



COMMUNICATION OF GO-JEK ONLINE TRANSPORTATION SERVICE (PHENOMENOLOGY STUDY IN SOCIETY IN BANDUNG)

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Abstract

Go-Jek is one of the online transportation companies that is growing and interested in urban communities in Indonesia. The types of online transportation service features of Go-jek are very diverse in meeting the needs of the community. One of the payment features is using the Go-Pay electronic wallet feature that has a role to facilitate mobility and customer payment transactions. The attraction of Go-Jek is the number of promos offered and the cashback on several company partners. The Go-Jek application is easily accessible and easy to use because the features are simple and easy to use, this makes the community more and more use the Go-Jek application. This study aims to determine the nature and structure of Go-Jek online media; to find out how messages are constructed through the Go-Jek application feature; and to find out the social and psychological impacts of Go-Jek's application in changing people's thinking. The supporting theory used in this study is Joseph Walter's theory of computer-mediated communication, Steve Jones's cyber society theory and Marshall McLuhan's medium theory. This study uses qualitative research methods with the constructivism research paradigm and case study research approach. The subjects of this study were Go-Jek customers in the city of Bandung. The process of collecting data through observation involved and in-depth interviews with informants, while for supporting data obtained through documentation study results of previous research, literature studies, and interviews with related parties.