

Sharing economy beyond platform: trust dan social embeddedness di dalam hubungan antara driver dan customer pada layanan ojek online saat pandemi COVID-19 = Sharing economy beyond platform: trust and social embeddedness in the relationship between drivers and customers on online ojek services during the pandemic COVID-19

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Abstrak

Tulisan ini mengkaji mengenai praktik sharing economy dalam layanan antar jemput ojek online. Layanan tersebut memberikan kemudahan dan efisiensi kepada pengguna, yaitu driver dan customer saat melakukan transaksi. Namun begitu, kondisi layanan antar jemput ojek online memberikan berbagai hambatan, terutama pada saat pandemi Covid-19. Penelitian ini merupakan penelitian kualitatif dengan pendekatan etnografi untuk menjelaskan pentingnya hubungan interpersonal antara driver dan customer yang diperkuat melalui interaksi secara berulang. Skripsi ini menyajikan bahwa dari adanya interaksi tersebut, tercipta trust antara driver dan customer yang memberikan manfaat dalam aktivitas ekonomi. Manfaat yang didapatkan antara driver dan customer merupakan kerja sama yang digunakan sebagai jalan keluar dari adanya dinamika pada layanan antar jemput pada saat pandemi Covid-19.

.....This paper examines the practice of sharing the economy in online two-wheeler taxis (ojek). These services provide convenience and efficiency to users, i.e., drivers and customers, in online two-wheeler taxi transactions. However, the condition of the online motorcycle taxi shuttle service provides various obstacles, especially during the Covid-19 pandemic. The study is qualitative research with an ethnographic approach to explaining the importance of interpersonal relationships between drivers and customers, which are strengthened through repeated interactions. This thesis presents that from these interactions, trust is created between drivers and customers, which provides benefits to economic activity. Benefits obtained between drivers and customers are cooperation that is used as a way out of the dynamics of shuttle services during the Covid-19 pandemic.