

## Gojek: The New Face of Transportation in the Digital Age

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### **Abstract**

*The digital age was born as a result of the development of information and communication technology. The sophistication of digital media provides space for the birth and development of a startup business and it is considered has provided many benefits and conveniences for the community, including in the field of transportation. Poor transportation services in Indonesia have been a public complaint, plus the rank of congestion that always increases from year to year. By using literature studies from various sources this paper focuses on the development of transportation in the digital age. The presence of Gojek as an online transportation business platform is able to be well received by the community because it provides maximum services for its users. Innovations that combine communication and information technology affect and change people's lifestyles and even shift the existence of conventional transportation because it is considered more practical. The success of Gojek is at the same time proof that the community is now ready to switch to a new lifestyle, an all-digital lifestyle..*

*Keywords: Technology, innovation, object, lifestyle*

**Keywords:** Technology; Innovation; Gojek; Lifestyle.

### **INTRODUCTION**

The era of globalization which is marked by the progress and development of information and communication technology has brought influence on the dynamics of people's lives. It has an impact on people's lifestyles that becoming easier and more practical. The sophistication of digital media made the birth of various online applications in the virtual world that made human life and activities more easy and dynamic.

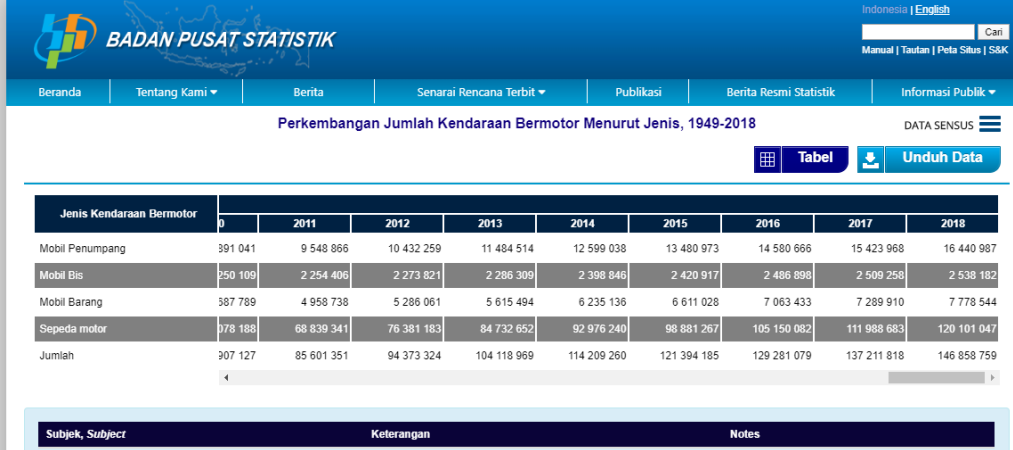
Transportation has become a part of the needs that cannot be separated from the people that increasingly demand high mobility. Transportation and communication are two things that have become the primary needs of modern and urban society. It leads to the creativity of idea and innovation, by creating transportation services based on communication technology (based online).

The largest online transportation service in Indonesia, namely Gojek and Grab, is considered capable of answering the problem of transportation congestion which is widely complained by many parties (Anindhita et al., 2016). The issue of traffic is an important problem. Traffic is a medium that helps mobility from one place to another. If It

is disrupted then mobility will also be disrupted which will have an impact on material and non-material losses.

Congestion has become a common problem encountered in big cities, including in Indonesia. Congestion occurs because the number of vehicles exceeds the capacity of the road. This is because of the people prefer to use private vehicles over public transportation.

(<https://www.kompasiana.com/tetikusliterasi/5a0990c49f91ce0c45074742/kemacetan-lalu-lintas-sebagai-masalah>). Private vehicles are preferred because they are considered far more comfortable than public vehicles. Data from the Central Statistics Agency (BPS) noted the number of motorized vehicle users has increased from year to year, this is certainly also a trigger for increasing traffic congestion.



Jenis Kendaraan Bermotor	2011	2012	2013	2014	2015	2016	2017	2018	
Mobil Penumpang	391 041	9 548 866	10 432 259	11 484 514	12 599 038	13 480 973	14 580 666	15 423 968	16 440 987
Mobil Bis	250 109	2 254 406	2 273 821	2 286 309	2 398 846	2 420 917	2 486 898	2 509 258	2 538 182
Mobil Barang	587 789	4 958 738	5 286 061	5 615 484	6 235 136	6 611 028	7 063 433	7 289 910	7 778 544
Sepeda motor	178 188	68 839 341	76 381 183	84 732 652	92 976 240	98 881 267	105 150 082	111 988 683	120 101 047
Jumlah	307 127	85 601 351	94 373 324	104 118 969	114 209 260	121 394 185	129 281 079	137 211 818	146 858 759

Picture 1. The development of motorized vehicles number in Indonesia

Source:bps.go.id

Online-based transportation is considered to have an effect on reducing traffic congestion because people no longer need to carry private vehicles to support their mobility and deal with parking problems. The Gojek and Grab application is considered capable of providing convenience because it is connected to the internet where the customer can find out the cost based on the destination, can also identify the driver so that it is considered safe and minimize risk ((Della Arisanty, 2018).

The presence of online-based transportation is considered to be a solution for the conditions of transportation in Indonesia that have not been well ordered (Azizah & Adawia, 2018). To support daily mobility, having a private vehicle is considered not important anymore now. Technological developments have changed the community prefers to use online transportation services. Users who were initially merely potential

customers turned into real customers (Anindhita et al., 2016). That's because online transportation has become part of daily mobility needs, as well as the variety of conveniences that are offered by service providers. This condition affects several large companies that have begun to switch, create, and develop an application-based transportation business because they are considered capable of creating new trends in the community, especially in urban communities.

Internet service users in Indonesia reached 150 million with 56% penetration spread across the region. The amount is only a small difference with the number of mobile internet users, amounting to 142.8 million people with a penetration percentage of 53% (<https://aptika.kominfo.go.id/2019/08/penggunaan-internet-di-indonesia/>). Based on the results of a survey conducted by APJII and Polling Indonesia, the number of internet users in Indonesia currently stands at 171.17 million. This indicates that the increase the internet usage among Indonesian has opened up opportunities for the birth of a web-based transportation service business.

In 2010, at the beginning of its operation, Gojek bookings were made through call centers, then in 2015, they developed after the launch of three services through the application namely GoRide, GoSend, and GoMart (<https://www.gojek.com/about/>). Gojek then developed into a prominent group that can serve millions of users of transportation facilities in Indonesia, even for the Southeast Asian scale.

The services that are offered by Gojek are also increasingly diverse not only limited to passenger shuttle services and package shipments but also other services such as the ordering of food (GoFood), payment (GoPay), cleaning (GoClean), moving house services (GoBOx), health services (GoMed), shopping services (GoShop), shopping safekeeping services (GoMart) and home massage services (GoMassage). GoJek's presence is also able to have a big economic impact by embracing motorcycle taxi drivers as Gojek's drive partners. Many SMEs also grew along with the birth of GoFood services offered by Gojek.

Gojek which carries three pillars namely: speed, innovation, and social impact, have brought changes to people's lives. The success of Gojek's various services sparked the birth of many new business ideas that combine business with internet use (Anindhita et al., 2016). Businesses are starting to realize the importance of using the internet on running a business, both in the goods or services sector. Reflecting on the success of Gojek, now, many new businesses have sprung up, such as laundry, beauty services, or

freight forwarding, shifting from conventional services and switching to application-based services.

Innovation is an important key for the existence and development of Gojek so that it can be accepted by the community, a product or service will not be able to be accepted by the community if it is deemed to have no added value. For this reason, a strategy is needed in communicating innovation. PT. Gojek Indonesia is well received by all members of the community because it is considered capable of answering many of the problems that have been complained of in the field of transportation. Not only that, but the existence of Gojek also shows that the Indonesian people are ready to live in the digital era now, an era where the combination of technology and communication is used to support and facilitate daily activities. Gojek has indirectly persuaded the public to become part of modernization which is now characterized by digital technology.

Based on this, this paper tries to describe the existence of Gojek as a service product that was born as a form of advancement in information and communication technology in Indonesia. This paper was made using analysis from various literature, so that accurate data and analysis are obtained.

## **RESULTS AND DISCUSSION**

### **1. Development of Internet Usage in Indonesia**

There are several versions of the history of the development of the internet. There is an opinion that explains that the internet is a product that was born in the Cold War era, the internet was built to protect national security in the midst of the threat of a nuclear attack (Baran, 2008). Another version states that the internet was born as the development of Mashal McLuhan's thinking about the power of communication technology, which has been predicted that a connected computer makes people able to access various information and even be involved in government processes.

The internet began to be popularly used in the early 90th century. The material offered to be accessed at the beginning of its emergence was in the form of text, images, sounds, and even interactive chat and video conferences (Sumargono, 2012). At times the internet is only used by a limited circle and It is only connected to various campuses or universities in the United States itself (<https://www.dewaweb.com/blog/pengertian-internet/>). In its journey, the internet is used by the community as a source for finding information through the WWW (World Wide Web) application which also contains text, images, and audio with additional links that can take its users to the destination page by

clicking on the link. This facility is widely used by academics and people who have internet access.

The internet has now become a primary need for all people of the world, not only for developed countries but also for developing countries. The use of the internet is getting easier with the development of communication technology. The internet is no longer accessible to groups at a high cost. Now the internet has become part of people's daily activities in general, even easily found anywhere. The presence of the internet makes work easier and faster, so it is far more effective and efficient

Don Ihde argues that developing humans can no longer separate themselves from the development of the internet (Yunita, 2018). Communication which is supported by technological development is a part of human life. The invention of smartphones has changed the function of mobile phones more than just communication tools (Full & Mellynda, 2019). The ability of a smartphone to work as a computer allows its users to always be connected anytime and anywhere through the internet. This phenomenon is proof that information and communication technology innovation is increasing rapidly from day to day.

A survey conducted by the Association of Internet Service Providers in 2018 showed that internet users in Indonesia accounted for 64.8% of the 264, 16 million the population total of Indonesia, which means that internet users in Indonesia numbered 171.17 million, as described in the following picture:



Picture 2. Internet users in 2019

Source: Survey Data of APJII (Asosiasi Penyelenggara Jasa Internet Indonesia) 2019



Picture 3: Internet users based on region

Source: Survey Data of APJII (Asosiasi Penyelenggara Jasa Internet Indonesia) in 2019

Hootsuite and We are social statistics in 2019 revealed that internet users in Indonesia reached 150 million inhabitants where the number increased by 7 million users from the previous year (<https://www.boc.web.id/statistik-pengguna-digital-dan-internet-indonesia-2019/>). This illustrates the need for internet access is increasing, this is the basic assumption that Indonesia is a potential market for online-based businesses such as websites, social media, and other applications.

The development and enhancement of internet usage have an impact on people's behavior that has begun to enjoy online shopping activities compared to conventional buying and selling methods (Ahmadi & Ardiansari, 2018). Shopping online using startup applications has become a trend in itself, for almost all ages, professions, and gender even has become a lifestyle.

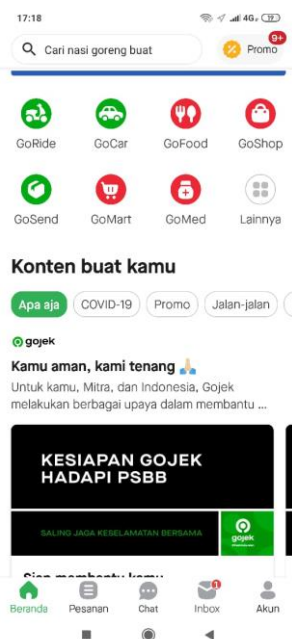
Gojek observantly sees this as an online-based business opportunity. The product offered is not in the form of consumer goods as offered by other e-commerce, but chooses to offer a service product in the transportation sector. Transportation has indeed become a non-negotiable necessity for urban communities, transportation has become a basic need after other primary needs such as food and clothing.

Transportation is defined as a medium that can be used to transport or move people or goods from one place to another (Azizah & Adawia, 2018). PT Gojek Indonesia was present by answering transportation problems that were complained of by the community and received many positive responses from the community. Not only in terms of service, but the presence of Gojek is considered capable of absorbing jobs even for young people graduating from high school. The results of research conducted by the Faculty of Economics, University of Indonesia shows that the majority of Gojek partners aged 20-39 years, and dominated by high school graduates and equivalents of 83%

(Kamim & Khandiq, 2019), this is made possible because the younger generation is the ablest to master and learn to use the applications, flexible working hours are also able to encourage the young workforce to be far more productive (Forde et al., 2017).

Gojek's desire to become the largest online transportation platform encourages Gojek to continue to innovate with the presence of various services offered. According to Rogers innovation means ideas, actions, or goods that are considered new by someone (Hadi et al., 2019). Innovation can be interpreted as changing something in the form of goods, ideas, or information to become something of high value (Azizah & Adawia, 2018).

The innovations made by Gojek not only offer transportation facilities but also additional services for its users, which can be seen from the many features of the services currently provided by Gojek. PT Gojek Indonesia seems keen on seeing and creating opportunities. Where Indonesian society is now in the digital age. By only opening the Gojek application, users can find more services in it.



Picture 4. Display of the Gojek application

## 2. Innovation diffusion theory

The pace of communication development has brought an impact on society, Omber stated that communication technology can bring change to society, communication technology also can create the discovery of new tools where not everyone can master and run it (Candraningrum, 2017).

Rogers describes the diffusion of innovation as the process in which an innovation is communicated through certain channels and within a certain period of time, to members in a social system (Anindhita et al., 2016). Diffusion of innovation means the process of disseminating information about new ideas or things, which aims to change the structure and function of social systems in society from old patterns to new patterns. The communication process of innovation is a process that takes place in two ways and interactive between the communicator and the communicant, in which both exchange information about new things until creating a common meaning between the two.

In the process of diffusion of innovations the message delivered is a message that contains information about something new. In the process of innovation diffusion involves several elements (Sumardjo, 2016), namely:

1. Innovation: in the form of ideas, ideas, or items that are considered to have novelty value for a person or group of people. The concept that offered is considered new by the recipient, even though it is not really new.
2. Communication channels: the communication channels that are chosen in conveying ideas should be appropriate and efficient channels according to the characteristics of the recipient.
3. Duration: the time dimension associated with the process of someone knows the information, innovation until the decision making process, or rejecting the novelty offered.
4. Social system: a collection of units that work together for the achievement of a shared goal.

The expected impact of the innovation communication process is the creation of behavioral changes in the form of adoption of innovation as a form of acceptance of new ideas offered. This change is manifested in the form of the application of innovation in the social system in the community.

Rogers said that the process of adopting innovation is mental processes that occur in a person by involving aspects of knowledge (cognitive), attitude (effective), and skills (psychomotor) since he was familiar with innovation until finally deciding to accept and apply the innovation (Sumardjo, 2016). The process of change and decision making occurs through a series of activities at a certain time where the process is strongly influenced by the perception of the characteristics of the innovation.



### **3. A new era, a digital era**

The development of the modern world is marked by the development of information and communication technology. Lifestyle has shifted to all about the electronic device (Setiawan, 2017). Technology brings change towards the digital age, the exchange of information is carried out without borders without limits. It also has an impact on the swift flow of information so that it can be easily accepted by the wider community.

Toffler divides people's lives into three waves of civilization (Eka & Wuryanta, 2013) namely:

- a. A wave of agrarian societies was the early era of agriculture where human mobility and information were very slow because it was very dependent on nature and animals.
- b. Waves of industrial society, this phase is marked by the development of technology and information to support industrial activities on a large scale.
- c. The wave of the information society, an era where information needs become the basic needs of the community.

The third wave is still running until now, where communication technology is produced massively and it is reached at low prices. This has an impact on the character of people who are more open-minded in accepting developments in the global world.

Dennis McQuail described the main characteristics of new media is digitalization and convergence (Efendi et al., 2017). New media is a combination of digital communication with a computer that can channel information to the recipient which combines several media functions such as audio, text, and images. The communication that is considered capable of adapting with developments is communication that is mediated by new media technology (Wulan, 2010). The usage of new media is closely related to the development of computers that are the beginning of technological developments in the digital world (Apsari Wahyu Kurnianti, 2017). The presence of new media brings benefits and influence to society, someone can get whatever they want easily, such as :

1. Information through online news portals and others,
2. Education through digital books, entertainment such as social networking, movie shows via YouTube, online games
3. Buy and sell transactions via startup applications

Users will use the internet as an effort to fulfill their needs and interests. In the view of the uses and gratification theory, the community will look for information through the media in accordance with their interests and needs that will be met actively and selectively (Efendi et al., 2017), so that it becomes a logical reason for the media to compete to meet the interests and needs of the audience.

The presence of a smartphone that integrates with the internet that supported by the provider provides convenience through products and facilities. Mobile phones that were originally only used for making calls and sending messages have been equipped with internet features and have become the most widely used communication media now. Smartphones have been equipped ranging from interpersonal communication facilities, up to a variety of applications that can be downloaded at Playstore.

The use of smartphones as a communication tool has become part of the culture of society ranging from urban communities to remote areas. McLuhan said that one of the building blocks of culture is how we communicate. Communication technology not only provides messages but has influenced our behavior and habits (Timbowo, 2016). The use of communication technology has affected all aspects of life because of its continuous use. Omber also links the development of communication technology with cultural change, in his view communication technology is a determinant factor in a society where communication technology is able to create new products that were not used much before (Candraningrum, 2017)

In 2016, the Ministry of Communication and Information through the 1,000 startup movement program produced 525 startups. According to startupranking.com notes that in 2018 Indonesia is in fifth place after Canada with 2,079 startups ([https://kominfo.go.id/content/detail/17233/jumlah-startup-di-indonesia-ratusan-atau-ribuan/0/sorotan\\_media](https://kominfo.go.id/content/detail/17233/jumlah-startup-di-indonesia-ratusan-atau-ribuan/0/sorotan_media)). This is in line with the government's determination to make Indonesia the country with the largest startup as a manifestation of the vision, the digital energy of Asia. It shows that the government has paid great attention in efforts to develop the strength of the digital industry in the country. This development also reinforces the view that Indonesia is a potential market for the development of digital-based industries.

The rise of digital-based business makes a new model of marketing strategy namely digital marketing channel (Candraningrum, 2017). The use of social media is considered as an effective communication channel in promoting business activities. Boyd defines social media as media that is able to connect individuals or groups of people to be able to gather, share, and communicate through a set of software (Sari et al., 2018).

Gojek as one of the largest online transportation platforms in Indonesia is here to answer people's transportation needs through an application. The facilities offered to make the community slowly abandon conventional transportation. Only need to order through the application and wait for the driver to come without having to leave the house looking for a motorcycle taxi driver or waiting for public transportation so that it is considered that the presence of an online motorcycle taxi is felt to be able to overcome the problem of transportation needs. Until the middle of 2019 the application of Gojek has been downloaded 142 million times, already has more than 2 million driver-partners. The achievements that are reached by Gojek are an indication that the community has made digital technology in meeting their daily needs. Everything is easy, fast-paced, cheaper, more efficient and a click away.

The Gojek application that is connected to GPS is another reason why this application is preferred over conventional motorcycle taxis (Della Arisanty, 2018). Through the map application the driver can find out the position of the passenger's applicant, and the other side driver arrival time at pick-up location can be predicted.

The convenience offered by Gojek and accepted by the community does not make PT. Gojek Indonesia considers that promotion not important. Gojek uses marketing communication strategies. Kotler and Keller (Apsari Wahyu Kurnianti, 2017) define marketing communication as a means that is used by companies as an effort to convey information, persuade, and remind consumers directly or indirectly about the products or services they sell.

The marketing communication strategy includes eight important things: advertising, sales promotion, events, and experience. Public relations and publicity, direct marketing, interactive marketing, word of mouth marketing, sales personnel. Advertising and promotion are important for a company in running marketing strategies.

Basically, the advertisement of a product or service aims to connect producers to consumers (Fathiyah, Hidayah, 2019). Through advertising, the producers are able to provide information and inform potential customers with value, in other words, advertisements will bridge the interaction between the seller and the prospective buyer.

Promotion is one of the most important variables in the marketing mix. Promotion is more than advertising. According to William J. Stanton (Pebrianti, 2018), the promotion mix is a combination of several strategies that have been carefully planned, which include advertising, personal selling, and several other promotional tools that are considered capable of influencing the achievement of sales goals.

Gojek claims to oversee operational costs of up to 3 billion per day (Candraningrum, 2017). These costs are intended to finance the procurement of equipment that is needed by drivers such as jackets, helmets bearing the Gojek mask and headgear, which of course aims to make Gojek more known and enhance the brand awareness of the public about the existence of Gojek.

The management of social media is also carried out by PT Gojek Indonesia as a direct marketing tool such as Instagram, Twitter, Google Adwords, and Facebook Fanpage. All of these variables play an important role in shaping the Gojek brand. Sales promotion (sales promotion) is also done as an effort to improve consumers such as Promotional Codes (Promotion Code) which are intended for new users of the Gojek application. The code can be used as a payment tool when using the Gojek application. Another form of promotion carried out by PT Gojek's marketing is improving relations with the public by engaging in various large-scale events.



Picture 5. Gojek's Twitter Account



Picture 6. Gojek's Instagram Account



Picture 7. Gojek's Facebook Fanpage Account

Gojek has become a phenomenon in society. Gojek has now become familiar and a part of daily life, especially in urban communities. The Gojek brand has been formed in

such a way as to become a trend and be able to shift the behavior of transportation from conventional to digital-based transportation.

A Life that is much easier, high mobility, and fast-paced is the guidance of people who live in the digital era. Whatever needs can be met by relying on the internet. The internet which has become a new idol for the community makes work much easier, faster, more practical, more productive, and more economical.

Gojek gives it all, with Gojek, mobility much faster. Because there is no need to queue for a long time at a bus stop or deliberately wait at an Ojek base, there is no need to spend much time because of being stuck in traffic, no longer spending a lot of money because Gojek offers affordable prices.

Professional management is another advantage of Gojek compared to conventional transportation. Gojek has a standard driver and vehicle type. Passengers can give a complaint if the service obtained is not satisfactory. Passengers can feel like riding a private vehicle when using a Gojek's car, without having to share and jostle like a public vehicle. These conveniences are not offered by conventional motorcycle taxis, so people prefer Gojek over conventional transportation

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusion**

Based on the explanation above, the following conclusions can be drawn:

1. The development of communication and information technology has brought development into the digital age. Where the era is characterized by a combination of internet technology with communication technology.
2. The development of the digital era is followed by the development and growth of online-based businesses. Product and services are now converted from conventional to completely online. This development can be easily accepted by the community because it is considered to provide convenience and make work much more effective and efficient
3. Gojek as an online Ojek platform has proven that innovation enables a change. Gojek is accepted by the community because the services provided are in accordance with the needs of the people who want safe, comfortable, inexpensive transportation and in accordance with the lifestyle of modern or digital society.
4. Gojek has shifted the existence of conventional transportation. Driving using an online motorcycle taxi has now become a way of life for the people, especially

urban communities. Gojek is popular because it provides services and facilities that are not found in digital transportation services. This is because Gojek is professionally managed with mature management that is able to provide maximum service to its customers.

### **Suggestion**

1. The presence of Gojek as a new form of business in the field of transportation is considered to have been able to reduce congestion on the highway, but it is not entirely effective. Another more innovative approach is needed to address the problem of public transportation needs.
2. The ability of PT. Gojek Indonesia absorbs employment can reduce the unemployment rate. But according to the workforce data that can be absorbed in the younger age generation, because that age is considered as an age that is able to understand and run applications. This indicates that the government still has to provide a lot of jobs because the internet has not reached all levels of society, especially in remote areas, of course, other alternative jobs are needed
3. The government must provide equitable and inexpensive internet services in all regions so that Indonesian people are truly prepared to face and compete in the digital age.

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