Narration of Stakeholder Perspectives on Online Transportation Policy

Okki C. Ambarwati [1], Rino A. Nugroho[2], Didik G. Suharto[3] and Kristina Setyowati[4]

[1,2,3,4]*Department of Public Administration, Univeristas Sebelas Maret, Ir.Sutami Street 36 A, Surakarta, Indonesia*
okkiambarwati@student.uns.ac.id, {rino.nugroho, didikgsuharto, kristina}@staff.uns.ac.id,

Keywords: online transportation policy, perspectives, stakeholder.

Abstract: The phenomenon of the online transportation emergence was responded by the Indonesian government by issuing a policy on online transportation. The success of a policy mostly depends on its implementation. This implementation is the realization of the perceptions of policy actors and target groups on a policy. At present, the online transportation policy is still a polemic in various countries, including Indonesia. The article aimed to see the perspectives of local governments and stakeholders related to online transportation policies in Surakarta City. Interviews were conducted in collecting the data in this study, which were then analyzed using the interactive analysis technique. The results of the study mention various perspectives of the stakeholders. The discussion and implications of the study are discussed further in the article.

1 INTRODUCTION

At present, public transportation in Indonesia still needs a lot of improvement. Problems with congestion, poor public transportation and the need to improve services are some of the problems that occur in the transportation sector. In fact, according to a survey conducted by a traffic application called Waze in 2016, of the 10 worst cities in transportation arrangements, 5 of which are in Indonesia (Waze, 2016). This shows that transportation in Indonesia still needs improvement. In fact, transportation is one of the strategic fields that support all community activities. The implementation of an effective and efficient transportation system is also one of the factors that determine the economic success of a country or society (Adisasmita, 2014: 1).

In its development, there are now online transportation services that use technological advancements. The technology used is the use of applications that can be installed on cellular phones accompanied by GPS (Chan, el al., 2016), so that it makes it easier for service providers to get to their passengers. Pynes (2009) argues that technological developments will also affect changes in its management in the public sector, in this case the transportation sector. This management change is from the government in the form of public policies.

Public policy is the role of the government to ensure the sustainability of development. In this context, sustainability is in terms of transportation services..

2 THEORETICAL

The success of development from the government basically depends on the success of the implementation carried out. This implementation is part of the cycle of a policy (Dunn, 2003), in which is the manifestation of the perceptions of the implementer and the community towards existing policies. Robbins (2003: 97) describes perception as an impression obtained by individuals through the five senses, which were then analyzed (organized), interpreted and evaluated, so that the individual obtains meaning. At present, the online transportation policy is still polemic in various countries. In Indonesia, even since the emergence of transportation until there was a regulating policy, this sector was still polemic.

Previous studies looked at public perceptions of the use of online transportation. People here mean the users or drivers. Santoso et al. (2018) looked at the perception of online transportation users from generation Y and Z. Then, Ambarwati et al. (2017) has also looked at public perceptions of online transportation acceptance. Meanwhile, Maginifera &

Isa (2017) have seen perceptions of the public commitment from online service circles, namely online transportation drivers. Then, how about the perspectives of the government and other stakeholders? This article aims to see the perceptions of the government and stakeholders regarding online transportation policies in one of the Indonesian cities called Surakarta. Surakarta is the study locus because in the mid-2017, the demand for transportation was very high which was represented from the highest driver income in the national level (Angriawan, 2017). This study is an insight for the government to include sustainable transportation development policies and for related stakeholders in responding to different perspectives.

3   METHOD

This study uses a qualitative descriptive approach with data collection through interviews. The informants were determined using purposive sampling technique. The purposive sampling technique or referred to as judgment sampling is a technique that selects sample units based on certain criteria or discretion (Supangat, 2007). The judgment sampling technique has several advantages, such as requiring relatively inexpensive costs and ensuring that the incoming speakers are relevant to the subject of the study conducted. The speakers in this study were from the government (executive and legislative), online transportation drivers, business people who work together with online transportation (Micro Small Medium Enterprise=MSME), conventional service providers, academicians and from Non-Governmental Organizations in the Surakarta City. Online transportation here includes online taxibikes and taxicars. The data were analyzed using Interactive Model Analysis. According to Miles & Huberman (2007: 16-20), the interactive analysis model consists of three stages, namely data reduction, filtering and conclusion drawing..

4   RESULT AND DISCUSSION

4.1   Result

According to Dunn (2003), in terms of public policy forecasting, looking at stakeholder perceptions, there will be opinions that support, reject or abstain from an issue. In the context of this study, the policy regarding online transportation will be described by the perspectives of each stakeholder. The

perceptions of stakeholders that can be collected are as follows:

4.1.1. Supporting

From these qualitative results, the parties supporting the online transportation regulation are the legislature (DPRD), Office of Communications and Information Technology (DKMF), online transportation drivers (OJOL) and cooperating business people (MSME). The business people mentioned by cooperating with online transportation, they felt that their turnover profits had increased."... xxx services contribute to an average sales turnover of approximately 20%. And also suppress the efficiency of order delivery fees for crew "(Informant MSME, interview on September 12, 2018)

Meanwhile, from the online transportation driver side, they agree that online transportation is regulated. With this regulation, the online transportation drivers feel guaranteed. "It is necessary, so that each party gets clarity in working. Then, we can work comfortably. ..." (Informant OJOL, interview on September 12, 2018)

Then, the support also comes from the legislature and the information service (Diskominfo) due to the progress of times. The existence of this policy has led the government to accommodate from the development of times that is irresistible. This was told in an interview by the researcher, which was in harmony with what was stated by Diskominfo during the interview. "... we must accommodate this. The first issue related to this is related to the progress of the times. Science and technology, the gadget, cannot be denied, including regulation. It will be very difficult for us to resist it. Then, never resist it" (Informant DPRD, interview on September 12, 2018).

"As technology develops and so does the enthusiasm of the community related to ease of access, the government is unlikely to turn a blind eye to online transportation services." (Informant DKMF, interview on September 12, 2018)

From the excerpt of the interview above, stakeholders who have a supportive perspective are legislature (DPRD), information and technology executive (Diskominfo), online taxibike driver partners and business partners who work with online taxibikes in their business.

4.1.2. Rejecting

Rejecting the issue means showing the tendency of informants to disagree with the existence of online transportation. In this study, it was found that those who refused were those who felt disadvantaged by

the presence of online transportation. The informants who stand on their position to reject in this study were from pedicab communities (BCK), the base taxibike community (OPAG) and Land Transportation Organization, ORGANDA (ORGD).

"We lose from the online transportation. Actually, since a long time ago, we don't need the regulation about that, if in fact, there is a regulation of legal bodies. Yes, actually it was really big. Other transportation is shut down. ... from the beginning we will not support and we will not give a solution to any form of regulation" (Informant BCK, interview on September 12, 2018).

"It's less profitable for me as base taxibike driver. Too cheap, so the base taxibike can't operate. They don't really obey the rules and they park everywhere they want that disturbs traffic on the road... " (Informant OPAG, interview on September 12, 2018).

The statement of the pedicab and base taxibike community associations is in line with their attitudes in which the pedicab drivers and the base taxibike community or conventional taxibike drivers have demonstrated to the city government to refuse the presence of this transportation mode since December 2016 (Septiyaning, 2016). In line with the association of pedicab and taxibike drivers, Organda of Surakarta City, as the organizer of conventional transportation, also rejected the existence of online transportation. "The existence of online transportation disadvantages regular transportation ...." (Informant ORGD, interview on September 12, 2018)

These rejections come from conventional service providers. This is because it is seen that the presence of online transportation causes an unfair competition. From the statement above, stakeholders who have the perspective of rejecting or not accepting are the conventional transportation service providers, namely pedicab communities, base taxibikes and Organda.

4.1.3 Abstain
Abstain or neutral perspectives come from those who do not provide in-depth comments if there are rules for online transportation. Parties from the city and provincial Transportation Departments abstained from this. NGOs (NGO) and academicians (MTI) suggested improving the mass transportation service.

"Well, if I always talk about that. I think that we are still going around there. I would like to talk about the duty of the government to return this Law,

provide mass transportation. Provide other transportation models that can provide accessibility to accommodate better transportation. ..." (Informant MTI, interview on September 12, 2018).

"….How do we better improve mass transportation?" (Informant NGO, interview on September 12, 2018).

Meanwhile, the City Transportation Service as the government executive of the city (DSHB) suggested reinforcing the existing rules.

".. the level of authority in that city actually doesn't even exist, sir. Because the tariff is determined by the director general on the proposal from this. The quota that governs. We are only implementing it in the field. How do we implement it from what our boss has put in order to run in the field" (Informant DSHB, interview on September 12, 2018).

The authority of the City Transportation Service regulations related to online transportation (four-wheeled) currently has been valid in the province while at the regional level there are no clear technical guidelines. Thus, in response to online transportation in Surakarta City, the statements tend to abstain.

So from the excerpt above, the stakeholders who have a neutral or abstention perspective are city transportation executives, transportation observer academicians, who are the members of the Indonesian transport community and from non-governmental organizations or NGOs.

4.2 Discussion
Perspectives among policy makers and interest groups have led to three responses, namely the parties supporting the existence of online transportation policies, those who reject and neutral parties. The first party is the one who supports online transportation. Stakeholders from this party are online taxibike drivers, MSME partners, legislators and Diskominfo. Online transport drivers and MSME are clearly parties benefiting economically from online transportation. Thus, they are on the pro side. Meanwhile, legislators and Diskominfo see the demands of the times that this situation cannot be prohibited, but should be regulated. Kim et al. (2018) stated that restrictions on rules were not the answer to the emergence of the online transportation phenomenon. This is because online transportation with a ride-sharing system according to Kim et al. (2018) actually has positive benefits from the organizers and competitors. Online transport providers benefit from an economic perspective, while the service quality of the

competitors that still survive are better. This is because with competition from online transportation, existing competitors inevitably improve their services. This happens if the competition is fair.

The second group is those who reject the existence of online transportation. This party comes from elements who feel disadvantaged by the existence of online transportation, namely conventional transportation. Parties with a refusing attitude from stakeholders include the pedicab community, the base taxibike community and Organda. According to them, the reason for the rejection is that online transportation is not burdened like conventional transportation that has been previously arranged. This assumption is the same as what happened abroad that the existence of online transportation is considered to cause unfair competition. This unfair competition occurs because this mode of transportation does not carry the same regulatory burden as conventional transportation (Harding et al., 2016). Thus, online transportation is considered to have taken the existing passenger or conventional transportation market first. This rejection is also based on Law No. 22 of 2009 concerning Road Traffic and Transportation which does not provide a gap for two-wheeled type of online transportation vehicles (motorbikes) to be used as public transportation, especially for passengers.

The third party, online transportation, are abstain or neutral to online transportation policies. This party consists of city government executives, namely city transportation service, academicians and non-governing organizations. The executive is from the city transportation service. As the executor at the city or regional level, they do not dare to imagine that there is an online transportation policy as this is considered the central authority and there is no regulation from the center regarding online taxibikes as transportation. Other parties with neutral positions are academicians and NGOs. NGOs and academicians are more in favor of the continuation of mass transportation because they see the threat of congestion. Ambarwati et al. (2018), in a Systematic Literature Review (LSR) study conducted in Scopus and Sciencedirect databases in the research publication between 2014-2018, stated that 15% of the literature on ride-sharing systems such as those in online transportation was considered to have reduced congestion. However, the difference between ride-sharing in these results is that cars and public transportation systems in these countries are more advanced. Meanwhile in Indonesia, the increasing number of online transports, not only taxicars but also taxibikes, becomes a problem in the majority of Asian regions (Le & Nurhidayati, 2006) especially in developing countries..

5. CONCLUSION

Stakeholders' perspectives on online transportation are divided into 3 groups: parties that support, reject and are neutral. From the current study, the issues of the existing zones, tariffs, quotas and standards need to be emphasized from online transportation. In addition, there is a need for rules regarding the obligations of online application service providers to their partners that guarantee the welfare or rights of their partners, especially the driver partners. In addition, the government should facilitate pedicabs, the party mostly disadvantaged by the existence of online taxibikes, in order to survive. This can be done by revitalizing and involving pedicabs as part of Surakarta tourism. This rule can be a win-win solution while the government improves public transportation..

ACKNOWLEDGEMENTS

REFERENCES

Adisasmita, R., 2014. Manajemen Pembangunan Transportasi, Graha Ilmu. Makasasar.

Ambarwati, O.C., Nugroho, R.A & Suharto, D.G. 2018. Online taxi and green sustainable concept: what the literature says?. *3rd Annual Applied Science and Engineering Conference (AASEC 2018). IOP Conf. Series: Materials Science and Engineering 434 (2018) 012167.*

Ambarwati, O.C., Kusumawati, N.S., Kurnia, N.A.S., Nugroho, R.A, and Susiloadi, P.2017. Do We Really Need an Internet-Based Public Transportation?. *Scitepress: 4th International on Conference on Social and Political Sciences Surakarta. Indonesia.*

Angriawan (26 Mei 2017). Transportasi Online Pendapatan Driver Gojek Solo Lampaui Pendapatan Rata Rata Driver Nasional, http://www.harianjogja.com/baca/2017/05/26/transpor tasi-online-pendapatan-driver-gojek-solo-lampaui-pendapatan-rata-rata-driver-nasional-819541

Chan, J.W., Chang, V.L., Lau, W.K., Law, L.K& Lei, C.J., 2016. Taxi App market analysis in Hong Kong. J. Econ., Bus. Manage. 4 (3), 239–242.

Dunn, W., 2003. Pengantar Analisa Kebijakan Publik, Gajah Mada University Press. Yogyakarta.

Harding, S., Kandlikar, M & Gulati S. 2016. Taxi apps, regulation, and the market for taxi journeys. *Transportation Research Part A*. 88 (2016), 15–25.

Kim, K., Baek, C & Lee, J.D. 2018. Creative destruction of the sharing economy in action: The case of Uber. *Transportation Research Part A*. 110 (2018), 118–127.

Law No. 22 of 2009 concerning Road Traffic and Transportation

Le, T.Q& Nurhidayati. 2016. A Study of Motorcycle Lane Design in Some Asian Countries. *Procedia Engineering*. 142 (2016), 292 – 298.

Mangifera. L & Isa. M. 2017. Komitmen Dan Kinerja Driver Ojek Online Di Kota Surakarta. Prosiding Seminar Nasional Riset Manajemen & Bisnis 2017 "Perkembangan Konsep dan Riset E-Business di Indonesia" 507-515

Miles, M.B & Huberman, A.M. 2007. *Analisis Data Kualitatif*, UI Press. Jakarta.

Pynes, J.E. 2000. Human Resources Managemen for Public and non-provit Organization, Jossey-Bass. San Fransisco:

Robbins, S.P.2003. Organisational behavior, Prentice Hall. San Diego. 10th ed.

Santoso, T., Ambarwati.OC., Nugroho. RA & Suharto. DG. 2018. Reformasi Birokrasi Lintas Generasi Pada Sektor Transportasi Publik (Studi kasus persepsi generasi Y dan Z), *Spirit Publik*. 13 (2).

Septiyaning, I. (29 Desember 2016). Ratusan Tukang Becak dan Ojek Pangkalan Demo Tolak Ojek Online di Solo. http://www.solopos.com/2016/12/29/ratusan-tukang-becak-dan-ojek-pangkalan-demo-tolak-ojek-online-di-solo-780325.

Supangat, A. 2007. Statistika dalam kajian deskriptif, inferensi, dan non parametrik, Kencana. Jakarta.

Waze. 2016. Driver Statisfaction Index.