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The Government Policy on Online-Based Transportation in the Era of Disruption

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Abstract: *The purpose of this study is to analyze the challenges and constraints of government policy on online-based land transportation in the era of disruption. This research uses qualitative research design. The type of data used in this research is seconddary data. Sufficient data is needed as material for analysis in the discussion of this article. The data collection method used in this research is a literature study. Based on the analysis results, it can be concluded that the implementation of online transportation system policies in Indonesia has been able to improve the social welfare of some Indonesian people. However, there are still some obstacles in the social sphere in its implementation, such as government organizational structure, umbrella act, facilities, human resources, and the process. Meanwhile, blocks were also found from the driver's side, such as mobility gaps, differences in inaccessibility, the potential for accidents, and congestion, which can be a waste of energy.*
Keywords: *Challenges, Constraints, Policies, Transportation, Online.*

Introduction

The development of information and communication technology has spread to various sectors of life, one of which is the public transportation sector (Ong et al., 2012). Population growth in urban areas has presented challenges to the government and public policies, especially on the issue of land use and public transportation. This certainly has a broad impact on the development of transportation in Indonesia (Yuniar et al., 2019; Ambarwati et al., 2019).

The development of transportation in Indonesia is increasing with comprehensive and sustainable development acceleration. The increasing capacity of transportation infrastructure, especially road transportation, has opened up more isolated areas and increased population mobility (Sperling & Egggert, 2014). Thus, almost evenly across the territory of Indonesia, the emergence of new regions and small, medium-sized and large urban areas is increasing. Along with the increase in population mobility in rural, suburban, and urban areas, the demand for transportation facilities has also increased (Jain et al., 2021; Mohri & Thompson, 2022). Based on the results of previous research on several Gojek and Grab Car users, most of them think that online transportation is cheaper and faster in providing services and providing the goods needed. It not only functions as passenger transportation but can also serve as goods transportation and food orders (Romli et al., 2018; Gusti et al., 2021).

Fear and conflict have erupted among the various transportation stakeholders in Indonesia as application-based or online transportation has gained traction. On-line transit, on the other hand, has become a need as a result of the advancement of information technology, or what is sometimes referred to as the "fourth industrial revolution," and it gravely challenges the traditional modes of transportation that have existed in the past (Simbolon & Siahaan, 2019; Sari & Saputri, 2019). The emergence of application-based transportation, commonly referred to as "online transportation," has provided an alternative to consumers. Online transportation can provide good service, convenience, affordability, low prices, certainty, and ease of access for consumers widely in various regions. So its emergence has disturbed the incumbent in this context, which is conventional transportation (Mogaji et al., 2022; Tamannaei et al., 2021). The challenge of using the development of information technology brought about by online transportation has succeeded in changing the game in the transportation business sector. But along with its emergence and expansion, conflicts between online and conventional transportation have surfaced in several areas (Lindsey & Santos, 2022).

Several studies pay attention to online transportation. Some previous studies have highlighted the changes in online transportation in the context of competition in the transportation business in Indonesia (Maharani & Sutopo, 2021). The context of driver welfare has also received attention from some researchers, both the impact of online transportation on the income of conventional transportation drivers and the interest of online transportation drivers as measured by wages generated from their work productivity (Chang et al., 2018; Daraba et al., 2018).

Several governments at the regional level have banned the operation of application-based transportation (Noviarini et al., 2022). Opportunities from online transportation are related to labour, the sharing economy, and the disruption of the previously existing transportation system. Disorder, in simple terms, according to Prasojo (2022), can be understood as the replacement of the "old market" by a "new market" that produces novelty and is much more efficient with the main characteristics, namely destructive and creative.

In large cities, commuting becomes a daily activity that requires transportation as a means of satisfying needs. In the transportation services market, the technology supplied by online transportation service providers is novel, but it has the potential to develop rapidly. The given technology is also altering how consumers utilize transportation services. This problem also has a substantial impact on the transportation business, necessitating quick government action to enhance the regulation of transportation services (Ho & Puspitasari, 2021).

Regulations need to respond so that drivers are not trapped in exploitation due to a legal vacuum. Most people who have started to rely on their daily activities using information technology have given rise to their characteristics. For example, the use of transportation services is felt to provide users with more convenience and efficiency (Sagala & Siregar, 2022; Novalersuph & Charoenngam, 2021).

The survey was conducted by the Association of Indonesian Internet Service Providers (Asosiasi Penyelenggara Jasa Internet Indonesia, APJII) and revealed that in the second quarter of 2020, Grab and Gojek were

still the most popular online transportation application services used by the general public; the data is presented in the following graph:

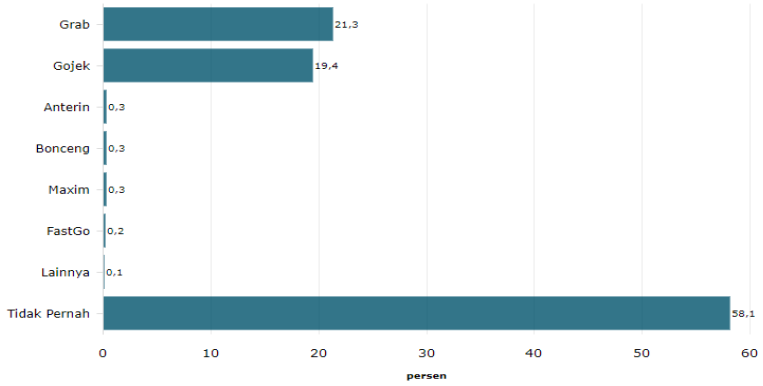

Figure 1. The Most Used Online Transportation Service
Source: KataData (2021)

The data was taken in the second quarter of 2020; this data was taken through questionnaires and interviews with 7,000 samples with a margin of an error rate of 1.27%. It shows that Grab and Gojek got the highest answers with 21.3% of respondents, while Gojek got 19 4% of the responses from respondents; this data certainly shows that Indonesia is one of the very high in using online transportation.

In this era of disruption, online transportation is believed to help people facilitate their mobility. The public well appreciates online transportation. However, it is unfortunate that no policies regulate online transportation modes, both in terms of users and drivers (Nurjani et al., 2021; Smead, 2021). the presence of online transportation which essentially violates the laws and regulations in the field of Road Transport Traffic (RTT), to be precise, namely Law Number 14 of 2009 concerning Road Transport Traffic (RTT), where the presence of online transportation is considered to cause injustice to public transportation types that are not online-based, while law enforcement is still weak. The online transportation company affects the decline in revenue for conventional taxis and other public transportation by 71%. Based on the data in Figure 1, the public's interest and enthusiasm for online transportation make online transportation the absence of concrete legal action for these violations. The government is expected to find common ground so that no party is harmed; there is also legal certainty for motorists and users. However, until now, the government has not made a policy related to online transportation.

The rejection of the policy content, in theory, is called the government problem, namely differences in perceptions and definitions of policy content. While the government action is to communicate, lobby, negotiate and compromise with the target group. Suppose at the policy formulation stage; the entire process is straightforward. If there is a rejection of the policy content, it will be eliminated, or the possibility of rejection of the implementation has been reduced or "zero conflict" (Sheel et al., 2021; Izharsyah & Lubis, 2021). If it is not clear with the target group at the policy formulation stage, it can be assumed that there are still problems so that the policy implementation process can fail; various social factors can influence this failure. Policy implementation is, in essence, nothing more or less than a means for a policy

to achieve its goals. There are two options for executing public policy: implementing it directly in the form of a program or formulating derivative policies or derivatives of the public policy.

Method

This research uses qualitative research with a descriptive analysis approach. The type of data used in this research is secondary data. Sufficient data is needed as material for analysis in the discussion of this article. The data collection method used in this research is a literature study. The following techniques are used in examining the data and material presented: 1) descriptive, which is generally used in outlining, quoting or clarifying the sound of laws and regulations and general descriptions; 2) comparative, which is generally used in comparing differences of opinion, especially on material that may cause disagreement and may lead to confusion; and 3) deductive, which is generally guided by the laws and regulations.

Result And Discussion

Social Challenges of Online Transportation in Indonesia

In his explanation, there are several social challenges in transportation in Indonesia. The government strives for improvement through the Ministry of Transportation, which consistently improves transportation safety towards zero accidents. In the social sphere, some of the challenges faced are as follows:

Mobility Gap

The mobility gap exists and should be of concern to the government because it has a fundamental value in transportation; its variations have a substantial impact on market opportunity and share. In addition, the requirement for mobility is not always met due to a number of circumstances, such as a lack of resources, time, and access.

Depending on their socioeconomic condition, people's transportation demands also affect their mobility. The greater the income, the greater the mobility, resulting in significant mobility differences between population groups. The gender deficit is mobility, as women often earn less than men. Long-distance travel is characterized by an abundance of mobility gaps (Jaiswal et al., 2021). Parts of the world's population have achieved a very high level of mobility for business and leisure activities as a result of the evolution of air travel. In contrast, the majority of the world's population is rather immobile. This issue is projected to intensify as the populations of many wealthy countries quickly age, indicating that mobility will not be a function of income but of age.

Cost Difference

Location factors influence this factor; locations that have a low level of accessibility tend to have higher costs in terms of transportation. Even for basic needs, the distribution process often has a higher cost. The market law applies if the higher transportation costs will hamper the competitiveness of the location and limit opportunities. Consumers who pay higher prices impact welfare (disposable income) and competitiveness.

The increased use and accessibility of the transportation system makes some of the networks used by the transportation system exceed the actual design capacity, resulting in congestion associated with delays and energy waste.

Potential Accident

Transportation and infrastructure

utilization are never fully risk-free. Every motorized vehicle carries with it the potential for danger and disruption. The causes include human mistakes and physical damage (mechanical or infrastructure), as well as personal harm and death. Accidents tend to be proportionate to the intensity of the use of transportation infrastructure. Hence, the chance of accidents increases with increased traffic volume. This has significant socioeconomic consequences, including health care, insurance, property damage, and death. The level of safety of each varies depending on the form of transportation and the accident's pace. Roads remain the most dangerous mode of transportation, accounting for 90% of all typical transportation accidents.

Business Model Actualization Demand

The drastic increase in online transportation service providers cannot be separated from this start-up company's business model. Taking a deeper look at some of the elements contained in the business model, here are the scores presented by several experts who are components of the business model canvas of each online transportation provider. In the online transportation industry, value proposition, target customers, distribution channel, and customer interfaces/relationships are just a few of the components of the business model.

Business model development through value creation and delivery of critical activities, resources, channels, partners, and technology, value creation with the cost structure and revenue streams, Judging from the business model canvas owned by Gojek, Uber, and Grab, these three online transportation service providers have a similar value proposition for customers and drivers as partners. A written statement that concentrates the whole market operations of an organization on customer features that affect the customer's decision to choose and acquire the organization's offerings over those of competitors is known as a value proposition (Karatas et al., 2022).

The Influence of Government Policies on Online Transportation in Indonesia

The government has numerous tools for implementing transportation policy, which is a crucial public asset. The provision of transportation infrastructure such as roads, ports, airports, and canals by public corporations is one of the most prevalent examples of governmental control over the transportation sector. Also included in public ownership is the operation of modes of transportation. In many nations, the government owns and operates airlines, railways, ferries, and public transportation. In a larger sense, the Minister of Transportation Regulation (Permenhub) No. 32 of 2016 about the Implementation of Transportation of People with Public Motorized Vehicles also includes economic activities as a function of government policy. No, especially on routes that control fleet operations based on online applications or e-hailing business models.

There are numerous public problems, but not all general issues are included on the policy agenda; specific topics are deemed essential and eventually make it onto the policy agenda. To some extent, their inclusion on the political agenda is predicated upon their connection to the community's safety and existence. Since the advent of Internet transportation, traditional modes of transportation have been forced to compete with it.

With this match, established transportation parties believe they have lost their customers and are taking anarchist action. As more and more people use internet transportation, their income has plummeted (Sultan, 2021).

There are several stages in the preparation of government policies, consisting of the agenda-setting process, policy formulation, policy adoption, policy implementation stage, and evaluation stage, which are presented in the following table:

Table 1. Government policy formulation stage

Stage	Explanation
Stages of the Agenda Preparation Process	The selected policy concerns or public challenges will subsequently be placed on the policy agenda. At this stage, it is possible that a problem will not be discussed at all, while other issues will be prioritized.
Policy Formulation Stage	Then, policymakers discuss the issues on the policy agenda. The difficulties were identified, and then the optimal solution was sought. The remedy to this problem can be found in a variety of policy options.
Policy Adoption Stage	In the final phase, one of the policy options is chosen to become the official public policy. Adoption of a policy involves the determination of policy objectives, policy programs, distribution of policy funding, etc.
Policy Implementation Phase	Policies are implemented through programs or initiatives in order to assign specific risks in order to accomplish their intended outcomes at the national and/or local levels.
Policy Evaluation Stage	In this stage, the policies that have been implemented will be assessed or evaluated to see how far the guidelines are to achieving the desired impact, namely solving problems faced by the community.

Source: Author data proceed

Several key observations can be made from the steps described in Table 1, such as the policy adoption stage, which involves determining policy options based on stakeholder support. Policy alternatives, criteria for more alternatives to be provided, and relevant standards for evaluating these alternatives are all considered at this stage before a final decision can be made. The government's Minister of Transportation Regulations were implemented by the government through the Ministry of Transportation as the ministry that began directly regulating and setting policies for internet transportation and related services. On February 1st, Ministerial Regulation Number 108 relating to the Implementation of Transportation of People with Public Motorized Vehicles Not on Routes became the most recent of policies enacted beginning with Regulation of the Minister of Transportation Number 32 of 2016, which was replaced by Ministerial Regulation Number 26 of 2017, and after Ministerial Regulation of the Minister of Transportation Number 26 of 2017 was revoked by the Supreme. Internet transportation actors and legal clarity are outlined in this policy as having responsibilities for ensuring passenger safety and security.

It is the responsibility of the Ministry of Transportation to enforce the requirement that special rental vehicles show decals on the front and rear windshields. The area of operation, the duration of the permission, the name of the legal company, and the background of the Ministry of Transportation logo will all be included on this sticker. The government expects

conventional transportation to continue to exist as a result of this legislation. Although online transportation is projected to continue to be a viable option, it is hoped that it would reduce disputes between conventional and online modes of transportation due to the similarity of their laws (Darzi et al., 2021).

However, since its stipulation on October 24, 2017, the reality in the field is that many oppose Ministerial Regulation No. 108 of 2017, especially online taxi drivers. Numerous issues are rejected by online taxi drivers, including the existence of a quota, the usage of stickers, the application for a special driver's license, and the KIR exam. This is the primary emphasis of online-based drivers, who demand government policy through activities. Three parties, notably the government, the commercial sector, and the community, have engaged in a tug-of-war around online transportation.

In this regard, the government should pay special attention to three main points related to online transportation, namely; first, the government should examine deeply Ministerial Regulation No. 108 of 2017 because the policy only regulates the type of transportation for people using taxis, which means it does not restrict the types of online-based vehicles. In the field, where clashes often occur that lead to unchecked actions, online motorcycle taxis with conventional transportation. Second, the government should strictly categorize the two wheels used as public transportation, which are included in the category of public transport or not. Third, the government and the DPR must evaluate Law No. 22 of 2009 Governing Road Traffic and Transportation before implementing this strategy. Because assessing online transportation pertains to transportation and regulates the online transportation application system, which is the responsibility of the Ministry of Information, the government must work with the appropriate ministries. Fourth, various parties who work in conventional transportation should be more responsive in dealing with the era of disruption, namely by self-actualization and responsiveness to the great potential in technology, especially those related to livelihoods.

Obstacles to Implementing Government Policy on Online Transportation

Changes or revisions have also coloured the journey of government regulation of online transportation through the Minister of Transportation. Not only modifications, but the cancellation by the Supreme Court of several articles in the Ministry of Transportation Regulation that regulate online transportation also gives its color. This is inseparable from the influence of disruption, which changes many things. Disruption will very quickly occur in highly regulated industries—the characterized, destructive and creative disorder. After the interruption occurs, we can observe it from the changing way of serving and its consequences. Thus, it can be understood why regulating online transportation should use a different approach or perspective than conventional transit.

Instead of making regulations that are more adaptive to the times and changes in information technology, the government is still trying to regulate online transportation as it regulates conventional transit. This can be seen in detail in the articles that hold on online vehicles or what is referred to as special rental transportation (ASK) in the Minister of Transportation Regulation 108/2017.

The first regulation issued by the government to regulate online transportation is Ministry of Transportation Regulation number 32/2016. The government has given online transportation application companies (applicators) choices regarding the type of business line. Suppose they are in the area of a technology company. In that case, they must cooperate with official transportation companies or form cooperatives or other legal entities that work in the transportation sector. However, the choice to change or turn into a transportation service company seems reluctant to be carried out by online transportation applicators. This issue has not yet met a common ground between the government and the applicator (Novizayanti & Prasetyo, 2021).

Meanwhile, various demonstrations and conflicts continue to spread by conventional means of transportation to demand justice. They hope that the government can be fair by regulating the existence of the online vehicle. Several points that become obstacles to implementing government policies are presented in the following table:

Table 2. Obstacles in Implementing Government Policy on Online Transportation

Obstacles	Explanation
Structure	This structure includes job design (the process by which organizational leaders specify each job's content, methods, and relationships to meet corporate and individual demands).
Legal Framework	At the central government level, laws and regulations must be made that provide umbrella acts to formulate transportation policies at the local government level. At the local government level, it must be ensured that the implementing regulations that they issue do not conflict with higher rules to create regulatory harmony.
Process	In general categories, processes include communication, linking the organization with the environment, including its parts. In this regard, it is explained that considering the implementation of the land transportation system policy can cause pros and cons in the community, and it is necessary to have good communication skills in conducting socialization of this policy.
Human Resources	Human resources (HR) is also a constraint on quantity and quality. The integration of transport sector policies and policies of other sectors may require the existence of particular institutions that can coordinate them.
Information	Management of urban transportation requires transparency. The flow of information can no longer be only one-way. This flow must be bidirectional and equipped with a feedback mechanism.
Facility	The limitations of this facility have also resulted in the mixing of various modes of transportation in the same road section, thus causing more chaos and congestion. Therefore, every land transportation system policy instructor is always required to be able to produce something ultimately, both narratively and descriptively.

Source: Author Data Proceed

In this regard, it is argued that from a legal sociology perspective, two options can be chosen to formulate transportation system policies. First, the procedure is developed according to the level of legal awareness and the community's real needs today. Second, by carrying out social engineering, which is aimed at directing changes in mental attitudes, understanding, and needs of the community in a transportation system which, according to the opinion of the government (central and regional), is considered as something good, necessary, and following the times.

In general, transportation studies concentrate on the transportation

network, its location, structure, and flow, as well as the significance and influence of the network on regional economic development based on the principle of interdependence between the web and financial freedom and changes in inaccessibility. In this situation, the more accessible a transportation network is, the more economic activity expands.

Conclusion

Based on the analysis results, it can be concluded that the implementation of online transportation system policies in Indonesia has been able to improve the social welfare of some Indonesian people. However, there are still some obstacles in the social sphere in its implementation, such as government organizational structure, umbrella act, facilities, human resources, and the process. Meanwhile, blocks were also found from the driver's side, such as mobility gaps, differences in accessibility, the potential for accidents, and congestion, which can be a waste of energy.

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