

Communication Technology as Support for Online Transportation (Case Study of GO-JEK in Indonesia

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Abstract: Flexibility of utilizing communication technology stimulates the establishment of a business that can give fast services and it has to meet customers' need. GO-JEK is an information communication technology company with the core business of online transportation focusing on speed, innovation and positive social impact. With communication technology support, interaction between customers and the provider runs in interactive way and it directs to one integrated point, i.e. agreement. The research problem is how communication technology supports interactive communication pattern between the provider and the GO-JEK service users. The research objective will describe the GO-JEK services to customers and the existence communication technology when it creates the agreement. This research uses qualitative methods by using the case study approach to the online transportation phenomenon. The data analysis used in this research applies three paths of activities, i.e. data reduction, data presentation and conclusion withdrawing. The research findings show that GO-JEK is more preeminent if compared to conventional transportation, and the GOJEK Communication Technology build common shared meaning and then it stimulates the agreement making.

1. INTRODUCTION

Communication technology can be easily used right now and it grows the way of thinking with the effectiveness and efficiency orientation of message delivery from source to the message receivers. It aims at building common shared meaning and it results in fast feedback. The message delivery through channel supported by communication technology produces fast results without losing the message substance.

Communication technology is factually shown among others in a kind of Internet network. It has various benefits and uses to support human activities. In the development, it stimulates the emergence of new media that complements the substance of new information structure which be more efficient and more targeted. (Kaplan & Haenlein, 2010).

New media provides services in integrative interaction through Internet media technology called interactive media. (Burke, 2000:380). The communication technology makes the users easier to share and create messages through social network, online media, virtual forums and virtual worlds (Mayfield, 2008:6). Essentially, the communication technology is able to reduce distance, space, time and other barriers in communication process, so it can provide fast feedback in the globalization era. (Susanto, 2018:49).

Together with communication technology development, businesses that can attract the attention of public and customers in general are those which can provide fast services appropriate to their need and satisfaction. Service quality is a performance that individuals can offer to others can be intangible and tangible action and does not result in the ownership of any goods and to anyone. (Kotler, 2012).

As we observe the aforesaid condition, GO-JEK, the information communication technology company established in 2010, tries to provide fast services to costumers. The main mission is to increase the welfare and livelihood of workers in the informal sector on the basis of speed, innovation and social impact. (go-jek.com, 2018). GO-JEK relies on effective message organization in integrative communication process between customers and drivers. Waiting list becomes shorter but higher tariff certainty and security that the customers will get. It differs from conventional transportation that is more passive. They wait or look for customers with the uncertainty of time, tariff and security because the characteristics of service providers are not known. The emergence of GO-JEK is an interesting phenomenon in the transportation service industry that depends on communication technology power. It does not only rely on the dependability of software and hardware but also the prominent factor, i.e. communication process containing dynamic message content appropriate to users' expectation. The establishment of interactive communication produces shared understanding and it has impact to the agreement of service uses with the measurable reward. Since 2018 GO-JEK also operates in Singapore, Thailand, the Philippines and Vietnam. It can be noted that the investors come from Google, Djarum and Astra with total value of US\$5 billion. (Lee, 2018).

Based on the above description, ¹ the research problem here is how communication technology supports interactive communication between the provider and the GO-JEK service users. The research objective ¹ is to obtain overview of GO-JECT services to customers and describe the existence of communication technology in creating agreement between customers and the service provider.

The previous research results have the title of ⁵ Analisis Penerapan Teknologi Komunikasi Guna Pada Bisnis Transportasi Online (Analysis of Communication Technology Application for Online Transportation Business). It indicates that GO-JEK offers the innovation of transportation facility that provides security because customers can independently identify the drivers they will take. (Anindhita et al, 2016). Another research with the title of ³ Perkembangan Industri Transportasi Online di Era Inovasi Disruptif (³ Development of Online Transportation Industry in the Disruptive Innovation Era) indicates that the public's preferred transportation mode has been innovated from offline to to online and more modern one. (Aziah, 2018).

Theories that support the research analysis are communication technology, interactive communication and online business. Communication technology is a factor that makes changes in all sectors of societal life. According to Rogers, communication technology is all new communication systems with interactivity features which get computer support and the unsynchronized characteristics in a sense that it can send or receive messages at the right time wherever the individuals stand (Susanto, 2018:64).

The most important communication process in the system relates to interactive relationship. In this matter, it will build common shared meaning. Communication is a process that operates in systematic way where individuals interact one another. (Wood, 2006:9). Moreover, interactive communication is a message delivery from communicators to communicants in the alternated direction (Fischhoff, 2011). Another opinion states that interactive communication is a message delivery process from communicators to communicants that otherwise results in direct response from the message receivers. (Quebral, 2006). Meanwhile, online business is a process of

purchasing goods or services through Internet between the sellers and buyers who never meet or do physical contact one another (Prasetio, 2012).

2. RESEARCH METHODS

The research uses qualitative case study method to the phenomenon of Go-Jek Online. "The qualitative research facilitates the studies of issues in depth and detail issues." (Patton, 2012:14). The case study can be applied if the limits between the phenomenon and the real life context are shown invisible and not seen apparently and there are many sources which become the reference of evidence and information search. (Yin, 2011).

The research relies on documentary or online data search which has tightly relations to the research topic. The data analysis technique used in this research applies three paths of activities, i.e. data reduction, data presentation and conclusion drawing (Miles & Huberman, 2011:19). The essence of qualitative data analysis is the process of connecting statements that describe phenomena and classify them as well as observe the interconnected concepts in comprehensive way as scientific research results (Dey, 1993:31).

3. RESEARCH RESULTS AND DISCUSSION

3.1 Advantages of GO-JEK If Compared to Conventional Transportation

The Limited Company of GO-JEK Indonesia is the online-based services company established from the beginning to offer motorcycle online transportation services. The emergence of communication technology-based transportation mode is an innovation

that quickly gets positive response from customers. In the Innovation Diffusion Theory, the new discovery will be followed by individuals who have capability to make adaptation quickly as the earlier users followed by the early majority, final majority and finally by those who are the slowest ones to receive the innovation (Roger & Shoemaker, 1983). The diffusion of the GO-JEK online transportation model has reached the final majority phase for urban society.

With the most practical online model and adequate communication technology support, in a short time GO-JEK has left behind conventional motorcycle transportation mode having dominated the transportation in Indonesia in the past. In essence, communication technology changes societal habits to be more efficient and practical (Shore and Wright, 2003). The condition also gets influence to business pattern as conducted by GO-JEK. Customers can order the services by using technology application accessed easily through mobile telephone devices. GO-JEK uses communication technology appropriate to customers' need who requires practical orders, tariff certainty, good services and safe driving security with the drivers' identity they have known.

Based on the records of Ronny Adhikarya, GO-JEK drivers has increased its number year by year. It only had 20 motorcycle drivers operating in Greater Jakarta in 2010. It rose to 30,000 drivers in 2015 and these included car drivers who operated in three big cities in Indonesia. Moreover, there were 200,000 drivers in 25 cities throughout Indonesia in 2016. Moreover, there were 850,000 drivers operating in 50 cities in Indonesia in 2017. Finally GO-JEK has total number of 1 million drivers in 50 cities in Indonesia and 5 ASEAN countries. (Adhikarya, 2018). On the other hand, the

existence of conventional motorcycle transportation has been left behind. The conventional motorcycle transportation services does not have such a written regulation but it only bases on the agreement between the drivers.

3.2 Communication Technology Creates Common Shared Agreement

The existence of GO-JEK gives solution to public because they want to get transportation services appropriate their need. GO-JEK with the communication technology support gives certainty to customers. Information the potential customers get is very complete so that it can be used as reference for their mobility to move from one place to another.

The interactive communication process between potential customers and the drivers is a power to build trust through interpersonal communication pattern with the support of mobile telephone devices. In the interpersonal communication, it requires the willingness of both parties to make adaptation when they send messages so that the two parties can understand each other. (Susanto, 2018). Of course, it has no close relation to the final results of communication process, i.e. agreement or disagreement. In line with the capability to make adaptation with the communication technology, it is possible that there are only some individuals who can take benefits. However, in the information and communication era right now, instead the support of communication freedom, adaptation to the communication technology becomes very important. The communication technology with its Internet network gives opportunities to depend each other, create relationship among individuals inside the technology through digital technology, communication speed in building shared understanding to carry out

collective action. (Gonzalez & Wang, 2016:96). The collective shared understanding is an important aspect in the framework of establishing a righteousness information society.

The establishment of a welfare information society relates to the easy uses of the communication technology. The communication technology users are known as the FANG generation. The number grows fast. The FANG generation is the millennial information technology users. They include the users of Facebook, Amazon, Netflix as well as Google. They replace the previous generation, i.e. the TGIF generation, and it includes Twitter, Google, Instagram and Facebook. It is the generation which has the biggest market share in the world right now. (www.unpad.ac.id, 2016).

The FANG generation is the GO-JEK market share which can do interactive communication via the communication technology-based mobile telephone devices.

The interactive communication between customers and the transportation services provider with the support of the communication technology can go on effectively. The effective communication occurs if stimulation that the senders or the message source deliver and intend is parallel with that which the message receivers catch or understand (Tubbs & Moss, 2002). The communication between customers and the service provider is in line with equality in communication right. The equality supports the balanced and interactive communication (Ludlow & Panton, 1992).

4. CONCLUSION

GO-JEK is online transportation services business with some advantages of practicality when ordering the services, tariff certainty, good services and driving

safety. It gets support from adequate communication technology. Moreover, message content between customers and GO-JEK drivers in the communication model get technology support, and it grows trust to the online transportation services business.

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