

The Application of Technology as a Factor of Success in the Transportation Business Online: Case Study on using Technology Application Taxi Online

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Keywords: Application of Technology, Business Online, Transportation Online.

Abstract: Public transport is known as two-wheeled motorcycle taxis. In big cities such as Jakarta, this type of transport are familiar and have been around for a long time. The community is very helped by the existence of this mode of transportation. Especially in areas of dense traffic and small roads. There is a kind of motor is also using human power. The community generally in using this type of transportation is due to the ease, speed, and the costs are quite affordable. With the advancement in technology and information services for visitors any progress in line with the needs of the community that always like to get a service that is easy, safe, fast, and cheap. The use of technology applications on the GO-JEK service (a taxi service using the online application) has helped increase the income of the drivers and help the community get the service easily. There is hardly any difficulty in access for the public and motorcycle taxi drivers of the increase in revenue was the result of a very useful innovation make the lives of carpenters who is now better known as the GO-JEK. The impact of another successful GO-JEK was from the inception of the kinds of business that can also generate additional revenue for entrepreneurs GO-JEK and driver's. The effort is meant is the service delivery of documents and the delivery of food services and other services using the application as a communication conduit.

1 INTRODUCTION

In big cities like Jakarta, Surabaya, and Medan traffic congestion problems have become a daily problem for the community. The cause of this bottleneck is very diverse, including imbalances in the number of motor vehicles with available road segments. Progress that is not comparable between the two is almost certainly because if it is calculated the number of vehicles is always increasing progressively. That's why traffic jams often occur especially at certain hours where the user of the road races with time to get to the destination. Besides the growing number of unbalanced vehicles and roadways added to the congestion factor is the behavior of motorists who often do not adhere to traffic rules and ignore the ethics of manners in driving. This is certainly very disturbing between one rider with another rider. In addition to the cause of the chaotic traffic in particular are the motorcyclists who less obey the rules of traffic where the number continues to increase as a result of the ease to own a motorcycle. This means that the

system of financing factors that contribute in multiplying the number of two-wheeled motor vehicles on the highway.

Public transportation users who are struggling with time are in dire need of a fast, safe, inexpensive, and easy access mode when they are needed. Therefore it is necessary that the mode of transportation that provides the needs of the community. The means in question is the transportation and the means that can connect the transport user with the transport provider.

Application technology on GO-JEK online has helped many people in using this two-wheeled mode of transport. Technological applications have played a major role and become a supporter of success in the online transportation business.

GO-JEK was born from the idea of the CEO (chief executive officer) and Managing Director of Nadiem Makarim who claimed to be an ojek user. Motorcycle taxi is a very effective transportation for mobility in the city congestion. With his experience when riding motorcycles on the streets that jammed he then created GO-JEK, a shuttle service with a

modern ojek-based order. PT GO-JEK Indonesia which has been passing its journey since 2011. GO-JEK is made from indonesia which was first born with good intention to provide solution to facilitate daily life in the middle of urban congestion. At that time, how can people get easy, safe, convenient, and reliable services with clear tariffs, while partners can become easier in getting customers and increasing revenue. The organized GO-JEK service is well-liked by the community and partners, although the number is still very small compared to now. At that time, the services offered by GO-JEK include transportation, courier, and shopping. Goal PT GO-JEK time is to improve the performance of the motorcycle taxi drivers. In 2015 PT GO-JEK decided to provide GO-JEK services in the form of an application. So GO-JEK becomes a technology-based solution that facilitates all the daily life needs of the community. This is where the growth of GO-JEK becomes very significant. When the GO-JEK app is launched in 2015, there are three services offered: transport, instant courier, and shopping. GO-JEK has features in the form of transport services that can be ordered online, using GO-JEK APP (apps) that can be downloaded via smartphone or with other gadgets, consumers can order GO-JEK drivers to access all 10 services, with how to enter the person's address to find out the cost of using the service, then use the use my location service to direct the driver to where the person is located.⁹ GO-JEK offers 8 (eight) service features that can be utilized by its customers ie Go-Send Goods), Go-Ride, Go-Food, Go-Mart, Go-Glam, Go-Massage, Go-Go, Go-Clean, GoBusway and Go-Tix, emphasizing excellence in speed, innovation and social interaction. GO-JEK is a company in legal status as a service provider. GO-JEK is also working with several business partners as a supporter in operating GO-JEK itself, as GO-JEK company implemented a recruiting partner system in order to increase employment for ojek drivers who were not yet tied to any company. The establishment of GO-JEK Company is based on Law Number 40 Year 2007 regarding Limited Liability Company, as the legal basis for establishment of GO-JEK Company and become a company that has legal status. In practice, PT GO-JEK INDONESIA is registered at KEMENKUMHAM as an Application Service Provider Company. This company as a liaison between passengers (consumers) with ojek driver (business actor) easily. ⁹ <http://www.go-jek.com/faq.html> accessed on March 6th at 21:22 WIB 11 As a technology company, GO-JEK has Trading Business License (SIUP), Business Place

License (SITU), Domicile Certificate Company (SKDP), Company Registration (TDP) and Taxpayer Identification Number (NPWP). 3. Motorcycle Taxi Online as a Public Motor Vehicle The definition of transportation according to Article 1 number 3 UULLAJ is "the movement of people and / or goods from one place to another by using a vehicle in a road traffic space". According to the Decree of the Minister of Transportation No. 35 of 2003 on the Implementation of the Transport of people on the street by public transportation, Transports are "the movement of people and / or goods from one place to another by means of vehicles". Based on article 1 point 10 UULLAJ jo article 1 point 5 PP Number 74 Year 2014 on Road Transport states that public motor vehicles are "any motor vehicle used for the transport of persons and / or by a fee". Basically, the existence of motorcycle taxi as a motorcycle has two advantages and uniqueness since ojek can provide door to door service, can reach difficult locations such as alleys and narrow roads, or able to pass the traffic jam. But motorcycle taxi drivers are said to be illegal public transport, because there is no regulation specifically regulating motorcycle taxis in motorcycles. The existence of motorcycle taxi itself can be said to be needed by the community. Motorcycle taxi is said to be the transport of people with two-wheeled motor vehicles. Not specifically regulated on motorcycles as public transport vehicles, because there are some problems in the administration of ojek registration as a public motor vehicle in the Department of Transportation.

2 METHODOLOGY

According to Daymon & Holloway (2008), case studies are a research strategy with multiple sources of evidence (qualitative, quantitative, or combined evidence) of a time-limited and observed observation unit. To quote Daymon & Holloway's opinion, this research method uses case study approach that is by taking the example of cases by describing qualitatively, researching the facts available and available in the field.

According to Yin the case study was conducted using evidence obtained from empirical experience in investigating. The case study methodology can be used if:

1. Researchers have little information about the subject matter
2. The focus of research is a phenomenon that has been going on

Based on the opinion of this case Yin studied and presented in the form of scientific papers and published with the aim to be known by the people as a contribution in the analysis of development of science and technology applications online transport business.

2.1 Data Source

There are two sources used are primary data and secondary data. Primary data is data obtained by researchers directly (from first hand), while secondary data is data obtained by researchers from existing sources.

Primary data obtained from the respondents through questionnaires, or data from interviews with researchers.

Secondary data can be records or documentation of the company in the form of absenteeism, salary, financial reports publications company, government reports, data obtained from magazines, and so forth.

In this research the data source used is primary data source and secondary data source. That is the source of data sourced on the subject of where the data can be obtained. The interviews were conducted to collect the data, and the source of the data was from the respondent, the person who answered the questions, written or oral, the respondents were drivers and customers.

2.2 Data Collection Technique

Data collection techniques in this study using interviewing techniques (interviews) with the informants (informants). Interviews are conversations and frequently asked questions to get data and research information. Interviews are conducted separately with four resource persons, namely Online Transport Service Sales, and Online Products, online consumers, online business experts, and marketing communications experts.

2.3 Analytical Technique

The analysis in this study uses qualitative data analysis intended to obtain a comprehensive overview of what is covered in the problems studied conducted in the field at the time of data collection.

In the process of analysis, according to Miles and Huberman there are three main components that are intertwined models or interactive models, namely:

2.3.1 Data Reduction

Data Reduction is the process of selection, focusing on simplification, abstraction, and transformation of "rough" data arising from written notes in the field. Data reduction continues throughout the qualitative-oriented project. Data reduction is not something separate from the analysis. Data reduction is a form of analysis that sharpens, directs, discards the unnecessary, and organizes the data in such a way that its final conclusions can be drawn and verified.

2.3.2 Data Presentation

Presentation of data is a series of information that allows research conclusions can be done. By looking at data presentation, research will be able to understand what is happening and allow to do something on the analysis.

2.3.3 Conclusion

From the presentation of data that has been compiled, then the researcher can draw a final conclusion. Miles and Huberman, explained that in the analysis activities and data collection activities is a cyclical and inductive process.

The researcher moves between four "axes" of the coils during data collection, then moves back and forth between data reduction activities, data presentation, and conclusions.

2.4 Research Sites

The location of the research was conducted in Medan, Palembang, Lampung, Jakarta. Respondents who become the object of this study are the drivers and customers in the towns operating area GO-JEK online include the city of Medan, Serdang Bedagai, Tanjung Morawa, Lubuk Pakam, Binjai and the area reached by the service GO-JEK using online application services. Operating times are adjusted to the operating hours of the online GO-JEK service.

3 RESULTS AND DISCUSSION

The Internet is a global system consisting of computers and computer networks that are interconnected, which communicate using TCP / IP protocol. Although the Internet was originally intended for simple data exchange, the Internet has now grown affecting the entire domain of society,

such as economics, socialization, information, health services, education, and so on.

To run online business advertising GO-JEK can not be separated from the above technological tools. And customers who will order services must also have a service and adept using the above technological means. The affordable cost and ease of operation make it attractive for anyone to use GO-JEK services.

Basically, the online advertising business model is like a media business model. You must have read media, such as Kompas, Detik.com, certain brand magazines, and so forth. Well media businesses usually earn revenue from advertising. When we want to run an online business with advertising business model then we will play in the field of media, exactly online media.

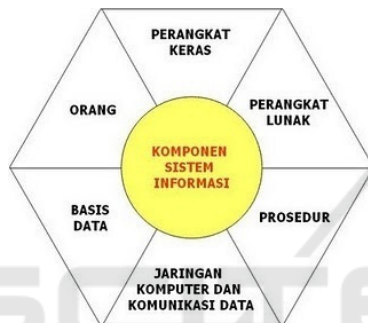


Figure 1. Information System Components.

3.1 Information System Components

- Software: is a component that enables hardware to process data through specified communications procedures and networks.
- Go-Jek offers software in the form of Android apps, iOS, and also Website. So users can connect and utilize existing information systems.
- Hardware: are the physical devices through which the software is located.

Go-Jek uses the Smartphone as a hardware that will be installed in the form of Go-Jek applications by the user.

- People: is all parties responsible for the development of information systems, processing, and data usage.
- In Go-Jek there are the following parties: Programmer, System Analyst, Database Administrator, Driver or other service successor, User / Passenger, and others.

- Database / Data: The components of information are stored systematically, so it can be used to support the activities of the company.
- At Go-Jek, among others are passenger data, driver data, location coordinates, Go-Pay data, and others.
- Computer Network: is a medium that connects all components together.
- Go-Jek uses the Internet network, so it can connect users or clients with their cloud-based information systems.
- Procedures: A set of rules that are used to realize the data processing and the corresponding output conformity.
- Matters concerning systematic processes in Go-Jek applications, such as SOP Booking, SOP Payments, Recruitment SOP, and others

3.2 Motorcycle Ticket

Motorbike taxis are the most common form of unlicensed transportation in Indonesia, where they are known as motorbikes. Ojeks can be found in most areas of the country, from cities where traffic congestion usually inhibits other forms of transportation, to rural areas inaccessible to four-wheeled vehicles. Due to traffic, motorbikes are often the fastest form of transportation, especially in Jakarta. Many people choose them in taxis, which are safer, but slower and more expensive.

Many motorcycle taxi drivers have their own vehicles or buy them on credit, although in some areas, stolen motorcycles are common. The widespread domestic and cheap motorcycles made by Honda, Yamaha, and Suzuki, and the cheaper ones imported from China, as well as the credit schemes used to buy this, have resulted in the rapid growth of motorcycle taxis. Ease of SIM can also be a supporting factor.



Figure 2. Motorcycle Taxi

The picture above shows the motorcycle and the driver who is waiting for passengers at the motorbike base. The sight of a motorcycle taxi driver was waiting. It was a sight a few years back. Currently the ojek driver is no longer waiting at the base, but has been more active to visit prospective passengers. This is because the users of this transport and the driver has been actively using application technology with internet support. And it is very clear how important the application technology on online transport process.

3.3 Internet Marketing

Internet Marketing consists of two words, internet and marketing. According to Wikipedia, the internet is a world-scale computer network that allows people to interact using services such as email, online chat, file transfers and web pages. While marketing in the Indonesian language is called marketing.

Marketing, a process aimed at knowing the desire of consumers, allocate products or services in accordance with the wishes, making a consumer interested in the product or service. A marketer has the main task of making consumers familiar with the products or services offered through marketing techniques. Without a marketing effort, a company usually will not be successful for long periods of time.

From both the above meanings, the word Internet Marketing. Internet Marketing is actually simple in meaning though difficult in implementation. Internet marketing is commonly referred to as online marketing or E-marketing. Differences internet marketing is the use of internet media to support the marketing process, so that the marketing process more effective, faster and cheaper cost.

Internet business is also known by the name of online business is a business trend that some of the last period of development is very rapid. This is because the growth of internet users is very rapid from year to year. So with the increase of internet users is then the provision and service in this field continues to increase so that internet users are spoiled with various conveniences. Ease of acquired certainly does not rely on one particular sector but thorough in all sectors. There's nothing we can not get from the internet. From the kitchen to the living room, from feet to head, office, school, automotive, and many more sectors, maybe even hundreds of categories that can all be met from the internet. Just by sitting at the computer, can be at home, at the office, at the hotel or wherever as long as you can

access the internet, we can order it to meet the needs or business, which required only notebook / PC and Hand Phone Android with internet access. Of course, this ease becomes the choice of many circles.

3.4 Application Technology

How can application technology serve many things? The answer is with internet support. Application technology that has been designed in such a way can be run after connecting to the internet. As for online motorcycle taxis, then as an absolute requirement is to be connected to the internet. Motorcycle drivers and passengers must be equally oppressed through internet. So you can imagine how important the relationship between the application and the internet. Online transport business is highly dependent on the internet and must have its own application, which should be designed as easy and as easy as possible. Starting from the type of mobile phone used up to how much Internet quota should be available into knowledge that can be formed and spread quickly and does not take long to master it.



Figure 3. GO-JEK drivers online



Figure 4. Passenger GO-JEK Online

4 CONCLUSION

1. In its daily operation PT. GO-JEK Online desperately needs internet device support.
2. Digital equipment at GO-JEK operators is a vital tool for GO-JEK and for customers of GO-JEK.
3. According to the manager of PR GO-JEK the equipment provided is indeed in the designation of drivers GO-JEK, Customer GO-JEK, and stakeholders growing.
4. The form of the devices has been prepared in such a way that it is very easy to use for operator, drivers, and customers.

Two-wheeled online transportation has been well known and widely used in Indonesia, especially in big cities. This mode of transportation has become the choice of lower, middle, and top society. To be able to use this means of transportation users and drivers in dire need of application technology that must be connected to the internet. Without application and internet technology we cannot order and use online transportation services. Vice versa, online transportation service providers must have the ability to operate the application technology and its devices. Therefore, as an important factor of application technology is one of the keys to success in the online transportation business.

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