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Analysis of the Impact of Social Transformation on the Income of Online and Conventional Motorcycle Taxi Drivers in the Digital Era in Jember City

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Abstract

The rapid advancement of digital technology has transformed various sectors of society, including urban transportation services. The emergence of app-based transportation has altered mobility patterns, consumer preferences, and income opportunities for conventional and online motorcycle taxi drivers. This study aims to analyze the forms of social transformation occurring in the digital era, examine their impacts on the income of conventional and online motorcycle taxi drivers, and identify the adaptation strategies employed by drivers in responding to these changes. A qualitative descriptive approach with a case study design was employed to obtain an in-depth understanding of the phenomenon. Data were collected through observations, semi-structured interviews, and documentation involving conventional motorcycle taxi drivers, online motorcycle taxi drivers, and service users in Jember City, East Java, Indonesia. The collected data were analyzed using the interactive model of Miles and Huberman, including data reduction, data display, and conclusion drawing, while data validity was ensured through source triangulation. The findings reveal that digital transformation has shifted transportation services from conventional base-station systems toward digital platform-based services. Consumers increasingly prefer online transportation because of its convenience, transparent pricing, accessibility, and service efficiency. Consequently, conventional motorcycle taxi drivers have experienced declining customer numbers and reduced income, whereas online drivers have gained broader economic opportunities despite

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facing intense competition and fluctuating earnings. In response to these challenges, conventional drivers maintain customer loyalty through personalized services and additional occupations, while online drivers optimize digital technology, extend working hours, improve service quality, and strategically select operational locations. The study concludes that digital transformation has generated both opportunities and challenges for transportation workers, requiring continuous adaptation to sustain economic resilience in the digital economy.

Keywords: Social transformation; Digital economy; Motorcycle taxi drivers; Income; Digital transportation; Qualitative study.

INTRODUCTION

The widespread adoption of digital technology has accelerated social transformation across numerous sectors, fundamentally altering how individuals communicate, conduct economic activities, and access public services. Technological innovation no longer functions merely as a supporting instrument but has become an integral component of everyday life, influencing patterns of production, consumption, and social interaction. The integration of digital platforms into daily activities has also generated significant structural changes that affect employment opportunities, business models, and community behavior. These developments illustrate that digital transformation extends beyond technological advancement, representing a broader process of social change that reshapes the organization of society and economic activities.

Within the transportation sector, digitalization has substantially transformed service delivery through the emergence of application-based transportation platforms. The introduction of services such as Gojek and Grab has replaced many conventional practices by enabling passengers to order transportation through mobile applications. This innovation offers greater efficiency, transparent pricing, real-time tracking, and improved accessibility, making transportation services more convenient for users. Consequently, technological innovation has altered not only operational systems but also consumer preferences in selecting transportation services.

The expansion of online transportation services has generated contrasting economic consequences for transportation workers. Conventional motorcycle taxi drivers, who previously depended on customers visiting designated operating bases, have experienced declining demand as consumers increasingly prefer digital platforms. Meanwhile, online motorcycle taxi drivers have benefited from new employment opportunities created by the digital economy, although they

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continue to face challenges such as fluctuating demand, platform regulations, and increasing competition among drivers. These conditions demonstrate that technological progress simultaneously creates opportunities and risks for different groups of workers within the informal transportation sector.

Jember City represents an important setting for examining these changes because it functions as a regional center for education, commerce, public administration, and services in East Java. The high mobility of residents has contributed to substantial demand for transportation services, making both conventional and online motorcycle taxis essential components of urban mobility. Nevertheless, the rapid expansion of digital transportation has intensified competition between the two service models. In several strategic locations, disputes concerning passenger pick-up areas have emerged, reflecting broader social adjustments accompanying technological transformation. These developments indicate that the digitalization of transportation influences not only economic conditions but also social relations among transportation providers.

In addition to economic impacts, the transition toward digital transportation has highlighted disparities in technological adaptation. Many conventional motorcycle taxi drivers encounter difficulties in operating smartphones and digital applications, particularly older drivers with limited digital literacy. By contrast, online drivers must continuously adapt to changing application systems, customer expectations, and platform policies in order to remain competitive. This situation demonstrates that digital transformation is closely associated with issues of digital inclusion, technological capability, and labor adaptation in the contemporary economy.

Previous studies have reported that online transportation has significantly influenced customer behavior and drivers' income. However, existing research has largely concentrated on measuring economic outcomes, particularly income differences between conventional and online drivers. Comparatively limited attention has been devoted to understanding how digital transformation reshapes social relationships, occupational experiences, and adaptation strategies among transportation workers. Furthermore, empirical studies focusing specifically on Jember City remain scarce despite its distinctive transportation dynamics and rapidly developing digital economy.

This study therefore adopts a qualitative approach to examine the broader process of social transformation experienced by conventional and online motorcycle taxi drivers in Jember City. Rather than focusing solely on income differences, the research explores how technological change influences social interactions, economic opportunities, and adaptation strategies among transportation workers. By integrating these dimensions, the study seeks to provide a more

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comprehensive understanding of the challenges and opportunities generated by digital transformation within Indonesia's informal transportation sector. The findings are expected to contribute to the literature on digital transformation and labor adaptation while providing practical insights for policymakers seeking to promote a more inclusive digital economy.

RESEARCH METHODS

This study employed a qualitative research approach using a descriptive case study design to obtain an in-depth understanding of the social transformation experienced by conventional and online motorcycle taxi drivers in the digital era. A qualitative approach was considered appropriate because the research sought to explore social phenomena, economic changes, and adaptation strategies from the perspectives of the participants. Rather than measuring causal relationships quantitatively, the study emphasized understanding the experiences, perceptions, and responses of motorcycle taxi drivers toward the emergence of app-based transportation services.

The research was conducted in Jember City, East Java, Indonesia, particularly in several transportation hubs where conventional and online motorcycle taxi drivers actively operate, including Arjasa Terminal, Arjasa Intersection, Jember Railway Station, and Lippo Plaza Jember. These locations were purposively selected because they represent areas with high transportation demand and direct interaction between conventional and online transportation services, allowing the researcher to observe the dynamics of social transformation within the urban transportation sector.

Research participants were determined through purposive sampling, whereby informants were selected based on their direct involvement and experience with transportation services in Jember City. The participants consisted of conventional motorcycle taxi drivers, online motorcycle taxi drivers, and passengers who had sufficient knowledge and experience regarding the changes brought about by digital transportation platforms. This sampling technique enabled the researcher to obtain comprehensive information from individuals directly affected by technological transformation in the transportation sector.

Data were collected through observation, in-depth interviews, and documentation. Observation was conducted to examine the operational conditions of transportation services and interactions among drivers and passengers at the selected research sites. Semi-structured interviews were employed to explore participants' perceptions regarding social transformation, changes in income, and strategies for adapting to digital transportation systems. Documentation, including photographs, field notes, and supporting documents, was used to complement and

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strengthen the findings obtained through observation and interviews.

The collected data were analyzed using the interactive model developed by Miles and Huberman, which consists of data reduction, data display, and conclusion drawing/verification. During the data reduction stage, interview transcripts and field notes were organized and categorized according to the research objectives. Subsequently, the organized data were systematically presented to facilitate interpretation of the emerging patterns and relationships. Finally, conclusions were drawn through continuous comparison and verification of the findings to ensure that they accurately reflected the participants' experiences and the research context.

To enhance the trustworthiness of the findings, the study applied source triangulation by comparing information obtained from different categories of participants and multiple data collection techniques. The consistency of evidence derived from observations, interviews, and documentation was carefully examined to improve the credibility and validity of the research findings. Through this process, the study ensured that the interpretation of social transformation and its impact on drivers' income accurately represented the realities experienced by conventional and online motorcycle taxi drivers in Jember City.

RESULTS AND DISCUSSION

Forms of Social Transformation in the Digital Era

The findings indicate that the emergence of app-based transportation has significantly transformed the transportation system in Jember City. Prior to the introduction of digital platforms, conventional motorcycle taxi services operated through fixed bases where customers directly approached drivers to negotiate fares and destinations. This system relied heavily on interpersonal relationships, mutual trust, and face-to-face communication between drivers and passengers. However, the rapid expansion of digital technology has fundamentally altered these operational patterns by introducing online transportation services that enable passengers to access transportation through smartphone applications.

The transition from conventional to digital transportation has also changed consumer behavior. Most passengers now prefer online motorcycle taxi services because they offer greater convenience, transparent pricing, shorter waiting times, and easier access through mobile applications. Unlike conventional transportation, passengers can estimate travel costs, monitor driver locations, and complete bookings without direct negotiation. These technological advantages have encouraged substantial changes in public transportation preferences, reducing dependence on conventional motorcycle taxi services.

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Field observations further revealed that digital transformation has reshaped social interactions within the transportation sector. Relationships between drivers and passengers, which were previously built through repeated personal encounters, have increasingly become mediated by digital platforms. In addition, interactions among drivers themselves have changed as competition intensified following the expansion of online transportation services. Several operational areas in Jember have introduced designated pickup zones to minimize conflicts between conventional and online drivers, illustrating the social adjustments that accompany technological change.

These findings demonstrate that digital transformation represents not merely technological innovation but also a broader process of social transformation that modifies patterns of communication, service delivery, and occupational relationships. This observation is consistent with theories of social transformation suggesting that technological advancement contributes to changes in institutional arrangements, behavioral patterns, and social interactions within society.

The Impact of Social Transformation on Drivers' Income

The study found that social transformation has generated contrasting economic consequences for conventional and online motorcycle taxi drivers. Conventional drivers generally reported declining customer numbers following the widespread adoption of app-based transportation services. Many participants explained that passengers increasingly prefer online transportation because of its affordability, transparent fare system, and operational convenience. Consequently, conventional motorcycle taxi drivers experienced a substantial reduction in daily income compared with the period before digital transportation became dominant.

In contrast, online motorcycle taxi drivers perceived digital platforms as providing broader employment opportunities and more flexible income generation. The availability of digital applications enables drivers to receive transportation requests from various locations without depending on traditional operating bases. Nevertheless, participants emphasized that online driving does not always guarantee stable earnings. Income fluctuations frequently occur due to increasing numbers of drivers, dynamic pricing mechanisms, changing incentive policies, and variations in daily customer demand. Therefore, while digital transformation has created new economic opportunities, it has simultaneously intensified competition within the transportation sector.

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The findings suggest that digital transformation has produced unequal economic impacts among transportation workers. Conventional drivers face declining economic opportunities because their operational model is increasingly incompatible with digital consumer preferences. Conversely, online drivers benefit from technological innovation but remain vulnerable to platform regulations and market competition. These results illustrate that digital transformation creates both opportunities and vulnerabilities within the informal labor market.

Drivers' Adaptation Strategies in Responding to Digital Transformation

The research revealed that motorcycle taxi drivers have adopted various adaptation strategies to maintain their livelihoods amid digital transformation. Conventional motorcycle taxi drivers primarily attempt to retain loyal customers by improving service quality, maintaining close interpersonal relationships with regular passengers, and providing flexible transportation services that cannot always be offered through digital platforms. Some participants also reported seeking additional employment outside the transportation sector to compensate for declining income from motorcycle taxi services.

Meanwhile, online motorcycle taxi drivers have adapted by maximizing the use of digital technology in their daily operations. Participants explained that extending working hours, selecting strategic operating locations, maintaining high customer ratings, and improving service quality are essential strategies for obtaining more transportation orders. In addition, familiarity with application features and responsiveness to changing platform policies have become increasingly important for sustaining income within the highly competitive digital transportation market.

These adaptation strategies demonstrate that technological transformation requires workers to continuously develop new competencies and adjust their occupational practices. Drivers who successfully integrate digital technology into their daily work tend to exhibit greater resilience in responding to changing market conditions. Conversely, limited digital literacy and restricted access to technological resources remain significant barriers for many conventional motorcycle taxi drivers.

Overall, the findings indicate that digital transformation has reshaped not only transportation services but also the economic conditions and adaptive capacities of workers within the informal transportation sector. Sustainable adaptation therefore depends on technological competence, service quality, and the ability to respond to continuous changes

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within the digital economy.

DISCUSSION

The findings of this study demonstrate that the emergence of digital transportation platforms has accelerated a process of social transformation within the urban transportation sector in Jember City. This transformation extends beyond the adoption of digital applications, encompassing changes in social interaction, economic behavior, and occupational structures among motorcycle taxi drivers. The transition from conventional transportation services to application-based systems has redefined how transportation services are produced, accessed, and consumed. Consequently, technology has become a central mechanism shaping both market competition and social relationships among transportation providers.

From the perspective of social transformation theory, technological innovation functions as a catalyst for structural change by introducing new forms of interaction and economic organization. In the context of this research, the digital platform has replaced conventional face-to-face transactions with algorithm-based service allocation, reducing the importance of geographical proximity while increasing the significance of digital accessibility. This transition illustrates that digital technology not only improves operational efficiency but also reconstructs social structures within informal employment sectors. These findings support previous studies arguing that technological advancement fundamentally alters employment patterns and creates new forms of labor organization within the digital economy.

The study also reveals that changes in consumer behavior constitute one of the primary driving forces behind declining demand for conventional motorcycle taxi services. Most passengers prefer online transportation because digital platforms provide transparent pricing, flexible booking systems, shorter waiting times, and additional service features unavailable in conventional transportation. This behavioral change reflects the increasing influence of digital technology on consumer decision-making, where convenience, accessibility, and efficiency become dominant considerations in selecting transportation services. Consequently, conventional motorcycle taxi drivers experience significant reductions in customer numbers despite maintaining long-established relationships with local communities.

The unequal economic consequences identified in this study further indicate that digital transformation simultaneously generates opportunities and vulnerabilities. Online motorcycle taxi drivers benefit from broader market access facilitated by digital applications, allowing them to receive transportation requests across wider operational areas. Nevertheless, these opportunities are accompanied by increasingly intense competition among drivers, fluctuating

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incentive systems, and dependence on platform algorithms. As a result, income earned by online motorcycle taxi drivers remains unstable despite the expansion of employment opportunities. This finding suggests that participation in the digital economy does not necessarily guarantee long-term economic security but instead requires continuous adaptation to rapidly changing market conditions.

Conversely, conventional motorcycle taxi drivers encounter more substantial challenges in maintaining their livelihoods. The decreasing number of customers has reduced daily income and forced many drivers to seek supplementary employment. Several participants explained that they continue operating as conventional motorcycle taxi drivers primarily because of long-term relationships with loyal customers and limited capacity to transition toward digital platforms. These findings indicate that technological innovation can widen socioeconomic disparities when individuals possess unequal levels of digital literacy and technological capability. Such conditions illustrate the existence of a digital divide within informal labor markets, where workers with limited access to technology become increasingly marginalized.

Another important finding concerns the adaptation strategies adopted by motorcycle taxi drivers in response to technological transformation. Conventional drivers generally rely on interpersonal trust, service quality, and long-term customer relationships as their principal competitive advantages. Some drivers have diversified their income sources by undertaking additional occupations outside the transportation sector to compensate for declining earnings. Meanwhile, online motorcycle taxi drivers continuously improve their digital competencies by optimizing application features, extending operational hours, selecting strategic working locations, and maintaining positive customer ratings. These adaptive behaviors demonstrate that occupational sustainability increasingly depends on the ability to integrate technological competencies with high-quality service provision.

The findings also highlight that digital transformation has altered relationships among transportation workers themselves. Prior to the emergence of online transportation, interactions among conventional motorcycle taxi drivers were largely characterized by cooperation within designated operating bases. However, the expansion of digital transportation has intensified competition for passengers, occasionally generating conflicts regarding operational territories. The implementation of designated pick-up zones in several strategic locations within Jember City represents an institutional response aimed at minimizing tensions between conventional and online transportation providers. These developments indicate that technological innovation influences not only economic outcomes but also patterns of social cohesion and conflict within

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local communities.

Overall, this study confirms that digital transformation should be understood as a multidimensional process affecting technological systems, economic opportunities, labor relations, and social interaction simultaneously. While online transportation platforms have improved service efficiency and expanded employment opportunities, they have also generated new challenges associated with income inequality, labor competition, and digital exclusion. Therefore, the sustainability of transportation workers in the digital era depends not only on technological infrastructure but also on individual adaptability, digital literacy, and supportive public policies that facilitate equitable participation within the digital economy.

From a practical perspective, these findings suggest that local governments and transportation stakeholders should develop programs aimed at strengthening digital literacy among conventional motorcycle taxi drivers while facilitating inclusive adaptation to technological change. Capacity-building initiatives, digital skills training, and collaborative policy frameworks could reduce disparities between conventional and online transportation workers, thereby promoting a more balanced and sustainable transformation of the urban transportation sector. Such initiatives would contribute to improving economic resilience among informal workers while supporting the broader objective of inclusive digital development in Indonesia.

CONCLUSION

This study examined the impact of social transformation in the digital era on the income of conventional and online motorcycle taxi drivers in Jember City, Indonesia. The findings demonstrate that digital transformation has fundamentally reshaped the urban transportation sector by replacing conventional service systems with application-based transportation platforms. This transformation has altered consumer preferences, service delivery mechanisms, and employment patterns within the informal transportation sector. Consumers increasingly favor online transportation because it offers greater convenience, transparent pricing, and easier accessibility through digital applications, resulting in significant changes in transportation demand.

The research further reveals that digital transformation has generated unequal economic consequences for transportation workers. Conventional motorcycle taxi drivers have experienced declining customer numbers and reduced income as passengers shift toward digital transportation services. In contrast, online motorcycle taxi drivers have benefited from broader employment opportunities and increased market accessibility, although their income remains highly dependent

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on fluctuating demand, platform policies, and market competition. These findings indicate that technological advancement simultaneously creates economic opportunities while intensifying competition and uncertainty within informal employment.

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