

# PUBLICATION SCRIPT

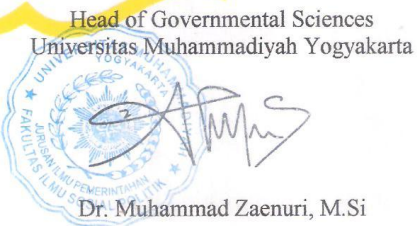
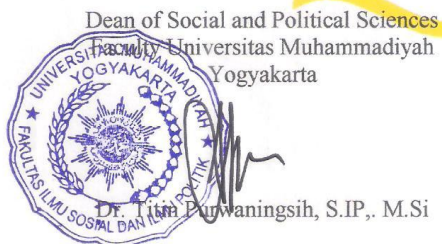
## PUBLICATION SCRIPT

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

Written By:  
Mia Rosmiati  
20150520049

has been approved and legalized on:

Day/Date : December 11, 2018  
Place : Exam Room II  
Time : 10.00 – 11.00



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

**Mia Rosmiati**

**20150520049**

International Program of Government Affairs and Administration

Universitas Muhammadiyah Yogyakarta

Yogyakarta, Indonesia

E-mail: [mia.rosmiati.2015@fisipol.umy.ac.id](mailto:mia.rosmiati.2015@fisipol.umy.ac.id)

---

**ABSTRACT**

The emergence of sharing economy business models such as the ridesharing platform in Indonesia is particularly interesting in the context of cities that struggle with population growth and increasing density. In the province of Yogyakarta, for instance, the significant growth of Go-Jek business networks (Start-up) have several public response both positive and negative. This ridesharing platform has rapidly embraced the rise of ride-hailing apps to add convenience to people's live. However, it disrupts the market and government which created circumstances for revolutionary change to establish orders. Using the public value theory in analysing the government response and ten sharing economy principles which purposed by Stephen R.Miller (2015), this research discusses how the existing local regulations affect the Go-Jek operation and significant sharing economy principles. By using a qualitative descriptive approach to describe the overview of research objective, the findings show, the operation of ridhesharing business; Go-Jek as an online transportation, provide benefits to people in term of accessibility, economic activity, and flexibility. However, there are several sharing economy principles that have not been implemented yet which are causing the failure of the local government to regulate the sharing economy business in the province of Yogyakarta.

**Keywords:** *Sharing Economy principles, Online Transportation, Government Response.*

## INTRODUCTION

The mobility is crucial in any society making the transportation industry such as ridesharing business or well-known as online transportation become one of the most in-demand markets that operating under the sharing economy business model (Cohen & Kietzmann, 2014). In Yogyakarta, for instance, the operation of ridesharing platform; Go-Jek has brought new innovation which arguably solve one of the major problems in the city with the density population (Mon, 2018). The way Go-Jek operates helped the people in their daily lives. Go-Jek initially only offering motorbikes rides at the past, but now expanding to other daily needs such as food delivery, courier, house cleaning service, and taxi rides (Azzuhri & Mada, 2018). As well as online transaction services such as buying tickets online, buying medicine, paying the bills, and other services which gradually evolved to a gigantic business network.

Unfortunately, despite the positive impact of Go-Jek business on the lives of many, it has disturbed government and created circumstances for revolutionary change to establish orders (Venera & Tselentis, 2015). The local government of Yogyakarta, for example, should make the regulation to address the issues that arose along with the establishment of this gigantic business. The governor of

Yogyakarta province has issued the Governor Regulation No.32 of 2017 about the regulation of online taxi operation (Hendryanti, 2018). The regulation, however, is far away to succeed. It went several demonstrations by many parties, which is considered not fulfill the public interest (Purnomo, 2017).

This paper seeks to begin a conversation about how government regulation's response on sharing economy principles in term of ridesharing business in Yogyakarta province. By using ten sharing economy's principles of the article "*First Principles for Regulation Sharing Economy*" which introduced by Stephen R. Miller (2015) and combining the public value theory, it will help the author to analyze what are the principles that have been implemented by the government. Besides, find out the significant impact on the operation of Go-Jek platform in Yogyakarta.

## THEORETICAL PERSPECTIVES

### Literature Review

#### A. *Sharing Economy*

This research utilize sharing economy concept and its principles to analyse the government regulation's response on ridesharing business, which in this case is PT.Go-Jek Indonesia. According to Bostman and Roger (2010) sharing economy defines as the collaborative

consumption; an economic model based on sharing, swapping, trading, or renting product and services, as well as enabling access over ownership (Selloni, 2017).

Further, in term of the principle of sharing economy, the author uses the ten sharing economy's principles which purposed by Stephen R.Miller on his article "First Principles for Regulating the Sharing Economy" (Miller, 2015) as follow:

- a. *Principle 1: The Sharing Economy Is Differentiated and Requires a Differentiated Regulatory Response.*
- b. *Principle 2: The Sharing Economy Must Be Daylighted.*
- c. *Principle 3: Regulating the Sharing Economy Requires (the right kind of Information).*
- d. *Principle 4: The Sharing Economy Is Here to Stay (and That Is a Good Thing).*
- e. *Principle 5: The Sharing Economy Disrupts and Reimagines Established Markets.*
- f. *Principle 6: The Sharing Economy Established New Market (That Established Markets Want to Take Over).*
- g. *Principle 7: The Sharing Economy Disrupts and Reimagines Established Regulatory Structures.*
- h. *Principle 8: The Sharing Economy Requires a Response beyond Traditional Regulation.*

i. *Principle 9: The Harm and the Remedy are Uniquely Challenging to Determine in the Sharing Economy.*

j. *Principle 10: The Sharing Economy Implicates Diverse Parties, Each of Whom Should Be Considered in Establishing a Regulatory Response* (Miller, 2015)

#### B. Public Value Theory

Drawing broad literature review from various understanding in assessing government response in the context of public value, Yotawut (2018) examining the progress in research on public value. Further, Hay & Cordery, (2018) argue on the involvement on public sector. Besides, Chung & Hensher (2018) explores the coordination among the stakeholders. While Marie (2016) states on the essential of public value through legitimacy and policy from the government (Yotawut, 2018);(Hay & Cordery, 2018);(Chung & Hensher, 2018);(Marie, 2016).

The characteristic of public value implies on the improvement of efficiency, equity, and efficiency in providing services. The public services emphasize public satisfaction, quality of life, and the welfare of citizens. For instance, public utility, health, and education(Venera & Tselentis,

2015);(Bromell,2012);(Sherman, Weinberg, & Lewis, 2011).

Furthermore, the understanding of public value can create service, quality, and trust. The public organization requires to involve stakeholders in responding the public services (Yotawut, 2018 p.168). Responsive government must have incentives such as financial, public information and policy. Moreover, government response as parameter for management capabilities (Chung & Hensher, 2018 p.344).

By combining the public value concept and its characteristics from several studies, it will help the authors to analyse the government response on the principle of sharing economy in the case of ridesharing business; Go-Jek.

The public value itself, however, draws attention to the new role of government in directing the development processes of public policies. Further, even in partnership with other actors and stakeholders. Besides, the role of government in attempting to provide good choices in the public interest, which legitimates and guides the sequential implementation of strategies. In order to improve the results for the public (Venera & Tselentis, 2015 p.75)

This research analysis uses qualitative descriptive approach. Descriptive analysis aims to describe the overview of research objectives, which is to explore how government regulation responses on the principle of sharing economy. As well as figure out what are the principles of sharing economy which have been implemented.

In term of the area of study, the research conducted in Yogyakarta province, specifically in the Department of Public Transportation. Further, the authors use two techniques. The data collection in this study consists of primary data and secondary data. Primary data will be gathered through interview and survey among the representatives of the agencies involved. While secondary data is collected from government reports and reliable internet sources.

Content analysis is conducted for both primary and secondary sources, with details below:

a. Interview

In this case, the interview will be held with several informants who are related to the study as follow:

Table 1 List of Respondent

No.	Respondent	Quantity
1.	Department of Public Transportation of DIY	2 persons
2.	Go-Jek officer	2 persons
3.	Go-Jek driver	2 persons
4.	Go-Jek user	2 person
5.	Conventional Driver ( <i>ojek</i> )	2 persons

Source: Primary Data

#### b. Survey

In this research the author use survey with Closed-Ended questions in which the respondents are given a list of predetermined responses from which to choose their answer. Further, there will be 200 respondents who are going to be analyzed, which selected as the result of Slovin formula by using simple random sampling.

Table 2 Questionnaire Grade

Questionnaire Answer	Quantity
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly agree	5

Source: (Sugiyono, 2013)

## FINDINGS AND DISCUSSION

### A. The Policy on Online Transportation in Yogyakarta

The emergence of online transportation is causing a seismic shift in the structure regulation. The change is coming quickly which created

circumstances for the government to establish orders (Venera & Tselentis, 2015). In Yogyakarta, for instance, local regulators decided to welcome the services provided by new companies and crafted a new regulatory framework that legalized the provision of profit, on-demand ride services using personal vehicles (Hendryanti, 2018). It has demonstrated by the implementation of Governor Regulation No.32 of 2017 about taxi operation and special rental transportation based on technology information apps.

The implementation of Governor Regulation, however, is far away to succeed. Since the establishment of this regulation, the pros and cons among stakeholders is likely up to the air. The demonstration was held by the Online Jogja Driver Assosiation, for instance, was againts this regulation, which is considered incriminating the online taxi drivers (Purnomo, 2017). Especially, in term of the standarization of the vehicles that being used in the article number 5 and the liability for legal entities in article 8(Hendryanti, 2018).

According to the interview with the online taxi driver, Hendra Purnama mentioned several reasons why the online taxi drivers were againts the regulation. He stated that:

*“There are several reasons why the online taxi drivers againts the Governor Regulation No.32 of*

2017. First, we feel that the standard of operation in the regulation is burden us as the owner of the car. The obligation to put the stickers, for example, which we think are not necessary. The cars that we use is not from the company like the conventional taxi. Second, the regulation to register our vehicle to the legal entities, we consider the long-term use of the car itself. Once we get suspended by the company, the cars will not able to operate and we have to change it back to the personal vehicle.”

On the other hand, Adi Darmawan Haryadi a staff of Department of Transportation DIY explained the importance of online taxi drivers to register their cars into legal entities, as follow:

*“The regulation to register the vehicles used to the legal entities to ensure the safety both the drivers and passengers. By registering their vehicles, the government can easily record how many cars are operating as well as ensuring the vehicles that being used are legal and accordance with the standard.”*

These are contrasting and contradictionary statements on online transportation policy, challenges the regulation to go beyond the competitive market in achieving the goal. The local legislators, however, should understand in establishing the regulation on sharing economy business should implicates the diverse partise (Miller, 2015). Indeed, the only way to create a sustain policy that

benefits to all, government need to ensure that all stakeholders and actors related are involve in decision making process.

## B. Online Transportation Operation In Yogyakarta

Drawing the practices of online transportation in Yogyakarta refers to various understanding in assessing public response, the characteristic of public value implies on the improvement of efficiency, equity, and effectivity in providing services (Venera & Tselentis, 2015). The public services emphasize public satisfaction, quality of life and the welfare of citizen. Such as the public utility, health, and education (Venera & Tselentis, 2015);(Bromell, 2012);(Sherman et al., 2011).

Based on the result of analysis, the public perception on online transportation platform, showing a significant number of Yogyakarta’s society in term of satisfaction index, especially the response on using online transportation platform such as Go-Jek.

Figure 1.1 Society’s Response on Online Transportation in Yogyakarta



Source: Primary Data

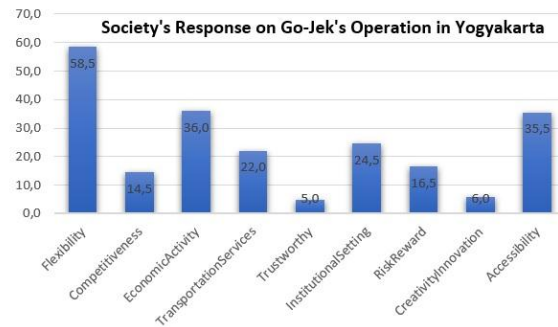
The figure 3.1, display the highest number of society perception are strongly agree that the emergence of online transportation in Yogyakarta has been assissting on daily lives of many. There are 32% people strongly agree that the online transportations have been overcoming the transportation's need in Yogyakarta province, which is not yet fulfill by public transportation.

Moreover, in analysing the public response of Go-Jek operation, there are ten indicators that being measured that accordance with the public value theory. These indicators are also regarding to the principle of sharing economy, such as the flexibility, economic activity, competitiveness, transportation services, trustworthy, institutional setting, risk & reward, creativity & innovation, accessibility, and availability (Miller, 2015).

Based on the result of analysis, there were 58,5% respondents are agree that Go-Jek is more flexible than public or other conventional transportations. The advance

of technology and innovation that offers various services to the customers, makes Go-Jek easier to be used in anywhere at any moments.

Figure 1.2 Society's Response on Go-Jek Operation



Source: Primary Data

In addition, the second place of the highest number after the flexibility is the economic activity. There ae about 36% people agree that Go-Jek has helped the community in increasing the employment rate and other economic activities. Such as the features of go-food, go-medicine, go-tickets, etc, which is directly help increasing the economic activities among other companies.

Followed by the accessibility, which is placed at the three top among others. There are 35% people agree that Go-Jek is accessible where people can require any services through mobile apps. Moreover, 22% people are agree that the services which provide by Go-Jek is much better than any other transportation platform.



However, it is surprising due to the fact that Go-Jek as the most ride-hailing uses in Indonesia, only received 6% of the respondents in term of creativity & innovation. Further, there is common ground on within this complex discourse, as many factors frame the sharing economy as disruptive innovation that could transform market economies (Miller, 2015). Botsman and Rogers (2010), moreover, argue that sharing economy business will disrupt the unsustainable practices of hyper-consumption that drive capitalist economies (Martin, 2016).

### C. The Practices of Online Transportation Regulation on Sharing Economy Principles

In regulating sharing economy business requires a very deep understanding on how the concept is work and how the regulatory structure must rest (Miller, 2015). The problems that have been faced by the government, private company, and the community in general after the emergence of sharing economy business, has led to the fact that there is still lack of understanding about sharing economy business in practice.

The understanding of public value, however, can create service, quality, and trust. The public organization requires to involve stakeholders in responding the

public services (Yotawut, 2018 p.344). responsive government must have incentives such as financial, public information, and policy. Further, government response as parameter for management capabilities (Chung & Hensher, 2018). By applying the public value theory in analysing which principle of sharing economy that have been implemented by the Yogyakarta government in Governor Regulation No.32 of 2017. As well as figure out the significant impact of the regulation on Go-Jek operation, the authors use survey through questionnaire and interview result to find out the public perception and government response on the principle that being analyzed. The results show, as follow:

Table 1.1 The Implementation of Sharing Economy's Principles

Variables	Indicators	Factor Involve	Percentages	Assessment
Principle 1	Structure and Governing Transportation	Regulation Capacity	5%	Not Implemented
Principle 2	Online Transportation Policy	Trustworthy	36%	Implemented
Principle 3	Particular Information & Flexibility	Society and Market Condition	58,5%	Implemented
Principle 4	Accessibility	Easy Access in the public area	35,5	Implemented
Principle 5	Traditional and Controlling	Competitiveness	14,5%	Not Implemented
Principle 6	Transportation Service	Service Quality	22%	Implemented
Principle 7	Institutional Setting	One way institution	24%	Implemented
Principle 8	Permitting & Standarization	Toughful procedures	6%	Not Implemented
Principle 9	Risk & Reward	Preventing the hazard of accident	16,5%	Implemented
Principle 10	Actors Involved	Actors involved has not represent all element.	6%	Not Implemented

Source: Primary Data

Based on the findings with refer to the principle of sharing economy, there are 6 principles that have been implemented and 4 principles are not implemented yet. Such as the Principle 3: Regulating the Sharing Economy Requires (the right kind of) Informaton with (58,5%) followed by Principle 2: The Sharing Economy Must be Delighted with (36%), Principle 4: The Sharing Economy is Here to Stay (and that is a good thing) (35,5%), Principle 7: The Sharing Economy Disrupts and Reimagines Established Regulatory Structures (24%), Principle 6: The Sharing Economy Established New Market (that established market want to take over) (22%), and Principle 9: The Harm and the Remedy are Uniquely Challenging to Determine in the Sharing Economy (16,5%).

Meanwhile, there are four indicators which have not been implemented yet that assessed by questionnaire distribution process. Such as Principle 5: The Sharing Economy Disrupts and Reimagines Established Market with (14,5%), Principle 8: The Sharing Economy Requires a Response beyond Traditional Regulation with (6%) which similar to the Principle 10: The Sharing Economy Implicates Diverse Parties, Each of Whom Should Be Considered in Establishing a Regulatory Response (6%), and Principle

1: The Sharing Economy is Differentiated and Requires a Differentiated Regulatory Response.

According to the data analysis, the highest number among all principles, is the *Principle 3: Regulating the Sharing Economy Requires (the right kind of) Information* with 58,5% of respondents are agree that the Governor Regulation No.32 of 2017 has implemented this principle. The government response through the interview with Sigit Budi Raharjo the Head of Rental and Good Department of Transportation, moreover, stated that:

*“If we look at the Governor Regulation No.32 of 2017 in the article 13. It states that the online company platforms have to submit all the information requirements. From the profil of the company, the access to monitor the operational services, the data of all public transportation companies that work together, the data of vehicles and drivers, and customer service in the form of telephone number, e-mail, and provider address apps.”*

Furthermore, the implementation of this principle has a significant impact to the Go-Jek operation. The public perception (in the previous section) shows that the accessibility of Go-Jek operation recieved 35,5%, which is the third highest among all indicators. The findings both from interview and survey, has demonstrated when a given strategy or

action has legitimacy support, and when the government has the operational capacity, the implementation of the strategy of action could be effective, and public value will be created (Yotawut, 2018).

In addition, the second highest of the principle that have been implemented is the *Principle 2: The Sharing Economy Must be Daylighted* which recieved 36% of 100% respondents. This principle illustrates, when the growing economic market like sharing economy business is illegal, it forces that economic activity underground, which is going to be difficult to understand the nature of the economic activity (Miller, 2015). Regarding to the principle, here are the government responses:

*“We already informed to all of online transportation companies to register the company into legal entities as the procedur of the Governor Regulation No.32 of 2017 article 8. In order to make us easier to proceed any illegal economy activities that lead to violence, which is unpredictable happens in the field.”*

On the other hand, the finding has given a surprise, where the group of online transportation drivers were againts this regulation, especially pointed the article number 8 about the liability for legal entities(Purnomo, 2017). It implies that, even though the regulation has

implemented the principle of sharing economy circumstantly, it is still possible againts by other parties. Bill Ryan (2011) stated that institutional understanding of the whole system of government in which they have choosen to work and the wider obligations they should meet (Bromell, 2012). In this case, the government challenges to maintain their own ability to produce high-quality advice. Besides, maintain the resources to create a sustain policy.

Nevertheless, the sharing economy principle is likely to point out the advantages of sharing economy business, which is recommend the government to provide the strategy in regulating the sharing economy business, rather than banning the company (Miller, 2015). It is the context of the sharing economy’s principle 4: *The Sharing Economy is Here to Stay (and That is a Good Thing)* which is the top three among all principles. According to Bromell (2012), policy advice is the implementation of government policy decisions and the administration of public services (Bromell, 2012). It includes providing advice and developing policy and regulation to address a multiplicity of public issues from the simple to the complex. The problems that arose along with Go-Jek operation in Yogyakarta province, which seems it has disrupted the market of transportation, its

positive impact cannot be forgotten. The government response, moreover, stated that:

*“We are definitely support on the emergence of online transportation in Yogyakarta. We even conveyed other conventional transportation companies to advance their operation by using the digital technology. In Governor Regulation No.32 of 2017, for example, we recommend all the taxi platforms to use the apps. In order to make the transportation mode easier to be accessed by the society.”*

In this case, the government through the implementation of Governor Regulation No.32 of 2017, has giving a constructive advice to other transportation companies in adjusting the market condition. In order to go beyond the competitive market and focus on the quality of interrelationship established in the collaboratice processes of achieving value (Venera & Tselentis, 2015).

In spite of the implementation of government regulation on the principle of sharing economy, the finding has shown that Governor Regulation No.32 of 2017 has not implemented all of the principle. One of the lowest percentage is the Principle 1: *The Sharing Economy is Differentiated and Requires a Differentiated Regulatory Response* which only recieved 5% of 100%. The indication, moreover, the regulation capacity of Governor Regulation No.32 of 2017 which

is not contemplate all the segments of market that being disrupted. The way Go-Jek operating is distinct with other transportation platforms(Azzuhri & Mada, 2018). The online transaction features, for example, change in how the transaction occurs, however, differ substantially in how they affect another market and thus requires a different regulatory response (Miller, 2015).

On the other hand, the government responses:

*“In the Governor Regulation No.32 of 2017 we only regulate the online taxi and taxi operation in Yogyakarta province. However, in term of online transaction is regulated by the Ministry of Information and Communication (Keminfo).”*

The government response, however, implies the capacity of the regulation is limited. Beside, the government authority also indicates as the factor which causing this principle not successfully implemented. Consequently, the public value of trustworhty on the government regulation significantly becomes the lowest among all indicators. Chung & Hensher (2018), however, argue that trust is a vital determinant of value creation in uncertain situation. As well as Marie (2016) stated, trust is an essential part of the public services (Chung & Hensher, 2018);(Marie, 2016). If the

government failed in building the public trust, it might be hard for the government to provide the better public services (Venera & Tselentis, 2015).

Equally important, the principle of sharing economy number 10: *The Sharing Economy Implicates Diverse Parties, Each of Whom Should be Considered in Establishing a Regulatory Response* with only 6% of 100% of the respondents. This principle arguably as the most popular commentary on the failure of the regulation in regulating sharing economy. Miller (2015), moreover, argue if the government and the disrupting sharing economy were the only parties involved, the issues would have been solved a long time ago (Miller, 2015). The regulatory changes, for example, in regulating the sharing economy business; online transportation, the Ministry of Transportation of Republic of Indonesia has been revoking the regulation many times (Azzuhri & Mada, 2018). From the regulation of Ministry of Transportation No.32 of 2016, the regulation No.26 of 2017, even to the current regulation No.108 of 2017 and Governor Regulation of DIY No.32 of 2017, always end up with the pros and cons among the stakeholders (Purnomo, 2017). The demonstrations were held by several groups of online transportation drivers, which considered that the regulation is not

standing equal and benefits to others. According to Miller (2015) the government regulation should be fair to all and has lasting, and broad-based community benefits (Miller, 2015). Most of the failures of the regulation implementation is that the government sometimes misses the larger picture of the problem. Mortreux et al., (2018), moreover, argue how state choose to intervene depends on the context notably the type of political regime and ideological preferences for state and market (Mortreux et al., 2018). In this case, it has widely been demonstrated that government are seen to be derelict in their duty, and hence risk their legitimacy, if they do not protect vulnerable population. Besides, in achieving the goal of the government regulation to address the online transportation problem is merely a mirage.

## **CONCLUSION**

The result shows, the online transportation are benefits to people in term of accessibility, economic activity, and flexibility. However, in term of government regulation, it is still being discussed and debated on how local government roles in responding the issues of online transportation.

Moreover, lack of understanding on the sharing economy business, become one of the factors of the government's failures in implementing the regulation. Especially,

in the implementation of the principle of sharing economy.

The competitiveness tends to make the regulation must standing in equal, and creating the sustain policy that benefits to conventional and online transportation, especially improving sharing economy among the involved stakeholders and the society.

## REFERENCES

- Azzuhri, A. A., & Mada, U. G. (2018). A Creative , Innovative , and Solutive Transportation for Indonesia with Its Setbacks and How to Tackle Them : A Case Study of the Phenomenal GOJEK, 7(1), 59–67.
- Bromell, D. (2012). Creating Public Value in the Policy Advice Role. A Reflection from the Front Line. *Policy Quarterly*, 8(4), 16–22.
- Chung, D., & Hensher, D. A. (2018). Public private partnerships in the provision of tolled roads: Shared value creation, trust and control. *Transportation Research Part A: Policy and Practice*, 118(October 2017), 341–359.  
<https://doi.org/10.1016/j.tra.2018.08.038>
- Cohen, B., & Kietzmann, J. (2014). Ride On ! Mobility Business Models for the Sharing Economy.  
<https://doi.org/10.1177/1086026614546199>
- Hay, D., & Cordery, C. (2018). The value of public sector audit: Literature and history. *Journal of Accounting Literature*, 40(November 2016), 1–15.  
<https://doi.org/10.1016/j.acclit.2017.11.001>
- Hendryanti, A. J. A. (2018). Pengaruh Angkutan Online terhadap Angkutan Umum di Daerah Istimewa Yogyakarta. *E-Journal UAJY*.
- Marie, T. T. (2016). Public values as essential criteria for public entrepreneurship: Water management in France. *Utilities Policy*, 40, 162–169.  
<https://doi.org/10.1016/j.jup.2016.02.005>
- Martin, C. J. (2016). The sharing economy : A pathway to sustainability or a nightmarish form of neoliberal capitalism ? *Ecological Economics*, 121, 149–159.  
<https://doi.org/10.1016/j.ecolecon.2015.11.027>
- Miller, S. R. (2015). First Principles for Regulating the Sharing Economy, (November).
- Mon. (2018). Wow Seperti Inilah Sesaknya Driver Gojek di Kota Yogya. Retrieved November 18, 2018, from <http://jogja.tribunnews.com/2017/06/17/wow-seperti-inilah-sesaknya-driver-gojek-di-kota-yogya>
- Mortreux, C., Safra de Campos, R., Adger, W. N., Ghosh, T., Das, S., Adams, H., & Hazra, S. (2018). Political economy of planned relocation: A model of action and inaction in government responses. *Global Environmental Change*, 50(June 2017), 123–132.  
<https://doi.org/10.1016/j.gloenvcha.2018.03.008>
- Purnomo, E. (2017). Pengemudi Minta Pergub-Taksi Online Di Yogyakarta-Dibatalkan. Retrieved December 14, 2018, from <https://www.merdeka.com/peristiwa/pengemudi-minta-pergub-taksi-online-di-yogyakarta-dibatalkan.html>
- Selloni, D. (2017). New Forms of Economies: Sharing Economy, Collaborative Consumption, Peer-to-

Peer Economy, 15–27.  
<https://doi.org/10.1007/978-3-319-53243-1>

Sherman, H., Weinberg, M., & Lewis, M. (2011). Measuring Public Value Creation [Example in Ohio], (October 2011), 1–4. Retrieved from <http://oueli.voinovichschool.ohio.edu/alumni/boston.pdf>

Sugiyono. (2013). *Metode Penelitian Kuantitatif Kualitatif dan R & D*. Bandung: Alfabeta.

Venera, A., & Tselentis, V. (2015). Designing the Model of Public Value Management. “*Management and Innovation For Competitive Advantage*,” 74–80.

Yotawut, M. (2018). Examining progress in research on public value. *Kasetsart Journal of Social Sciences*, 39(1), 168–173.  
<https://doi.org/10.1016/j.kjss.2017.12.005>