

ABSTRAK

FENOMENA OJEK PEREMPUAN DI KAMPUS UNIVERSITAS LAMPUNG: ANTARA KEBUTUHAN, PELUANG DAN TANTANGAN

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Penelitian ini bertujuan untuk mengkaji fenomena ojek perempuan di Universitas Lampung dengan melihat aspek kebutuhan, peluang, dan tantangan. Metode yang digunakan adalah kualitatif dengan pendekatan fenomenologi melalui teknik observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa ojek kampus perempuan menjadi alternatif transportasi yang memberikan rasa aman dan nyaman, terutama bagi mahasiswi. Selain itu, pekerjaan ini membuka peluang ekonomi bagi perempuan karena sifatnya yang fleksibel dan dapat menambah penghasilan. Namun, para driver perempuan masih menghadapi berbagai tantangan seperti *stigma* gender, resiko keselamatan kerja, serta minimnya perlindungan yang jelas. Dengan demikian, keberadaan ojek kampus perempuan tidak hanya berperan sebagai sarana transportasi, tetapi juga mencerminkan adanya perubahan peran gender di lingkungan kampus.

Kata Kunci: Ojek Kampus Perempuan, Keamanan Transportasi, Peluang Ekonomi, Peran Gender, Mahasiswa

ABSTRACT

THE PHENOMENON OF FEMALE MOTORCYCLE TAXI DRIVERS AT THE UNIVERSITY OF LAMPUNG: NEEDS, OPPORTUNITIES, AND CHALLENGES.

By:

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This study aims to examine the phenomenon of female motorcycle taxi drivers at the University of Lampung by focusing on aspects of needs, opportunities, and challenges. The research employs a qualitative approach with a phenomenological method, using observation, in-depth interviews, and documentation for data collection. The findings reveal that female campus motorcycle taxis serve as an alternative mode of transportation that provides a greater sense of safety and comfort, especially for female students. In addition, this occupation offers economic opportunities for women due to its flexibility and potential for additional income. However, female drivers still face several challenges, including gender stigma, safety risks, and the lack of clear protection or regulation. Thus, the existence of female campus motorcycle taxis not only functions as a means of transportation but also reflects the shifting gender roles within the campus environment.

Keywords: Female Campus Motorcycle Taxi, Transportation Safety, Economic Opportunities, Gender Roles, Students