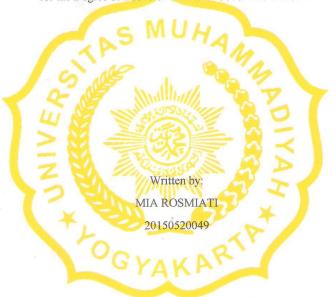
ANALYSIS OF GOVERNMENT REGULATION'S RESPONSE ON SHARING ECONOMY'S PRINCIPLES: THE CASE OF DEPARTMENT OF TRANSPORTATION OF YOGYAKARTA PROVINCE

UNDERGRADUATE THESIS

Submitted in Partial Fulfillment of the Requirement for the Degree of Bachelor of Arts in Government Studies



INTERNATIONAL PROGRAM OF GOVERNMENT AFFAIRS AND ADMINISTRATION FACULTY OF SOCIAL AND POLITICAL SCIENCES UNIVERSITAS MUHAMMADIYAH YOGYAKARTA 2018

VALIDATION PAGE

This undergraduate thesis entitled:

Analysis of Government Regulation's Response on Sharing Economy's Principles: The Case of Department of Transportation of Yogyakarta Province

written by:

Mia Rosmiati 20150520049

has been examined and endorsed by the board of examiners of the Department of Government Affairs and Administration, Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta on:

Day/Date

December 11, 2018

Place Time Exam Room II 10.00 – 11.00

Board of Examiners

Supervisor/Chief of Examiner

Examiner II

Dewi Sekar Kencono, S.IP.M.Si.

Eko Priyo Purnomo, M.Res., Ph.D

Acknowledged by:

Head of Department of Government Affairs and Administration

Dr. Muchamad Zaenuri, M.Si

DECLARATION PAGE

Herewith I am

Name

Mia Rosmiati 20150520049

Student Identification

Number Department

: International Program of Government Affairs

Administration (IGOV)

Faculty

Social and Political Sciences

Research Title

: Analysis of Government Regulation's Response on Sharing

Economy's Principles: The Case of Department of

Transportation of Yogyakarta Province

declaring that this undergraduate thesis is my original work. I never submit this thesis to gain the Bachelor Degree in any universities and any publications. I had followed the scientific rules and cited all sources in this thesis. Therefore, this thesis is free from plagiarism. If someday there are certain parties complain and protest to this thesis, I will be responsible and overcome all consequences. ⁴

Bantul, 20 December 2018

Mia Rosmiat

iii

DEDICATION PAGE

First of all, I would like to be thankful to Allah SWT, because only with His permission this thesis can be made and completed in time. In accomplishing this paper, moreover, it is impossible for me to do so without the supports of all the people that I love, as follows:

- 1. My father and mother, Suhendar and Nunung Marpuah who have been strugglingly to support me in any ways to complete my study. Gratitude will never be enough to repay the kindness of parents, they are truly love of my life, forever.
- 2. My brother and sister—Luthfi Hilman and Dita Apridayanti, no matter how often we fight, they have been a part of the achievement I get in life. They always challenge me to do something better and better all all the time. I might seem too much, but I love them beyond the words.
- 3. Dr. Dyah Mutiarin my supervisor and forever will be. Without her courages and guidances, this paper will not able to accomplish. I love you, mom Arin.
- 4. Dr. Eko Priyo Purnomo, my father at IGOV. He might so thoughful to anyone, also to me. Beyond all of that, however, he really cares to his students and wants them to be succed in the future. Thank you, Sir.
- 5. Ka Agustiyara cand Prof (aamiin), my brother at UMY. Without his supports and commands, I might not able to finish this paper. Thank you for always be there, to pick up my call even in the midnight, to discuss how this paper should be. Without you, I could have been this far.
- 6. My best friend, Septian Dermawan Mursyid. Well, this sheet might not enough to tell you how thankful I am to be your friend. You are a friend that I really close at school since freshman, a classmate for three years, and the one who always there no matter what. I hope our friendship will be last forever. Once again, thank you Sep. Do not change anything in you, be crazy as always!

- 7. My friends at IGOV; Heni, Rira, Risang, Ivan, Nova, and many more. Thank you for being a classmate of mine since the first year. I pray for all the dreams that you have, and I love you all.
- 8. My second supervisor, mba Tentyana. At first, I never thought we would close as a sister. You are not as scary as I thought (haha). Thank you for all the progress comments that you wrote on my paper, it meant a lot. Thank you.
- 9. Ayun, Maria, Cica, Wanda, Isna—my family at Pa Tuwaji kost. I am going to miss all the crazy things we made, the battle fight between Ayun and the chickens, the scream of Pak Tuwaji's daughter, and many good memories we have made for almost two years. I love you all!
- 10. The people that have been a part of this long journey. I could not mention all of you one by one, however, I truly appreciate all the supports and loves that you gave. Thank you.
- 11. Last but not least, my charming tree. The sky will not able to keep the earth sustain without you. I love you.

FOREWORD

Praise and gratitude the presence of Allah SWT who created the heaven, earth and its contents. Prayers and greetings to the lord of the great Prophet Muhammad SAW. Alhamdulillahirabbil'alamin the author can complete a scientific paper in the form of this thesis entitled "Analysis of Government Regulation's Response on Sharing Economy's Principles: The Case of Department of Transportation of Yogyakarta Province". This scientific work is prepared with sincerity to be able to analyse the government regulation's response on the principle of sharing economy. Besides, figure out what are the principles that have been implemented by the government.

The author realizes that in writing this thesis is still far from perfection and there are still deficiencies, however the author tries with all the ability to be able to reach its maximum result. Hopefully all that is contained in this thesis is useful for the public to be able to use it as a reference or just reading in order to increase knowledge and constructive criticism and suggestions from all parties who have read and studied this thesis, the authors accept with wisdom and thanks sincerely.

On this occasion, please allow the author to thank Dr. Dyah Mutiarin, M.Si as a thesis advisor who has guided and directed the preparation of this thesis. To all governmental science lecturers, social and political science faculties, Muhammadiyah University of Yogyakarta. All staff members of the administration of social and political science faculty. To all staff and employees of the library of the Muhammadiyah Yogyakarta University which has helped the authors solve administrative problems. To all Candirejo village government officials who have given the opportunity to the author to conduct research and provide all the data needed. Furthermore, thanks to the Department of Transportation DIY who was willing to take the time to have an intentional discussion and interview with the author.

Warm gratitude also the authors say to all parties that the authors cannot mention one by one, for their support and attention so far. Hopefully this good deed will be rewarded by Allah SWT, and hopefully this article will benefit the reader and become a reference for further research.

Yogyakarta, December 20, 2018

Mia Rosmiati

TABLE OF CONTENTS

COVERi
VALIDATION PAGEii
DECLARATION PAGE iii
DEDICATION PAGE iv
PREFACEvi
ABSTRACTvii
TABLE OF CONTENT viii
CHAPTER I NTRODUCTION
1.1 Background
1.2 Research Question
1.3 Research Objectives
1.4 Research Benefits
1.4.1 Theoretical
1.4.2 Practical
1.5 Literature Review
1.6 Theoretical Framework
1.6.1 Sharing Economy
1.6.2 Public Value Theory
1.7 Conceptual Definition
1.8 Operational Definition25
1.9 Research Methodology26
1.9.1 Type of the Research
1.9.2 Research Area
1.9.3 Data Collection Technique
1.9.4 Population and Sampling
1.9.4 Data Classification
1.9.5 The Stage of Data Analysis
1.10 Systematic of Writing
CHAPTER II RESEARCH OBJECTIVE OVERVIEW36
2.1 Online Transportation Policy Overview

2.2 Ministry of Transportation Structure	41
2.3 Yogyakarta Province Overview	
2.3.1 Geography	42
2.3.2 Demographics	43
2.3.3 User Potential of Online Transportation in Yogyakarta	44
2.4 Online Transportation Company Overview	47
2.4.1 Go-Jek Company Overview	48
2.4.2 Go-Jek Services	49
2.4.3 Go-Jek Company's Structure	53
CHAPTER III FINDING & ANALYSIS	54
3.1 The Policy on Online Transportation and Its Operation in Yogyakar Province	
3.2 The Practices of Online Transportation Regulation on Sharing Econ	iomy
Principles	64
CHAPTER IV CONCLUSION	77
REFERENCES	88

LIST OF TABLES

Table		Page
1.	Table 1.1 List of Literature Review	7
2.	Table 1.2 List of the Informants	27
3.	Table 1.3 Questionnaire Grade	29
4.	Table 3.1 The Regulation on Online Transportation	54
5.	Table 3.2 The Rules for Online Taxi Operators	64
6.	Table 3.3 The Implementation of Sharing Economy Principles	67

LIST OF FIGURES

Figure	Page
1. Figure 1.1 Sharing Economy's Pattern	15
2. Figure 1.2 The Stage of Data Analysis	33
3. Figure 2.1Transportation Policy Overview	40
4. Figure 2.2 Ministry of Transportation Structure	41
5. Figure 2.3 Special Region of Yogyakarta's Map	42
6. Figure 2.4 Yogyakarta Province's Administrative Divisi	ons44
7. Figure 2.5 The Distribution of Gojek's Drivers in Yogya	akarta City45
8. Figure 2.6 The Percentages of Ride-Hailing Through Times	me46
9. Figure 2.7 Grab Logo	47
10. Figure 2.8 Uber Logo	47
11. Figure 2.9 Go-Jek Logo	48
12. Figure 2.10 Go-Jek Structure Company	53
13. Figure 3.1 Society's Response on Online Transportation	in Yogyakarta60
14. Figure 3.2 Society's Response on Go-Jek's Operations i	n Yogyakarta61
15. Figure 3.1 Society's Response on Online Transportation	in Yogyakarta62
16. Figure 3.2 Society's Response on Go-Jek's Operations i	n Yogyakarta64
17. Figure 3.3 Public Perception on Accessibility	75
18. Figure 3.4 Public Perception on Safety	77
19. Figure 3.5 Public Perception on Creativity & Innovation	80
20. Figure 3.6 Public Perception on Trustworthy	82
21. Figure 3.7 Public Perception on Flexibility	85