Communication Experience and Self-Concept of Female Online Taxi Drivers in Bogor City

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Abstract

Nowadays, women are often constructed by society as individuals who are calm, gentle, thorough, and are in the domestic realm, such as the household, caring for children. However, there are women who choose to become online taxi drivers as their job, and the existing social construction that this profession is a masculine profession does not discourage female online taxi drivers from continuing to earn a living. The aim of this research is to find out how female online taxi drivers interpret their goals in carrying out their profession and their motives in carrying out their profession, as well as their communication experiences as online taxi drivers. The research results show that the average motive behind women in the city of Bogor choosing to work as online taxi drivers is economic factors, such as being a single parent or simply helping their husband with their family's economy to earn income from their work as an online taxi driver.

Keywords: *Driver Online, Women, Social Construction*

Introduction

Public transport is something that is needed in everyday life. People can travel long distances faster in less time thanks to transport. With the help of internet services that can be reached by Android users, the digital industry is growing rapidly in this era of globalisation. There are many applications that can help people's activities, which is why many people today are switching to using useful things. For example, public transport has advanced and can now be accessed through applications, or often called 'online transport'. Transport through the use of technology is what is meant by online transport. Through the utilisation of such technology, a number of applications emerged, including the Grab and Go-Jek online transport business services in Indonesia. This was followed by a number of other apps. Considering that 77.7 per cent of the 4,668 respondents to the Indonesian Consumers Foundation (YLKI) survey on public satisfaction with online transportation services stated that the service was very good, it is not surprising that the number of people

using online transportation is increasing and growing every day (Akmal, 2017).

More and more people are interested in becoming online drivers due to the increasing need for online transport. The often male-dominated profession of online taxi drivers is changing, with more and more women becoming interested in and pursuing this profession. Men are generally more likely to take up the profession as online taxi drivers, but operating a four-wheeled vehicle can be done by both men and women. Women have the same talents and abilities as men, but men are believed by society to be more competent than women because driving is a risky profession. However, with the many problems that arise in working as an online taxi driver, it is possible that many women still choose this job (Suprapti, 2021).

More and more people are interested in becoming online drivers due to the increasing need for online transport. The often male-dominated profession of online taxi drivers is changing, with more women taking an interest and pursuing the profession. Men are generally more likely to take up the profession as online taxi drivers, but operating a four-wheeled vehicle can be done by both men and women. Women have the same talents and abilities as men, but men are believed by society to be more competent than women because driving is a risky profession. However, with the many problems that arise in working as an online taxi driver, it is possible that many women still choose this job (Suprapti, 2021).

According to research (Rafidan, 2019) women's femininity within the confines of masculinity is often manifested through their involvement in traditionally masculine fields such as law enforcement, aviation, the military, and even online motorcycle taxis, which are still dominated by men. Due to the nature of the work, which involves driving a car on the road, these jobs are often associated with strong, tough men who have a resilient attitude.

The phenomenon of women working is no longer unusual in today's advanced age. There is no denying that women are becoming more independent in all aspects of life. Women are encouraged to equalize their lives with men as a result of the progressive liberation of women. For example, women have the opportunity to choose this professional path thanks to internet transport application providers (Alamianti, 2022). The roles and actions of women have undergone several changes along with the progress of society and the times. Today's women no longer have to stand idly by being total housewives who work at home. Women's thinking and behaviour have changed due to modernity. One of them is working as an online taxi driver, which is now increasingly in demand by the public due to the large number of consumer demands. Many women pursue this job because they believe it allows them to pursue their careers without sacrificing their role as mothers who take care of the home (Sembiring, 2023).

Economic factors also motivate women to work as online taxi drivers. Because they have an obligation to provide for their families, women choose to work as online taxi drivers as a form of gender equality and view the position as a simple and flexible job (Fadzilatus, 2019). Therefore, this motivates women to be able to contribute to current economic problems by supporting their families or taking the position as the main provider when they become single parents, for example earning a living by working outside the home, such as being an online taxi driver.

Online taxi driving is a mentally demanding job with significant hazards, including passengers cancelling orders at will and frequent sexual harassment from other

passengers. Female online taxi drivers have different communication experiences with their clients and the public when working as online taxi drivers. A phenomenon involving a high proportion of female online taxi drivers and their communication experiences was identified by researchers in the social environment. This phenomenon is fuelled by society's perception that women only work in this field, thus attracting a large proportion of female online taxi drivers and shaping their communication experiences.

Based on previous research, women who work as online taxi drivers view their work as a means to support themselves and their families financially and have a pleasant and comfortable workplace (Rafidan, 2019).

The article 'The Reality of Women Online Taxi Drivers' by (Alamianti, 2022) examines how the online taxi industry, traditionally associated with men, is now a profession that is sought after by women. Women are able to perform dual roles where at home they are housewives, but they can also work outside the home as online taxi drivers, as seen from the communication experiences of these female online taxi drivers. Regarding the division of labour in earning a living at home, this is in line with the notion of gender equality. However, even though social constructs still exist, this does not discourage women from choosing to work as online taxi drivers, a profession traditionally associated with men, in order to work to support themselves and maintain their position in society.

Society views women online taxi drivers as a sign of progress for women with all their independent and hardworking traits, instead of just assuming that women only decide to stay at home.

Nowadays, women are handling many tasks that used to be done by men, and vice versa. This is also true in terms of employment, as many women are now trying out jobs that were traditionally held by men. Women who choose to work as online taxi drivers must accept the same dangers and obstacles as those who work in other industries. Moreover, every female online taxi driver is an extraordinary person who dares to take risks and do new things. To provide for their families, they dare to take risks. Therefore, women who work as online taxi drivers certainly need the courage and ability to make difficult choices, especially regarding self-concept, in order to be successful in today's world of work..

Mead (in Burns, 1993:19) defines self-concept as an individual's opinions, emotions, and evaluations of oneself that arise from interactions with the environment. Knowing one's self-concept is important because it affects how one behaves when looking at oneself. The stigmatisation of female online taxi drivers centres on the assumption that women's self-concept is weak due to societal norms that value men more than women. Success depends on one's self-perception of the quality of one's talent. A person who has a pessimistic attitude and view of their own abilities will view all tasks as a challenge.

In this study, the researcher wants to focus on the cause and purpose motives, the meaning and self-concept of women as online taxi drivers, and the communication experiences that occur during their work as online taxi drivers so that it can be found what is behind them carrying out this profession.

Research Methods

Based on the phenomenon and exposure to the research background that has been described, this research uses qualitative research methods. According to (Sugiyono, 2022) qualitative methods are called new modes because starting in 1985 this method began to be widely used. Qualitative research methods are based on the postpositivistic philosophy, where this method allows researchers to study the conditions of the main natural objects. In this study, the authors used a qualitative research method with the approach used, namely the phenomenological approach to reveal how the experiences of female online taxi drivers in Bogor City in undergoing their profession.

Phenomenology is a scientific study that investigates and analyses an event encountered by a person, group of people, or collection of living things. Experience is described in phenomenological studies as an event experienced by an individual, a group of individuals, or a group of living beings consciously. (Nasir, 2023). Phenomenological studies study human experience by investigating a person in great detail. (Yusanto, 2020).

The theory used in this research uses Phenomenological Theory with Berger and Luckman's social construction theory based on the constructivist paradigm which states that humans, acting as free agents, create social reality. Humans have the freedom to act in response to the stimulus received by them in everyday life. In addition to using the theory of Phenomenology and Social Construction of Reality Theory, this research also uses Self-Concept Theory. Self-concept refers to our thoughts and sentiments about ourselves. By witnessing ourselves, we form opinions and judgements about ourselves. According to William H. Fitts, self-concept is a major part of a person's identity because it serves as a frame of reference in communicating with the surrounding environment. Fitts states that when one recognises and reacts to oneself, it implies self-awareness, and self-concept has a significant impact on one's behaviour. Self-concept is broadly described as one's ideas, opinions, or judgements about oneself, as well as one's talents, character, and attitudes.

Communication will be enhanced by self-awareness, and talking to others will also enhance self-awareness. Openness brings the self-concept closer to the facts. If our self-concept reflects our knowledge, we will be more open to innovative skills and ideas, less prone to taking a protective stance, and more careful of ourselves and others (Rachmat, 2007:107).

The research data collection techniques were in-depth interviews, observation, and documentation. This research was conducted in Bogor City due to the city centre with a large number of female online taxi drivers found in Bogor City. The informants in this study are female online taxi drivers in Bogor City with a total of five informants.

Result and Discussion

Online transport is growing rapidly, creating many job prospects for those who need work, especially women. Currently, Go-Jek and Grab are two commonly used modes of online transport. The flexibility of working from home is one of the things that attracts individuals to become online taxi drivers. Nowadays, working as an online taxi driver is not only done by men, but many women are interested in this profession. Five female online taxi drivers in Bogor City have expressed their willingness to become informants, based on the findings in data collection by researchers, these five informants are online taxi drivers at Grab and Gojek partners. Researchers gathered information

from interviews with informants in the field that revealed that the majority of women in Bogor City choose to work as online taxi drivers due to economic factors. They compete for jobs in this day and age, trying to make ends meet by utilising technological advances, such as registering as an online taxi driver.

According to Schutz in (Rainrizky, 2023) examining an action of each person requires a concept commonly referred to as motive. This motive is what shapes them to enter a profession that is outside such as becoming an online taxi driver. Like one of the female online taxi drivers in Bogor City who lives in the Bojong Gede area, who is a single parent, decided to join and work as an online taxi driver for Gojek partners to meet her family's economic needs.

The characteristics of the informants used are a woman who works as an online taxi driver, a housewife, has worked for more than three years, and is over 35 years old.

Motive of female online taxi driver

Based on this study, we found that women in Bogor City who work as online taxi drivers choose to pursue this occupation for various reasons. Those who have worked for more than three years have the necessary experience to understand the motives behind their work and how they interpret their work. Schutz states that motives form two phases that determine why a person acts. The first phase is known as the because motive phase and refers to the factors that lead a person to act based on past experiences and protracted processes. The second phase is known as the in order to motive and relates to the background of why a person acts in an effort to create a desired situation in the future (Kuswarno, 2009: 112).
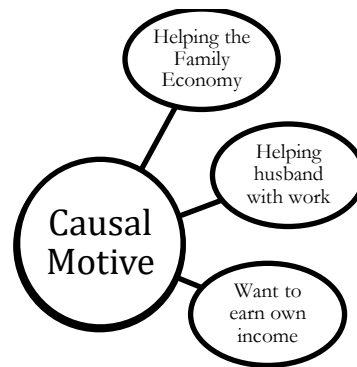
Olahan Peneliti (2024)

As for the because motive and refers to the factors that lead a person to act based on past experience (Kuswarno, 2009: 112). Human motivation is defined as internal drives, desires, and other factors that encourage a person to take action (Ardilla, 2019). This motivation results from needs. Motives are necessary because they are actions that allude to the past, and actions must have a purpose behind them. The findings of the informant interviews reveal that each informant's history of working as an online taxi driver has similarities and differences in the background. Economic considerations and hobbies are one of the similarities in the informants' motives for working as an online taxi driver. Informant YN revealed that she decided to work as an online taxi driver because she was a single parent mother who previously did not have a job but she had the expertise in driving a four-wheeled vehicle so she decided to become an online taxi driver to make a living and meet the needs of her children.

According to informant YN, when she chose to work as an online taxi driver she felt a change, she generated income from work to support her family and children. Similarly, informant YT is a single parent mother who earns income to fulfil her daily needs after

deciding to join an online taxi partner. In contrast to informants IN, SR, and SS who have reasons for choosing to work as online taxi drivers because they help their husbands in fulfilling the family economy by working as online taxi drivers. This is expressed by utilising the skills possessed by informant IN he chose to become an online taxi driver. In addition to this reason, another reason is that working as an online taxi driver has flexible time, they can still work for a living without leaving their obligations as a housewife and mother.

Working as an online taxi driver allows women to start and stop their work according to their working hours, and it offers a flexible work structure, as online taxi drivers are not required to have separate shift schedules or work all day, unlike those in agency-related jobs. Because they can work freely, women in this profession benefit greatly from being able to work freely.

They revealed that they usually start their working hours after taking care of their family's needs in the morning, so they work flexible hours, can still work to earn income for their daily needs but without giving up their responsibilities to their children as wives and mothers. The informants' motives for working as online taxi drivers are explained in the following table :

Table 1.
Reasons to Become an Online Taxi Driver

No	Informant	Reasons to Become an Online Taxi Driver
1.	YN	A single parent mother who does not have a job, and has skills, wants to improve her family's economic condition.
2.	YT	Single parent mother,

No	Informant	Reasons to Become an Online Taxi Driver
		working to fulfil economic needs
3.	IN	Helps the family economy, and has skills
4.	SR	Fulfil your spare time, flexible working hours, and want to have my own income
5.	SS	Helping husband fulfil family needs, flexible working hours

The researcher found a variety of goal motivations based on the statements of informants who work as online taxi drivers in Bogor City. The informants' expertise and experience allow them to refer to future goal motives. Based on these statements, it can be concluded that women who work as online taxi drivers in Bogor are motivated by a hobby that has the potential to generate income, improve their quality of life, and increase bonding relationships with friends.

Female online taxi drivers make meaning of their work

In (Wicaksono, 2022) According to Schutz, a person's social behaviour is influenced by the past, present, and future. A person's decision or every action must always be based on his experience. According to Schutz, those who find meaning beyond the main purpose of experience go through a procedure known as 'typication'. Typification is the process of understanding and giving meaning to a behaviour in order to shape that behaviour. Relationships based on previous experiences will result in meanings developed through the process. which is often referred to as 'stock of knowledge' (Kuswarno, 2009).

When explaining communication explanations, communication experts use the term meaning. Stewart L. Tubbs, Sylvia Moss, Judy C. Person, and Paul E. Nelson define communication as a process of understanding and sharing meaning, while L. Tubbs & Moss (2006) in Wono, 2019 asserts that communication is a process of forming meaning between two people or groups.

Female online taxi drivers have different perspectives on the meaning of their work. Based on the results of the informant interviews, almost every research informant interpreted their work as something to be happy and appreciated. They see their work as a way to provide for their families and as something they should be grateful for and appreciate throughout their careers. As they are able to work flexible hours, they consider themselves lucky and believe that their current job is the best choice. This meaning arises based on their appreciation of the job and judgement of the consciousness of meeting their family's needs.

Experiences of female online taxi drivers

As an online taxi driver, there are various experiences that she goes through. One of the challenges faced by female online taxi drivers is communication. The diverse experiences that online taxi drivers encounter are ultimately the result of the intense communication that occurs when they carry out their work. This is because communication serves as a tool or bridge in the interaction between drivers and passengers, hence communication is important for the profession of online taxi drivers. Their work will be affected if the quality of their communication is poor. To answer the formulation of the research problem, informant interviews yielded results, namely that informants admitted that during their time as online taxi drivers, they gained a variety of experiences when meeting with passengers. Informants admitted that during their time as an online taxi driver, they had many experiences when meeting with customers or passengers. Female drivers in Bogor City have experienced both good and bad experiences. Such experiences include meeting generous passengers who usually give more tips to the driver, but not often the online taxi drivers also get impatient passengers and unilateral order cancellations by male customers who are underestimated because they see that the driver is a woman. In addition, the informant admitted that sometimes he gets customers who are a little ignorant, meaning that there is no dialogue during the trip.

Being an online taxi driver requires extra patience and a strong mentality when facing various passengers with different characters and backgrounds. There is a social construction in society that assumes that jobs on the streets such as online taxi drivers are jobs that should be done by men. The profession of being a female online taxi driver still tends to be negative in the eyes of the public, the communication experience felt by female online taxi drivers in Bogor City has answered this. Some people still think that the job of an online taxi driver is more suitable for men, which makes female online taxi drivers feel uncomfortable. Being an online taxi driver requires extra patience and mental strength when dealing with passengers with different characters and backgrounds. There is a social construction in society that assumes that jobs on the streets such as online taxi drivers are jobs that should be done by men. The profession of being a female online taxi driver still tends to be negative in the eyes of the public, but the communication experience of

female online taxi drivers in Bogor City has answered this. Some people still consider the job of an online taxi driver to be more suitable for men, so these views make female online taxi drivers feel uncomfortable. However, the informants revealed that their profession is a form of equality with men, women can also do masculine work as long as their work does not violate social norms, it is not a problem. The communication experience of female online taxi drivers revealed by the informants shows that women can carry out their dual roles as workers and housewives at home (Alamianti, 2022).

Self-Concept of Female Online Taxi Drivers

Based on the research findings, the five informants who work as online taxi drivers have positive and negative self-concepts. Judging from their positive self-concept, they are able to overcome the problems they experience both internally and externally. For example, informant YN tries to overcome her internal problems because she feels incapable and lacks confidence in her work. This is due to the influence of the surrounding environment which stems from informant YN's unwillingness to accept criticism from his passengers. He can now overcome it by being open, sociable, and confident so that he will get a good response from the surrounding environment.

William D. Brooks in (Sari, 2019) explains self-concept as 'those physical, social and psychological perceptions of ourselves that we have derived from experiences and our interaction with others'. So this can be thought of as self-concept, or our thoughts and feelings about ourselves. Self-perceptions may be psychological, social, or physical (Sari, 2019).

In Rahmat (2007), S. Frank Miyamato and Sanford M. Dornbusch attempted to correlate other people's assessments of themselves, which include intelligence, confidence, physical beauty, and the success of others, with themselves. It turned out that people who were considered good by others were more likely to give high marks when assessing themselves. These judgements of others result in positive and negative self-concepts. A favourable judgement of oneself will result in a positive self-concept, while a negative judgement will result in a negative self-concept.

The idea that a person has about himself is called self-concept, and it is developed by his experiences and interactions with the world around him. The self-concept is a product of ongoing experience and is not something inherent. According to George Herbert Mead, each person's self-concept is developed through conversation and contact with other members of society (Diningrat, 2020).

1. The results showed that the self-concepts of the five informants were not significantly different. The results found that the five informants had a self-concept that was not much different where in (Sari, 2019) it was explained that according to William D. Brooks and Philip Emmert, people who have a positive self-concept are characterised by five things, namely;
who had previously experienced conflicts with passengers while working but were able to overcome them with the help of the surrounding environment, making them even better..

2. Feel equal with others
Based on the interviews, the informants feel secure in their work as online taxi drivers because they believe that the work they do does not harm others, thus enabling women to seek jobs that are traditionally considered masculine.

3. Accepting compliments without shame. Informants here stated that it is not unusual for passengers to praise a woman's work, but it is interpreted as self-motivation for them.
4. Everyone has different sentiments, interests, and actions that are not all acceptable to society.
5. Being able to develop oneself because one can reveal a part of one's personality. Informants SS and SR express themselves in different ways; they stated that when they first started working as online taxi drivers, they were more introverted, but once their neighbours learnt about their work and showed support, they were able to be more open about their profession.

Conflusion

The existence of online transportation has provided convenience in supporting daily activities, making it easier for people to access vehicles as a safe, fast and reliable means of transportation, so the existence of applications that are increasingly popular with the public has led to the expansion of employment in the field of online driver services. With the various problems that exist as an Online Taxi Driver, this does not corner the intention of female drivers who are starting to be interested and switch to take part in the profession as an Online Taxi Driver where the stereotypes that exist in society itself assume that this profession is usually only done by men, and women are not suitable to do work in the field such as being an Online Taxi Driver. The results of field research show that the average motive behind women in Bogor City choosing to work as online taxi drivers is due to economic factors, with a background as a single parent, or just to help their husbands in

the family economy, they get income from their work as online taxi drivers. In addition, with flexible working hours, they can fulfil two roles, namely working to earn a living and being a housewife taking care of children at home before going to work..

The informants' self-concepts are formed from their experiences as online taxi drivers, which include various responses to the surrounding environment, both positive and negative encounters, as well as positive and negative passenger behaviour.

Suggestion

With the results of the research that has been conducted by researchers regarding the communication experience of online taxi drivers in Bogor City, there are several suggestions and input for several parties.

a. Practically
   This research is expected to contribute knowledge, thoughts, descriptions and information related to the experiences of female online taxi drivers in Bogor City.
b. Theoretically
   This research is expected to be useful and add knowledge in the field of Communication Science. It is also expected to complement previous assessments related to the communication experience of online taxi drivers in Bogor City.

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