The Impact of Technology Toward Gojek Female Riders: *A Case Study from Social Communication Perspective*

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Abstract— This research aims to know how technology influence the social communication skill of Gojek female riders in terms of working for their family. A qualitative approach and case study method were used to analyze this research. As the result, Gojek female riders are able to collaborate between the Gojek application which working based on system with their human moral value that represented in their communication practice.

Keywords—*Technology, Social Communication, Gojek*

I. INTRODUCTION

The rapid of technology development is something that we could avoid. Recent advancements in communication technology have enabled billions of people to connect more easily with people great distances away, yet little has been known about how the frequent presence of these devices in social settings influences face-to-face interactions [1]. In other sector like marketing and communication, the specialists of both fields, must face, more than ever, taking decisions related to the strategic communication of organizations that they represent. Hence, modern organizations seek to influence consumer behaviour and improve brand equity by creating meaningful experiences and building communities around these brands, both online and offline [2].

While technology makes life easier for people, it also creates some problems for our society such as the decline in ordinary social behaviors. Yet, modern societies realized the significance of intellectual technology which is a form of new knowledge that achieves goals or solves many problems [3].

Online motorcycle is one of the samples of how technology helps the society. Founded in 2010, Gojek is now available in 50 cities and provides various types of services. Gojek's online transportation application is one of the applicators that uses the Big Data concept as a basis for work or blue print [4]. The profession as a Gojek rider is still analternative profession given the difficulties of having a job in urban areas. In 2016, Gojek has been operating in Jakarta, Bali, Bandung and Surabaya with 10,000 motorcycle taxi riders, 50 of whom are women [5].

However, the response in the community to Gojek female riders does not go paralel with the increasing number of Gojek partners who were women. There are many cases where consumers cancel their bookings when they find out that the Gojek riders who come are women. Sometimes the rejection caused by gender is because the consumers do not pay attention in the application. Though the application has shown the name and the photo. Chat has also occurred, still it is happening. The rejection does not occur in services such as Gofood or Gosend where consumers only need services to deliver goods and food.

The unfairness of gender still emerges even in this field where technology has been a good tool or media to encounter. Application will work regardless gender but the society are not ready. Public space is the whole area of social life that allows us to form public opinion, where all people can enter this room, both women and men. In this room what is discussed is a matter that concerns the public interest and without coercion and in this room a democratic climate is created [6]. Gordon and Nair have revised which theoretical framework turned upon the assumption that the domestic realm constrained the lives of

women. Together they ask historians to question the degree to which the stereotypical "private" woman and "public" man has any salience for either the discursive or lived experience of middle–class subjects [7]. Still the female riders are fighting to face the public sphere to earn money. With the help of technology, they work in public space, the streets.

In doing the job, social interaction or communication occur. between all people who meet have the same rights in sending and receiving messages. Communication is the vehicle that allows us to recall the past, think in the present, and plan for the future. It enables us to manage our relationships with others, and to interpret and interact with our environment. The majority of us are born with the ability to communicate, and eventually become exposed to the tools of communication. However, we must learn how to communicate and the ways in which we learn can determine how good we are at communication, since there is a great difference between simply communicating and communicating effectively [8]. Social communication implies that communication is done for self-fulfillment, to be entertained, to be comfortable and at ease with oneself and also others [9].

Does the application affect to their work performance where communication is the main role of the work? With the fact that, most of the communication is happening through the application. Through technology.

II. METHODS

The research approach used is qualitative where research places more emphasis on using the researcher as an instrument and must be able to uncover social phenomena in the field by mobilizing all of their sensory functions [10]. The unit of analysis in this study are Gojek female ridersin South Tangerang, Banten, Indonesia.

III. RESULT AND DISCUSSION

Work as a subject is a conscious choice deliberately chosen because of time flexibility. Gojek female riders agree that the lack of education and economic needs and the ease of managing time at work are the reasons for choosing work which, in the view of the community, is more appropriate for men. This is an old and conventional thought in the community. There are findings indicate that men place more importance on earnings than women do, and, therefore, men end up in higher paying jobs. With the support argument, due to traditional domestic duties, such as child rearing and housekeeping, the average woman on the labor market has fewer years of experience than the average man, which contributes to the difference in pay between men and women [11].

On the economic side, the Gojek women riders feel the benefits such as to finance their lives with their children and help their husbands improve family life. They can get more than enough income by working through application. They work with their employer only through technology, but is enough for them to earn money. Hence, the previous research that stated lower productivity of women has been associated with proposed differences in education and experience between men and women [11] is no longer fit in with these female riders. Moreover, earlier studies have argued that different levels of formal education between men and women account for the gender wage gap, but technology has given a big factor that influence the female riders to earn money at the same level of men.

But with the rejection of men in using their service of Goride, their existence as women ultimately forced them to prefer other services over Goride. Because they have lots of bad experiences when running Goride. This is a contrary condition where actually this Gojek application is a tool to reduce the gender gap. The application determines the order based on the closest location not gender. Though the number of development programs of ICTs has made women as a strong focus. Since it is believed that Third World women face double and triple inequalities with regard to ICTs. Access to information and communication technologies for women is more difficult when inequalities of gender, race, caste, nationality, and class are taken into consideration [12]. This assumption unfortunately is right. Even though the Gojek application has tried to be fair, the society act the opposite way. Technology is a way to assign power in particular contexts, which operates at the levels ofidentity, structures and institutions, and in symbolic and representational ways [13].

The female riders have been considered to be less competent in riding a motocycle. The

believe of stereotypes that exist in the community itself assume thatusually the profession is only carried out by men, and usually the women are not suitable to do the work in the field such as being an online motorcycle taxi driver. The stereotype that women are not suitable to work in the field because work in the field is dominated by heavy work and must be done by every man, has become a fundamental thought in the social environment of society [14]. Digital technologies in combination with big data and predictive analytics are having a significant impact upon professional practices at individual, organisational, national and international levels [15]. But in contrary, the communities have different believe and perspective. They accept the role of technology to human life but not for the part of integrate between women's domestic role and religion. Then technology its self that become the tool to avoid the female riders to earn money. They get cancelled by the application too.

The application though has acted very fair above gender issue in giving orders, still can't avoid the rejection because of gender. Hence, choosing Gofood, Goshop and Gosend are better alternative than Goride.

The cancellation from the riders or consumers will affected to their income because the consumers have the right and acces to give comments and assessment (using stars 1-5). With bad comments and 1 star, consumers will directly make the riders can not use the application to continues working. Punishment from Gojek management can be suspend for particular number of days or stop the partnership forever. System in the application will only work as how it has been setted. The social cautions like gender, religious reason, man's pride, or jeauliosy, are not in the system. The application will work because of the data entered. This fact shows that digital technologies are not simply technical solutions to enhancing the quality, efficiency and effectiveness of practices, but can also be powerful value-embedded socio-technical interventions in the attempted shapings of practices, accountabilities and responsibilities [15].

Through the application, the Gojek management has forced the female riders to manage their work performance by using the consumers' assesment as the control tool to what has been happening on the ground. No matter

social issues have arised in the process of communication process between the riders and consumers. Given star is the tool to asses and decide.

Above all the obstacles and alternatives, communication through the application of Gojek is the key. All information exchange to ensure the actiivity happen is all through application. Both parts not seen each other. But then all parts participate and have to be satisfied. Conflict that possibily occur if when the female consumers located the wrong pick-up point. Even if reprimanded or told, they often feel offended and angry. Although there are also those who finally apologize, but in little precentage.

This phenomenon has shown the negative impact of technology through the Gojek application. Because technology has given a bad impact on communication by motivating us to value speed – fostering instant gratification and even impatience in communication. We have become so accustomed to having things quickly that we are becoming more and more intolerant to what we often see as "long-windedness" in others who take time and effort to communicate properly and respectfully [16].

With the facts that are not in the female riders' side, they totally aware to be at the other part who have to be patience. They are forced to communicate very well through application or face to face. Hence, the ability of social communication is required to survive as Gojek female riders.

It was found that women riders of Gojek were very rarely encountered. It's a fact where there is only small number of female riders and the perspective of man's pride and social system become few of the factors that influence the working experiences and performances. Hence, the Gojek female ridershave awared about carry out communication activities will help them doing their job. Not only the Gojek application. The communication aspect is very important because information is needed between the two parties so that a meeting can occur or the purchase of goods can be as expected.

The forms of communication carried out by online motorcycle riders vary greatly. Conversation via text is the first. Various forms of communication that occur between online motorcycle riders and users are essentially the

implementation of interpersonal communication which involves real-time face-to-face or voice-to-voice conversations that allow instant feedback. They also added that interpersonal communication is appropriate for discussing matters that require giving and receiving between communication actors [17].

Although the female riders offended and hurt, they prefer to avoid conflict because of the continuity of her work. As one of the alternatives is to have a lot of discussions with fellow online motorcycle riders and their families who happened to also have the same job. This social communication implemented by the female riders have given huge advantages. They learn the communication pattern and the experiences form others.

The good practices shown by the online riders' communities has performed that most of them still have good values and attitude. It is shown at the way of how they have tried to develop a communication group on the gorund or through application like Whatsapp Group. Our values and attitudes affect how we communicate and whether or not our communication is effective or ineffective. When we have positive attitudes stemming from values that recognize others and their needs we are better able to shape our communication to respond to them. Values which stem from beliefs that communication is one of the most important tools in human growth and understanding will motivate us to want to listen and speak in ways that allow us to convey information clearly and effectively to others [16].

The WhatsApp group is also a medium for them to look after each other. Though the function of technology that might help human, digital connections and the sociable robot may offer the illusion of companionship without the demands of friendship. Our networked life allows us to hide from each other, even as we are tethered to each other [18]. The practice of having Gojek application to earn money and using WhasApp group to help each other, shown how technology give positive impact though at the same time give negative impact both from the consumers and employer system.

Then we come to a question, what is the meaning of technology in human life? Technium is not a tool at our disposal though constituent parts of it can function like toolsbut something with which we have a symbiotic relationship. We have become deeply dependent on it [18]. In this context, the female riders are already deeply dependent on technology. The deep of the dependecy Gojek female riders: they use the Gojek application to have orders; they communicate with the consumers through application to get the job done; they get salary and bonus through the application system assessment, reward, and consumers assesment in the application; they get suspened because of the application assessment system in responding the consumers' complaints regardles what is really happening in the real world; they maintain their relationship and keep the order through the appliation chat feature; they maintain their relationship with other riders through the application of WhatsApp; they get back up from other riders to ensure their safety through the application of WhatsApp. Above all, communication skill is the tool to make them survive at that kind of environment. This communication practice is part of Social Communication theory.

Their communication behavior patterns are formed every day from the experiences and the results of their observations of what is experienced by fellow colleagues. They learn from others or from experience so that they do not get conflict where can affect the sustainability of their work. Positive communication experience means containing positive messages and effects. Conversely, negative communication experiences mean negative messages and effects. One can review again and find a way out so that no such experience occurs again, or minimize the possibility of it happening again [19].

Their account is greatly influenced by customer satisfaction. So according to the context as a service provider, they carry out more communication which succumbs and positions as the server. The answers they give to consumers are also adjusted to the situation and consumer reaction.

IV. CONCLUSION

Technium extends beyond shiny hardware to include culture, art, social institutions, and intellectual creations of all types. It includes intangibles like software, law, and philosophical concepts [18]. The emergence of Gojek female riders, has proved of how technology could

produce and develop a new way of life. With the Gojek application, women could have a job where men are used to be the only workers. The application has given a big opportunity and an equal chance for female riders to be Gojek riders and earn money. This contrary with the thought that the "value", "perception" and "norm" of a society affect the acceptance and use of ICT including computer and the internet. It seems that men and women are socially constructed for different tasks and this may influence the pattern of IT usage. The studies reviewed above shows that socially constructed gender roles have some impact on the adoption of ICT by men and women because ICT as a social product is not value-free [20].

Thus, the suitability of the work environment in which the women work has become an urgent and important issue. Because the environment can help her to develop her character and contribute to the economy and the country especially social development or vice versa. The obstacles that arise cause many psychological and social problems. Then in the end it not only affected her and her family, but also the whole community [21]. The Gojek application has helped the women to work.

However, the community does not have the same perspective as technology. The equal treatment from the application has given different impact with variety of cautions. Social life, culture, faith and religion, are the factors that made the application also gives a negative impact to the female riders.

Above all, the Gojek female riders have learned and made their own pattern to survive. The key is the communication which is happening through all the process of the application operational. They have improved their social communication skill. They succedd show us that they can make a good collaboration between the dependency on technology with communication practice. As the result, they can earn money for their family.

Other research from different perspectives can also be carried out in order to get a more complete aspect to help these female riders. Research from interdisciplinary will be very useful because the phenomenon of Gojek female riders is a new fact that has happening in current situation.

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