

INTISARI

Perkembangan pesat bidang teknologi informasi digital memantik bentuk baru aktivitas konsumsi masyarakat melalui platform niaga-el. Fenomena ini berkontribusi pada akselerasi pertumbuhan interaksi ekonomi berbasis media digital. Disrupsi perekonomian digital kemudian memunculkan relasi pasar tenaga kerja baru melalui sistem ekonomi gig. Perubahan tatanan ketenagakerjaan juga terjadi pada segmen pekerjaan pengiriman berkat kehadiran platform digital.

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Konsep layak kerja dan ekonomi gig digunakan untuk mendapatkan data temuan. Data didapatkan menggunakan pengumpulan wawancara mendalam, observasi, dan rujukan dokumentasi. Eksplorasi penerapan layak kerja melalui sudut pandang kurir sebagai representasi pekerja gig diharapkan mampu menjadi memberikan pertimbangan dalam perumusan kebijakan sosial khususnya mengenai ketenagakerjaan.

Status sebagai pekerja independen atau pekerja gig memberikan kebebasan untuk menentukan cara kurir menjalankan pekerjaannya. Namun ini juga membuat batas hak dan kewajiban pekerja menjadi samar. Absensi kepastian lingkungan kerja gig pada akhirnya membuat skala kerentanan kurir kian melebar. Ketidakpastian seputar kondisi kerja kurir menimbulkan tantangan dalam menjamin regulasi ketenagakerjaan yang layak dan cakupan perlindungan sosial yang memadai. Tujuan dari penelitian ini untuk meninjau penerapan kerja layak dalam bisnis pengiriman digital melalui sudut pandang kurir.

Kata kunci: pekerja kurir, kerja layak, ekonomi gig, layanan pengiriman digital.

ABSTRACT

The rapid development of digital information technology has sparked a new form of consumer activity through e-commerce platforms. This phenomenon has contributed to the accelerated growth of economic interactions based on digital media. The disruption of the digital economy has, in turn, given rise to new labor market relations through the gig economy system. Changes in employment structures have also occurred in the delivery work segment due to the presence of digital platforms.

This study aims to examine the implementation of decent work in the digital delivery business from the perspective of couriers. A qualitative research method with a descriptive approach is employed. The concepts of decent work and the gig economy are utilized to gather research findings. Data collection is conducted through in-depth interviews, observations, and literature reviews. By exploring the application of decent work from the perspective of couriers as representatives of gig workers, this study is expected to contribute to policy considerations in the field of labor regulations and social protection.

Being classified as independent or gig workers provides couriers with the freedom to determine how they perform their jobs. However, it also blurs the lines between their rights and obligations. The absence of clear regulations in the gig work environment ultimately increases the level of vulnerability among couriers. The uncertainty surrounding courier working conditions poses challenges in ensuring proper labor regulations and adequate social protection coverage.

Keywords: *delivery workers, decent work, gig economy, digital delivery services.*