

Analysis of Super Partner Go Food PT Gojek Indonesia. Study: Super Partner Dapur Kenyang in Koto Panjang, Ikua Koto, Padang City

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Abstract. One of the most popular online modes of transportation today is Go-Jek, which contributes a lot to the Indonesian economy, helping to create jobs, increase income and quality of life. Go-Jek provides GoFood, GoRide, GoSend and Go Modal services. Go Food is an online application at PT Gojek which is focused on learning types of food online, Ranging from food with various types from snacks to heavy meals and various drinks. In the city of Padang, especially in the Koto Panjang village, there were 30 Go Food Super Partners, during the covid 19 pandemic, Go Jek partners died one by one because they were constrained by the new policy of Gojek's program. DapurKenyang one of the Go Food super partners whose still survive and still get rewards from PT Gojek. The method used in this study is a qualitative research method with analytical descriptive type. The data were analyzed using the scheme proposed by Miles and Huberman. The study show that the Go Food Super Partner DapurKenyang full has a strategy and the economy is known to carry out economic actions that adhere to trust, network and moral economy adopted by the owner of DapurKenyang, such as providing drinks such as mineral water and iced tea for drivers who are waiting for their orders to be packed, Friday alms program where every Friday drivers who get orders will get a free menu from the DapurKenyang.

Keywords: Partnership GoJek; GoJek; GoFood

1 Introduction

The development of technology is advancing rapidly, thus affecting social changes in people's lives. Various digital-based activities are carried out using smartphones, ranging from education, modes of transportation, the economy to several other aspects of life through e-commerce (Soekotjo 2020). This mode of transportation greatly affects economic activities including production, distribution and consumption activities, then in every economic activity it will affect the economic actions of the community.

Weber explained that economic action is social (Zusmelia; Ariesta ; Irwan 2005), economic action does not only occur in the market in general about the meeting of sellers and buyers but the market is defined more broadly. (Swedberg 1994) Market in sociology economic is perspective can be seen in order to do economic actions (Rahayu, Ariesta, and Irwan 2018), (Fligstein 1996) Market is defined as a place where good and service are sold to customers at

certain price that is paid with money (Daus, Rahayu, and Shalihin n.d.). The most popular online mode of transportation is Go-Jek, which is a transportation company that uses an online-based motorcycle fleet.

This company was founded by Nadiem Makarim in 2011 and launched a mobile application in 2015 with coverage areas of Bandung, Jakarta, Surabaya and Bali. It penetrated into 167 regencies and cities spread throughout Indonesia (Junita 2021). GO-JEK then expanded and has operations in 50 provinces in Indonesia, Bali, Balikpapan, Banda Aceh, Bandar Lampung, Bandung, Banjarmasin, Banyuwangi, Batam, Belitung, Bukittinggi, Cilacap, Cirebon, Garut, Gresik, Jakarta, Jambi, Jember, Karawang, Kediri, Madiun, Madura, Magelang, Makassar, Malang, Manado, Mataram, Medan, Mojokerto, Padang, Palembang, Pasuruan, Pekalongan, Pekanbaru, Pematang Siantar, Pontianak, Probolinggo, Purwakarta, Purwokerto, Salatiga, Samarinda, Semarang, Serang, Sidoarjo, Solo, Sukabumi, Sumedang, Surabaya, Tasik Malaya, Tegal, and Yogyakarta. In Padang City since April 1, 2017 to November, there have been 6,000 Gojek drivers. Go-Jek really helps the community's economy, so Go-Jek offers various services from passenger delivery services or GoRide, Go Car, GoSend, Go Food, Go Biz and others.

Go-Food is an online food service that gives a feature that makes it easy for customers to order food delivery services. Food and beverage is developing (Ghozana Theo Hutomo 2019), there are 15,000 restaurants that can be accessed through the GO-JEK application. In the Go-Food service, there are three additional features, namely near me, add note, and suggest a restaurant/stall. Near me is a feature to find the closest restaurant to a customer. Add note is a feature to clarify orders, if the customer wants a special order, Suggest Restaurant / warung is if the customer's favorite restaurant is not on the list, the customer concerned can suggest the desired restaurant by writing the name of the restaurant in this feature (Gerrizetta Febtian, 2016).

The go food service received a positive response from the public. The presence of the Go food application has created a wide market for UMKM actors, 60% of UMKM players are members of Gojek partners by utilizing technology and services at Indrawati, Budi 2021. There is a study on the phenomenon about Go Food, there is some literature that has discussed GoFood, namely Tika (Junita 2021) on Selling and Buying Food with the Go-Food Application, (Rahayu 2019) about the practice of buying and selling food and the Go-Food application, Gerrizea Febtian, 2016 about the analysis of the factors driving the services of Go-Jek service users PT Gojek Indonesia, this paper positions itself to review Go-Food super partner partner of PT Gojek in Padang City by using economic sociology analysis.

Gojek not only provides convenience to users, but also to business partners such as restaurant businesses, restaurants and suggest restaurants / stalls (Gojek.com info). The service is known as Go modal, this application is one of the newest features created by PT Gojek, this feature was launched in 2010. This feature aims to provide opportunities for Go Food partners to develop their business. This capital loan or known as Go Modal can be accessed through the GoBiz application, in this application there are services that are easily accessible, flexible, do not require collateral, the disbursement process is fast and has flexibility in terms of installment payments.

In Koto Panjang Village, Padang City, there have been 10 gofood partners who have accessed capital loans using the gobiz application, but the covid 19 pandemic has disrupted the smooth running of their business, thus affecting the return of go biz installments, in mid-2021 PT Gojek has a new policy in terms of payment installments, no longer every day according to the agreement when disbursing loans, but direct deductions according to the number of sales each day, this condition causes many partners to close and pay manually to PT Gojek, the

Padang City Branch office. Interestingly, one of them is GoFoo's super partner, DapurKenyang, even though PT Gojek's daily income is cut, but it continues to this day.

Based on an observation interview in October 2021 conducted in the Koto Panjang Ikua Koto Village, it was found that there were go food partners who closed the Go Food service feature of PT Gojek, this was due to declining sales results coupled with the policy factor carried out by PT Gojek regarding the cutting system. installments through sales proceeds automatically through the Gojek application. Interestingly, there is one Go Food super partner that is still able to survive, namely the Full Kitchen Super Partner. This research will describe the economic actions of Super Partner Kitchen Kenyang in Koto Panjang Ikua Koto Village, Padang City?

2 Research Methods

In this study, the author uses a qualitative research method with a descriptive analysis type, meaning that the researcher does not only describe the data that has been obtained from the field, but also conducts an analysis first. According to Bogdan and Taylor qualitative methodology as a research procedure that produces descriptive data in the form of written or spoken words from people and actors that can be observed (Moleong 2013). Research activities are carried out by collecting primary and secondary data. The data referred to here is data obtained or collected by researchers indirectly (Siyoto and Ali 2015).

Information in this study obtained interviews with 7 informants who have been determined by the researcher using purposive sampling technique (Afrizal 2014). Data analysis in this study uses analysis according to Milles and Huberman, qualitative data analysis consists of 4 flow activities simultaneously, namely: Data Collection, Data Reduction, Data Presentation, Conclusions (Sugiyono 2016).

3 Results and Discussion

3.1 Result

Gojek is one of the features that provide business opportunities for the community, whether it's being a driver, UMKM opportunities in the culinary field. Kitchen full is one of Gojek's partners who joined since 2017 and continues to survive until now, despite various obstacles such as the mechanism of the Gojek company and the COVID-19 pandemic conditions, this is shown by the increase in the level of the full kitchen of Go Food partners to become Go's super partner. Food in 2021. Researchers found that there were economic actions taken by the owner of Super Partner DapurKenyang, namely by applying the economics of mora and trust in their business, open offline shop and join with another market place.

3.2 Discussion

PT Gojek Indonesia provides a great opportunity for the community to improve the family economy for both men and women. In 2020 PT Gojek provides convenience for business actors who have become partners to develop their businesses. This capital loan or known as Go Modal can be accessed through the GoBiz application, in this application there are services that are easily accessible, flexible, do not require collateral, the disbursement process is fast and has flexibility in terms of installment payments.

Based on an interview with ChintaWulandari, the Owner of DapurKenyang in November 2021, he said that "Go Food partners can access loans, I once borrowed Rp. 10 million Rupiah with installments paid every day by PT GoJek from Sales

Proceeds made every day, but due to a sales pandemic decreased, so there is a policy by PT Gojek, everything is cut, this condition is very difficult for us, capital runs out every day for loan installment payments, so we need more capital to sell the next day, some of my colleagues who have outlets on the Go Food feature decided to close, they are more I chose to manually repay the loan to PT Gojek, but I decided to follow the rules of the game PT Gojek even though I racked my brain to look for capital every day, I didn't want to close the Go Food account because the position had changed from a Go Food partner to a Super Partner partner, despite the current conditions but sales are still a lot of income in a day can reach Rp. 250,000 to IDR 500,000, therefore I will stay until my installment is paid off in December 2021



Fig.1. Mechanism of ordering through the Go Food feature

Based on the schematic in Figures 1, they generally explain the mechanics of ordering GoFood., it's just that the difference between pictures one and two is in the position of the Go Food partner, if the position is a Go Food partner, the payment mechanism is longer, while the super partner is the ordering flow shorter.

Borrowing an analysis from the perspective of economic sociology, Go Food's partner, in this case, *DapurKenyang*, has a strategy of taking economic action. Researchers need to emphasize that economic activities as described at the beginning of whether or not sellers and buyers meet in real markets, such as traditional markets and modern markets, have also penetrated into the electronic market-place with using e-commerce while using website (google review site) like Facebook and instagram (Soegijapranata 2016).

The economic actions referred to here are traditional actions. and speculative-irrational economic actions. Traditional economic actions are sourced from tradition or convention. For example, giving gifts to neighbors who are getting married, birthdays and so on. Speculative-irrational economic actions are economic-oriented actions that do not consider existing instruments with the objectives to be achieved. The second difference between economics and sociology is to regard rationality as an assumption, while sociology views rationality as a variable (Stinchcombe, 1986:5-6).

In the economic action taken by the owner of the full kitchen, it seems that they have implemented traditional economic actions in the buying and selling mechanism through the Go Food feature on PT Gojek. This means that the owner of the full kitchen is the party who prepares the order menu ordered by the consumer, then later the full kitchen owner interacts with the driver, for the full kitchen owner "the economic activity that is carried out is not just buying and selling, he applies several concepts in the economic sociological views such as trust, moral economics and networks. This is the strategy taken by the *DapurKenyang* owner to survive to this day despite various disturbing conditions such as the Covid 19 pandemic and technical changes in installment payments from capital assistance through the Gobiz account from PT Gojek Indonesia. For more details, we can see as follows.

Super Partner Moral Economy

In this study it was found that one of the strategies carried out by Go-Food Kitchen Kenyang's super partner partner. The owner of *DapurKenyang*, was to apply moral economics in trading activities, although technically the buying and selling transactions carried out were online, but she still into an economic act. As explained by Weber, that economic action is social (Damsar 2011), meaning that when an actor in this case is a super partner, he/she performs economic actions such as selling his wares but there are embedded values in it. Embeddedness is a term proposed by Granovetter in 1985.

According to Granovetter, attachment is "an economic act that is socially situated and embedded in an ongoing personal social network among actors (Ariesta ; Sri Rahayu; Irwan Gaung et al. 2016). This means that the actions taken by economic actors are not only allocated to individuals or individuals who determine their tastes. These economic actors, in economic activity are determined by the wider community. For example, pricing, maintaining market security, and dealing with other institutions. These are all well-built social networks for carrying out economic activities (Zusmelia; Ariesta ; Irwan 2005).

It seems that this is what the *DapurKenyang*'s owner does when running his business, when an order comes he prepares an order, while waiting for the order to be ready the drivers wait, Chinta the *DapurKenyang* owner make the service quality positively (Ilham 2018) like serves snacks and drinks, every Friday given a menu from the full kitchen for every driver with consideration of the moral values he adheres to. If someone is occasionally invited to tell stories by her husband, this condition makes for a better and closer relationship, so that if there is a sudden shortage of materials, the owner often asks the driver to buy it first, the money is replaced when the driver picks up the order. The condition that occurs cannot be separated from the presence of a trust which is awakened by the owner.

4 Conclusion

This study uses an economic sociology study to analyze the economic actions of business actors, in this case the super partner DapurKenyang who has a strategy in selling the Go Food feature on Gojek. At first glance we see that when selling online there is no real interaction between traders and buyers, the communication that occurs is only via virtual, the seller does not know who the buyer is who orders the product, the seller is only in charge of preparing the orders he receives, the interactions that occur are in two forms, namely:

- a. Driver with consumer
- b. Driver with seller

This condition does not allow communication between sellers and buyers, so there is no possibility for traditional economic actions such as moral economy (moral economy here, namely the consideration of values and norms carried out by traders when carrying out economic

actions) carried out by traders, but the owner DapurKenyang's super partner can maintain sales despite the COVID-19 pandemic, there is also a strategy taken by the Kitchen Kenyang owner is to use moral economy in carrying out economic actions such as preparing snacks (pastries, salty cakes and biscuits) and drinks such as iced tea. and mineral water for drivers who are waiting for orders.

ChintaWulandari, the owner of DapurKenyang, said that "when orders come in usually the drivers wait until the desired menu is finished, at that time we make seats and tables that have prepared some snacks and drinks and then we put a brand on the table that drinks and cakes are for drivers , we deliberately do this as a form of gratitude to the drivers, we feel they are tired when picking up orders, at least with a snack can stave off their thirst and hunger, then every Friday we provide 1 free menu for drivers, for us not only as business partners but more than that, it turns out that they also treat us well. Trust is a value that is adopted by the business actor (owner) of DapurKenyang when carrying out economic actions at Go Food.

It can't be seen with the naked eye, because the online mechanism has been arranged by PT Gojek, the interaction that there is an order and my material needs are lacking, they are willing to buy it first, later after arriving at the shop I replace it, at that time the brand also recommended my shop to when a consumer orders an order from another shop, the menu turns out to be empty, so the drivers who have subscribed with us immediately recommend our shop, they order the menu at our shop offline. In general, there are values that are used by full kitchen owners when carrying out economic actions in selling at Go Food PTGojek.

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