

Prospect of Online Ojek (GOJEK) on Employment in Makassar City

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Abstract--The purpose of this research is to know whether the development of online ojek (Gojek) effect on employment in Makassar city ". This study uses a quantitative approach. A quantitative approach emphasizes the analysis of numerical data (numbers) are processed with statistical methods. This study uses two variables: the independent variable (X) development of online ojek, and the dependent variable (Y) employment opportunity. For data analysis using simple linear regression analysis, namely: $y = a + bx$; then the correlation analysis by looking at the correlation coefficient between the development of online ojek (Gojek) to employment opportunities and to measure the relationship between employment opportunity (y) with the development of online ojek (Gojek) (x), used a simple linear regression formula is used. The result of this research is that the prospect of online ojek (Gojek) in Makassar City has a profound, significant influence on employment opportunities in Makassar city, where the test results obtained correlation values between the two variables of 0.8177 means included in the category of very strong correlations, the coefficient of determination (R^2) amounted to 0.6687 which means that the magnitude of the influence exerted by the development of online ojek (Gojek) on employment opportunities in Makassar city was 6.6%.

Key words--Prospects Ojek; Online Ojek; Employment;

I. INTRODUCTION

The population is a critical element in determining the achievement of effort with the establishment in the country. Residents can be a driving force in the economy at the same time, the domestic players that will affect the sustainability of development. Adam Smith considers that humans are the main production factors that determine the wealth of nations. The measure of the success of the economic development of a country can be seen from the welfare of the population. Where equal protection reflects that every resident has enjoyed a result of economic development (Tambunan, 2013).

Unemployment and underemployment are high is a waste of human resources and potential, a burden on the family and society, the primary source of poverty, can encourage increased social unrest and crime, and can hinder their long term development. Scarce employment opportunities will be the beginning of the limited sources of opportunities for people to earn income. This is, of course, an issue that is urgent because it will have an impact on

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poverty and welfare that has become a national problem. The government formed a pattern of economic growth in Indonesia by pointing to changes in the economic structure. The shift of industrial structure is expected to be able to absorb more labor and give effect to other sectors.

Economic development and population growth are multiplying, especially in Makassar as one of the cities in Indonesia is a relatively dense population with the percentage of population growth from the 2015-2017 year experienced a significant increase in the amount of 6.58% with a community in 2015 amounted to 1.653.386 rose to 1.769.920 million in 2017. However, unemployment in the labor market is likely to increase in terms of deals that indicate the presence of excess labor. Rapid population growth in Makassar, which, if not accompanied by the creation of job opportunities, will lead to increasing unemployment. This brings challenges for local governments in addressing unemployment to meet the demands of life such as food, clothing, health infrastructure, education, and also in terms of providing employment, so the role of local government and the greater community is demanded and can be increasing the employment opportunities. According to Fathurrahman et al, (2018) and Kahar et al, (2018) explaining that application-assisted media provides educational benefits for the community in carrying out daily activities, on the other hand the community is also able to be more helpful in expediting all forms of activities. then facing the 4.0 era, people must learn to follow the development of existing technology and be asked to understand the application of a media or application in developing the economy.

So in a situation like this requires thorough governments and companies are seeing a shift and change in age so quickly, especially in the field of technology and information, accompanied by the population growth is significant, but not in one line with the availability of jobs field. To it as a form of government seriousness of Makassar to handle the unavailability of field jobs or provide employment opportunities for the people, the Makassar city government has permitted the transportation based online services provider (Gojek) to operate in Makassar city.

II. LITERATURE REVIEW

Ojeks Based Online (Gojek)

Gojek is a ride-sharing industry consists of various actors that influence the continuity of business processes. Industries that use this internet application-based model consists of companies that have a system gojek, gojek drivers, consumers, various equipment such as apps, gadgets, motorcycles, and other symbols of corporate identity. Different actors relate to each other in the performance of the business process gojek.

Extraordinary technological developments quickly encourage the growth of an increasingly facilitate digital startup community by providing applications that are ready to use and offer solutions to the community to provide convenience, practicality, efficiency, effectiveness, and security. One of the fastest-growing digital startups is gojek (online ojek), which was first initiated in 2010 with the telephone system and then had a vacuum for long periods and reappeared with a new model-based application in 2015 (Silaban, 2015).

From the pages of their position, Gojek Indonesia GO-JEK is a socially minded technology company that aims to improve the welfare of workers in a variety of informal sector in Indonesia. Gojek partnered with

approximately 200,000 ojek riders who are experienced and trusted in Indonesia, to provide various services, including transport and messaging delivery meals. GO-JEK activity rests on three fundamental values: speed, innovation, and social impact. GO-JEK has officially operated in 10 major cities in Indonesia, including Jakarta, Bandung, Bali, Surabaya, Makassar, Yogyakarta, Medan, Semarang, Palembang, and Balikpapan. Currently, gojek has added up to 14 applications ranging from the most recent gojek go to auto.

Gojek provides another way to have the ease of transport provision. During this time, when consumers want to get the transportation mode options available are hard to come by public transport, to the bus must be to stop, for the taxi had to phone and waited for the time that is not clear, for ojek consumers have to go to the base. Impracticability that underlie ideas founder of ojek based online applications based on mobile devices (android and ios) to bridge (being a third party) between the owner and the consumer public transport modes. Its working principle is simple, how consumers can quickly get transport by merely using their mobile phones. This application works by finding the coordinates by using the Global Positioning System (GPS) to detect the presence of the consumer and determine the pick-up location and the inter location. With this system of transport, service providers can quickly come to consumers with accurate and precise for a specified area based on GPS.

Gojek uses this model to give another approach to consumers. Gojek not only provides a system that connects consumers with transportation service providers, but gojek also ensures that the driver (driver) has a symbol, a way of working in line with the system. Hence, gojek become the provider to be used consumer. Gojek works from upstream to recruit candidates for drivers, to select, educate, and provide attributes that characterize Gojek to provide a device that can detect and connect with consumers.

Employment Opportunity

Arisa Santri (2009; p.12), employment opportunities according to the Department of Labor is the number of jobs in those units that can be provided by all sectors of the economy in production activities. Job opportunities (employment) number of posts available for the workforce. Problems labor force and employment can be seen as a problem of supply and demand labor will meet or do not meet in the "labor market". Gilarso, National Income (Yogyakarta: Kanisius, 2012), p. 51.

Employment opportunities imply the great willingness production efforts in hiring labor needed in the production process. It means jobs or opportunities available for work that is of economic activity (production), including all posts, are already occupied, and all the vacant position. Employment opportunities can be measured by the number of people working at a time of economic activity. Employment opportunities can be created in case the demand for labor in the labor market, so in other words, employment also shows the labor demand of work is an essential factor in the production process in addition to land, capital and others because man is an activator for all factors of the production. The term implies employment jobs or opportunities available for work resulting from economic activity (production); thus the notion of employment includes the completed and all the vacant position, (Sudarsono, 2013).

III. METHODOLOGY

This study uses a quantitative approach. A quantitative approach basically emphasizes the analysis of numerical data (numbers) are processed with statistical methods. Quantitative methods will be acquired significance or significance of the group differences in the relationship between the variables studied. Methods of data analysis used in this research are the analysis of simple linear regulation by the formula:

$$y = a + bx \dots\dots\dots (1)$$

Where:

- y = Number of Users Gojek
- x = Number of Drivers Gojek
- a & b = The Interlocking Parameters Achieved

Then to determine the relationship between the rise of online ojek (Gojek) with the expansion of employment opportunities in Makassar city correlation analysis by looking at the correlation coefficient between the development of online ojek (Gojek) with employment opportunities. While the method of data collection using the documentation method.

IV. RESULTS

PT.Gojek Indonesia was established in 2011 by a very creative young man. Founder gojek named Michaelanglo maroon and Nadiem makarin. The company aims to connect an ojek with a passenger ojek. This Gojek using a more orderly system. Initially, gojek center serve through the call center alone, but gradually gojek began to develop and create applications gojek. With this application, users can order online, pay by credit and know the whereabouts of the driver. This is one of the advantages of a online ojek (Gojek) compared with the other ojek bases.

Gojek is a socially-minded company that is leading the revolution ojek transport industry ". Gojek partner with experienced ojek riders to run their business. Therefore, if we look, where Ojek and PT Gojek is two different things. Driver Gojek did not receive work orders from PT Gojek, but from ojek customers and worked in private as well as ojek drivers in general. The working relationship that exists between PT Gojek and Driver Gojek not a bond of workers and their employers, as contained in Article 1601 of the Criminal Code. The provisions of Article 1601 stipulated that any implementation of the work should be based on the agreement by which the parties to an undertaking to do a job for others to pay. Such approval shall be made in the form of employment contracts and working chartering agreements. Currently, PT Gojek also pocketed Trade Permit (License) as mandated by the rules of trade ministers. Thus, any Gojek also pay taxes to the government. Although it has a permit, its operation is provided Gojek considered illegal because it involves an ojek that is not included in any of the public transport by Decree No. 35 of 2003 on the Implementation of Transport People on the Road With Public Transportation. In general, by Gojek existence has helped to a prosperous society.

These ojek transportation services responded positively by the community and be a significant trend, and the interest not only of the ojek of the base, even for the general public to join this force ojek services. There is one

exciting thing in this phenomenon; it is also moving the ojek service economy (UKM), PT.Gojek In April 2015 opened a branch in Makassar city to see a business opportunity in the field of transport in Makassar city.

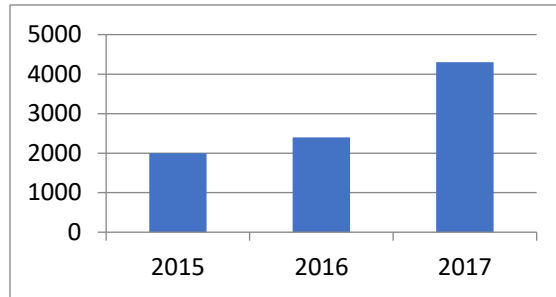


Figure 1. Figure Number Gojek drivers Makassar From Year To Year

Source: Secondary Data

From figure 1 above we can see clearly for 3 years, from 2015 since the beginning of Companies gojek open a branch in Makassar until 2017, there was an increasing driver very significant, then 2000 drivers in the first year rising to 4300 drivers on the third year. So the writer can conclude: for 3 years, happened a percentage increase of 115% drivers.

Analysis of data

Normality test

Table 1 Test Normality

Column 1	Column 2
N samples	3
mean	75824.3333
standard deviation	2558.92249
Dn	0
Ks table	0.78519637

Source: Processed Data

If kolmogorov count <kolmogorof table, then the conclusion is normally distributed data. At the 5% significance level then kolmogorov smirnov (KS) count equal to 0 and Kolmogorov Smirnov (KS) 0.785196 table. Therefore it can be seen that $0 < 0.785196$ mean normally distributed data.

Autocorrelation Test

Table 2 Test autocorrelation

ANOVA	Df	SS	MS	F	Significance F
Regression	1	2828921.	2828921.	2.0185	0.3904
Residual	1	1401446.	1401446.		
Total	2	4230368.			

Source: Processed Data

Value Table 2 Durbin Watson at $\alpha = 5\%$; $n = 3$; $-k = 2$ in order to obtain $dL = 1$ and $Du = 1,371$. The processed data showed the value of Durbin Watson of 2.01857269, and the value is between dU and $(4 - dU)$ or $1 < 2.01857269$ and $2.01857269 < 2,629$. It can be concluded that in the linear regression model is not there or did not happen autocorrelation correlation between bullies error.

Simple Regression Analysis

Table 3 Regression Statistics

Regression Statistics	column1
Multiple R	0.817751553
R Square	0.668717602
Adjusted R Square	0.337435204
Standard Error	1183.827131

Source: Processed Data

To facilitate interpretation of the strength of the relationship between two variables, then Sarwono (2006) gives the following criteria: 1) $0 =$ There is no correlation between two variables, 2) > 0 to $0.25 =$ correlation is very weak, 3) $> 0, 25-0.5 =$ Correlation enough, 4) > 0.5 to $0.75 =$ strong correlation, 5) > 0.75 to $0.99 =$ correlation is very strong, 6) $1 =$ perfect correlation.

Based on Table 3 can be summarized as follows: 1) The value of the correlation between the development of ojek based online (Gojek) with employment opportunities in Makassar at 0.817751553 Means included in the category of a solid correlation. 2) The coefficient of determination (R^2) equal to 0.668717602, which means that the amount of influence exerted by the development of online ojek (Gojek) amounted to 6.6% while the remaining 93.4% is influenced by other factors.

Table 4 Annova

column1	Df	SS	MS	F	Significance F
Regression	1	6.59314	6.59314	8.53802	0.20991
Residual	1	0.77220	0.77220		
Total	2	7.36535			

Source: Processed Data

Annova output Results showed that the calculated F value (Fo) = 8.538027877 with a significant value P-value of 0.209917912.

Table 5 Regression Simple

Column 1	coefficients	Standard Error	T Stat	P-value
intercept	48.271088	12.31358	3.92014	0.15900
Natural log X	-4.540910	1.554047	-2.92199	0.20991

Source: Processed Data

A constant value (a) obtained at 48.27108845, the value of the regression coefficient (b) of -4.540910549 with t-count value (to) equal to 2.921990397 and the value of significance p-value 0.209917912. the regression coefficient is positive indicates that the direction of influence is positive, meaning that the higher the development of online ojek (Gojek) then the more knowledgeable employment opportunities in Makassar. Regression so the equation is $Y = 48.27108845 - 4.540910549 + X$.

V. DISCUSSION

Of the variable data (Y) can be seen the development of Makassar city residents from 2010-2017 is continually increasing. Along with an increase in the labor force also increased every year, it is becoming a big challenge for the government to solve this problem because as where we see the most significant contributor or cause of poverty is unemployment. So the government should be able to increase employment or employment opportunities to offset the increase in the population and labor force each year so that no further accumulation of the number of unemployed. Based on the results of a simple linear regression testing that has been done shows: Value of correlation between the development of online ojek (Gojek) with employment opportunities in Makassar city at 0.817751553 Means included in the category of a reliable correlation. The coefficient of determination (R^2) equal to 0.668717602, which means that the amount of influence exerted by the development of online ojek (Gojek) on employment in the city of Makassar by 6.6% while the other factors influenced remaining is 93.4%. According to Lenak et al, (2019) and Supriono, (2018) show that the use of the Gojek application can provide benefits in service and have a high sense of responsibility. Widjaja et al, (2019) show that the benefits provided by online ojek services can facilitate the public in providing destination locations with the help of applications and are able to provide

estimated costs used in traveling to the destination, this is different from conventional ojek. so the use of the online ojek application is able to provide good service.

VI. CONCLUSION

Based on the results this research can be summarized as follows: Prospects online ojek (Gojek) in Makassar has a substantial influence significant employment opportunities in Makassar city, where, according to test results obtained by the correlation between the two variables at 0.8177 means included in the category of a stable relationship, the coefficient of determination was 0.6687, which means that the amount of influence exerted by the development of online ojek (Gojek) on employment in Makassar city by 6.6%. Suggestions from this research are the strong influence exerted Gojek on jobs in the city of Makassar can be a reference for the government to provide the broadest freedom to companies in developing their business based Gojek online.

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