

Analysis Of Go-Jek Effect On Community Mobility (A Study Case: www.go-jek.com)

**Koko Subchan Faizar Nur¹, Daisy Mui Hung Kee², Muh Parhan³, Ragastara Atrasyan
Ramadhany⁴, Tony Yanuar Syahputra⁵**

Brawijaya University¹
subchan.koko@gmail.com
Universiti Sains Malaysia²
daisy@usm.my
Brawijaya University³
muhanparhan88@gmail.com
Brawijaya University⁴
ragastaraar@gmail.com
Brawijaya University⁵
tonyyanuar10@gmail.co

ABSTRACT

The basic of this project is to develop analysis of GO-JEK effect on community mobility in Indonesia. The mediums that we will use are Interviews with the people in community. In terms of transportation, there are still many things that make people feel uncomfortable. This was well utilized by Nadiem Makarim, to establish a motorbike taxi service provider (online). GO-JEK is considered to have a major influence on the community economy and public transportation. We try to analyze whether GO-JEK is the most desirable alternative for society when compared to other motorbike taxi applications, how it affects the community, and what analysis needs to be developed by GO-JEK's shortcomings.

Keywords: Online Motorbike Taxi, Public Transportation, Advancement of IT, Society.

INTRODUCTION

Go-Jek is a mobile application that offers on-demand motorbike taxi transportation, food, courier and grocery products delivery services. GO-JEK is headquartered in Jakarta, Jakarta Raya. Nadiem Makarim is the Co-Founder & CEO of GO-JEK. GO-JEK has received funding from investors such as JD.com Inc, Google, and Tencent. GO-JEK has 5 companies in its portfolio, including PasarPolis. As of February 2019, GO-JEK has 1.1M fans on Facebook and 687.3K followers on Twitter. PT GO-JEK which has the trademark "An Ojek for Every Need" is an Indonesian transportation organization that serves human and products transportation through bike taxi benefits that use area or area based innovation applications. PT GO-JEK Indonesia was built up in 2011 by Nadiem Makarim, Brian Cu, and Michaelanglo Moran as creative social business visionaries that intend to energize change in the casual transportation part to work expertly. They built up PT GO-JEK Indonesia to associate cruiser taxis with travelers and help bike cab drivers to get travelers quicker and all the more productively.

At first, PT GO-JEK just served call focuses, however bit by bit GO-JEK started creating and making GO-JEK applications. With this application, travelers can arrange on the web, pay on layaway, and discover the whereabouts of a driver or cruiser cab driver who will get. To wind up a GO-JEK driver, one must partake in different trainings amid the enlistment time frame, including how to work well for clients, not be indiscreet out and about, agree to traffic guidelines, and drive wellbeing. PT GO-JEK actualized an income offering framework to around 200,000 drivers under its support. This division is 80% of income for drivers and 20% for organizations. This is done to

do its underlying objective as a socially disapproved of organization that is to improve the welfare of its specialists. PT GO-JEK Indonesia, which has experienced its voyage since 2011, presently has around 200,000 bike taxis spread all through Indonesia. With this quick improvement, GO-JEK has won ahead of all comers in the Indonesian Global Entrepreneurship Business Competition (GEPI) in Bali. Also, GO-JEK has gotten different honors from different business and social networks.

The following is the vision and mission of PT GO-JEK that can be seen as pursues:
Help improve the transportation structure in Indonesia, give it comfort for the network in doing day by day work, for example, report conveyance, day by day shopping utilizing office administrations dispatch, and add to the welfare of cruiser cab drivers in Indonesia later on. Mission proceed with guerrilla welcoming rider to join and spread positive data through the cruiser taxi network to enlarge business reach.

PT GO-JEK services: GO-SEND, GO-RIDE, GO-FOOD, GO-MART, GO-BOX, GO-CLEAN, GO-GLAM, GO-MASSAGE, GO-BUSWAY, GO-TIX, GO-CAR, GO-AUTO, GO-MED

BACKGROUND

All the successes that have been achieved by the company, the company still has some weakness and threats. There are lots of online transportation nowadays. In this day and age, the development of information technology (IT) is very fast. Information stating that technology has provided very rapid and significant changes to the mindset of the community in terms of work, life, and interaction with other people in the community. With the presence of smartphones and the internet, people can access information and services more easily.

The development of technology is also based on technological advances in communication networks in public communications such as internet speeds that are increasingly fast and using smartphones and the internet in their ability to access information has increased so that they can maximize the functions of smartphones and the internet itself. In addition to maximizing its use, the public can now also use technology to conduct business activities such as trading or offering services in the transportation sector, with the advent of various smartphone applications for public transportation services based on communication technology because they provide fast and responsive. and in general it is cheaper than conventional public transport that we normally use before.

Smartphone application-based services make it easier for customers to organize trips in real time with the provision of services. people see service as a transportation alternative that can be responsive, flexible, fast and easy to use. There are various Indonesian companies that provide electronic-based public transportation services, one of which is the most popular among the public is PT GO-JEK Indonesia with an application called GO-JEK. GO-JEK provides various services such as passenger motorbike taxis, shipping or transporting goods, ordering goods for needs, etc. This application can be downloaded at Playstore and Appstore. The existence of GO-JEK with various service features certainly can have a different influence for the community.

CORPORATE STRUCTURE



CURRENT SITUATION

Go-jek company that has grown so big and successful here in Indonesia. It grew so big that it literally affect our daily lives. Have stable, employees do as their each job description and job specification. The corporation runs well and make many inovation.

Website : <https://www.go-jek.com/>

Head Office : Pasaraya Blok M Gedung B Lt. 6, Jalan Iskandarsyah II No.7, RW. 2, Melawai, Kebayoran Baru, RT.3/RW.1, Melawai, Kby. Baru, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12160

Instagram : @Gojekindonesia

Facebook : GOJEK Indonesia

Twitter : @gojekindonesia

Youtube : GOJEK Indonesia

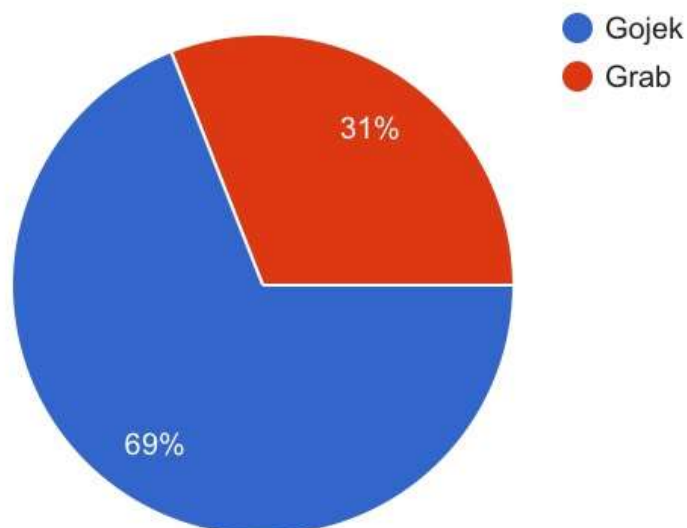
METHODOLOGY

The research method that we use is a qualitative method. Qualitative research is defined as a market research method that focuses on obtaining data through open-ended and conversational communication. Data collection is done by online questionnaires and carried out based on the web. In this way, the information that is intended to be shown as a search for information on the Internet, whose components correspond to the company's website, magazine and news, as well as articles. Likewise, the interview is used as another online qualitative tool that allows identifying specific data from the company. By using these two methods, the author can identify and analyze the brand analysis of Go-jek company in Indonesia. In addition, these two methods are considered effective and efficient for finding results from research.

FINDINGS

GO-JEK is one of the online motorbik taxis in several regions in Indonesia besides GRAB. With these two choices, the public can choose one of the online ojek they are most interested in. Many things can influence people's interest in making choices, such as focusing, speed, price, or other reasons.

Therefore, we conducted a survey to find out whether GO-JEK is the most popular online motorbike taxi or not. We conducted a survey on March 5 - March 10, 2019. The following are the results of the vote count of respondents who have filled out the questionnaire we made :

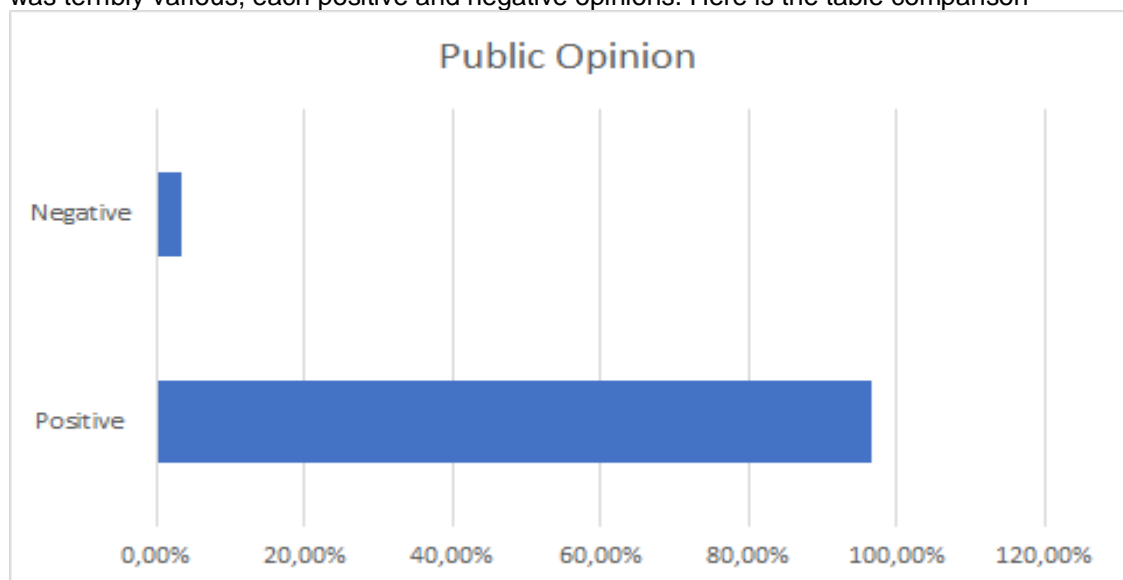


Go-JEK has considerable influence to society, either using or not. Based on surveys that we do, we get the community opinion varies either positive or negative opinions. The following comparison chart. We conducted the survey with an online form on dozens of people with a random participant. We chose respondents from various backgrounds to find out how the community interests, not only students. In the increasingly rapid development of technology, many people from various backgrounds use online motorbike taxi applications to carry out their various activities.

Based on the vote count, 69% of respondents prefer to use GO-JEK compared to other applications, namely GRAB. This proves that GO-JEK is very influential for most people to travel to various destinations. After GO-JEK, there is GRAB with a total of 31%.

In our opinion, GO-JEK is indeed deserved to be the most popular online motorbike taxi because besides being a pioneer of online motorbike taxis in Indonesia, GO-JEK also provides a variety of services ranging from delivering passengers, sending and transporting goods, serving food, daily necessities, medicine, cinema tickets, serving massages, salons, mechanics, and so on.

GO-JEK includes a sizeable influence on the community, each those that use and people who don't. supported the survey we tend to conducted, the general public opinion that we tend to got was terribly various, each positive and negative opinions. Here is the table comparison



Positive opinions from respondents clad to be way more than negative opinions therefore it will be terminated that the services provided by GO-JEK were quite satisfying for the community. The following could be a description of belief each positive and negative opinions regarding GO-JEK services that we've got summarized.

	Positive Opinion	Negative Opinion
1	the extent of trust in mistreatment motorbike taxi transportation services is increasing	There is a dispute between GO-JEK and a motorbike taxi driver
2	Reducing unemployment as a result of it doesn't need a extremely educated credential.	Many staff value more highly to resign from their jobs and choose to be GO-JEK drivers as a result of they're tempted by the financial gain they earn.
3	Helps deliver documents and buy and deliver food and merchandise you wish to shop for, etc	Make people lazy to try and do their own activities like shopping for food, goods, etc.
4	Making people not afraid to travel alone	Increasing competition between base motorbike taxi drivers

5	Makes it simple for individuals to seek out transportation at bound hours and in places that aren't accessible to public transportation	
6	The rates paid do not seem to be as valuable as the basic fare of a motorbike taxi	
7	Modification the pattern of auto use within the community	
8	Build motorbike taxi services a lot of coordinated	
9	Inflicting the creation of tariff changes between the motive force and also the user	

CONCLUSION

In light of the examination we did, the end to be drawn.

1. GO-JEK truly is a supplier of an online the most looked for after by the general population of Indonesia.
2. from 100 respondents, as a lot of 87.39% individuals who react positively towards the presence of the application GO-JEK in Indonesia, the rest reacted adversely, and some avoided.
3. There are as yet numerous insufficiencies who are dreaded by the buyer, for example, the certification of security, less drivers comprehend the movement course, the evaluated cost is some of the time not fitting, server blunder, not the presence of a reasonable lawful umbrella, the constrained drivers in certain areas ramahnya, absence of drivers, just as reservations must be on the web.

RECOMMENDATION

As the most popular online motorbike taxi, it turns out GO-JEK still has a variety of shortcomings. To cover these shortcomings, we as authors have some suggestions that we gather from the community. Following are the suggestions that we have summarized.

1. There is a body that guarantees the privacy of GO-JEK users.
2. We recommend that the driver can memorize the route to the place that the user wants so as not to waste time searching for the route. If possible, it is better to do a number of tests regarding knowledge of travel routes to become GO-JEK drivers.
3. Prices do not differ greatly from estimates previously estimated
4. Check the server regularly to minimize server errors.
5. Laws are made immediately to regulate online motorbike taxis so that users feel more calm and safe.
6. Expand drivers in areas with a limited number of drivers
7. Be more friendly to users so they can provide better service.
8. Made a way of ordering offline through customer service

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GO-JEK Competitors, Revenue and Employees availables at :
<https://www.owler.com/company/go-jek>