

ABSTRACT

The presence of Online Based Transportation in the world has its own impact on society. Pros and cons arise in the community, some consider that their presence provides benefits but many of them feel disadvantaged. As happened in several countries, such as Paris, Belgium, Toronto and London, there are problems related to the presence of Online Based Transportation. Conflict occurred due to the refusal of conventional taxis that had previously operated in these countries. As in Indonesia, this time the conflict was experienced by two-wheeled transportation, such as conventional taxi bike with Gojek. One of the start-up companies engaged in transportation, instant courier, and shopping. Rejection occurs in several cities by conventional transportation such as taxi bikes. One of the cases is at Yogyakarta Lempuyangan Station. The conflict between Gojek and conventional taxi bike is based on economic problems. Several conflicts had occurred in the Lempuyangan Station area, but the current situation was relatively conducive. This of course cannot be separated from the role of the company and some parties or actors in resolving the conflict. The case is interesting to study because in its completion it does not take a long time. The approach used by actors in resolving conflicts is fairly good to provide positive results for all parties. This study aims to describe the conflict resolution communication application done by Gojek supported by the actors involved in it.

Keywords: Conflict Resolution Communication, Gojek, Conventional Taxi bike

ABSTRAKSI

Kehadiran Transportasi Berbasis *Online* di dunia memberikan dampak tersendiri bagi masyarakat. Pro dan kontra muncul di masyarakat, sebagian menganggap bahwa kehadirannya memberi manfaat namun tak sedikit pula yang merasa dirugikan. Seperti yang terjadi di beberapa negara, seperti Paris, Belgia, Toronto, dan London mengalami permasalahan terkait hadirnya Transportasi Berbasis *Online*. Konflik terjadi yang disebabkan penolakan dari taksi konvensional yang lebih dahulu beroperasi di negara-negara tersebut. Sama halnya dengan di Indonesia, kali ini konflik dialami oleh transportasi beroda dua yaitu ojek pangkalan dengan Gojek. Salah satu perusahaan *start up* yang bergerak di bidang transportasi, *instant courier*, dan *shopping*. Penolakan terjadi di beberapa kota oleh transportasi konvensional seperti ojek. Salah satu kasusnya yaitu di Stasiun Lempuyangan Yogyakarta. Perselisihan antara Gojek dengan ojek pangkalan didasari dengan masalah ekonomi. Beberapa perselisihan sempat terjadi di wilayah Stasiun Lempuyangan, namun situasi saat ini sudah relatif kondusif. Hal ini tentu saja tak lepas dari peranan perusahaan dan beberapa pihak atau aktor dalam menyelesaikan konflik yang terjadi. Menarik untuk dikaji karena dalam penyelesaiannya tidak membutuhkan waktu yang berlarut-larut. Pendekatan yang digunakan aktor-aktor dalam menyelesaikan konflik terbilang cukup baik hingga memberikan hasil positif bagi seluruh pihak. Penelitian ini bertujuan untuk memaparkan aplikasi komunikasi resolusi konflik oleh pihak Gojek didukung dengan aktor-aktor yang terlibat di dalamnya.

Kata Kunci: Komunikasi Resolusi Konflik, Gojek, Ojek Pangkalan