

Penelitian ini menganalisis strategi mobilisasi Forum Ojek Online Yogyakarta Bergerak (FOYB) sebagai gerakan sosial pekerja informal (pengemudi ojek online) dalam memperjuangkan hak-hak ketenagakerjaan di sektor transportasi daring. Lahir dari keresahan pengemudi ojek online terhadap rendahnya tarif, ketidakpastian pendapatan, serta minimnya perlindungan kerja, FOYB berupaya membangun kekuatan kolektif di tengah relasi kerja *gig economy* yang timpang.

Penelitian dilakukan pada Agustus-November 2025 dan bertujuan menjawab bagaimana strategi FOYB memobilisasi pengemudi ojek online, apa manfaat keberadaannya bagi pekerja, serta tantangan yang dihadapi dalam memperjuangkan pemenuhan hak-hak ketenagakerjaan. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus dengan cara wawancara mendalam, observasi partisipatif kegiatan FOYB, serta analisis dokumen dan media sosial. Analisis memanfaatkan *Resource Mobilization Theory (RMT)* dengan lima determinan untuk memahami bagaimana FOYB membangun organisasi, kepemimpinan, sumber daya, jaringan, dan peluang politik, serta *framing theory* untuk melihat bagaimana FOYB membingkai persoalan ketidakadilan kerja, merumuskan tuntutan, membangun legitimasi publik, dan menciptakan dampak mobilisasi partisipasi kolektif.

Hasil penelitian menunjukkan bahwa FOYB mampu mengubah kelemahan struktural pengemudi (yakni terfragmentasinya komunitas, ketergantungan pada perusahaan aplikasi, dan terbatasnya akses kebijakan), menjadi kekuatan kolektif melalui struktur organisasi yang responsif, kepemimpinan deliberatif, penggunaan sumber daya moral dan kultural, serta jaringan partisipatif yang terbuka. Melalui strategi *framing*, FOYB berhasil mendefinisikan masalah ketenagakerjaan sebagai persoalan struktural, menyusun solusi berbasis regulasi, serta membangun sentimen moral untuk mendorong aksi bersama. Mobilisasi ini melahirkan dampak penting, mulai dari meningkatnya solidaritas internal, penguatan identitas kolektif sebagai pekerja digital, hingga terbukanya akses advokasi ke ruang kebijakan nasional.

Kata Kunci: FOYB, Gerakan Sosial, Pekerja Informal, *Gig Economy*, Mobilisasi Sumber Daya, *Framing Theory*.

This study analyzes the mobilization strategies of the Yogyakarta Online Motorcycle Taxi Drivers' Movement (FOYB) as a social movement of informal workers (online motorcycle taxi drivers) in their struggle for labor rights in the online transportation sector. Born out of online motorcycle taxi drivers' concerns regarding low fares, income uncertainty, and minimal labor protections, FOYB seeks to build collective power amidst the unequal labor relations of the gig economy.

The research was conducted from August to November 2025 and aims to answer how FOYB's strategies mobilize online motorcycle taxi drivers, what benefits its existence brings to workers, and the challenges faced in advocating for the fulfillment of labor rights. This study employs a qualitative method using a case study approach, involving in-depth interviews, participatory observation of FOYB activities, and analysis of documents and social media. The analysis utilizes Resource Mobilization Theory (RMT) with its five determinants to understand how FOYB builds its organization, leadership, resources, networks, and political opportunities, as well as framing theory to examine how FOYB frames issues of labor injustice, formulates demands, builds public legitimacy, and creates the impact of collective mobilization.

The research findings indicate that FOYB was able to transform drivers' structural weaknesses namely, the fragmentation of the community, dependence on ride-hailing companies, and limited access to policy-making into collective strength through a responsive organizational structure, deliberative leadership, the use of moral and cultural resources, and an open participatory network. Through framing strategies, FOYB successfully defined labor issues as structural problems, developed regulatory-based solutions, and built moral sentiment to drive collective action. This mobilization has yielded significant impacts, ranging from increased internal solidarity and the strengthening of a collective identity as digital workers to the opening of advocacy access to the national policy arena.

Keywords: FOYB, Social Movement, Informal Workers, Gig Economy, Resource Mobilization, Framing Theory.



**DARI FLEKSIBILITAS KERJA KE FLEKSIBILITAS GERAKAN: STRATEGI KOLEKTIF GERAKAN
SOSIAL PEKERJA INFORMAL
FORUM OJEK ONLINE YOGYAKARTA BERGERAK (FOYB) DALAM MENDORONG PERUBAHAN
TARIF DAN KEBIJAKAN
KETENAGAKERJAAN DI YOGYAKARTA**

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Universitas Gadjah Mada, 2026 | Diunduh dari <http://etd.repository.ugm.ac.id/>