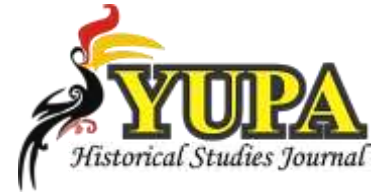


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## Digital Disruption in Transportation: Gojek's Entry and Growth in Makassar (2015-2020)

Achmad Idrus Al Islami <sup>1</sup>, Arinda Choerunnisa <sup>2</sup>

<sup>1</sup> Dinas Pendidikan Provinsi Sulawesi Selatan, Makassar, Indonesia

<sup>2</sup> Universitas Negeri Makassar, Makassar, Indonesia

<sup>1</sup> [idrusislami17@gmail.com](mailto:idrusislami17@gmail.com), <sup>2</sup> [arinchoerunnisa@gmail.com](mailto:arinchoerunnisa@gmail.com)

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**Abstract** PT. Gojek Indonesia, a technology company founded in 2011 by Nadiem Makarim and Kevin Aluwi, introduced online transportation services to Indonesia, starting with GoRide, a modern motorcycle taxi service. This research employs a historical method with four steps: Heuristics, Criticism, Interpretation, and Historiography. Gojek officially began operations on August 8, 2015, receiving an enthusiastic response from the public. Its presence improved urban mobility, offering easy access and affordable rates, supported by professional and friendly drivers. Unlike traditional motorcycle taxis, Gojek provides both passenger and goods transportation services, as well as shopping and food delivery options. The Gojek application offers various services, including GoRide, GoSend, GoFood, GoCar, GoMart, and GoBox. Gojek's entry into Makassar aimed to alleviate traffic congestion and improve mobility in the city. The company obtained necessary permits and coordinated with relevant stakeholders before launching its services. Gojek's presence has significantly impacted the transportation landscape in Makassar, providing a convenient, affordable, and reliable alternative to traditional transportation modes while also contributing to job creation and economic growth.

**Keywords:** Gojek, history, development, Makassar

**Abstrak** PT. Gojek Indonesia, sebuah perusahaan teknologi yang didirikan pada tahun 2011 oleh Nadiem Makarim dan Kevin Aluwi, memperkenalkan layanan transportasi online di Indonesia, dimulai dengan GoRide, layanan ojek modern. Penelitian ini menggunakan metode sejarah dengan empat langkah: Heuristik, Kritik, Interpretasi, dan Historiografi. Gojek secara resmi mulai beroperasi pada tanggal 8 Agustus 2015 dan mendapat sambutan yang antusias dari masyarakat. Kehadirannya meningkatkan mobilitas masyarakat perkotaan dengan menawarkan akses yang mudah dan tarif yang terjangkau, serta didukung oleh pengemudi yang profesional dan ramah. Tidak seperti ojek tradisional, Gojek menyediakan layanan transportasi penumpang dan barang, serta layanan pesan-antar belanja dan makanan. Aplikasi Gojek menawarkan berbagai layanan, termasuk GoRide, GoSend, GoFood, GoCar, GoMart, dan GoBox. Masuknya Gojek ke Makassar bertujuan untuk mengurangi kemacetan lalu lintas dan meningkatkan mobilitas di kota ini. Perusahaan telah mendapatkan izin yang diperlukan dan berkoordinasi dengan pemangku kepentingan terkait sebelum meluncurkan layanannya. Kehadiran Gojek telah memberikan dampak yang signifikan terhadap lanskap transportasi di Makassar, memberikan alternatif yang nyaman, terjangkau, dan dapat diandalkan dibandingkan moda transportasi tradisional, serta berkontribusi terhadap penciptaan lapangan kerja dan pertumbuhan ekonomi.

**Kata kunci:** Gojek, sejarah, perkembangan, Makassar



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## INTRODUCTION

Transportation equipment is one of the industries that is developing very rapidly because transportation is also a basic need today. Transportation is used by the community to facilitate daily activities. There are three types of transportation based on its placement, namely land, sea and air transportation (Istianto & et al, 2015).

In terms of its users, transportation can be divided into two, namely private transportation and public transportation. Private transportation is a means of transportation used by the vehicle owner to travel (Mulya Syoufrizha R. Agung Sugiri, 2014). Meanwhile, public transportation, which we commonly know as public transportation or public transportation, is a means of moving people and goods from one place to the desired place with a rental and shared use system (Putra Agung Pratama, 2018).

In this internet era, there are new innovations in the development of public transportation that utilize online technology and sophisticated digital devices such as mobile phones known as online transportation. The presence of PT Gojek Indonesia, a technology company based on three core values, namely speed, innovation and social impact, is the first company to introduce the Indonesian people to online transportation (Sunrawali & Alimuddin, 2020).

Starting with the presence of the company PT Gojek Indonesia in 2011 which was founded by Nadiem Makarim and his best friend Kevin Aluwi. They created Gojek which has the GoRide feature, which is a modern order-based ojek shuttle service. Ojek, which is a two-wheeled motor vehicle, is a very effective transportation. This application allows users to order ojek online. Gojek is known as a modern and professional ojek. The drivers have been equipped with android-based cellphones in order to facilitate the drivers in dealing with users and can easily get the best route to deliver passengers (Ayu Aziah & Adawia, 2018).

Gojek application is also a pioneer for various kinds of online applications in Indonesia which in a short time has been able to become the spotlight of the community and other business people. So far the Gojek application has been downloaded more than 190 million times by users (Massire.xyz., 2021), users are very interested in the features contained in these applications such as GoRide, GoCar, GoFood, Gopay and so on.

In addition to having a positive impact on the development of transportation modes, PT Gojek Indonesia also makes a positive contribution to improving the Indonesian

economy by opening job vacancies for at least two million more registered driver partners and more than 900 thousand gofood partners, most of whom are MSMEs. This has made many major changes that have occurred in the fields of technology, economy, and socio-culture since the presence of this Gojek application in Indonesia.

Gojek application has reached 167 cities and regencies in Indonesia, one of which is Makassar City (Gojek, 2018). The increasing number of vehicles each year causes severe congestion in Makassar City, especially at certain hours such as morning and evening where congestion is prone to occur due to the density of community activities. Because of this, the people of Makassar city need an easy and convenient mode of transportation so that Gojek is now one of the trends among the people of Makassar City after launching this application. On August 8, 2015, Go-jek transportation services officially operated in Makassar (Massire.xyz., 2021).

Gojek application has become an idol for Makassar City residents because previously the development of conventional public transportation in Makassar City itself was not so developed compared to other cities in Indonesia. The rise of crimes that occur such as pickpocketing, harassment, and even kidnapping often makes the citizens of Makassar City not feel comfortable and alert when using public transportation. The price offered on the Gojek application is also more economical than conventional public transportation. However, the presence of Gojek also has cons such as conflicts between conventional transportation workers and online transportation drivers that disrupt residents' activities, as well as the number of drivers who often hang out on the side of the road in groups can cause congestion.

One of the objectives of this research is to disseminate to the people of Makassar City that online transportation is the most convenient mode of transportation in this digitalization era, because the prices offered are more economical and fit in the wallets of all people, especially the people of Makassar city. In addition, online-based transportation is easier to access anywhere and anytime so that it is more effective and efficient for the community in carrying out activities.

## **METHOD**

This research is a descriptive qualitative study using a historical approach analysis. Bogdan and Taylor define qualitative methods as research procedures producing descriptive data in written, spoken language, and observable human behavior (Farida,

2014). The historical research method begins with Heuristics, where researchers gather historical sources related to the topic. Sources are categorized into primary and secondary (Notosusanto, 1985). Source criticism is the second stage, where collected sources are evaluated for authenticity and credibility. Interpretation involves synthesizing and analyzing historical facts, describing and connecting them to create meaning. Historiography is the final stage, following heuristics, criticism, and interpretation. This stage involves writing history chronologically, based on time sequence (Tim Pengajar Jurusan Pendidikan Sejarah, 2018).

## **RESULTS AND DISCUSSION**

### **Gojek Transportation Entry in Makassar City**

Gojek is an online motorcycle taxi service application managed by PT Gojek Indonesia. The founder of Gojek is a young Indonesian native named Nadiem Makarim. The history of Gojek initially began with Nadiem's unrest who used motorcycle taxi services every day to go to work. Nadiem saw the ojek bases that spent almost all day and did not necessarily get passengers. He also considered that ojek transportation was still quite a step when compared to other public transportation. Due to this unrest, Nadiem began to see an opportunity to develop services for ojek drivers and passengers (Hendrastomo & et al, 2016).

Armed with a lot of experience while working, Nadiem Makarim ventured to quit his job and did a lot of consideration and strategizing until finally Nadiem Makarim helped the base ojek drivers to get passengers in a faster and more efficient way by establishing a company called PT Gojek Indonesia on October 13, 2010 which only had 20 drivers at that time.

The company aims to connect ojek drivers with ojek passengers. They saw that the base ojek only spent all day and did not necessarily get customers. So, they created this company, to help ojek drivers get passengers more quickly and efficiently with a call center system as a link between passengers and drivers. Until now, their goal has proven to be effective. Motorcycle taxi drivers must be more productive in order to earn more. The base ojek drivers sometimes wait 8 to 10 hours but at most only get 4 to 7 passengers.

Then in mid-2014, Nadiem Makarim received a funding or investment offer. One of the things that supports startups or startups to develop is the funding provided by various investors. So that from the investment, finally on January 7, 2015 PT Gojek

Indonesia launched an application called "Gojek" for Android and iOS so that the ordering system through the call center was no longer used.

This application makes it easy to order online, pay on credit, and know the whereabouts of the driver who will pick up the passengers. This is one of the advantages of Gojek compared to other base ojek. In its development, Gojek, which was originally only an application that provided technology to make it easier for people to get ojek services quickly and surely, has turned into one of the large ride sharing application services and economically Gojek is able to generate profits for both the application provider and the driver (pengojek). Gojek has the advantage of bringing together motorcycle taxi drivers with consumers quickly and in accordance with the region so that consumers can quickly get a motorcycle taxi (Hendrastomo & Dkk, 2016).

Starting in 2010 as a two-wheeled transportation company through telephone calls, Gojek has now grown into a leading on-demand mobile platform and application that provides a complete range of services ranging from transportation, logistics, payments, food delivery, and various other on-demand services. Gojek is a social-minded technology company that aims to improve the welfare of workers in various informal sectors in Indonesia. Gojek's activities are based on 3 core values: speed, innovation, and social impact (Fatkhurohman, 2018).

Transportation in Makassar City is growing very rapidly. The ease of accessing various things through smartphones has made several companies use this opportunity to develop online-based transportation applications (Arfandi, 2019). This is the reason why many online transportation companies choose to launch in Makassar City. Gojek is the first online application that was present in Makassar City on August 8, 2015.

Gojek has officially operated since August 08, 2015 and immediately received an enthusiastic response from the public. Its presence is a breath of fresh air that further facilitates community mobility in daily activities, not only because it is easy to access, but the costs applied are also cheap, especially supported by the professional and friendly attitude of the drivers.

Gojek or online ojek is an internet-based application with a transportation system that uses transportation services present in Indonesia as an innovative way to encourage changes in the informal transportation sector to operate, and avoid congestion in big cities. Transportation services use two-wheeled vehicles (motorbikes) and are commonly called online ojek. Gojek comes with the premise that motorcycle taxis that usually only

hang out at certain posts can be coordinated and integrated to serve the public quickly and swiftly via online booking. Therefore, PT Gojek Indonesia finally presents these alternative transportation services in the form of mobile applications (Darmadi, 2016).

The reason for the entry of Gojek in Makassar City, as stated by the Government Relations Senior Manager of PT Gojek Indonesia Makassar branch, Ahmad Khomeini: "The reason we Gojek company opened a branch in Makassar city is because Gojek company sees an opportunity because Makassar is also one of the cities with severe congestion. Therefore, we operate our fleet in Makassar city because the services of Gojek have their own place in the hearts of the people (Khomeini, 2020).

Makassar is a big city whose population and activities are very dense, this causes the level of congestion in Makassar City to be so high that it requires access to transportation that can reduce this so that PT Gojek Indonesia sees an opportunity and operates its services in Makassar City.

Gojek is an operating transportation that has pocketed the principle permits and business licenses as well as a letter of approval from the government both at the provincial and city levels that have approved a valid permit for the feasibility of getting off the road. The licensing process for Gojek operations in Makassar City, as stated by the Government Relations Senior Manager of PT Gojek Indonesia Makassar branch, Ahmad Khomeini: "Our licensing process at PT. Aplikasi Karya Anak Bangsa is at the national licensing level to be given permission to operate throughout Indonesia and coordination and consultation is of course carried out before opening services to relevant government stakeholders, both at the Provincial and City or Regency levels, such as when initially operating in Makassar City" (Khomeini, 2022).

The entry of Gojek transportation services in Makassar city has certainly obtained permission from the local government so that on August 8, 2015 its services can be used by the people of Makassar city to carry out their daily activities. This is a new breakthrough that makes other online transportation companies also operate their services to Makassar City like other online transportation.

### **Development of Gojek Transportation in Makassar**

Initially, PT Gojek Indonesia was a company engaged in transportation using two-wheeled vehicles via telephone calls. The transportation service offered by PT Gojek Indonesia is actually an old transportation service that has been known by the Indonesian

people, namely Ojek. Gojek and Ojek of course have differences. One of these differences is the way of ordering.

Ojek reservations are usually made by visiting the Ojek base. While Gojek reservations are made using the Gojek application which can be downloaded via the Play Store for Android-based smartphone users and the App Store for iOS-based smartphone users. Smartphones that will be used to make Gojek reservations must be connected to internet services (Islamikov, 2018). Gojek is also not like a motorcycle taxi in general because it serves goods transportation services in addition to people transportation services. Shopping services in stores and food delivery are even provided by Gojek.

GoRide is a motorcycle transportation service that uses technology as a means to order and make payments, and directions to deliver customers. With the help of the application, customers do not need to come to the ojek base in advance by simply ordering through the Gojek application which can be downloaded on the PlayStore and AppStore. GoRide drivers who are in the nearest location will contact and pick up the customer so that customers can save costs and time.

The GoRide service is different from conventional motorcycle taxis, which have no standard tariff, while in GoRide, the price can be confirmed through the Gojek application. The fare will appear when entering the origin and destination locations. The transaction cannot be started before the user presses the Order GoRide menu to order, so the user can cancel or continue the transaction if the price is deemed suitable. GoRide has two payment systems, namely the Cash payment system and the GoPay payment system. The GoPay Payment System is a payment through electronic money which is a balance paid through a bank. In the Gopay payment system there are several discounts or Top Up bonuses as described on the Gojek website. The GoRide payment process will be easier and more secure with the payment system rules that have been explained.

Among the various GoRide operational cities, there are several cities that are interesting to study, one of which is the city of Makassar. The presence of Goride in Makassar City will create a new solution to the needs of the people of Makassar City for transportation services that make it easy and have different benefits in terms of service quality and price. GoRide can be a comparison with online transportation services and other conventional transportation services operating in Makassar City (Supriono, 2017).

GoSend is a delivery service to deliver goods to the intended person in just 90 minutes, and even faster if the distance is closer. PT Gojek Indonesia's GoSend service is considered to facilitate the transportation process to be faster and easier.

PT Gojek Indonesia's GoSend service is considered faster than the transportation services of conventional freight forwarders because the goods will be transported directly to their destination after being picked up by the driver, while conventional freight forwarders wait for all the goods to be transported to a place to be collected at the departure terminal.

PT Gojek Indonesia's GoSend service is also considered more convenient than conventional freight transportation services because consumers are not required to deliver the goods to the transportation agent's place. Consumers only need to order GoSend services via a smartphone that has been connected to internet services and then the driver will receive consumer orders and pick up the goods to be transported from an address to a predetermined address (Indonesia, 2022).

In using the GoSend feature, the sender of goods can send the goods by accessing the application and paying a certain amount of money as the tariff of the service. The sender can also monitor the goods sent directly through the Gojek application which has been connected to the GPS signal, so that the sender can find out where the goods are. This is certainly very helpful for consumer needs (Rochati Mahfiroh, 2020).

This service is one of the services that is developing quite rapidly, where this GoSend service, which initially only became an intermediary between the sender and recipient through the Gojek application, now this service can also be used by several e-commerce companies as a choice of delivery method. E-commerce companies cooperate with PT Gojek Indonesia in their delivery services which GoSend is categorized as a delivery service. There are two types of delivery using GoSend, namely GoSend Instant and GoSend Same Day. This delivery aims to allow e-commerce users to choose fast delivery (approximately 2-8 hours) for the goods they ordered to arrive at their location. Some of the e-commerce that have become GoSend partners are Tokopedia, Shopee, MatahariMall, Elevenia, Bukalapak, and Blibli.

GoFood is a food delivery service with more than 75,000 restaurants registered in the Gojek application. In the GoFood service, the driver will buy the food ordered by the consumer and deliver it to the consumer's location according to the information in the



application. The maximum delivery distance for the GoFood service is 25 km (Almariah, 2019).

The presence of GoFood is considered to make it easier for businesses to open a culinary business. GoFood is a Gojek service that serves food delivery services in Indonesia. This service was created as a promotional activity which is known as an activity to inform about a product served by certain distributors or producers, in this case a culinary presenter (Syarif Hidayatullah, 2018).

By joining the GoFood service, there are many benefits that can be taken not only for the culinary business itself but also for GoFood drivers and consumers. The advantage for culinary businesses joining the GoFood service is that they can attract more consumers, because the GoFood service allows increasing a wider area. In addition, this GoFood service can also be an online promotion event for the culinary business. With online promotion, sales increase because promotion is a way of communicating the goods and services offered in order to recognize and buy (Iriani, 2018).

This service helps many people, especially MSMEs, by becoming their selling platform. MSMEs no longer need to bother promoting their products, simply by joining GoFood partners, Gojek will help promote the products they sell on the GoFood page in the Gojek application. Their restaurants will also be given attractive discount vouchers so that users can use the vouchers at the restaurant.

GoCar is an online car-based public transportation. Started in 2010, as a four-wheeled transportation company through phone calls, GoCar has now grown into a leading on-demand mobile platform and application. The GoCar service has grown very rapidly in recent years due to the increasing needs of the community.

GoCar is a feature in the form of transportation services in the form of a car that can be ordered online, using the Gojek Application which can be downloaded via smartphone or with other gadgets, consumers can order Car drivers to access all of these services, by entering the person's address to find out the cost of using the service, then using the use mylocation service to direct the driver to where the person is (Amajida, 2016).

Now GoCar has become the main solution in traveling, because most people use GoCar to go out without spending on fuel and other costs, without the hassle of private transportation, and without the fatigue of being stuck in traffic. Therefore, consumers find it easier and faster to use GoCar at an affordable price. GoCar customers are facilitated to use this alternative transportation service. Starting from determining the

destination, tariff transparency, ease of contacting the driver, and comfortable service. GoCar strives to offer speed, safety, and comfort to its customers.

GoCar's safety can be seen from its drivers who are proficient in driving and have a driving license. In the GoCar application there is also a vehicle identity starting from the brand of transportation and the license plate on the transportation, with this of course customers do not need to worry about being trapped and deceived, because the customer himself can recognize the driver who comes and picks up, previously also informed of his identity when ordering GoCar. By using GoCar, which guarantees traffic safety, GoCar certainly wants the facilities and quality of service provided to satisfy consumers (Afif, 2019).

GoMart is a daily needs fulfillment service. GoMart works with the best stores in various cities in Indonesia. GoMart also offers various price promos that users can use for shopping. Products ordered in this application must be available and in a fresh condition because the stock is updated every day. GoMart's partner stores are Lottemart, The Food Hall, Alfamart, Alfamidi, Prima Freshmart, Best Meat, Sayurbox, Kibif, and Watson.

How to shop practically and easily at GoMart, namely by determining the delivery address and choosing the store that suits your needs, then adding the products you want to buy to the basket provided, after everything is put into the basket, check the groceries to be purchased again, after selecting the payment method and clicking the message, the GoMart shopping assistant will spend the order and the Gojek driver is ready to deliver it (Wachid, 2021). GoMart is the choice of users because it is practical so they no longer need to go to the supermarket to buy their needs. This feature also often holds very attractive promos so that users prefer to use this feature rather than going to the nearest supermarket or minimarket.

As of April 2020, GoBox has been available in 20 Indonesian cities such as Jakarta, Bogor, Depok, Tangerang, Bekasi, Bandung, Yogyakarta, Semarang, Surabaya, Bali, Medan, Palembang, Balikpapan, Makassar, Malang, Solo, Karawang, Tasikmalaya, Serang, and Cirebon.

This service does not have a maximum distance in sending goods. The price scheme is very transparent because it is stated before ordering and the price is based on the type of vehicle and delivery distance. This service is very safe for customers so that customers do not need to worry when the driver is making a delivery because partners and vehicles

have gone through a verification process and security checks and by using the Gojek application the location of goods and couriers can be tracked (Wachid, 2021).

## CONCLUSION

Transportation in Makassar City is growing very rapidly. The ease of accessing various things through smartphones has made several companies use this opportunity to develop online-based transportation applications (Arfandi, 2019). This is the reason why many online transportation companies choose to launch in Makassar City. Gojek is the first online application that was present in Makassar City on August 8, 2015. Gojek officially operated since August 08, 2015 and immediately received an enthusiastic response from the community. Its presence is a breath of fresh air that further facilitates community mobility in daily activities, not only because it is easy to access, but the costs applied are also cheap, especially supported by the professional and friendly attitude of the drivers.

Gojek is a social-minded technology company that aims to improve the welfare of workers in various informal sectors in Indonesia. Gojek's activities are based on 3 core values: speed, innovation, and social impact. Gojek is also not like a typical ojek because Gojek serves goods transportation services in addition to people transportation services. Store shopping and food delivery services are even provided by Gojek. In the Gojek application there are various services, such as: GoRide, GoSend, GoFood, GoCar, GoMart, and GoBox.

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