

ABSTRAK

POTRET OJEK PANGKALAN DI TENGAH PERTUMBUHAN OJEK *ONLINE* (Studi kasus di Terminal Rajabasa Bandar Lampung)

Hadirnya transportasi berbasis aplikasi online seperti Gojek dan Grab telah menggeser peran ojek pangkalan, termasuk di Terminal Rajabasa Bandar Lampung. Kondisi ini menyebabkan berkurangnya jumlah pengemudi, penurunan pendapatan, serta munculnya konflik perebutan wilayah. Permasalahan tersebut menjadi latar belakang penelitian ini. Tujuan penelitian adalah untuk mengetahui faktor-faktor yang membuat pengemudi tetap bertahan sebagai ojek pangkalan, menganalisis perubahan sosial-ekonomi yang dialami setelah hadirnya ojek *online*, serta mengidentifikasi strategi bertahan di tengah persaingan. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Data dikumpulkan melalui wawancara mendalam, observasi, dan dokumentasi dengan delapan informan yang terdiri dari pengemudi dan pengguna jasa ojek pangkalan. Analisis data dilakukan dengan tahapan reduksi, penyajian, serta penarikan kesimpulan yang diverifikasi. Hasil penelitian menunjukkan bahwa keterbatasan akses teknologi, komitmen terhadap profesi, dan keberadaan pelanggan tetap menjadi faktor utama pengemudi bertahan. Kehadiran ojek *online* menimbulkan dampak sosial-ekonomi berupa penurunan pendapatan dan terjadi konflik antara ojek pangkalan dan ojek online. Untuk menghadapi kondisi ini, pengemudi menerapkan strategi bertahan seperti menjaga hubungan baik dengan pelanggan dan perlakuan terhadap konsumen. Temuan tersebut dianalisis menggunakan teori strukturasi Anthony Giddens, yang menjelaskan hubungan dialektis antara agen dan struktur. Ojek pangkalan tidak hanya dibatasi oleh struktur ojek *online*, tetapi juga menciptakan praktik adaptif yang mereproduksi eksistensi mereka. Kesimpulan penelitian menegaskan bahwa meski menghadapi perubahan besar, ojek pangkalan masih mampu bertahan melalui perubahan sosial dan ekonomi. Disarankan adanya regulasi pembagian wilayah operasional serta peningkatan literasi digital bagi pengemudi.

Kata Kunci: Ojek Pangkalan, Ojek *Online*, Perubahan Sosial-Ekonomi

ABSTRACT

Portrait of Traditional Motorcycle Taxis Amid the Growth of Online RideHailing Services (A Case Study at Rajabasa Terminal, Bandar Lampung)

The emergence of online app-based transportation services such as Gojek and Grab has shifted the role of conventional motorcycle taxi drivers (ojek pangkalan), including those operating at Rajabasa Terminal in Bandar Lampung. This condition has led to a decrease in the number of drivers, a decline in income, and the emergence of territorial conflicts. These issues form the background of this study. The purpose of this research is to identify the factors that encourage drivers to remain as ojek pangkalan, analyze the socio-economic changes they have experienced since the arrival of online motorcycle taxis, and identify the strategies they use to survive amid competition. This study employs a qualitative method with a case study approach. Data were collected through in-depth interviews, observation, and documentation involving eight informants consisting of ojek pangkalan drivers and service users. The data were analyzed through the stages of reduction, presentation, and verified conclusion drawing. The results show that limited access to technology, commitment to the profession, and the existence of loyal customers are the main factors that motivate drivers to stay. The emergence of online motorcycle taxis has brought socio-economic impacts, such as a decrease in income and conflicts between ojek pangkalan and online drivers. To face these challenges, drivers implement several survival strategies, including maintaining good relationships with customers and providing friendly treatment to passengers. The findings were analyzed using Anthony Giddens' structuration theory, which explains the dialectical relationship between agency and structure. Ojek pangkalan drivers are not only constrained by the structure of online transportation systems but also create adaptive practices that reproduce their own existence. The study concludes that despite facing significant challenges, ojek pangkalan drivers are still able to survive through social and economic adaptation. It is recommended that clear regulations regarding the division of operational areas and the improvement of digital literacy for drivers be implemented.

Keywords: *Traditional Motorcycle Taxi, Online Ride-Hasiling, Socio-Economic Change*