

## ABSTRAKSI

Perkembangan ekonomi gig berbasis platform digital telah mengubah struktur ketenagakerjaan di sektor transportasi, khususnya pada layanan ojek online. Meskipun menawarkan fleksibilitas kerja, sistem kemitraan yang diterapkan oleh perusahaan aplikator justru menimbulkan berbagai kerentanan bagi pengemudi, seperti ketidakstabilan pendapatan, lemahnya perlindungan hukum, serta ketimpangan relasi kuasa. Kondisi ini diperparah oleh kekosongan regulasi yang secara komprehensif mengatur status kerja dan skema tarif pengemudi ojek online di Indonesia. Dalam situasi tersebut, pengemudi membangun berbagai bentuk solidaritas kolektif yang berkembang menjadi koalisi advokasi, salah satunya Forum Ojol Yogyakarta Bergerak (FOYB).

Penelitian ini bertujuan untuk menganalisis advokasi FOYB dalam memperjuangkan kebijakan tarif dan regulasi bagi pengemudi ojek online dengan menggunakan pendekatan *Advocacy Coalition Framework* (ACF). Metode penelitian yang digunakan adalah kualitatif dengan pendekatan studi kasus. Data diperoleh melalui wawancara mendalam dengan pengurus dan anggota FOYB, observasi kegiatan advokasi, serta analisis dokumen kebijakan dan arsip media. Analisis difokuskan pada pembentukan koalisi advokasi, sistem kepercayaan (*belief system*), mobilisasi sumber daya, serta pola interaksi FOYB dengan aktor-aktor lain dalam subsistem kebijakan transportasi online.

Hasil penelitian menunjukkan bahwa FOYB berfungsi sebagai koalisi advokasi yang dibangun atas kesamaan sistem kepercayaan mengenai keadilan kerja dan perlindungan pengemudi sebagai pekerja gig. FOYB memadukan strategi advokasi konfrontatif dan kooperatif melalui aksi kolektif, kampanye media, serta dialog dengan pemerintah dan legislatif. Meskipun menghadapi keterbatasan sumber daya dan ketimpangan relasi kuasa dengan perusahaan aplikator, FOYB mampu meningkatkan visibilitas isu tarif dan regulasi dalam agenda kebijakan. Temuan ini menegaskan relevansi ACF dalam menjelaskan dinamika advokasi pekerja gig dan menunjukkan pentingnya peran koalisi akar rumput dalam mendorong perubahan kebijakan yang lebih adil di sektor transportasi online.

**Kata kunci:** ekonomi gig, ojek online, advokasi, *Advocacy Coalition Framework*.

## ABSTRACT

The development of the platform-based gig economy has transformed the structure of employment in the transportation sector, particularly in online motorcycle taxi services. While offering work flexibility, the partnership system implemented by platform companies has generated various vulnerabilities for drivers, including income instability, weak legal protection, and unequal power relations. These conditions are further exacerbated by the absence of comprehensive regulations governing employment status and fare schemes for online motorcycle taxi drivers in Indonesia. In this context, drivers have built various forms of collective solidarity that have evolved into advocacy coalitions, one of which is the Forum Ojol Yogyakarta Bergerak (FOYB).

This study aims to analyze FOYB's advocacy efforts in fighting for fare policies and regulatory protection for online motorcycle taxi drivers using the Advocacy Coalition Framework (ACF). The research employs a qualitative method with a case study approach. Data were collected through in-depth interviews with FOYB leaders and members, observations of advocacy activities, and analysis of policy documents and media archives. The analysis focuses on the formation of advocacy coalitions, belief systems, resource mobilization, and patterns of interaction between FOYB and other actors within the online transportation policy subsystem.

The findings indicate that FOYB functions as an advocacy coalition built upon a shared belief system concerning labor justice and the protection of drivers as gig workers. FOYB combines confrontational and cooperative advocacy strategies through collective actions, media campaigns, and dialogues with government institutions and legislative bodies. Despite facing limited resources and unequal power relations with platform companies, FOYB has succeeded in increasing the visibility of fare and regulatory issues within the policy agenda. These findings underscore the relevance of the ACF in explaining the dynamics of gig worker advocacy and highlight the important role of grassroots coalitions in promoting more equitable policy changes in the online transportation sector.

**Keywords:** gig economy, online motorcycle taxi, advocacy, Advocacy Coalition Framework.