

Impact Of Online Transformation In Yogyakarta: PT Gojek Indonesia Through The Concept Of SDG Approach

Aris Munandar, David Efendi, Alam Mahadika

Department Of Government Science
University Muhammadiyah Of Yogyakarta
(email: mahadikaalam@gmail.com)

Abstrak

Transportation is one of the basic human needs today, especially for the people of Yogyakarta city. The type of transportation that is most in – demand and is seen as providing significant benefits is Gojek online transportation. The existence of Gojek in the city of Yogyakarta has an impact on community. This research aims to look at these impacts by using the concept of sustainable development goals with environmental, social, economic pillars. Based in the research conducted, it was obtain that the existence of Gojek in the city of Yogyakarta has an environmental, social and economic impact. On environmental impact found that Gojek is one of the sustainable transportation. Researchers found that the volume of vehicles that have a lot of impact on congestion makes Yogyakarta the 4th most expensive city Indonesia but does not significantly impact air pollution. Gojek has succeeded in creating one rule that makes the distribution of pollution relatively stable. In addition to the policy factors of Gojek, the role of the Yogyakarta city government is also a considerable factor. Social impact cause internal and external conflict, while the economic impact of society feels very helpful. Gojek sustainable analysis found that Gojek is not a solution for sustainable urban transportation in the future

Keywords:

Transportation Online; Sustainable Development; Environmental

Introduction

Urban regulations today are often discussed because it is related to all aspects of human life. One of the transportation problems is that transportation will indirectly impact the community because it can shorten the time and the other side becomes a problem because it can also extend travel time. (Hendratno, 2009). Urban problems in the cultural city and students of Yogyakarta, such as congestion, air pollution, to the risk of accidents become higher. According to data on the number of 2-wheeled motor vehicles in Yogyakarta City in 2016 amounted to 71,566 units, then increased by 211 per cent to 222,915 units while for 4-wheeled vehicles, in 2016 amounted to 12,746 units, in 2017 increased 334 per cent to 56,647

units of transportation problems vehicles in Yogyakarta City became very interesting because Yogyakarta was the 4th out of 10 most expensive cities in Indonesia (Lutfiyanti, 2018).

The increase in vehicle volume is very rapid, certainly causing problems. Problems like this can be natural in the city of Yogyakarta. As a city of students and tourism, the increase of educators is one of the solid reasons for significant vehicles in Yogyakarta. According to data until 2018, the number of indigenous people of the city only reached 412,413 people, while the city of Yogyakarta was always crowded with 1.3 million people. (Hidayah, 2019). The number of residents causes the problem, but the existence of online transportation also causes the transportation problems experienced by Yogyakarta.

Online transportation is a mode of transportation that is currently requested by many people and is also very helpful for people who need transportation services so as not to bother to a particular place to get transportation services. Until now, the number of online transportation operating in the city of Yogyakarta has been many (Nanang, Bambang, 2018). One type of online transportation that is widely used is Go - Jek. Go - Jek was born to answer transportation problems such as price, safety and certainty from riders and problems. Since the existence of PT Gojek Indonesia in 2013 until now has succeeded in expanding access to all in the city of Indonesia (Cahyono, 2017).

The existence of Go - Jek in Yogyakarta City online transportation mode will show a significant dynamic with each year increasing. With that much volume, eating will occur in positive and negative dynamics. One example is the number of vehicles increasingly penetrated will become stuck, and on the other hand, there will be economic growth (Nurhamidah, 2019). Since the emergence of Go - Jek in very much highlighted in terms of economy offered various things such as Go send, Gopulsa, Go box, Go massage, then it is only natural when Gojek is viewed as quite able to change the economy of the class society to the bottom.

This is rarely highlighted since the existence of Gojek is environmental and social. Of course, this will cause congestion on several main roads in the city of Yogyakarta; it will have implications for increasing air pollution. (Puspitawati, 2014). While in social terms, the state of Gojek, until now, has not provided rules related to driver restrictions, will make internal competition and internal conflicts occur between fellow drivers. This problem arises from the

increasing number of drivers will make the chances of getting consumers small. Sometimes, many drivers use the *tuyul* application to get fictitious orders to target the operation provided by Gojek. (Hidayat, 2016).

Problems like this will be very likely to occur because, until now, both the government and PT Gojek have not provided regulations both how to regulate and control so many Gojek parades. The government expected to be the controller of the situation has not yet found an effective solution. While currently entering the era of sustainable development called Sustainable Development Goals (SDGs), it is expected that the existence of Gojek can provide good contributions for social, economic and environmental matters. Sustainable development must pay attention to the survival of life in the future. In a development that is considered social, environmental and economic, sustainable development goals (SDGs) is a development concept that utilizes the current natural conditions for the coming (Sachs, 2015).

Sustainable Development Goals view of Gojek will only be presented through interview analysis with Gojek partners and Gojek service users. In conducting this research, Gojek has closed itself off from all types of research conducted by researchers until the specified time limit. In retrieving research data, many challenges and dynamics require analysis of research results using secondary data obtained from the official website of PT Gojek Indonesia. In addition, the process of retrieving data conducted randomly interviewing many drivers makes the results of this study more convincing.

Methods

This research uses qualitative methods to understand and explain certain situations based on causation and phenomena studied. Meanwhile, the purpose of qualitative research is to strictly describe the reconstruction of a case, as the subject of research can be individuals, organizations or institutions (Flick, 2019). Related to this research is a case study of PT Gojek Indonesia in Yogyakarta regarding the dynamics that occur through a social, economic and environmental outlook based on the analysis of sustainable development goals.

The study also used both types of data, primary data and secondary data. The primary data obtained by researchers as the source of the objects studied by conducting interviews and

observations directly to the field is the online company PT Gojek Indonesia, the Yogyakarta Transportation Office, the Central Statistics Agency, online transportation drivers and gojek user communities and all stakeholders involved in the congestion area of Yogyakarta City. At the same time, secondary data is obtained by researchers indirectly by getting sources from documentation/literature such as books, mass media, documents that have to do with conventional or online transportation.

Data analysis techniques are efforts made by researchers to obtain relevant and accountable researcher results. The analysis process of this research consists of three steps: data reduction, presentation of data, and conclusion or verification, another analysis used is the analysis of triangulation theory. This data analysis is understood as a strategy that leads to a deeper understanding of the issues being examined as a step toward excellent knowledge rather than merely toward validation and objectivity (Denzin, 1994).

Results and Discussion

Gojek In View of Sustainable Development Goals

The development of technology brought a considerable change; almost all aspects of today's moment have been digitized. They are starting from the sale of basic needs to the sale of services. That industrial revolution 4.0 incorporates Cyber-Physical System (CPS) and Internet of Things and Services into industrial processes, including manufacturing and other logistic processes (Rizkinaswara, 2020).

In the city of Yogyakarta itself, Gojek has started operations in 2015. From the beginning of Gojek's operation in Yogyakarta City, it has reaped many positive and negative impacts. For example, the social impact of rejection from conventional transportation drivers, congestion and much more. The impact caused by Gojek will then be summarized in the concept of Sustainable Development Goals. (Hendra, 2018).

The concept of Sustainable Development Goals provides new hope for the human generation because in the management of SDGs, always pay attention to the availability of resources for the next generation. Looking at the phenomena today, the SDGs lead us to maintain the environment where life begins for humans and other living things. Man in every behaviour is always connected to the environment, so it is not uncommon, indirectly. (Salim, 2018).

United Cities and Local Governments (UCLG) mentions that 17 SDGs goals, 169 targets and 300 indicators to assess something sustainable or not. Researchers will use SDG goals that reveal with research about online transportation, such as poverty alleviation, gender equality, clean and affordable energy, decent jobs and economic growth, industry and infrastructure (Badan Perencanaan Pembangunan Nasional, 2020). If grouped into the pillars of the SDGs, the goal would be, the analysis consists of clean and affordable energy, the social analysis consists of gender equality and reduced inequality, and economic analysis consists of poverty alleviation of decent work and industrial economic growth.

The entire indicator will be used as a basis for the assessment of Gojek in Yogyakarta City. When viewed from its function, transportation does provide many benefits for survival. With transportation, everything has become more accessible. Whether not realized or not, the development of transportation has brought environmental damage such as air pollution (Indrayani, 2018).

Seeing all that, the emergence of Gojek online transportation in Yogyakarta gives a significant effect, both from the economy, social especially the environment. Since the existence of Gojek, transportation in Yogyakarta City has increased rapidly, data was obtained from the Central Statistics Agency of Yogyakarta Special Region.

Table 1. Number of Motorcycle Vehicles and Cars 2017 – 2019

No	Type	2017	2018	2019
1	Motorbike	1.123.284	1.203.535	1.354.547
2	Car	143.689	158.972	168.114

Source: Dinas Perhubungan DIY, 2020

The increase in volume is due to the existence of Gojek online transportation in Yogyakarta. Since operating in Yogyakarta, Gojek does provide great appeal, thus making many people interested in becoming a gojek partner or driver. Gojek drivers say that there are several reasons that they are interested in being part of Gojek. One of the Gojek drivers who has joined since Gojek first operated in Yogyakarta city Yoan Fahmi said

"The existence of Gojek is beneficial in terms of the economy. One of the reasons I joined and survived to this day was to earn a considerable wage. I can support my family and increase my savings; I can still get 6 to 7 million in a month. That's a lot compared to my previous job." (Interview, 2018).

The above argument is enough to provide a picture in the future that Gojek online transportation in the city of Yogyakarta in revenue and economic improvement is very influential and helps the community. Then, of course, the people are the most beautiful drivers of Gojek. The second reason is a reason that many online drivers do not do. They say that it's a very lucrative side job, working on the road but earning. One of Gojek Daryanto's drivers said that:

"The existence of Gojek in the city of Yogyakarta can increase income, although this is just a side and fills empty free time. The results of wages I can make savings" (Interview, 2018).

Dwi Indarayanto also conveyed this Indarayanto also conveyed this, a Gojek driver who only joined in mid-2018:

" Since joining Gojek, although just a sideline and fills free time but can provide additional income, this job is very light with enough wages for extras. " (Interview, 2018)

The above question explained that drivers who work for Gojek only on time. But still able to get enough income, meaning that even though it's a reason to fill free time, but it is not separated from getting enough additional income.

The influence given by Gojek operating in the city of Yogyakarta is indeed huge. Almost all of them highlight the impact of economic matters, very rarely see the impact of social and environmental aspects. This research will look further at the environmental impact caused by the existence of Gojek. Based on the research done. In the concept of SDGs pillars, the position of the environment is at the very end. Still, in this study, the environment will be placed in the first line of analysis, looking further at the environmental impact caused by the existence of Gojek. The emergence of Gojek has reaped positive reviews; besides that, it is also included in the pillars of Gojek, while there has been no particular attention in the environment.

Environmental Analysis

The most important pillar in the Sustainable Development Goals (SDGS) is the environment, because the environment is the life. A good environment will make good organisms, the existence of gojek online transportation in Yogyakarta has an influence on the environment, both positive and negative. Gojek during its operation uses 3 pillars, namely speed, innovation and social impact. As a startup service company using vehicles as an operative media, it will

certainly have an impact on the environment, because the vehicles used fuel oil. Emissions created by vehicles will become air pollution. (Hausain, 2020).

In his book Achmad Nurmandi (2014) *Urban Management; Organizational Theory, Planning, Housing, Services and Transportation Realizing Smart Cities* explains that sustainable transportation considers three main issues: sustainable environment, economic efficiency, and social justice. On the concept, it can be understood that when Gojek wants to be part of sustainable transportation (Nurmandi, 2014). Maka must have 3 pillars. related to the concept described by Achamd Nurmandi (2014) in this study the indicators used to assess Gojek as sustainable transportation.

Clean and Affordable Enegri

On the website of the ojekonline.co.id explained the Terms of the Latest Gojek Motorcycle Year (2021), which is a very era relationship between Gojek and the environment is the vehicle used. There is a minimum standard of the vehicle that drivers can use; currently, for drivers who want to become Gojek partners, at least vehicles used at least in 2010 or the last ten years and in decent condition. The reason for the minimum year of the vehicle is to ensure passenger comfort and the reduction of emission gases released by the motor exhaust. (OjekOnline, 2021). The main reason for the use of vehicles for at least the last 10 years is to reduce vehicle emissions or pollution released by motor vehicles. This is widely expressed by Gojek drivers in Yogyakarta City. In addition, government policies by providing restrictions on premium use turned out to provide enormous benefits for the use of clean and affordable energy. Gojek encourages all its drivers to use non-premium fuel to provide convenience to customers and other road users. To further explain the indicators used in assessing Gojek, researchers will use the theory put forward by Achmad Nurmandi (2014), there are five central attributes of sustainable transportation performance, namely accessibility, safety, impact on competitiveness, capital consumption / natural wealth and pollution production. (Nurmandi, 2014).

In accessibility,Gojek is indeed very easy to access simply by using the application then drivier will approach and be delivered to the next destination location of safety and health,this becomes gojek seriousness in the regulations set by Gojek regarding the minimum standard of

vehicles used (Wardhani, 2019). Furthermore, the Impact on Competitiveness, this provides new problems for some parties, this competitiveness is seen in some features of Gojek services with cooperation models, such as economic competitiveness between online drivers and conventional drivers. Capital Consumption to become a Gojek driver does not require capital at all, because the drivers only complete the registration file (Nurmandi, 2014)

In line with the statement of the Environment Agency, it is also caused by the selection of vehicles carried out by Gojek is very strict, where the vehicles that can be used are the types of vehicles that have low air pollution levels, namely vehicles of the last ten years from the year of registration to be Gojek drivers. Although it does not currently cause significant air pollution, if restrictions on the number of drivers and vehicles have not been strictly done, it does not take long for air pollution to rise to dangerous levels (Rini, 2021).

Researchers will explain the increase in vehicles in 2016 and 2017 caused by two factors, namely the Government does not change vehicles from the company to make driver growth even more significant, until finally with the existence of transportation that is more of a bottleneck in Yogyakarta, the Government and Gojek's own company until now have not spoken about the problem (Kusumo, 2019). The second factor is about Gojek in collaboration with Vendor, namely the provision of gojek driver registration services, several vendors encountered in this study, providing valid information, namely Rianaldo Felanosa as one of the vendors from Gojek said:

“Currently, for Gojek registration, it would be better if through vendors because individual registration has been closed. Gojek only wants to receive vendor data to facilitate registration in Gojek.” (Interview, 2019)

The cooperation carried out by Gojek and vendors is to facilitate Gojek in recording and registering drivers because since its existence in Yogyakarta, every day, Gojek offices are constantly visited by Gojek registration. This research has found that the environmental view in the concept of Sustainable Development Goals (SDGs) Gojek does not pay special attention to the environment, but from the efforts made by Gojek through strict vehicle selection, at least using vehicles that do not emit much pollution, making Gojek not contribute significantly to air pollution in the city of Yogyakarta.

From the five indicators of sustainable transportation above, it can be explained that although in principle, Gojek does not have pillars or objectives that are directly related to environmental

conservation as desired by the SDGs concept, through the terms and regulations imposed by Gojek indirectly has directed to pay more attention to the environment. This is evident from Gojek's efforts to reduce the number of driver distribution in Yogyakarta city. The seriousness is also seen from the closure of the collective Gojek driver registration from the vendors. However, until now, Gojek has not deigned to be questioned about it. Some vendors encountered by the researchers also said that currently for the vendors themselves have been closed. So drivers who operate in the Yogyakarta City area are old drivers.

Social Analysis

Gojek in Yogyakarta city has started operating since 2015. In its operation, Gojek Yogyakarta consists of several types of services, including one of Gojek drivers said:

"Gojek services include Go-Ride, Go - Life and Go-Pay, which each have their section. Gojek has been invaded by people who want to register to become gojek drivers and partners from Gojek. At the beginning of Gojek's existence in Yogyakarta city, for motorcycle drivers in 2015 amounted to 1500 drivers, and the number increased until in 2018 the number of driver drivers to about 20,000 driver motor" (Interview, 2018)

This development is indeed inseparable from the role of the community that so many target Gojek. As an online-based service provider, it has made a lot of contributions to the community's welfare. To analyze Gojek in the view of SDGs eating, several goals can be used to reference united cities and local governments (UCLG).

Gojek is a startup-based service company, has opened a gender equality space through the absence of differences between women and men when registering to become a driver or partner of Gojek. Gojek provides equal opportunities for women, provided that the required requirements are complete and vehicles are qualified; one of the Gojek vendors in Yogyakarta explained the results of Gojek driver:

"Of the approximately 20,000 gojek drivers operating in Yogyakarta city and surrounding areas, an estimated 20% – 25% are female drivers, female drivers also do not need to be afraid when becoming drivers, because female drivers will be prioritized to get female customers or consumers as well. This is done by Gojek to ensure safety and comfort for drivers and customers." (Interview, 2018).

This proves that Gojek pays attention to women's rights to get a decent job and economy. In the operation of Gojek from 2015 to the present, of course, it has a positive and negative impact on the social aspect.

Social Positive Impact on Gojek's Existence

On the social aspect, the existence of Gojek, almost all Gojek drivers say that they find new friends. People who have become drivers form a community to unite them. Some Gojek drivers who were successfully encountered gave responses in social terms, such as Mr Yoan Fahmi, the oldest driver in Yogyakarta city, who said that:

“In addition to earning enough wages or income to support my family, I also made many new friends in the Gojek community, which made me meet many new people, interact and know each other.” (Interview, 2018).

Gojek's efforts to provide social welfare can also have an impact to make Yogyakarta a smart city through improvements in mobility, economy, community and quality of life (Laraspati, 2019). This is reinforced by the statement of some Gojek drivers both old and new to join Gojek, Mr. Yoan Fahmi as senior driver said that:

“The most significant impact I feel directly with the existence of Gojek in Yogyakarta City is income that becomes better so that it can support the family; in a month, I can make 5- 6 million, far above UMR Yogyakarta” (Interview, 2018).

This means that Gojek has an excellent opportunity to make the quality of life better. There are thousands of drivers who depend on Gojek. In this case, mobility, for example, the existence of Gojek, will facilitate access to the community, especially users of Gojek services. Alam Amjar, as one of the users of Gojek services, said that:

“With Gojek, I do not need to worry anymore about public transportation in Yogyakarta City, no need to wait at the Trans Jogja bus stop, simply by using gojek service application, then I will be picked up by drivers wherever my destination at a very human cost. (Interview, 2018)

Almost all gojek service users say the same thing that in terms of mobility, Gojek has a fairly central role to see that gojek service users in Yogyakarta city are very large. Increasingly that the city of Yogyakarta is a city that becomes a tourist and educational destination, then of course the users of transportation services are also increasing. This mobility is what must then be built.

Negative Social Impact on The Existence of Gojek

The existence of Gojek online transportation in the city of Yogyakarta with a very large number and without restrictions on the number of very heavy without restrictions on the number will

eventually have an impact on social rifts in the community. Such as external conflicts are conflicts that occur outside the company, or Gojek drivers, or conflicts that occur between online drivers and conventional motorcycle taxis. This conflict occurred on May 3, 2017, about 1,000 taxi and conventional transport drivers who are members of the United Front of Struggle for Public Transport Drivers (FPPAU) protested against Yogyakarta's online taxis. they demanded that the government issue a Governor's Regulation on the subscription of public transportation not in track with technology-based applications in the Special Region of Yogyakarta. (Raharjo, 2017).

Another conflict that still occurs is the conflict of online and conventional taxis in the airport environment. Reporting from krjogja.com May 31, 2018 there was a scattering to local beatings and conventional taxi drivers. This isn't the first time, but it's happened very often. The airport itself represented by the General Manager of PT Ap I (Persero) Adi Sutjipto Agus Pandu Pernama Airport said that this incident was the umpteenth time. (Widiyanto, 2018).

Internal conflicts are the conflicts that occur within Gojek. This conflict occurs between fellow drivers and between drivers and customers of Gojek service users. This conflict is a conflict that has only occurred since the number of drivers is not limited in the city of Yogyakarta either the policy of the government or the Gojek company itself. Head of Yogyakarta City Transportation Office Mr. Tri Haryanto said that:

"We assess that the implementation of the online transportation licensing policy in the city of Yogyakarta has been really felt by the online transportation organizers because until now online transportation drivers have felt an economic improvement related to the ease provided by the Government of Koa Yogyakarta in procedures between to get customers through technology applications where this is getting positive appreciation from consumers reminding the transportation is very effective and efficient in using it." (Interview, 2018)

Without restrictions from the government or Gojek companies for drivers, it will result in increasingly tight competition patterns. If this is allowed to continue, then the internal conflict will be more prolonged. Because now there are many drivers who feel the impact they have become drivers since Gojek first operated in the city of Yogyakarta, no longer feel great benefits. as stated by one of the drivers Mr. Heruswildan Nurusttamora namely:

"I've been in Gojek since 2015. Initially very much can reach 5- 6 million a month. That's because there are not many drivers. Now more and more numbers are not restricted, so I'm getting more and more difficult to get passengers. Now it can only make the most 2

- 3 million. The company's bonuses aren't much either." (Interview, 2018).

The same thing was conveyed by J Wiatmiko, a driver who only joined in 2016 but has also felt the change that said that:

"At first, although the sidelines can get 2 - 3 million it knows 2016. Now it can still get 1-2 million a month, but most often 1 million. This is due to more and more drivers and fewer bonuses from Gojek." (Interview, 2018).

The concern that will occur later is that the drivers of both Gojek motorcycles and their cars use vehicles from credit results. When the target set by the company is not achieved then of course the income will be less. This is felt by some four-wheeled drivers, mr. Harum Efendi as a four-wheeled Gojek driver or so-called Go Car said:

"Many of my friends who then can no longer afford to continue to become Go Car drivers, because the competition is getting tighter, the number of cars has been more and more, while orders are getting less and less. If in the past in a few hours it can reach points to get the maximum bonus, now it is very difficult, sometimes it has to start operating from morning to night. In the end many friends were returned to swohroom because they could not afford to pay." (Interview, 2018).

This gives us the idea that the number of drivers without restrictions will result in social welfare that was originally planned will not be implemented properly. From the results of field research conducted, the main factor why the number of drivers every year always increases is due to the involvement of vendors or third parties in registration to become Gojek drivers. Vendors have a very big role to register someone to be a driver, mr. Rianaldo Felanosa one of the vendors said that:

"Actually, Gojek company has closed the registration to become a driver personally since 2018. But for vendors are still open, so currently if you want to become a Gojek driver both cars and motorcycles must go through vendors. With the system, the driver's wages will be transferred to the vendor's account, then the vendor will give the wage to the driver after being cut by 5% for the Yogyakarta region." (Interview, 2018).

This is then a lot of internal conflicts. Because many drivers will get customers. There are concerns that at some point, the number of drivers or vehicles will be more than the number of users of such services.

Positive Economic Impact on Gojek

Improving the quality of the economy is the goal of every good economic human being will lead to a good livelihood. The existence of Gojek in Yogyakarta City provides good new hope for the community for better economic fulfilment. Gojek, through its pillars and ideals, wants

to improve social welfare through market efficiency. In the economic outlook, Gojek does provide enormous benefits. This is seen from the number of Gojek drivers who annually increase, the beginning of existence until now, recorded the number of Gojek has been more than 15,000 vehicles for two wheels and 10,000 for the 4-wheeled particular Yogyakarta city area (Kusumo, 2019).

It is not surprising to see the wage system or salary from Gojek is indeed very attractive. The salary system provided by the driver is derived from the number of points collected and the fees provided by the consumer or customer. For example, in the gojek payroll system, for Go-Ride, some points must be achieved to get a Gojek bonus. In addition, in Gojek's payroll system, drivers get 80% profit and 20% for Gojek (Yunus, 2019).

Bonuses that must be obtained by Gojek drivers are different, for Go - Ride points starting from 14, 16 and 20 for 14 points will get Rp. 20,000, 16 points Rp. 30,000 and 20 points 40,000, so in a day Gojek drivers will get a daily bonus of up to 90,000 from the company, then the rental fee from customers will also go into the driver's pocket (Yunus, 2019). Bonuses that Gojek drivers must obtain are different. For Go-Ride points starting from 14, 16 and 20 for 14 points will get Rp. 20,000, 16 points Rp. 30,000 and 20 points 40,000, so in a day, Gojek drivers will get a daily bonus of up to 90,000 from the company, then the rental fee from customers will also go into the driver's pocket.

Gojek, as one of the startup companies, has built an industry partnership for MSMEs through the use of the gojek application. Go - Food feature in the Gojek application has helped MSMEs and consumers interact and buy and sell through the internet network. Simply by using the Go-Food feature in the Gojek application, consumers can order the desired food at an affordable cost (Falaq, 2021). Some MSMEs in Yogyakarta have become many gojek partners. From this, it can be understood that the existence of Gojek is beneficial in the realm of MSMEs in the city of Yogyakarta.

Negative Economic Impact on Gojek

The negative impact of Gojek itself is that this externality is felt directly by MSMEs who have roadside stalls and are not incorporated with Gojek. This was revealed directly by a market hawker in Wirobrajan who did not want to be identified, saying that:

"I didn't register as a Gojek partner; I didn't know-how. So people who shop are just that person, neighbours can't buy online." (Interview, 2018)

Some other MSMEs feel this way as well. From these statements and findings, it can be explained that Gojek is possible to turn off MSMEs who do not understand technology in the long run. However, we also cannot blame Gojek in full because, in the business world, innovation and technology will make the business advanced, especially now it has entered the era of industrial revolution 4.0.

Analysis Sustainable

Gojek is online transportation that is the object of research, has been analyzed using the pillars of the SDGs concept, namely environmental, social and economic, with five goals, namely first, clean and affordable energy. The second, gender equality. Third, reduce the gap. Fourth, poverty alleviation, decent jobs and economic growth. Fifth, industry, innovation and infrastructure. Based on these pillars, researchers will try to explain how Gojek is viewed from its sustainability.

This sustainability view will only focus on environmental analysis, seeing that environmental analysis has covered all other indicators, namely social and economic. The main problem posed by Gojek is the growing volume of vehicles. These problems will have an impact on two other indicators, namely social and economic.

Environment

Researchers have found that Gojek's density in Yogyakarta city on environmental aspects causes the volume of vehicles to increase significantly, thus impacting two main things: congestion and air pollution. Based on the concept of sustainable transportation developed by Nurmandi (2014), there are five indicators to assess sustainable transportation or not. Researchers will focus on the last indicator, namely pollution production.

The findings of this study analyzed the significant increase in vehicle volume in Yogyakarta city that did cause congestion. Still, it did not significantly affect the level of air quality in the city of Yogyakarta. This is due to the government mentioning that green open space in Yogyakarta city is quite a lot and the reduction of premium fuel use is effective to improve air quality in Yogyakarta city.

Green Open Space and Reduction in The Use of Premium Fuel Oil Enough to Reduce Air Pollution in Yogyakarta City

Green Open Space in Yogyakarta City currently reaches 18.76% of the specified 20%. The public Green Open Space area reaches 5.83% or 1.98 hectares, the most significant 41 points of Green Open Space in 33 villages and private Green Open Space 12.39%. The number of Green Open Spaces is close to the maximum amount of Green Open Space set by the Yogyakarta government. Still, the development of very dynamic human life will not make Green Open Space last long. The growing need for infrastructure will result in increasingly narrow Green Open Spaces (Andriyani, 2018).

Meanwhile, the amount of transportation every year always increases, of course, will result in 2 main impacts, namely congestion and air pollution. Data from the Yogyakarta Special Region Traffic Directorate described earlier the increase in the number of vehicles is very significant and has made Yogyakarta the 4th most expensive city in Indonesia. Through the view of the Sustainable Development Goals, researchers see that if there is no proper and precise regulation on vehicle growth, congestion does not take long, and the air in Yogyakarta city will worsen.

Conclusion

Based on research conducted on the Impact of Online Transportation in the City of Yogyakarta, the Study of PT Gojek Indonesia through the establishment of Sustainable Development Goals. So it can be concluded that Clean and Affordable Energy efforts gojek is the minimum requirement of vehicles used by Gojek drivers in the last ten years or vehicles whose system does not provide a lot of carbon emission gas, both Gojek drivers are required to use non-premium fuel. Gender Equality by not limiting the registration of women to be able to become gojek drivers or drivers and, on the other hand, also has a positive impact on many drivers who are incorporated so that they can have new relationships in the Gojek community on the negative side of many internal and external conflicts. The existence of Gojek also has the effect of improving revenue or economy every month; Gojek is more open jobs for all circles to become drivers and business partners such as MSMEs to be younger affordable by all circles the last analysis of Sustainabe's existence of Gojek provides environmental hazards by

increasing the volume of vehicles on the road.

References

Books

- Andriyani, L. (2018). Identifikasi Ruang Terbuka Hijau di Kota Yogyakarta. Universitas Gadjah Mada.
- Flick, U. (2019). Buku Induk Penelitian Kualitatif: Paradigma, Teori, Metode, Prosedur dan Praktik. Yogyakarta: Cantrik Pustaka.
- Nurmandi, Achmad. (2014). Manajemen Perkotaan: Teori Organisasi, Perencanaan, Perumahan, Pelayanan, dan Transportasi Mewujudkan Kota Cerdas. Yogyakarta: JKSG.
- Salim, A. (2006). Teori dan Paradigma Penelitian Sosial. Yogyakarta: Instit Studi Arus Informasi (ISAI).
- Sachs, J. D. (2015). The Age OF Sustainable Development. Coulombia University Press.

Skripsi & Thesis

- Hendra, I. P. (2018). Transportasi Online Dalam Pandangan Pembangunan Perkelanjutan dan Dampak Ekologi yang Ditimbulkan. Universitas Muhammadiyah Yogyakarta.
- Nurhamidah. (2019). Kapasitas Dinas Perhubungan Pemerintah Provinsi Sumatera Utara dalam Pengendalian Transportasi Berbasis Online di Kota Medan. Universitas Sumatera Utara.
- Nanang, Bambang, J. (2018). Simbionis Mutualisme Dalam Bisnis Ojek Online (Gojek) Di Yogyakarta. Asosiasi Program Pascasarjana Perguruan Tinggi Muhammadiyah Aisyah.

Journal

- Falaq, A. F. (2021). Keberadaan Gojek Online Dalam Meningkatkan Perkembangan UMKM Di Kota Surabaya. Journal Of Sustainability Business Research, Volume 2(Nomor 1), 313–320.
- Hendratno, E. T. (2009). Masalah Transportasi Kota Dilihat Dengan Pendekatan Hukum, Sosial dan Budaya. Mimbar Hukum, Volume 21(Nomor 3), 409–628.

- Hidayat, W. N. (2016). Konflik Internal Antara Manajemen Dan Driver Gojek Surabaya. *Jurnal Paradigma*, Volume 4(Nomor 3).
- Husain, I. A. (2020). Strategi PT. Gojek Dalam Mengembangkan Trasnportasi Publik Berbasis Online Di Indonesia. *Jurnal Syntax Transformation*, Volume 1(Nomor 3).
- Indrayani, S. A. (2018). Pencemaran Udara Akibat Kinerja Lalu-Lintas Kendaraan Bermotor Di Kota Medan. *Jurnal Pemukiman*, Volume 13(Nomor 1).
- Yunus, M. (2019). Analisis Sistem Kerja Aplikasi Transportasi Online dalam Peningkatan Kinerja Driver. *Prosidog Seminar Nasional Pascasarjana*, Volume 2(Nomor 1).

Wesbite

- Hidayah, K. (2019). Tercatat 11.923 Penduduk Baru di Kota Yogya Selama 2018. Retrieved from jogja.tribunnews.com website: <https://jogja.tribunnews.com/2019/01/25/tercatat-11923-penduduk-baru-di-kota-yogya-selama-2018>
- Kusumo, H. jati. (2019). Driver Ojol Jogja Harap Ada Pembatasan Jumlah. Retrieved from eksib.harianjogja.com website: <https://ekbis.harianjogja.com/read/2019/11/14/502/1024638/driver-ojol-jogja-harap-ada-pembantasan-jumlah>
- Laraspati, A. (2019). Kerja Sama dengan Sri Sultan, Grab Bantu Yogya Jadi Smart City. Retrieved from nesw.detik.com website: <https://news.detik.com/berita/d-4822142/kerja-sama-dengan-sri-sultan-grab-bantu-yogya-jadi-smart-city>
- Lutfiyanti, G. (2018). Wow, Jumlah Kendaraan di Kota Yogya Naik Hingga 200%. Retrieved from jogja.tribunnews.com website: <https://jogja.tribunnews.com/2018/02/26/wow-jumlah-kendaraan-di-kota-yogya-naik-hingga-200>
- Ojek Online. (2021). Syarat Tahun Motor Gojek Terbaru 2021. Retrieved from Oojekonline.com website: <https://ojekonline.co.id/syarat-tahun-motor-gojek/>
- Puspitawati, W. (2014). Polusi Udara dan Uji Emisi Gas Buang Kendaraan Bermotor Sebagai Prayarat Pemberian Perpanjang STNK. Retrieved from Bappeda.jogja website: <http://bappeda.jogjaprovo.go.id/artikel/detail/46-a-polusi-udara-dan-uji-emisi-gas-buang-kendaraan-bermotor-sebagai-prasyarat-pemberian-perpanjgn-stnk>

Document

- Badan Perencanaan Pembangunan Nasional. (2020). Sekilas SDGs.