

# Analysis of Government Regulation's Response on Sharing Principles

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**Abstract--** *The growth of sharing economy business models such as Indonesia's ride-sharing model is particularly interesting in the context of cities having issues with population growth and expanding density. In the province of Yogyakarta, the significant growth of Go-Jek Business Networks (Start-up) had also helped contribute to the several public responses, both positive and negative. The ride-sharing platform has rapidly embraced the rise of ride-hailing apps to add convenience to people's lives. However, it disrupts the market and the government which create conditions for a revolutionary change to establish orders. This research using a qualitative descriptive approach to describe the overview of the research objective. The findings of this research show the operation of a ride-sharing business; Go-Jek as an online company that combines benefits to people in terms of accessibility, economic activity and flexibility. However, there are some divisions in the principle of economic sharing that have not yet implemented, which have led to the failure of local governments to regulate economic business sharing in the province of Yogyakarta.*

**Keywords:** *sharing economy principles, online transportation, government response*

## I. Introduction

Mobility is crucial in any society makes the transport industry, such as ride-sharing businesses or well-known online transportation companies, one of the most own on-demand markets operating under the model business of sharing economy [1]. In Yogyakarta as an instance, the operation of the Go-Jek ride-sharing platform has brought the innovation of technologies could completely solve one of the main problems in the city, its population density [2]. Go-Jek initially offered only motorbike rides, but are now expanding to hide other daily needs such as food delivery, courier, house cleaning service, and taxi rides [3]. These added services include online transaction services such as buying tickets online, buying medicine, paying bills, and other services that have gradually evolved into a gigantic business network.

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Unfortunately, despite the positive impact of the Go-Jek business on the lives of many, it has challenged the government and created incentives for fundamental change in order to develop orders [4]. The local government of Yogyakarta is facing the need to improve regulations to address the problems arising with the establishment of this gigantic business. The governor of the province of Yogyakarta published Governor Regulation No. 32 of 2017 on the regulation of online taxi operations [5]. However, the regulation is indeed successful. Several demonstrations were made by many parties, that are considered not to have approached the public interest [6].

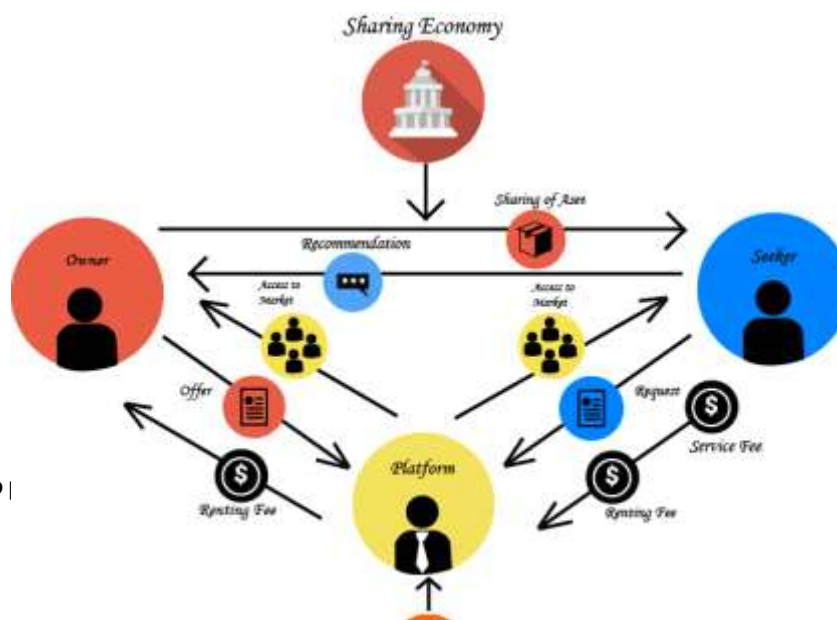
This paper aims to discuss how the government regulation of Yogyakarta is adaptive to the principle in sharing economy in the context of ride-sharing in the province of Yogyakarta. Using the ten principles of sharing economy introduced by Stephen R. Miller (2015) in the article "First Principles for Regulation Sharing Economy" and combining the theory of public value, used to be indicators examine what the principles really and how they should be reflected in the regulations implemented by the provincial government. Furthermore, it determines the significant impact on the operation for Go-Jek platform in Yogyakarta [7].

## II. Theoretical Framework

### 2.1 Sharing Economy

According to Bostman and Roger (2010), the sharing economy is defined as collaborative consumption; an economic model based on sharing, swapping trading or renting products and services, as well as allow access to ownership [8]. This research utilizes the principles sharing economy and its principles to analyze the response in the Government Regulation to the ride-sharing business, which in this case is PT. Go-Jek Indonesia. Besides, Figure 1.1 describes the pattern of the ride-sharing business. Initially, this business model consists of three main features: the platform, the owner and the seeker. Nevertheless, this has been modified due to a lack of government response and citizens assessment.

Figure 1. Sharing Economy's Pattern



*Source: Schmalstich, 2018*

The top icon is government response, in which the government should be responsible for regulating and monitoring the operation of ride-sharing businesses by making regulations. The renting of properties to others becomes one of the efforts to make a profit. With the advent of the Internet, changing owners' relationships with asset queries is what they need. So, it is called a peer to peer renting. The existence of the Internet then gave rise to service provider platforms that provide service fees for the use of access/use of services. Like the services used in the rent, the use of certain assets/items. The main characteristics of the sharing economy are;

- (a) The existence of access to ownership, the purchase of assets and the search for services;
- (b) The platform which unites owners and job seekers; also enables all processes that occur;
- (c) The business/platform itself does not have any of the assets on offer.

That implies that the owner and the job seeker are private customers who share access to products and services with other private customers, and the platform is an intermediary [9]. In addition, the bottom icons are citizens and the general public who judge how the company and the government also served so far.

In comparison, about the principle of sharing economy, the author uses the ten principles of sharing economy which Stephen R. Miller states in his article "First Principles for the Regulating of Sharing Economy" [7] as follows in table 1.1.

**Table 1.1**  
**The Ten Principles of Sharing Economy**

<b>Principle</b>	<b>Article</b>
Principle 1	The Sharing Economy Is Differentiated and Requires a Differentiated Regulatory Response
Principle 2	The Sharing Economy Must Be Daylighted.
Principle 3	Regulating the Sharing Economy Requires (the Right Kind of Information).
Principle 4	The Sharing Economy Is Here to Stay (and That Is a Good Thing).
Principle 5	The Sharing Economy Disrupts and Reimagines Established Markets.
Principle 6	The Sharing Economy Established New Market (That Established Markets Want to Take Over).

Principle 7	The Sharing Economy Disrupts and Reimagines Established Regulatory Structures.
Principle 8	The Sharing Economy Requires a Response beyond Traditional Regulation.
Principle 9	The Harm and the Remedy are Uniquely Challenging to Determine in the Sharing Economy
Principle 10	The Sharing Economy Implicates Diverse Parties, Each of Whom Should Be Considered in Establishing a Regulatory Response

Source: [7].

## 2.2 Public Value Theory

Drawing broad literature reviews from several understandings to examine government response in the context of public value, Yotawut (2018) examines the progress of public value study [10]. Additionally, Hay & Cordery (2018) was concerned about the involvement of the public sector [11]. In addition, Chung & Hensher (2018) explores coordination among stakeholders [12], while Marie (2016) elaborated on the essentials of public value through government legitimacy and policy [13].

Public value is characterized by an improvement in efficiency and equity in the delivery of services [4]. Yotawut (2018) suggests which public services emphasize public satisfaction, quality of life and the well-being of citizens. For instance, public service, health and education. Furthermore, according to Yotawut (2018), understanding public values can create service, quality and trust. The public organization requires stakeholders to be implicated in responding to public services [10]. The responsive government must have incentives in the form of financial incentives, public Information and policies [14]. According to Chung & Hensher (2018), moreover, the government responds as a parameter for management capabilities [12], especially in building a network trust withing all of the actors engaged [15].

By combining the concept of public value with its characteristics from some studies, the authors will help analyze the government's response to the principle of sharing the economy in the case of ride-sharing; Go-Jek. Public value, however, draws attention to the new role of the government in guiding public policy development processes [14] and in partnerships with certain other actors and stakeholders [4]. In relation, the government's role in going to provide good public-interest decisions which still legitimize and guide the sequential implementation of strategies to improve public results [4].

### III. Methodology

This research approach uses a descriptive qualitative approach. The descriptive analysis is aimed to describe the analysis of research goals, which is to explore how government regulation responds to the principles of sharing economy. The research also aims at finding out what are the principles of sharing economy that is being implemented.

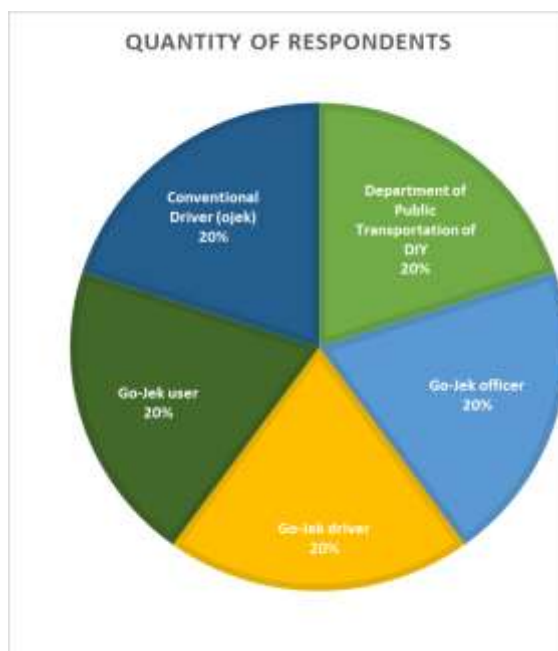
The research was held in the province of Yogyakarta, specifically inside the Department of Public Transportation, in terms of the area of study. The researchers used two techniques to collect data. In this paper, the data collection consists of primary data and secondary data. Primary data were collected by interviewing and surveying among the representatives of the agencies involved while secondary data is collected from government reports and from reliable website sources.

Analysis for content is held out for both primary and secondary sources, with details below:

a. Interview

In this paper, interviews with several competent informants and relevant to the study were administered with the following number of respondents:

**Figure 2. Quantity of Respondents**



*Source: Primary Data*

b. Survey

In this paper, the authors conducted a Closed-Ended Question Survey, in which respondents had been given a list of predetermined responses from which to choose their answer. Using Likert-scale (1-5) to strongly disagree, the responses were gathered and then analyzed for reporting

frequencies or percentages. Addition, as a result of the Slovin formula, 200 respondents were selected, and all those respondents were selected using simple random sampling.

## IV. Finding & Discussion

In terms of findings and discussion, there are three parts to be discussed in this section. First, there is an overview of the online transport policy in Yogyakarta and its problems. Second is the result of the public perception of the Yogyakarta Society of the Go-Jek operation, based on the results of the distribution of survey questions analyzed under the public value theory lens. Third, the implementation of Governor Regulation No.32 of 2017 in line with the ten principles of sharing economy introduced by Stephen R.Miller (2015). In addition, there are five principles of sharing the economy that is discussed. It started from the highest percentages of implementation of government regulations to the lowest percentages of principles which have not yet been implemented by the government.

### *4.1 The Policy on Online Transportation in Yogyakarta*

The emergence of online transport is causing a seismic shift in structure regulation [7]. There was a rapid change that has created circumstances for the government to establish orders [4]. Local regulators in Yogyakarta, for instance, decided to encourage the services provided by new companies and creating a new regulatory framework that legalized the provision of on-demand ride services using personal vehicles [5]. Local government regulation tend to be made poorly and unclear, which makes the implementation of it would not work properly [16]. The implementation of Governor Regulation No.32 of 2017 on taxi service and special rental transportation based on technology information apps revealed this.

The implementation of the Governor Regulation, however, is far from succeeding. Since the establishment of this regulation, the pros and cons among stakeholders are likely up to the air [6]. The demonstration was held by the Online Jogja Driver Association, for instance was a manifestation of opposition against this regulation, which is considered to be incriminating to the online taxi drivers [17]. This opposition is even more manifested in the aspect of the standardization of the vehicles that were used in article number 5 and the liability for legal entities in article 8 [5].

According to the interview with the online taxi driver, Hendra Purnama mentioned several reasons why online taxi drivers were against the regulation.

He stated that:

*"First, we feel that the standard of operation in the regulation is burdening us as the owner of the car. The obligation to put the stickers, for example, which we think are not necessary. Second, the regulation to register our vehicle to the legal entities, we consider the long-term use of the car, if someday we get suspended by the company."*

On the other hand, Adi Darmawan Haryadi a staff of the Department of Transportation DIY explained the importance of online taxi drivers to register their cars into legal entities, Adi explained:

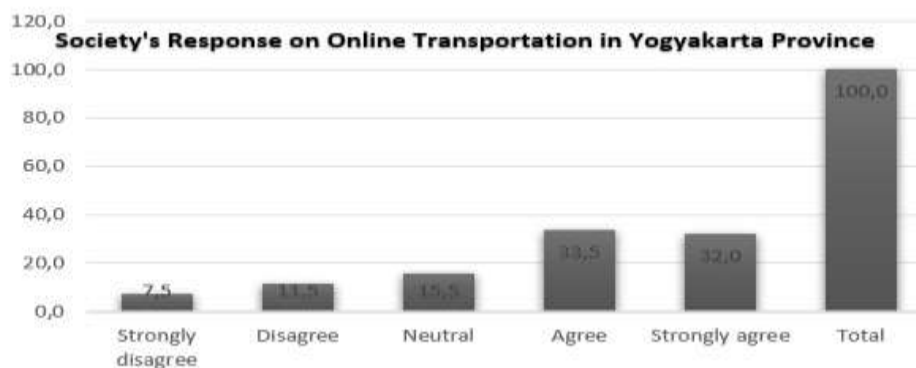
*"The regulation to register the vehicles used to the legal entities to ensure the safety both the drivers and passengers. By registering their vehicles, the government can easily record how many cars are operating as well as ensuring the vehicles that were used are legal and accordance with the standard."*

These are contrasting, and contradictory statements on online transportation policy and these are challenges on the regulation to go beyond the competitive market in achieving the goal. The local regulators, however, should understand the establishment of regulation on sharing economy business diverse practice would be implicated [7]. Indeed, the only way to create a sustained policy that benefits all, the government need to ensure that all stakeholders and actors related are involved in the decision-making process.

#### 4.2 Public Perception of Go-Jek Operation In Yogyakarta

In describing the practices of online transportation in Yogyakarta foci must be on the various understanding in assessing public response, the characteristic of public value implies on the improvement of efficiency, equity, and effectivity in providing services [4]. According to Yotawut (2018), in examining the public perception on public services, public satisfaction, quality of life and the welfare of citizen must be given emphasis. Based on the findings, the public perception on the online transportation platform reflects that a significant number of Yogyakarta's society in term of satisfaction index is positive, especially the response on using online transportation platform such as Go-Jek.

**Figure 3. Society's Response on Online Transportation in Yogyakarta**



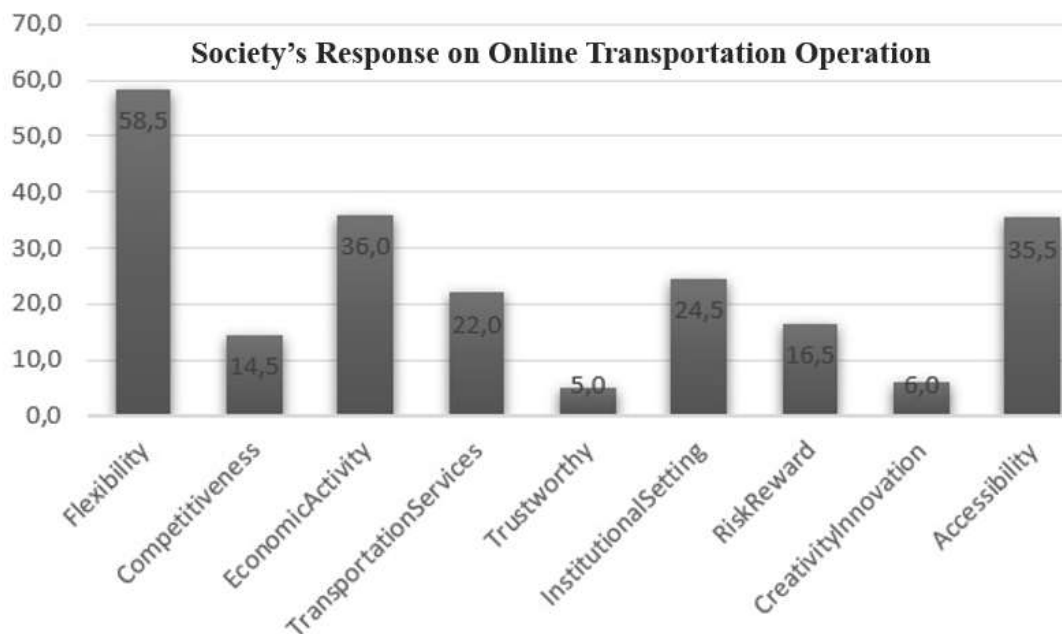
*Source: Primary Data*

Figure 3 above displays that the highest number of social perceptions strongly agree that the emergence of online transportation in Yogyakarta has been assisting the daily lives of many. 32 per cent of the respondents strongly agree that the online transportations address the transportation's need in Yogyakarta province, which is not yet fulfilled by public transport provision.

Moreover, in analyzing the public response of Go-Jek operation, there are ten indicators measured in accordance with the public value theory. These indicators also correspond with the principles of sharing economies,

such as the flexibility, economic activity, competitiveness, transportation services, trustworthiness, institutional setting, risk & reward, creativity & innovation, accessibility, and availability [7]. Based on the findings, 58.5 percent of the respondents agree that Go-Jek is more flexible than public or other conventional transportations. The advancement of technology and innovation that offers various services to the customers facilitates the more accessible use of Go-Jek anywhere at any moment.

**Figure 4. Society's Response on Go-Jek Operation**



In addition, ranked second after flexibility is economic activity. The result shows 36 percent of people agree that Go-Jek has helped the community in increasing the employment rate and other economic activities. The increase in employment and economic activities are evident in the following features, namely, go-food, go-medicine, go-tickets, and others, which has directly helped increase the economic activities among other companies.

Accessibility is the third main reason based on the rankings. While, 35 percent of the people agree that Go-Jek is accessible where people can require any services through mobile apps. Moreover, 22 percent of people agree that the services provided by Go-Jek are much better than any other transportation platforms. Yet, it is surprising to find out that only 6 percent of the respondent's regard Go-Jek based on creativity & innovation even though Go-Jek is the ride-hailing often used in Indonesia. Additionally, there is common ground within this complex discourse, as many factors frame the sharing economy as a disruptive innovation that could transform market economies [7]. Botsman and Rogers (2010), moreover, argue that sharing economy business will disrupt the unsustainable practices of hyper-consumption that drive capitalist economies [18].



### 4.3 The Practices of Online Transportation Regulation on Sharing Economy Principles

Regulating sharing economy business requires a profound understanding of how the concept works and how the regulatory structure must rest [7]. The existing problems of the government, private company, and the community after the emergence of sharing economy business is rooted to the lack of understanding about sharing economy business in practice [3].

According to Yotawut (2018), the understanding of public value can create service, quality, and trust. The public organization requires the involvement of stakeholders in responding to public services (Yotawut, 2018, p.344). Moreover, Chung & Hensher (2018) argue that a responsive government must have incentives such as financial, public Information, and policy. Besides, Venera & Tselentis (2015) stated that government response could be a parameter for management capabilities.

The public value theory is applied to analyze which principle of sharing economy is implemented by the government of the province of Yogyakarta in accordance to the Governor Regulation No.32 of 2017. Further, in analyzing the significant impact of the regulation on Go-Jek operations, the authors used the data obtained through interviews and questionnaire distribution process to figure out the public perception and government response on principle being analyzed. The results of the study are as follows:

**Table 2. The Implementation of Sharing Economy's Principle**

Variables	Indicators	Factor Involved	Percentages	Assessment
<i>Principle 1</i>	Structure and Governing Transportation	Regulation Capacity	5%	Not Implemented
<i>Principle 2</i>	Online Transportation Policy	Trustworthy	36%	Implemented
<i>Principle 3</i>	Particular Information & Flexibility	Society and Market Condition	58,5%	Implemented
<i>Principle 4</i>	Accessibility	Easy Access in the public area	35,5%	Implemented
<i>Principle 5</i>	Traditional and Controlling	Competitiveness	14,5%	Not Implemented
<i>Principle 6</i>	Transportation Service	Service Quality	22%	Implemented
<i>Principle 7</i>	Institutional Setting	One way institution	24%	Implemented
<i>Principle 8</i>	Permitting & Standarization	Toughful procedures	6%	Not Implemented
<i>Principle 9</i>	Risk & Reward	Preventing the hazard of accident	16,5%	Implemented
<i>Principle 10</i>	Actors Involved	Actors involved has not represent all element.	6%	Not Implemented

*Source: Primary Data*

Based on the findings to the principle of sharing economy, six principles are being implemented, and four principles are not implemented yet. *Principle 3: Regulating the Sharing Economy Requires (the right kind of) Information* with (58,5 percent) followed by *Principle 2: The Sharing Economy Must be Daylighted* with (36 percent), *Principle 4: The Sharing Economy is Here to Stay (and that is a good thing)* (35,5 percent), *Principle 7: The Sharing Economy Disrupts and Reimagines Established Regulatory Structures* (24 percent), *Principle 6: The Sharing Economy Established New Market (that established market want to take over)* (22 percent), and *Principle 9: The Harm and the Remedy are Uniquely Challenging to Determine in the Sharing Economy* (16,5 percent) are the principles analyzed to having been implemented based on the responses of the interviewees and the survey respondents depicting the implementation of the Sharing Economy principles by the government of Yogyakarta.

Meanwhile, there are four principles that are not yet implemented as assessed by the questionnaire distribution process. These principles are as follows: *Principle 5: The Sharing Economy Disrupts and Reimagines Established Market* with (14,5 percent), *Principle 8: The Sharing Economy Requires a Response beyond Traditional Regulation* with (6 percent) which similar to the *Principle 10: The Sharing Economy Implicates Diverse Parties, Each of Whom Should Be Considered in Establishing a Regulatory Response* (6 percent), and *Principle 1: The Sharing Economy is Differentiated and Requires a Differentiated Regulatory Response*.

According to the findings, the highest number among all principles is the *Principle 3: Regulating the Sharing Economy Requires (the right kind of) Information* with 58,5 percent of respondents agreeing that the Governor Regulation No.32 of 2017 has implemented this principle. The government response through the interview with Sigit Budi Raharjo the Head of Rental and Good Department of Transportation, moreover, stated that:

*"If we look at the Governor Regulation No.32 of 2017 in article 13, it states that the online company platforms have to submit all the information requirements. Such as the profile of the company, the access to monitor the operational services, as well as the data of vehicles and drivers."*

Furthermore, the implementation of this principle has a significant impact on Go-Jek operation. The public perception (in the previous section) shows that the accessibility of Go-Jek operation received 35,5 percent, which is the top three among all indicators. The findings both from interview and survey, have demonstrated that when a given strategy or action has legitimate support, and when the government has the operational capacity, the implementation of the strategy of action could be effective. The public value will be created [10].

In addition, the second-highest of the principle that has been implemented is the *Principle 2: The Sharing Economy Must be Daylighted*, which received 36% affirmation from the respondents. This principle illustrates that when the growing economic market like sharing economy business is illegal, it forces that economic activity underground, which gives difficulty in understanding the nature of the economic activity [7]. Regarding the principle, here are the government responses:

*"We already informed all of the online transportation companies and drivers to register the company into legal entities as the procedure of the Governor Regulation No.32 of 2017 article 8 in order to make it easier for us to pacify any illegal economy activities that lead to violence, which is unpredictable happens in the field."*

On the other hand, the finding is a surprise given that the group of online transportation drivers was against this regulation, especially pointing at the article number 8 about the liability for legal entities [17]. It implies that even though the regulation has been implemented the principle of sharing economy is still circumstantially possible against other parties. Bill Ryan (2011) stated that institutional understanding of the whole system of government in which they have chosen to work and the broader obligations they should meet is important [14]. In this case, the government challenges to maintain their own ability to produce high-quality advice [14]. Besides, this is important in maintaining the resources to create a sustainable policy.

Nevertheless, the sharing economy principle is likely to point out the advantages of sharing economy business, which recommends the government to provide a strategy in regulating the sharing economy business, rather than banning the company [7]. It is the context of the sharing economy's principle 4: *The Sharing Economy is Here to Stay (and That is a Good Thing)* which is the top three among all principles. According to Bromell (2012), a policy advice is the implementation of government policy decisions and the administration of public services [14]. It includes providing advice and developing policy and regulation to address a multiplicity of public issues from the simple to the complex. The problems that arose along with Go-Jek operation in the province of Yogyakarta seem to have disrupted the market of transportation. Its innovation, however, can be considered by the government in addressing the problems. The government response, moreover, stated that:

*"In Governor Regulation No.32 of 2017, for example, we recommend all the taxi platforms to use the apps. In order to make the transportation mode easier to be accessed by society."*

In this case, the government, through the implementation of Governor Regulation No.32 of 2017, has given constructive advice to other transportation companies in adjusting the market condition. In order to go beyond the competitive market and to focus on the quality of interrelationship established in the collaborative processes of achieving value [4]. In spite of the implementation of government regulation on the principle of sharing economy, the finding has shown that Governor Regulation No.32 of 2017 does not reflect and mandate for the implementation of all the principles. The lowest percentage is *Principle 1: The Sharing Economy is Differentiated and Requires a Differentiated Regulatory Response* which only received 5 percent out of 100 percent.

Moreover, this indicates the regulation capacity of Governor Regulation No.32 of 2017, which fails to contemplate on all the segments of the market are disrupted. The way Go-Jek is operating is distinct from other transportation platforms [3]. The online transaction features, for example, change in how the transaction occurs, however, differ substantially in how they affect another market and thus requires a different regulatory response [7]. On the other hand, the government responds:

*"In the Governor Regulation No.32 of 2017, we only regulate the online taxi and taxi operation in Yogyakarta province. However, in term of online transaction, that is regulated by the Ministry of Information and Communication (Keminfo)."*

The government response, however, implies the limited capacity of the regulation. Besides, the government authority also emerges to be a factor causing the unsuccessful implementation of some principles. Consequently, the public value of trustworthiness on government regulation significantly becomes the lowest among all indicators. Chung & Hensher (2018), however, argue that trust is a vital determinant of value creation in an uncertain situation[12]. Additionally, Marie (2016) stated that trust is an essential part of public services [13]. If the government failed in building public trust, it might be hard for the government to provide better public services [4].

Equally important, the principle of sharing economy number 10: *The Sharing Economy Implicates Diverse Parties, Each of Whom Should be Considered in Establishing a Regulatory Response* with only 6 percent out of 100 percent of the respondents. This principle is arguably the most famous commentary on the failure of the regulation in regulating the sharing economy[7]. Miller (2015), moreover, argue that if the government and the disrupting sharing economy were the only parties involved, the issues would have been solved a long time ago [7]. The regulatory changes in regulating the sharing economy business, for example, is another factor; the Ministry of Transportation of Republic of Indonesia has been revoking the regulation many times [3]. From the regulation of Ministry of Transportation No.32 of 2016 to the regulation No.26 of 2017, then to the current regulation No.108 of 2017 and Governor Regulation of the province of Yogyakarta No.32 of 2017, always end up with the pros and cons among the stakeholders [17].

The demonstrations were held by several groups of online transportation drivers, which considered that the regulation is not standing equally and beneficial to others. According to Miller (2015), government regulation should be fair to all and has lasting and broad-based community benefits [7]. Most of the failures of the regulation implementation are because the government sometimes misses the larger picture of the problem. According to Mortreux et al., (2018), moreover, how the state chooses to intervene depends on the context and notably the type of political regime and ideological preferences for state and market. In this case, it has been widely demonstrated that government are seen to be derelict in their duty, and hence risk their legitimacy, if they do not protect vulnerable population [19]. Besides, in achieving the goal of government regulation, addressing the online transportation problem is merely a mirage.

## **V. Conclusion**

The results show that online transportation is beneficial to people in terms of accessibility, economic activity, and flexibility. However, in terms of government regulation, it is still being debated, especially on the roles of the local government in responding to the issues of online transportation. Moreover, a lack of understanding of the sharing economy business is one of the factors why the governments fail to implement the regulation in accordance with the principles of sharing economy. The competitiveness should be in equal strength with the regulation. Hence, there is a need for creating a sustainable policy that benefits both conventional and online transportation and policy, which would improve the sharing economy among the involved stakeholders and society.

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