

Communication Strategy of Gig Economy Single Mother Workers in the Online Transportation Sector in Carrying Out Dual Roles

Rafif Azmi¹ and Muhamad Isnaini²

¹Program Studi Magister Ilmu Komunikasi Universitas Bunda Mulia
Tangerang, Indonesia rafifazmi75@gmail.com

²Program Studi Magister Ilmu Komunikasi Universitas Bunda Mulia
Tangerang, Indonesia emisnaini@gmail.com



Abstract – The development of digital technology can improve human intelligence; this is related to finding a job that suits them. There is an economy platform with a gig work program in online transportation services. Women are currently increasing in number against patriarchal opposition by determining the profession of online motorcycle taxi drivers as their jobs, such as the perception in society that this profession is a male profession, but this does not discourage women online motorcycle taxi drivers from seeking prosperity by becoming motorcycle taxi drivers. Discussion of women which is increasingly intensifying, encourages women to equate their existence with men's. Women are seen as only suitable for raising children and managing the household, but with the increasing demands of life, many women reject this view. They not only want to take care of their children and household, but they also want to work in the public sector. The theory used is the theory of symbolic interactionism. This study uses a descriptive qualitative approach with a case study method. Data was collected through observation, interviews, and documentation. The informants of this study are single mothers who work as online motorcycle taxi drivers. The data collection technique that the researcher used was the case study method, including notes, documentation, tabulation material, and narration from K. Yin. Data analysis includes data examination, classification, validation, analysis, and conclusions. The results of the study show that single mothers who work as online motorcycle taxi drivers have their own way of dividing their time between domestic and public roles, and communication between single mothers with their children and consumers is well established. That is what makes their income as an online motorcycle taxi driver able to meet the needs of his children and family.

Keywords – Single Mother, Online Transportation, Symbolic Interactionism.

I. INTRODUCTION

Amid the development of digital technology today, several women play not only one role but also multiple roles. The causal factor for this is due to the ever-increasing needs of life, especially in the economic and social fields. All of this causes the loss of women's position as housewives, but women are required to fulfil their roles in aspects of social life, such as helping to support the domestic economy.

The development of digital technology can improve human intelligence using digital technology, which is related to finding jobs that suit them. The existence of a platform economy with a gig work model in the fields of online transportation services, delivery, micro jobs, and creative content production is very beneficial for them. Now the development of public transportation begins with an application that is widely known, namely online transformation. Where online transportation is a vehicle that uses currently developing technology (Oktaviani, 2019). With current technology, several applications have

emerged such as Grab, Go -jek, Uber, Maxim, and so on, that are used by the public. More and more applications are emerging from the community, driving increased employment in the field of online transportation services.

Along with the development of community needs, the community's economy also develops. This community need is reflected in the growing network of online motorcycle taxi applications that are attractive to the general public. Based on the latest survey of online motorcycle taxi users conducted in mid-February 2018 by the e-commerceIQ (eIQ) research institute, Go-Jek is still the most popular online transportation application for the people of Indonesia. As many as 56% chose Gojek, then 33% chose Grab, and only 8% chose to use Uber. This survey counts the votes of respondents who have used transportation application services. From these statistics, it can be seen that the use of this application is a community need because everyone can use it comfortably, along with the development of the online motorcycle taxi application market and trusted by the community. The emergence of online motorcycle taxi transportation applications has also become a job opportunity for other people (Siti Arofah and Alam 2019).

Women who choose to become online motorcycle taxi drivers judge the job they choose to be the right job, given that the public believes the job to be a man's job, women who choose this profession believe it to be appropriate. However, this does not dampen the enthusiasm of women to carry out their work as online motorcycle taxi drivers to seek life welfare. Domination in the work of online motorcycle taxi drivers is the existence of women whose achievements continue to try to make a living, so that existence is defined as the human mind, taking advantage of its existence and defeating all objective knowledge. However, there are also women who consider working as online motorcycle taxi drivers to be the right job, with the social construction that this profession is a male profession, but this does not prevent women from working as online motorcycle taxi drivers to seek social support by becoming online motorcycle taxi drivers.

In accordance with the title, there is a social phenomenon related to the dual role of single mothers as online motorcycle taxi drivers. This is interesting for discussion because there is a stereotype in society that this profession is usually only done by men and women are generally not suitable for work in this field such as online motorcycle taxi drivers. The stereotype that women are not suitable for working in industry because industry is hard work and not everyone can do it has become a fundamental concept in social circles. Stereotypes that are built into the social life of society cannot be separated from the role of culture and traditions which are recognized as the basis of people's thoughts (Siti Arofah and Alam, 2019). Women are seen as only fit to take care of their children and nothing else worthy of taking care of the household, but as the demands of life increase, many women reject this view. They not only want to take care of their children and household, but they also want to work in the public sector. The work they do choosing is not always suitable for women, they also choose jobs that are considered taboo for women.

If it is associated with the current situation of women, George Herbert Mead's thoughts through the development of his theory about symbolic interactionism. According to this theory, Mead expressed his opinion that in the symbolic interaction has the basic idea that is a symbol, because the symbol arises from the occurrence of the communication process that is carried out each in individual when communicating with others. Then in the communication process there must be an action, and action It starts with a thought. In the book *Mind, Self, and Society*. Symbolic interaction is a thinking process about Mind, Self, and Society. To understand the current situation when single mothers are working as an online motorcycle taxi drivers build a communication strategy to meet daily needs, George Herbert Mead is a figure considered as a builder of symbolic interaction (Charles W. Morris, 1934).

A longer emancipation of women will encourage women to equalize their existence with men. Women feel equal to men and therefore believe that they can take part in life. Women always try to fight for equality with men. The first is to accept the chosen job by the women, and some women can do it too. Everyone comes from different backgrounds and seeks to present himself in social settings in such a way as to give the impression of being able to work with men.

II. RESEARCH METHODOLOGY

This research uses a qualitative approach. The qualitative approach was chosen because the researcher wanted to collect data systematically in a natural setting without intending to use gender as an example of a characteristic of quantitative research. This research uses K. Yin (2009) case study. This method is a suitable research strategy where the concern is how or why the research questions are used, the researcher has little time to control the events studied and research focuses on these phenomena (Nur'aini 2020). A single mother as an online motorcycle taxi driver which carries two workloads at once. In the

case study method, researchers focus on planning and conducting research.

III. FINDING AND DISCUSSIONS

This research aims to find out how communication strategies occur between single mothers and their children and between single mothers as online motorcycle taxi drivers and their consumers. From the results of the data obtained from the interview process with three resource persons, single mothers as online motorcycle taxi drivers. The discussion in this research begins with research findings regarding communication strategies that exist between single mothers and their children and between single mothers as online motorcycle taxi drivers and the consumer.

Data was selected through in-depth interviews, and observation did not play a role in this assessment. There are three informants consisting of single mothers who are online motorcycle taxi drivers:

Table 1. Single Mother Becomes Online Motorcycle Taxi Driver

Name	Age	Become an online motorcycle taxi driver
Risma	30 year	6 year
Riani	43 year	5 year
Widya	31 year	5 year

Source: Researcher Field Processed Data, 2023.

Based on the information of two informants (Riani and Widya), the factors that caused the informants to become single mothers were being separated from their ex-husbands due to domestic violence and infidelity. Meanwhile, information from the next informant, Risma, revealed that the factors that caused her to become a single mother were economic factors and that her ex-husband just left her. According to information from three informants (Riani, Widya, and Risma), this was revealed. In fact, each interviewee has become accustomed to carrying out multiple roles for \pm 5-6 years, which means that the interviewee is accustomed to the current situation. From the observations and interviews that researchers got, there is a communication strategy that does not go well between parents (fathers) and their children. But from this it can be solved by how to give love and attention from the mother's family to her children who do not get love and attention from their father. Factors of being a single mother can be caused by divorce, death, and so on. Three speakers (Riani, Widya, and Risma) revealed that the factor that made them single mothers was divorce. These factors are in accordance with the opinion of Sari (2015), who stated that a single parent is a parent consisting of a father or mother who are divorced or separated. Single parents are ready and able to carry out their obligations with full responsibility as single parents. A single parent has great responsibilities regarding the needs and education of their own child.

This opinion is expressed by Riani, who believes that as a single mother, she must have a double role, both with children and with consumers. Riani said:

"...Because I am very close to my children, they really don't like being treated harshly. One of my ways is to remind them gently. in communication with my children, not too formal so that they don't think of me as just a mother, so that they are comfortable with me... whereas with consumers, the communication is only professional and related to work I'm doing online, so no matter how bad our mood is, we must still deal with consumers in a good and polite manner. Regardless of whether customers like to be annoying, you still have to be polite..."

Riani showed professionalism in both domestic and public roles.

Meanwhile, the resource person (Widya), not only being a single mother who has to provide education to her child, Widya has to bear the needs of his family and meet their daily needs, even though Widya has an older brother and younger siblings, but none of them help meet the needs of the family. Based on the results of interviews with Widya said:

"... My role in the family is like (sandwich generation) paying for my children, parents, younger siblings and myself for family needs. After that, I took care of my child's educational needs. Although I have siblings who earn more than me, they don't help with family needs..."

Widya explained to her brother when she met him.

"I meet my needs by relying on prayers and hard work as an online motorcycle taxi driver... There are many consumers out there who are not good, and I believe that. The most important thing is that I am polite and professional in my work..."

Widya explained that everyone's fortune is different, but don't just sit or rely on other people.

As for Risma, she said that there were not many changes when she became a single mother with a double role, because when still married to her ex-husband until she separated from him to deal with the needs of her children, meeting daily needs was done by herself. As Risma said:

"...When I was still with my husband, I was also an online motorcycle taxi driver, and even my children's school needs are all covered by me... so it's the same, whether I have a husband or not, but it's better to be separated than have my child's future be affected by that problem, which happens a lot in the family..."

According to Risma's answer, no significant changes have occurred because before Risma became a single mother, taking care of their children and earning a living for their daily lives was done by herself. As Risma said during the interview:

"...When I separated from my ex-husband until now, I live independently. I feel that in the last 6 years ago, I have to take care of my two children and rent, because I live far from my parents. Until now, I have done the maximum for the children, so I do it. I just have a normal routine, even though I sometimes worry about the child's condition, which I don't monitor enough when delivering goods or people far away, but no matter what, the children are under my supervision..."

Risma explained that she was used to living without her husband. The needs of Risma and her children will be taken care of by Risma herself.

The process of sharing the resource person's time in carrying out his dual role, both in the domestic environment and in the public environment must be well prepared because carrying out multiple roles simultaneously cannot be said to be easy. Carrying out multiple roles in the domestic environment is an obligation to meet the needs of daily life, such as things that often happen when a child needs his mother's love. Meanwhile, there is no obligation to play a role in the public environment for a single mother if she has a job that can be done in a domestic environment to at least provide a living for their children and their families. In this research, the resource person plays a role in the public environment, such as working as an online motorcycle taxi driver. The following is the distribution of the time of the informants in this research who carry out their dual roles on a daily basis.

Table 2 Informant Time Allocation

No	Name	Age	Informant Time Allocation	
			Domestic	Public
1	Risma	30 Tahun	05.00-16.00 WIB	16.00-22.00 WIB
2	Riani	43 Tahun	04.00-07.00 WIB	07.00-14.00 WIB
3	Widya	31 Tahun	00.00-05.00 WIB	05.00-00.00 WIB

Source: Researcher Field Processed Data, 2023

From the results of an interview with Risma, an online motorcycle taxi driver who became a single mother due to divorce, it was revealed that no significant changes occurred after separation because Risma's ex-husband did not provide for his family's

needs. So Risma has to work to meet her daily needs. As was said during the interview:

"...So, I scheduled my routine starting with dropping off the first child at school and then babysitting the younger child. The first child comes home from school and takes turns looking after his younger sibling, then I go out to work. When I work outside, I communicate via WhatsApp or by telephone. To find orders, the longest time I go home is at 10 p.m even though there are orders at those hours, I will accept them, and

after that I will turn off my application. The problem is consumers who order late at night, many of whom are sent all the way far from around this area..."

The divorce of parents in the household has an impact on their children who should receive supervision from both parents. In order to avoid unwanted risks, single parents must be able to carry out multiple roles in order for family functions return to normal (Sri & Nafila, 2020).

From the results of interviews with all sources, the communication strategy used by single mothers with their children is working well because communication is carried out every day to understand each other between single mothers as online motorcycle taxi drivers and their children, as well as their consumers. Explained with the results of interviews from three sources (Riani, Widya, and Risma), the communication strategy that was carried out between single mothers and their children went well because single mothers communication with their children still happens every day, either in person or through a smartphone.

This is in accordance with the opinion of (Maharani, Suyati, and Venty 2023) who say that communication that occurs between single parents and children is a process to form a closer, better relationship between parents and children through verbal and non-verbal communication that definitely occurs every day in the family environment. As explained:

" My children have cellphones, so I monitor them that way. If I'm waiting for orders, I usually ask them what they're doing, where they are, and so on. Sometimes, in terms of position, if I'm close to my house, sometimes I come home and ask the children directly, I take care of the children myself and don't entrust it to parents or neighbors, so that they feel the parental attention that other children deserve "

This opinion is in accordance with (Sinaga, Muhariati, and Kenty 2016) saying that communication carried out every day between parents and children is related to good learning attitudes, so that children are motivated in this way.

From the results of the interviews that were conducted with the resource persons, there were no communication problems that occurred between parents and children, as well as between single mothers who work as online motorcycle taxi drivers and their consumers, even if they are divorced. The informants (Riani, Widya, and Risma) said that their children had experienced bonding communication with their father, even though now their children are no longer communicating with their biological father because their mother gave them restrictions to focus on the future. So there is no communication between the father and his children. From the side of the mother's family, she also closed access to her ex-husband first, which resulted in their child no longer meeting their father.

IV. CONCLUSION

Based on the research that has been done, it can be concluded that the domestic role of single mothers carrying out many activities and responsibilities as a dual role, meaning being a single mother in living her life requires being wise in managing the time between activities in the domestic sector, like the instinct of a mother who takes care of her home and children. Then the role of a single mother working as an online motorcycle taxi driver is an activity in the public sector carried out by single mothers every day where they always meet many different people, both friends in the community and consumers, as well as other parties and their activities to meet their daily needs. The time management often done by single mothers, namely focusing more on domestic activities first, then carrying out activities in the public sector which as single mothers, they need to focus on building the small family they have. They can be grateful because they are not bound by time when they have to work as online motorcycle taxi drivers.

Communication between single mothers and their children is going well. One of the things that makes communication between single mothers and their children look good is that the children of single mothers have never met with their father. But the communication between the father and his children, which never happened, could have been handled by the family from his mother, because a brother or father from a single mother could be a father figure for the child. Meanwhile communication What is good between a single mother and her children is the daily communication between parents and children that is established well so that communication can run smoothly.

Whereas the communication of single mothers who work as online motorcycle taxi drivers is well established with consumers because they are single mothers who work as online motorcycle taxi drivers to act professionally and aim to choose as online motorcycle taxi drivers to meet the needs of their children and also their families, if they are not professional in working as online motorcycle taxi drivers, it will affect the results of their income.

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