
THE ESTABLISHMENT OF GOJEK-GRAB ONLINE TAXI BIKE DRIVERS INFORMAL GROUP IN JEBRES SUBDISTRICT, SURAKARTA

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ABSTRACT

This study aimed to make an in-depth analysis of the processes and functions in the formation of the informal group of Nice Spice's Gojek-Grab. This informal group is taken because this group is the only online taxi bike drivers in Surakarta City who can join together in one place and have several activities that are not facilitated by their respective companies such as social security. This study involved descriptive qualitative as the type of research with an inquiry naturalistic approach. The theory used is the theory of group development from Tuckman. This study used interactive models from Miles and Huberman as the data analysis technique. The results showed that the function of forming an informal group of online taxi bike drivers as a means to ensure help in the event of an accident, for the need for status to feel safe while working in the field, to minimize conflicts over territorial control when taking orders, and as a place to assist and form action movements if there is a dispute with each company.

KEYWORDS: Drivers, informal group, online taxi bike, working partner

INTRODUCTION

Online taxi bike services offer convenience to their working partners, by a relatively easy way of working that does not require special education or skills, the wage system offered is a profit-sharing system that is considered relatively beneficial to the driver as his working partner, as well as flexible working hours. These advantages have given more value to this new type of work. This also succeeded in attracting the interest of the public to register as online taxi bike drivers.

One of the online taxi bike service businesses that become a hot issue today is the Gojek Company. This service industry began operating in Surakarta City around May 2016, with promising income and far greater than conventional transportation positioning the Gojek Company as the target of employment opportunities for job seekers. Among them, there are those who join as partners for side jobs, but some also work full time and become the main livelihood for their families.

In terms of work, humans not only focus on achieving their performance but also interact with each other. This also happens to Gojek drivers who build social ties with fellow drivers. In line with Yuwono (2005) which stated that every social organization has both formal and informal groups such as workgroups, trade unions and informal groups which are formed because of similarities in hobbies. The existence of this working group is part of the life of an organization and a small organization of a larger organization. The existence of work groups is indeed needed by the

organization in order to achieve greater organizational goals. On the other hand, PT. Gojek Indonesia uses a partnership work system so that there are no formal industrial relations established by the company. Industrial relations are a relationship that exists between workers, companies, governments, and consumers. In this case, there is also a labor union.

Over time, many complaints experienced by the driver regarding the policies issued by PT. Gojek Indonesia. Initially, when the driver was declared to be a working partner of Gojek, PT. Gojek Indonesia accommodates drivers by forming WhatsApp groups. Each WhatsApp group has up to 250 drivers. The company appointed one person to be the responsible person of the group, so this group was the official group of the company. This person is responsible for bridging communication between the company and the driver, both regarding complaints, criticisms, suggestions, and expressing their aspirations regarding how the application works, the prohibited zone of picking up orders to the issue of changes in rates and suspensions. But the person who is considered to be able to represent and favor the driver, in fact, has more favor to the company, so the members of the WhatsApp group feel disappointed and arise suspicion towards that responsible person. The drivers who contradict that person judge if the responsible person in the official WhatsApp group is a spy from the company.

Due to the inconvenience and lack of trust built up in the WhatsApp group provided by the Gojek Company, the drivers formed a new WhatsApp group. The sets of a driver named their group as "Basecamp Gojek Nice Spice". This basecamp is located next to the Nice Spice food stall in Jebres Subdistrict. This Nice Spice stall is considered having a high demand for go-food orders. Drivers believe that if they hang around a busy area, they will get orders quickly. Besides, the driver also believes that waiting for orders near the food stalls is more certain to get orders from other places. This is also because if they get go-food orders, they get points for incentives greater than go-ride orders.

Not only the driver of the Gojek Company who stay at the Nice Spice food stall, but the driver from the Grab Company also stayed in the stall. Thus there was a conflict of territorial control. Not all drivers from both companies are residents of Jebres Subdistrict; many of them are from outside Jebres. For drivers who live in Jebres feel that it is their area to make a living. So that one of the drivers who are domiciled in Jebres who has the status of the Grab driver forms a rule by setting a maximum of 3 orders for each driver. After getting 3 orders, the driver is required to leave the location and look for another place to stay. This is where conflicts between drivers from the two companies emerged. Thus the problem experienced by the driver was not only an internal problem with the company but also a vertical problem with fellow online taxi bike in the field. Finally, the drivers joined and formed an informal group of Nice Spice Gojek-Grab to minimize existing conflicts.

From these problems, this study intended to do an in-depth analysis of the processes and functions in the formation of the informal group of Nice Spice Gojek-Grab. This is because, in Surakarta City,

the group is the only group of online taxi bike drivers who can join together in one place and have several activities that are not facilitated by their respective companies such as social security.

RESEARCH METHODS

This study used a naturalistic inquiry. According to Lincoln and Guba (1985: 39-43) naturalistic is a method in qualitative research that has a natural background without being made up or what exists and positions humans as instruments, means that researchers use themselves or others to collect primary data. This method is more easily adapted when dealing with many realities that exist in the field and utilizes implied knowledge, that is, researchers can argue to legitimize things implied by their intuition or feelings. Thus, this study is in accordance with the characteristics of naturalistic inquiry. The strategy used in this study is descriptive. In naturalistic inquiry researchers are the main key in collecting data and interpreting data. Informants are treated as subjects and their relationship with researchers is interactive.

The reason for choosing Jebres Subdistrict as the research location was because, in Jebres Subdistrict, there is the only area in Surakarta City that has a group of online taxi bike drivers without seeing the company's identity, meaning they combined the two drivers in the Nice Spice Gojek-Grab group. The informants in this study consisted of several Gojek and Grab drivers. Purposive sampling is used as the informant retrieval technique. Data validation involved thorough triangulation, which includes information sources and data collection methods. Data was collected through participatory observation, in-depth interviews, and interactive model data analysis. Miles and Huberman (1994), suggest that activities in qualitative data analysis are carried out interactively and take place continuously until complete so that the data is saturated. The size of data saturation is indicated by no new data or information obtained. Activities in this model analysis include data reduction, data presentation, and conclusions and verification.

RESULT

The group hosted by PT. Gojek Indonesia Surakarta Branch is considered to be impartial to the driver, this group also does not have structured management and does not have activities that can build social ties between group members. The group hosted by PT. Gojek Indonesia is considered to be impartial to the fate of the driver and is unable to accommodate the driver's aspirations, resulting in mutual suspicion and lack of trust in each other. This triggered the group members who were contradictory to the leadership of the group to be moved to form a new group called "BasecampGojek Nice Spice".

The formation of the Basecamp group is also to answer the issue of regional territorial conflicts when taking orders in the field. The Basecamp group consisted of only Gojek drivers with around 30 members. The group began to form management, but there was only the position of chairperson of the group and formed several activities aimed at strengthening relations between group members. This activity is just ordinary gatherings such as holding joint recreation.

Started from a prolonged conflict between the Gojek drivers and the Grab drivers, finally, the Basecamp Gojek Nice Spice group negotiated with the group members and met the Grab driver who was considered very vocal. Both of them are looking for a meeting point on the issue of territorial control. This problem ended well and the relationship between the two drivers became harmonious so that the solidarity of both of them became stronger by sharing the joys and sorrows of their respective companies. Along with that, Gojek drivers are also having problems with the Gojek Company regarding social rates and guarantees. In this case, the Grab driver also gives advice to the Gojek driver, so that solidarity can be seen between the Gojek driver and the Grab driver getting stronger. This was proven by the Grab driver who took part in the Gojek demonstration in March 2019 to help friends of Basecamp the Nice Spice taxi bike driver with the motive of the Gojek driver. With this incident, they finally agreed to change the name of the group Basecamp Gojek Nice Spice to the Nice Spice Gojek-Grab.

The relationship between the two drivers is getting stronger. This is indicated by groups that were separated because of different corporate identities, now turning into one. Besides, both drivers formed several activities which were considered to be able to further strengthen the relationship between the two. The activities such as forming a picket schedule such as maintaining cleanliness and ensuring the neatness of parking in the off-site so that relations with the surrounding community remain conducive. There are also social gathering activities that are held every two weeks and an anti-accident activity that assigns several people to help Nice Spice Gojek Grab friends in the accident. There are also some contributions such as voluntary contributions per day that are used as cash for the purpose of paying electricity at the location of the complex and so on, recreational contributions to be made in June in Bali, and contributions to the sick with a minimum limit for sick drivers and their families like a minimum of Rp. 150,000 per person if the driver experiences disaster and Rp. 100,000 per person for affected family members of the driver's family. The members of the Nice Spice Gojek-Grab group number around 60 people, so this contribution is considered very helpful for drivers who are experiencing disaster. The driver considers this program to be considered as social security. This is done by the driver's initiative because of neither Gojek nor Grab companies facilitate this.

Developing groups is even greater by combining Gojek and Grab drivers. This is also the impact of Ministerial Regulation No.12 of 2019 which does not limit the rules of any service provider company, plus many drivers who also joined as drivers for the two companies. In this Nice Spice Gojek-Grab group management has been formed such as the chairman, vice chairman, treasurer and secretary. Not only that, the Nice Spice Gojek-Grab group has an extensive network such as participating in giving donations to Community Social Institutions to help victims of natural disasters. In this case, it can be seen that this group continues to develop their groups into groups that have high existence in society.

DISCUSSION

Tuckman suggested that the life cycle of a team involves four stages. At each stage, the dynamics of the team change dramatically from periods of inefficiency and uneasiness through to a period of high performance (Tuckman, 1965). Any team that stays together over a period of time will change and develop. Tuckman noted that there are content, process, and feelings. In short, content relates to what the team does, the process relates to how the team works towards its objectives and feelings applies to how team members relate to one another. According to Bruce Tuckman, there are four stages in group development, those are forming, storming, norming, and performing.

1. Forming stage

According to Tuckman, in this stage there are several elements such as confusion, uncertainty, assessing situations, testing ground rules, feeling out others, defining goals, getting painted and establishing rules. This is in line with the beginning of the formation of an informal group of Gojek drivers in January 2019 called Basecamp which does not yet have a management structure and is just a WhatsApp group. The drivers named the group "Nice Spice Basecamp Gojek" which has about 30 members. Here is the initial stage of group formation which is called the Forming stage. The stages when members are not sure to determine their place in the group and the procedures and rules in the group. During this period there was a lot of obscurities regarding the structure, goals, and leadership in the group. In carrying out group tasks, the members are more concerned about getting to know the nature and potential of each member. In this case the reason for joining or forming a group of online taxi bike drivers is due to economic factors such as forming unions to demand salary increases, security reasons forming a group to build a sense of individual unity in opposing unilateral discrimination and treatment, and social reasons because generally workers have desires large towards affiliation (Luthans, 2006).

2. Storming Stage

This stage is the stage of storming, at this stage group members will survive or even leave the group. The elements at this stage are disagreement over priorities, struggle for leadership, tension, hostility and clique formation. When there is a problem it is shown to be happy to be able to learn to solve problems, because they are committed, feel comfortable with the group, get benefits, and because the relationships that have been well established. In this case, the members of the Basecamp Gojek Nice Spice group were in a defensive position, this was because they had very good relations between group members.

Over time Basecamp Gojek Nice Spice grew stronger and has now formed groups with more members. But the informal group of Gojek drivers is only a WhatsApp group, not yet having many activities. Everything is still running naturally, so the relationship that is created is only limited to ordinary friends. However, from various Basecamp in Solo, they recognized Basecamp Gojek Nice Spice, which cared more about fellow drivers. In line with this, the control of the basecamp between drivers was both Gojek and Grab drivers in Solo. These campuses are very close to drivers who are not members of the group. According to members, only the Nice Spice Basecamp group is open to

all Gojek and Grab drivers. In this case, the members of Basecamp Gojek Nice Spice have an open mind about the issue of control of the region.

3. Norming Stage

Gojek drivers see there is no influence of difficult entry orders if gathered together at one point. This is because they have different companies and different customers too. Based on this reason, the Gojek driver finally met and negotiated with the Grab driver to resolve the issue regarding the control of the area. Here comes in at the norming stage. At this stage, the group makes several agreements regarding the roles, structures, and norms that are used as references in proper behavior. As for some elements at this stage such as the existence of consensus, leadership accepted, trust established, standards set, new stable roles and co-operation.

Starting from a prolonged conflict between the Gojek driver and the Grab driver, finally, the leader chosen by members of the Basecamp Gojek Nice Spice group negotiated with his group members and met the Grab driver who was considered very vocal. However, the conflict over control of this area can be reduced by negotiating to find a meeting point for the problem. This problem ended well and gave birth to a consensus on the relationship between the two drivers. Relationships that are intertwined become harmonious so that the solidarity of both is stronger by sharing the joys and sorrows of each company.

Along with this, Gojek drivers are also having problems with the Gojek Company regarding social rates and guarantees. In this case, the Grab driver also gives advice to the Gojek driver to see solidarity built between the Gojek driver and the Grab driver getting stronger. This was proven by the Grab driver who took part in the Gojek demonstration in March 2019 to help friends of Basecamp the Nice Spice taxi driver with the motive of the Gojek driver. With this incident, they finally agreed to change the name of the Basecamp Gojek Nice Spice group to Gojek Grab Nice Spice and had two leaders namely Gojek and Grab driver representatives.

4. Performing Stage

Now entering the performing stage, this stage is the stage of doing or carrying out, namely the stage where the group focuses on achieving group goals. The several elements at this stage are the successful performance, flexible, task roles, openness, helpfulness, and acceptance. At this stage the status of group members is stable, the main tasks and functions are clear, and attention is more than just reward. The focus at this stage is on completing group assignments. The group members should work together to assess a task realistically and solve it successfully. Activities at this stage are constructive self-changes in the goodness of the group, the ability to communicate and anticipate problems, provide feedback to one another, and attachment between developing members. Group members become competent in cooperation to achieve group goals and be flexible in cooperative patterns. In a permanent working group, this stage is the last stage which only needs to be maintained onward.

At this stage, the relationship between the two drivers is getting stronger. This is indicated by groups that were separated because of different corporate identities, now turning into one. Not only that, both drivers formed several activities which were considered to be able to further strengthen the relationship between the two. The activities are like forming a picket schedule such as maintaining cleanliness and ensuring the neatness of parking at the location so that the environment with the surrounding community remains conducive. There are also social gathering activities that are held every two weeks and an anti-accident activity that assigns several people to help Gojek Grab Nice Spice friends in the event of an accident. There are also several contributions such as voluntary contributions per day, recreational fees, and visiting contributions for the sick with a minimum limit for sick drivers and their families. This is done by the driver's initiative because of neither Gojek nor Grab companies facilitate this. This activity is considered very helpful for the driver if he is experiencing a disaster.

CONCLUSION

The formation of an informal group of online taxi bike drivers originated from a conflict over the seizure of the area taking orders. The positive impact of the conflict was to strengthen relations between members of the Gojek and Grab groups, thus forming and combining the two identities that were initially separated into one by naming the Nice Spice Gojek-Grab group. The function of forming an informal group of Nice Spice Gojek-Grab is as a means to guarantee assistance in the event of an accident (social security), for the need for status to feel safe while working in the field, to minimize conflicts over territorial seizure, as well as a container for forming movement of action in the event of a dispute with the company. The Nice Spice Gojek-Grab group formed several activities that were not facilitated by the company. The activity was considered to be very helpful for the driver in handling everyday problems such as in the event of an accident, a motorbike was damaged, or even when the driver had problems in the field with a taxi bike or even with his own driver due to the control of the territory of the order. Thus the relationship that exists between members is very strong.

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