felt by the Mrs. Heni discriminates against being a female Gojek driver.

Informant is Mrs. Diah experienced her own problems related to the struggle in her life as in her nature is the difference in status is one of the obstacles because being a female driver there is joy and sorrow. Most if the male customer does not want to go up if the driver is female. Even though Diah. had come all the way to pick-up point, but the customer did not want to go up because the woman's driver was coming, even though Diah. was pursuing her point in order to get a bonus from Gojek, such treatment was the obstacle for the female driver. But there are also those who have canceled orders but still want to go up, but Diah. becomes afraid when she gets a customer who has canceled but insists on riding, she is afraid of being raped or taken by her vehicle.

Informant Fatika experienced her own problems related to the struggle in her life like in her nature. Fatika had often come to the pick-up point but was immediately canceled by her customers because the drivers were women because they reasoned they were afraid of their safety if the drivers were women because women were often considered incapable of carrying vehicles motorized so that many customers who doubt the safety.

While what Siti experienced. Information about her own problems was related to the struggle within her, which naturally happened to be a female driver, there were ups and downs. Ibu Siti also experienced the same thing as other female drivers who were often canceled by customers, but Ibu Siti usually contacted her customers before contacting their customers via the chat application on Gojek. Siti said that if she was a woman, how could anyone apologize directly, there was a problem, but most of the time the male customer might feel sorry for Siti, and finally the customer offered that only those who brought their own vehicles and Siti would sit behind. And Siti. also said that male passengers often give big tips money, maybe because I am young, there are many male customers who give tips from Gojek rates. However, Siti likes to feel sad when she is pursuing a point to get a bonus, if the point is less than one, but the customer is stuck, which causes the bonus to not be liquid.

Informant Yuni experienced her own problems related to the struggle in her life like in her nature, but Yuni had never been canceled due to differences in status. Yuni, if she gets an order from a male customer she usually offers it to her customer, whether she wants to bring her vehicle or not, because most of what if her customer is embarrassed if she is piggybacked by a woman, or what more Mrs.s. Yuni was once canceled because she was able to order nammun after the order was approved but Yuni's cellphone battery was used up and Yuni had taken the order and had bought her food at that time. The order that entered was a Go-

food order. Yuni already knew where to take the order, but after Yuni arrived at the place and turned on her cellphone, the order had been canceled by the customer. "If it's like this the fault is in me because my cellphone is dead," said Mrs. Yuni.

b. Internalization Process

The internalization process that is formed is based on how the individual sees an objective reality which is then understood based on the subjective meaning possessed by the individual. Understanding someone about a thing can provide a separate assessment on the individual about things that are around them. As is the case with Gojek drivers who are considered weak by their customers, even though they are the same as male drivers. Gojek company does not discriminate in recruiting partners to become drivers, both men and women alike must have a driver's license and take a driving test, safety riding before he becomes a driver, but the public's view of female drivers who are considered weak and women are notoriously incapable. in carrying vehicles, such as easy to be surprised, and if you want to turn right, but the penny turn left.

That is what makes the customer's view of the female driver unfavorable even though the female driver to get to the point of being a driver is a lot of processes and conditions that must be fulfilled to become a female driver. Things like that that make customer trust in female drivers are also not good. Because of fear of falling, and afraid because famous women are easily surprised. This has caused customers to be in doubt with female drivers, many female drivers have canceled orders. Though they have to maintain their performance so as not to get broken up partners and accounts become confused or not the entry of orders to the account of a female driver.

The trust given by the customer is very influential on the female drivers, because if the customers trust the performance of female drivers, the female drivers will also benefit for themselves, other than in terms of income, even in terms of work they can improve their performance. However, based on research that researchers have obtained an understanding of female customers and drivers as told to several informants.

The Azza informant has a sense of trust towards the driver like the female driver azza informant if she gets a female driver she continues to order. Don't mess up the order even if you get a female driver. According to him, he wants the driver of a man or woman to be the most important thing for him, he arrives at his destination safely. He also had twice gotten a female driver indeed a little hesitant, afraid because the driver of a woman because at that time the driver he got was a little less tall and even the driver. The motorbike is too high so the driver is on tiptoe which makes Azza scared because he is afraid of not getting there. Until Azza feels like she wants to replace her vehicle because she feels sorry for the female driver. But even his fear did not occur he arrived at his destination safely. He also told his experience when he was ordering pizza there there was a male driver was taking care of orders not long after that came a female driver who also wanted to order pizza. The male driver greets the female driver well, but after the

female driver leaves, the male driver asks Azza to talk, he says what does her husband do at home until she is a girl? There Azza did not expect it when they were both Gojek but instead said it like that even though they were friends like that.

In contrast to the previous informant, Azza, an Alifa informant, doubted the Alifa female driver, if she got a female driver, she was a little hesitant and scared, because the woman was shocked, she was scared on the road. He also, if you get a female driver depending on the situation, if I want to go far, I cancel, but if the distance is like that from campus, I will continue to order because I feel sorry. He also supports equality between men and women, it's good that at least women can earn their own money independently, not too dependent on men. but when it comes to the female driver he sees in terms of security it is undeniable that it is easy to be surprised that it is easy to panic. He saw the condition if he wanted to go far with an online motorcycle taxi, when he got a female driver he canceled because of security reasons, but if I were close I continued to order.

Unlike the previous informant, Alifa, the informant Mardiah looked at the conditions first if she wanted to use the services of a female driver. , whereas in reality being an online motorcycle taxi driver is mostly done by men. If he gets a female driver maybe if he is in a hurry he prefers to go crazy because a female driver takes more time than a male driver. But for comfort, it is more comfortable with a female driver because there is no distance between the driver and the passenger. According to him, if he gets a female driver he has no doubts about his safety because, because if a female driver has become an automatic driver the driver has fulfilled his desire to be a driver, such as having a C driver license, and attending safety riding training.

Unlike the previous informant, Aldery, the informant, Irfan, had confidence. According to Irfan, the advantages of Gojek compared to other transportation were that it was faster to the destination and was picked up at home and at home. Irfan also had a female driver and according to him the driver was the same as a friendly man. But at first Irfan was hesitant to continue the order because the driver was a woman because the woman was notoriously incapable of carrying a motor vehicle. But after he resumed the order, it was okay to reach the destination safely. According to Irfan if he gets a female driver again he will not cancel, Irfan also told me he once got a male driver, but the male driver was hesitant and reasoned that it didn't make sense, maybe the driver was hesitant after seeing my physically blind person, maybe he was afraid he would not get home

c. Objectification

Objectivity is formed by the influence of externalization, therefore the objectification process is often one of the processes that describe a reality based on existing understanding without seeing how the food is formed. Objectivity in the case of female drivers can be demonstrated through the pattern of treatment that they do. Because the pattern of treatment carried out is a reflection of what they understand about something. Therefore the social reconstruction process that can be carried out must examine existing realities through internalisation and

externalization processes as well. After the two sides between the driver and the customer there is no problem and accept each other, like the customer there is no problem even though the driver is female because the driver is equally needy. Drivers need customers because they are looking for income, customers also need drivers because their services deliver customers from the pickup point to their destination.

Community social construction of female taxi drivers

Related to internalization factors that shape social construction in the community, the writer meets Azza. Who is a student who often uses online motorcycle taxi applications. According to Azza, regarding her experience, female drivers depend on her drivers. Azza has seen so far that female drivers are very good at meeting their own needs without having to rely on their husbands, which means that women are independent. He as a Gojek user for his mobilization departs online using motorcycle taxi almost every day, both leaving for campus and going home he always uses Gojek. He views women drivers when he gets a female driver he continues his orders.

Furthermore, another informant that the writer met with was Alifa. Was a student who often used the online motorcycle taxi application. According to Alifa, expressing admiration when seeing a female driver, because looking for money alone does not depend on the husband instead of helping her husband. Because I go to campus using an online motorcycle taxi to get there faster. But Alifa, if you get a female driver a little hesitant and afraid because the woman was shocked, fear was right on the road, shocked, scared, right again on the road, shock and panic, even dangerous for me. He also, if you get a female driver depending on the situation, if I want to go far, I cancel, but if the distance is like that from campus, I will continue to order because I feel sorry. He also supports equality between men and women, it's good that at least women can earn their own money independently, not too dependent on men. but when it comes to the female driver he sees in terms of security it is undeniable that it is easy to be surprised that it is easy to panic. He saw the condition if he wanted to go far with an online motorcycle taxi, when he got a female driver he canceled because of security reasons, but if I were close I continued to order.

In contrast to other informants, Irfan, a person with a disability, revealed that when he was accepted as an automatic driver he had fulfilled his requirements, such as having a license, maybe if he was accepted, it would be appropriate if the rush might be canceled.

The objectivation process is a form of crystallization from the process of externalization and internalization. The process of externalization is the result of a process of internalization that occurs continuously in which the internalization process gives a subjective meaning to something and other meanings will be obtained differently when going through the externalization process. The giving of different symbols is then understood by individuals as a process of objectivation. From the formations they have made through the process of

objectivation, there will be different understandings in themselves about the female Gojek drivers.

The community's understanding of the female Gojek drivers varies. Depending on how the situation or condition they face by users such as informants that researchers meet. Alifa's informant can hitch the Gojek driver if he goes to a faraway destination, if Alifa gets a female Gojek driver he cancels because the destination is far. The reason is because female Gojek drivers carry their vehicles unlike male drivers, and female drivers are shocked on the road.

CONCLUSION

Construction of the community against women Gojek drivers is the process of externalization also not separated from the internalization process. Therefore the formation of subjective meanings formed through the internalization process must be positive and the externalization process must also be in a positive environment. According to Mardiah's informant, he relies on distance if he gets a female driver if the distance is far, he will cancel because he has obtained information from his friend if the female driver is slow in carrying his vehicle.

Internalization Process, the internalization process that is formed is based on how the individual sees an objective reality which is then understood based on the subjective meaning possessed by the individual. As stated by informants Alifa and Azza who had already gotten female drivers, Alifa's informants were hesitant about female drivers because she had felt being piggybacked on by a female driver and carrying her vehicle was somewhat shocked and shocked which made her doubtful when being ridden by a female driver.

Objectivation is a form of crystallization from the process of externalization and internalization. The process of externalization is the result of a process of internalization that occurs continuously in which the internalization process gives a subjective meaning to something and other meanings will be obtained differently when going through the externalization process. The giving of different symbols is then understood by individuals as a process of objectivation. From the formations that they have made through the objectivation process, in society there will be their own different understandings about female Gojek drivers. Generally the attitudes and behavior of the community towards Gojek female drivers have different ways. The community's understanding of the female Gojek drivers varies. Depending on how the situation or condition they face by users such as informants that researchers meet.

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