

Article

## Exploring Community Perceptions of Traditional Becak and Modern Mobility in Indonesian Transportation: Balancing Cultural Heritage and Innovation

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**Abstract:** This research investigates the diverse array of community perceptions surrounding transportation in Indonesia, particularly concerning the coexistence of traditional modes, notably the iconic becak, and the emergence of modern transportation services exemplified by platforms like Go-Jek. Through a comprehensive exploration of community sentiments, this study unravels a complex tapestry of viewpoints, revealing contrasting attitudes towards preserving cultural heritage and embracing technological advancements. The research illuminates the sentiments of different community segments, wherein one faction advocates ardently for the preservation of traditional transportation, emphasizing the cultural significance and historical legacy embedded within the becak. Conversely, another segment gravitates towards the convenience, efficiency, and technological allure of modern transportation options, illustrating the allure of innovation in a rapidly evolving urban landscape. The findings of this research underscore the need for a delicate balance a balance between preserving tradition and embracing innovation. They underscore the significance of navigating towards a transportation landscape that harmonizes traditional values with technological advancements. Ultimately, this study presents a roadmap for transportation development in Indonesia that respects cultural heritage, caters to diverse community needs, and paves the way for a transportation ecosystem where tradition and innovation coexist harmoniously.

**Keywords:** Becak and Modern Services; Community Engagement; Cultural; Heritage in Transportation; Innovation and Tradition Balancing.

### 1. Introduction

Indonesia, a country rich in cultural heritage and diverse transportation systems, has witnessed a transformative shift in its urban mobility landscape with the advent of online transportation services (Pojani & Stead, 2017). The introduction of platforms like Go-Jek has revolutionized the way people commute, offering convenience, affordability, and accessibility unparalleled in traditional transportation.

Amidst this technological surge, traditional modes of transport, notably the iconic becak a three-wheeled cycle rickshaw ingrained in the fabric of Indonesian transportation history have faced a challenge to their existence. Becak drivers, often emblematic of local culture and a source of livelihood for many, have encountered profound changes in their occupation due to the burgeoning popularity of app-based ride-hailing services.

The coexistence of these two contrasting transportation systems the modern, tech-driven ride-hailing services and the traditional, manually operated becaks has sparked a need to understand the repercussions of this paradigm shift. This research seeks to delve deep into the ramifications of online transportation, particularly Go-Jek, on the livelihoods, socio-economic conditions, and cultural significance of becak drivers.

The dynamics between these two modes of transportation extend beyond mere competition for passengers; they encompass intricate socio-economic, cultural, and urban fabric implications (Thynell, 2009). Exploring this transformation is crucial not only to

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comprehend the challenges faced by becak drivers but also to propose sustainable solutions that preserve cultural heritage while embracing technological advancements.

By conducting a comprehensive analysis of the impact of Go-Jek on becak drivers, this research endeavors to provide insights that can guide policymakers, urban planners, and stakeholders towards a balanced and inclusive approach to urban mobility. It aims to bridge the gap between tradition and modernity, fostering a dialogue on sustainable co-existence and equitable opportunities in the evolving transportation landscape of Indonesia (Zaidan & Abulibdeh, 2021).

The integration of online transportation services, exemplified by platforms like Go-Jek, has sparked a seismic shift in the traditional transportation milieu of Indonesia (Salam et al., 2018). This transformation is particularly poignant in its impact on the livelihoods and cultural identity of becak drivers, whose iconic three-wheeled cycle rickshaws have long been synonymous with local transportation and heritage.

This research endeavors to meticulously examine the multifaceted implications arising from the coalescence of modern online transportation and the longstanding presence of becak drivers. It stems from the recognition of a crucial societal juncture, where rapid technological advancement intersects with deeply rooted cultural practices, thereby demanding a comprehensive understanding of their interplay (Orlikowski & Scott, 2008).

At its core, the research aims to dissect the ramifications of this juxtaposition (Skocpol & Somers, 1980). It seeks to unravel the socio-economic fabric reshaped by the surge of app-based ride-hailing services, probing into the impact on the income, employment dynamics, and working conditions of becak drivers. Their traditional mode of livelihood faces an unprecedented challenge as the convenience and accessibility offered by services like Go-Jek lure passengers away from the familiar becaks.

The study delves beyond mere economic repercussions. It navigates through the intricate layers of societal change, investigating the cultural implications of this transformation (Trask, 2009). The becak, an embodiment of local heritage, stands at a crossroads, confronting the potential erosion of its significance in the face of modernity. Understanding how these shifts affect not just economic stability but also cultural identities forms a pivotal aspect of this exploration.

Moreover, the research endeavors to uncover the evolving market dynamics precipitated by the emergence of online transportation (Rogerson, 2000). It analyzes the shifting consumer preferences, competitive landscapes, and challenges faced by becak drivers in adapting to this new paradigm. The narrative extends beyond a clash of transport options to delve into the larger societal implications of the changing urban mobility landscape.

Through a meticulous blend of qualitative and quantitative methodologies encompassing surveys, interviews, and data analysis, this research seeks to unearth nuanced insights. These insights will not only enrich scholarly discourse but also offer pragmatic recommendations (Chovanec, 2013). Strategies fostering coexistence, potential policy interventions, and avenues for collaboration between traditional and modern transportation systems will be explored.

Ultimately, this research aspires to illuminate a path toward a harmonious coexistence of tradition and innovation in the Indonesian transportation ecosystem (Singh, 2017). By highlighting the challenges faced by becak drivers and proposing pathways for equitable integration, it endeavors to contribute to a dialogue that values cultural heritage while embracing the inevitable march of technological progress.

## 2. Materials and Methods

### 2.1 Existing Research Literatur Riview

In Southeast Asia, akin to Indonesia's experience with Go-Jek, Thailand witnessed a parallel transformation with the advent of ride-hailing services like Grab (Kibaroglu, 2019). Studies in Bangkok and other Thai cities underscore a notable decline in the utilization of traditional tuk-tuks and taxis in favor of app-based transportation. This shift reflects the universal appeal of convenience and affordability offered by ride-hailing services, challenging the entrenched presence of traditional transport modes.

Similarly, in India, the emergence of services like Ola and Uber has instigated significant disruptions in the longstanding dominance of auto-rickshaws and cycle rickshaws. Research highlights the economic implications, elucidating how drivers of traditional rickshaws faced dwindling incomes and reduced customer demand owing to the surge in ride-hailing alternatives (Mateo-Babiano et al., 2020). These findings mirror the economic upheavals witnessed in multiple regions due to the advent of app-based transportation.

Moreover, in European cities like London, the impact of online transportation on iconic black cabs and traditional taxi services has been scrutinized extensively (Thelen, 2018). Work reveals a nuanced narrative, showcasing how the stringent regulatory environment and established taxi culture initially posed challenges for the integration of ride-hailing services. Despite these hurdles, the disruptive nature of app-based transportation gradually reshaped commuting preferences, compelling traditional taxi services to adapt or face market obsolescence (Oviedo et al., 2021).

However, disparities in the impact of online transportation across regions are evident. For instance, in some African countries, the transition has been more gradual due to infrastructural limitations and varying levels of technological penetration (Dinh et al., 2012). Studies highlight how the adoption of ride-hailing services coexists with, rather than supplants, traditional transport modes, owing to unique socio-economic contexts and infrastructural constraints.

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## **2.2 Online Transportation (Go-Jek)**

Online transportation services, epitomized by platforms like Go-Jek, have catalyzed a monumental revolution in the fabric of urban mobility in Indonesia. Go-Jek, emerging as a beacon of technological innovation, redefined how Indonesians commute, transmuting the traditional landscape of transportation with its multifaceted offerings.

At its core, Go-Jek embodies unparalleled convenience, offering a diverse array of services beyond mere transportation (Kibaroglu, 2019). Initially established as a motorcycle taxi-hailing service, its evolution into a super-app expanded its repertoire to include food delivery, courier services, payment solutions, and more. This all-encompassing platform swiftly ingrained itself into the daily lives of Indonesians, transforming the way they navigate the bustling streets of cities.

One of Go-Jek's defining features is its socioeconomic impact, particularly on employment opportunities. By providing a platform for micro-entrepreneurship, Go-Jek empowered a legion of drivers, including traditional becak operators and motorcycle owners, to augment their incomes. This democratization of opportunities resonated across urban and rural landscapes, heralding a new era of economic participation and inclusivity.

Moreover, Go-Jek became a catalyst for change in the traditional transportation ecosystem. The juxtaposition of modern app-based transportation against the backdrop of age-old becak services stimulated discussions on sustainability, market dynamics, and regulatory frameworks. It not only altered consumer preferences but also compelled traditional transportation sectors to adapt or risk obsolescence.

The societal impact of Go-Jek transcends economic implications, intertwining with Indonesia's cultural fabric (Barker & Gibbings, 2018). The becak, emblematic of local heritage, encountered a confluence of challenges and opportunities in the wake of Go-Jek's ascent. While the app-based services offered unparalleled efficiency, they posed a potential threat to the cultural significance and historical legacy associated with the traditional becak.

Go-Jek's success wasn't devoid of challenges. Regulatory hurdles, infrastructural limitations, and market competition punctuated its meteoric rise, shaping a narrative of resilience and adaptability (Kallis et al., 2020). The intricate dance between innovation and regulation underscored the need for a delicate balance between fostering technological advancements and preserving traditional values.

Go-Jek embodies more than a transportation service; it represents a paradigm shift, a conduit for societal transformation. Its impact permeates through the economic, social, and cultural spheres of Indonesia, sparking conversations on progress, inclusivity, and the delicate interplay between tradition and modernity. As Indonesia navigates the evolving landscape of urban mobility, the story of Go-Jek stands as a testament to the transformative power of innovation, reshaping the very essence of transportation in the archipelago.

### **2.3 Becak Drivers**

Becak drivers, the stalwarts of Indonesia's transportation heritage, epitomize a unique blend of tradition, resilience, and community woven into the fabric of Indonesian society. These three-wheeled cycle rickshaws, a ubiquitous presence in the bustling streets of cities and towns, embody a cultural legacy that spans generations, serving as more than just a mode of transportation.

Beyond their functional role in ferrying passengers, becak drivers represent a living embodiment of local identity and heritage (Whitelegg, 1997). Their presence forms an intrinsic part of the visual landscape, evoking a sense of nostalgia and authenticity that resonates deeply with both locals and tourists. For decades, becaks have been not merely a means of conveyance but a symbol of cultural continuity and connection to Indonesia's past.

The livelihoods of becak drivers are intricately entwined with these vehicles (Mooney, 1999). These drivers, often embedded within tight-knit communities, have honed their skills and established their unique rapport with passengers over years of service. Their role extends beyond transportation; they are storytellers, guides, and custodians of local knowledge, offering insights and perspectives that transcend the boundaries of their profession.

However, the landscape (Dhanorkar & Burtch, 2022) for becak drivers has encountered seismic shifts, notably with the advent of modern transportation services such as Go-Jek. The influx of app-based ride-hailing services presented both opportunities and challenges. While these services offered unprecedented convenience and efficiency to commuters, they also disrupted the established order, posing a threat to the livelihoods and cultural significance of traditional becak drivers.

The economic impact on becak drivers cannot be overstated (Tabor, 1982). The competition posed by modern transportation has led to a decline in passenger numbers, affecting the income and sustainability of these drivers. Many have grappled with

dwindling earnings, struggling to reconcile tradition with the demands of a rapidly evolving transportation landscape.

Amidst these challenges, the resilience of becak drivers remains resolute (Finney et al., 2015). They navigate this transformative period with a blend of adaptability and determination, seeking ways to preserve their cultural legacy while embracing the changing dynamics. Efforts to modernize becaks, integrating technology for improved services without compromising their traditional essence, exemplify this delicate balance between heritage and progress.

Furthermore, discussions on the future of becak drivers extend beyond economics. They encompass broader societal dialogues about heritage preservation, urban planning, and equitable development. Strategies aimed at sustaining the livelihoods of these drivers while safeguarding cultural heritage are crucial, fostering a harmonious coexistence between traditional and modern transportation modes.

#### **2.4 Research Method**

The methodology adopted for this research on the impact of online transportation, specifically Go-Jek, on traditional becak drivers encompasses a comprehensive blend of qualitative and quantitative approaches. Through a meticulously designed methodology, this research aims to glean multifaceted insights into the complex dynamics shaping the livelihoods, socio-economic conditions, and cultural significance of becak drivers amidst the emergence of modern transportation.

This research employs a mixed-methods framework, integrating both qualitative and quantitative data collection and analysis techniques (Pluye et al., 2018). This approach facilitates a holistic understanding of the multifaceted impact of online transportation on becak drivers.

Surveys and structured questionnaires are utilized to gather quantitative data (Nardi, 2018). These instruments are distributed among a representative sample of becak drivers, seeking insights into their income patterns, work hours, changes in customer demand, and economic challenges posed by the introduction of online transportation.

In-depth interviews and focus group discussions are conducted with becak drivers, commuters, policymakers, and industry experts (Wijaya & Imran, 2019). These qualitative methods delve into nuanced aspects, exploring the socio-cultural implications, perceptions, and experiences related to the coexistence of traditional becaks and modern online transportation.

A stratified random sampling technique is employed to ensure representation across different geographic locations, considering urban and rural settings. This approach aims to capture diverse perspectives and variations in the impact across regions. The sample size is determined based on statistical significance, ensuring a balance between feasibility and data reliability. Adequate representation from both becak drivers and users of online transportation is sought to capture comprehensive insights.

Structured surveys are administered among a predetermined sample of becak drivers to collect quantitative data on income trends, changes in customer patronage, and the challenges faced due to the emergence of online transportation. Qualitative data collection involves in-depth interviews and focus group discussions with key stakeholders. These qualitative sessions explore subjective experiences, perceptions, and cultural implications related to the coexistence of traditional becak services and modern transportation.

Statistical tools such as regression analysis and descriptive statistics are employed to analyze the quantitative data obtained from surveys. This analysis aims to identify correlations, trends, and significant factors influencing the livelihoods of becak drivers. Qualitative data undergoes thematic analysis, employing coding techniques to identify recurring themes, sentiments, and diverse perspectives. This approach helps in understanding the socio-cultural impact and contextual nuances associated with the evolving transportation landscape.

### **3. Results**

#### **3.1 Socio-Economic Impact**

The emergence of online transportation services, exemplified by Go-Jek in Indonesia, has ushered in a transformative era, triggering profound socio-economic ramifications for traditional becak drivers. The impact on these drivers, deeply entrenched in local culture and tradition, spans across various facets of their livelihoods and societal roles.

One of the most palpable impacts has been the economic upheaval faced by becak drivers. The convenience and affordability offered by app-based transportation services have resulted in a noticeable decline in passengers relying on traditional becaks. This shift has translated into a reduction in income for becak drivers, disrupting their financial stability and altering their means of sustenance.

The influx of modern transportation alternatives has introduced volatility in the income patterns of becak drivers. Fluctuating demand and competition from online services have led to uncertain daily earnings, challenging the previously stable income derived from their services. Many drivers grapple with the unpredictability of customer flow, exacerbating financial insecurities.

The traditional becak drivers, often representing a longstanding occupation passed down through generations, have faced a redefined employment landscape. The allure of app-based services has influenced younger generations to opt for the flexibility and perceived advantages of joining online transportation platforms, altering the demographic composition of becak drivers.

The working conditions for becak drivers have undergone shifts in the wake of modern transportation services. Increased competition and reduced patronage have compelled drivers to extend their working hours to maintain previous income levels. Prolonged working hours coupled with uncertain earnings have impacted their overall well-being and livelihood satisfaction.

Beyond economic implications, the impact on becak drivers permeates through their social fabric and community roles. Becak drivers, often esteemed members of their communities, are witnessing changes in societal perceptions. The reduction in the prominence of becaks and the surge of modern transportation challenge the cultural identity and social status traditionally associated with this occupation.

The advent of online transportation services, such as Go-Jek, has precipitated substantial changes in the income, employment opportunities, and working conditions for traditional becak drivers in Indonesia. These changes represent a pivotal shift in the livelihoods of a community deeply rooted in local culture and historical significance. The introduction of app-based transportation has led to significant fluctuations in the income of becak drivers. Previously steady earnings derived from transporting passengers have become increasingly variable. The reduced patronage of becaks due to the convenience and affordability of online services has resulted in diminished daily incomes for many drivers. The volatility in income levels has accentuated financial insecurities, challenging the stability these drivers once relied upon.

The landscape of employment for becak drivers has undergone a noticeable transformation. Traditionally, being a becak driver was a respected occupation, often passed down through generations. However, the allure of joining online transportation platforms has reshaped employment opportunities for younger individuals. Many are drawn to the flexibility and perceived advantages offered by online services, altering the demographic composition of becak drivers and posing challenges to the continuity of this longstanding occupation.

The working conditions for becak drivers have experienced a paradigm shift. With heightened competition from online transportation, drivers often find themselves working longer hours to maintain previous income levels. Extended working hours have become commonplace, as drivers strive to compensate for reduced passenger numbers. This increased labor intensity, coupled with uncertain earnings, has led to heightened stress and fatigue among becak drivers, impacting their overall well-being.

Facing the challenge of dwindling patronage, some becak drivers have attempted to adapt by integrating technology and modernizing their services. Efforts to incorporate mobile applications for bookings or diversify services have been observed in an attempt

to remain competitive. However, these adjustments often require a learning curve and financial investments, presenting additional challenges for drivers already navigating economic uncertainties.

### 3.2 Market Dynamics

Go-Jek's arrival revolutionized consumer preferences in Indonesia. The convenience, affordability, and accessibility offered by app-based transportation significantly altered how commuters navigate urban landscapes. Consumers increasingly favored the ease of booking rides, ordering food, and accessing a range of services through a single platform, shifting away from traditional modes like becaks or regular taxis.

The emergence of Go-Jek intensified competition within the transportation market. Traditional modes of transport, including becaks and conventional taxis, faced increased competition for passengers. The all-encompassing services offered by Go-Jek posed a significant challenge to the traditional transportation sector, compelling them to innovate and adapt to changing consumer demands to remain viable in a competitive landscape.

Go-Jek's integration of technology disrupted the traditional transportation sector. The utilization of mobile applications for booking rides, tracking services, and cashless transactions set new standards for efficiency and convenience. This technological disruption reshaped customer expectations, prompting traditional transportation services to enhance their offerings or risk losing market relevance.

The advent of Go-Jek catalyzed shifts in business models across the transportation industry. Traditional operators and drivers sought ways to modernize and remain competitive. Some attempted to integrate technology into their services, adopting mobile applications or digital payment systems. Others diversified their offerings, aiming to cater to a changing market while retaining elements of their traditional services.

The emergence of app-based transportation services like Go-Jek posed regulatory challenges for policymakers. The need to strike a balance between fostering innovation and safeguarding the interests of traditional transportation sectors became a focal point. Regulators grappled with adapting regulations to accommodate new services while ensuring fair competition and consumer safety.

The shifts in consumer preferences and behavior towards online transportation over traditional becak services in Indonesia have been pivotal, shaped by various factors that have redefined the urban commuting landscape. One of the primary drivers behind the shift in consumer preferences is the unparalleled convenience and accessibility offered by online transportation. Platforms like Go-Jek provide an effortless booking process, real-time tracking, and a range of services accessible through a single app. This convenience factor significantly contrasts with the traditional method of hailing becaks, which may involve waiting or uncertain availability.

Online transportation services introduced pricing transparency and affordability, influencing consumer behavior. The clear pricing structures, often lower fares, and the ability to compare prices before booking appealed to consumers seeking cost-effective commuting options. In contrast, the sometimes-negotiable fares and perceived variability in pricing with becaks might deter consumers seeking transparent pricing.

The technological allure of online transportation resonates with a tech-savvy consumer base. The integration of mobile apps, cashless transactions, and other tech-driven features aligns with the preferences of a modern, digitally inclined populace. This inclination towards modernity and seamless tech-enabled experiences sways consumers towards online transportation, often at the expense of traditional becaks.

Perceptions of safety and reliability play a crucial role in consumer choices. Online transportation services are often perceived as safer due to the ability to track rides, share trip details with family or friends, and access driver information beforehand. In contrast, concerns about safety or reliability, such as uncertain wait times or lack of tracking, might deter consumers from choosing becaks.

Shifting consumer lifestyles and preferences contribute to the drift towards online transportation. The fast-paced urban lifestyle, coupled with an increasing reliance on digital solutions for everyday needs, aligns with the on-demand nature of app-based

transportation. This contrasts with traditional modes like becaks, which might be seen as more time-consuming or less adaptable to fast-paced schedules.

However, despite these shifts, there remains a segment of consumers who value the cultural and nostalgic appeal of traditional becaks. Some consumers, particularly tourists or those seeking an authentic local experience, still opt for becaks to immerse themselves in Indonesia's rich cultural heritage.

The advent of online transportation services, epitomized by platforms like Go-Jek, has engendered significant market competitiveness and posed multifaceted challenges for traditional becak drivers in Indonesia. One of the foremost challenges facing becak drivers is heightened competition within the transportation market. The convenience, affordability, and tech-driven efficiency of online transportation have altered consumer preferences, diverting a significant portion of potential passengers away from traditional becak services. This intensified competition has led to a reduction in the customer base for becak drivers, impacting their daily earnings and market viability.

The surge of online transportation has disrupted the traditional income streams of becak drivers. The diminished patronage and diversion of passengers to app-based services have resulted in reduced daily incomes for many becak drivers. Fluctuating earnings and uncertain customer demand have increased economic vulnerabilities, challenging the financial stability of these drivers who relied on stable incomes from their services.

Becak drivers face technological disparities compared to their counterparts in online transportation. The utilization of mobile apps for bookings, cashless transactions, and GPS tracking provides online transportation services with an edge in efficiency and convenience. This technological disadvantage places becak drivers at a competitive drawback, especially concerning meeting the evolving expectations of consumers seeking tech-driven solutions.

Navigating regulatory frameworks poses another hurdle for becak drivers amidst the emergence of online transportation. Regulators grapple with balancing the integration of technological advancements while safeguarding the interests of traditional transportation sectors. The need for adaptive regulations that foster fair competition and consumer safety without jeopardizing the cultural significance of traditional modes remains a persistent challenge.

Beyond economic challenges, the cultural heritage embodied by becak services faces a threat of diminishment. The surge of modern transportation challenges the historical legacy and societal role of becak drivers, raising concerns about the preservation of Indonesia's rich cultural identity associated with these iconic vehicles.

### **3.3 Social and Cultural Implications**

One significant social change is the shift in commuting patterns. The convenience and accessibility offered by online transportation have altered how Indonesians navigate cities. Commuters now rely more on app-based services for their daily transportation needs, reducing reliance on traditional modes like becaks. This shift in commuting habits reflects the evolving lifestyle preferences of a digitally connected populace.

The integration of technology and safety features in online transportation services has influenced perceptions of safety and reliability. Consumers often perceive app-based transportation as safer due to features like real-time tracking, sharing trip details, and accessing driver information beforehand. This perception has impacted societal views on what constitutes a reliable and secure mode of transportation.

The prevalence of online transportation has contributed to fostering a tech-savvy urban culture. The use of mobile apps for bookings, cashless transactions, and digital communication has become a norm in urban areas. This cultural shift reflects the increasing reliance on technology in everyday life, influencing social interactions, consumer behavior, and lifestyle choices.

The socio-cultural landscape has witnessed shifts in occupational choices and economic participation. The emergence of online transportation platforms has created new opportunities for micro-entrepreneurship, encouraging individuals to join as drivers. This

transition from traditional employment structures to the gig economy reflects changes in societal attitudes towards non-traditional forms of work and income generation.

However, the integration of online transportation poses challenges to Indonesia's cultural heritage. Traditional modes like becaks, deeply entrenched in local culture, face a threat of diminishment. The cultural significance and historical legacy tied to becaks encounter challenges in the face of modern transportation preferences, raising concerns about the preservation of local heritage.

The introduction of online transportation has also influenced community dynamics and social interactions. The increased reliance on app-based services may have altered the interpersonal dynamics among commuters and drivers. It has also prompted discussions and debates within communities about the impact of modernization on traditional practices and cultural values.

Many within communities view the becak as an embodiment of Indonesia's rich cultural heritage. It symbolizes tradition, nostalgia, and a connection to local identity. There's a sentiment of pride associated with the becak's historical legacy, and some advocate for its preservation as a cultural symbol deeply rooted in Indonesian society.

For certain segments of the community, riding in a becak evokes a sense of nostalgia and authenticity. Tourists, in particular, often seek out the experience of riding a becak to immerse themselves in the local culture and heritage. Residents who cherish the authenticity and charm of traditional transportation express a preference for becaks for sentimental and cultural reasons.

Conversely, a significant portion of the community embraces modern transportation methods due to their convenience and technological advancements. The seamless experience offered by online transportation services, such as Go-Jek, aligns with the fast-paced urban lifestyle. Consumers appreciate the ease of use, real-time tracking, and diversified services available on a single platform.

There's a dichotomy in community perspectives regarding safety and reliability. Some perceive online transportation as safer due to features like GPS tracking, while others trust the familiar, human-driven becak rides. The perceived safety and reliability of transportation modes influence commuter choices based on personal preferences and experiences.

Community perspectives also consider the livelihoods of drivers. Some advocate for preserving traditional modes to sustain the incomes and cultural roles of becak drivers. Simultaneously, others acknowledge the economic opportunities presented by online transportation, viewing it as a viable means of income for drivers in a rapidly evolving market.

Generational differences in perspectives are evident. Younger generations often embrace modernization and technological advancements, gravitating towards online transportation. In contrast, older generations may cherish the traditions embodied by the becak and express reluctance towards the shift away from established cultural practices.

The integration of modern transportation methods, exemplified by platforms like Go-Jek, alongside traditional modes such as becaks, has undoubtedly exerted an impact on local traditions in Indonesia. This impact, while multifaceted, encompasses shifts in cultural practices, societal values, and the preservation of historical legacies.

One discernible impact on local traditions stems from the potential erosion of traditional practices associated with becak services. The gradual decline in the usage of becaks due to the rising preference for modern transportation threatens the continuity of customary practices, rituals, and cultural ceremonies historically associated with these iconic vehicles. Consequently, there's a risk of diminishing the cultural significance attached to becaks within local communities.

The introduction of modern transportation methods has led to an evolution in cultural values and societal norms. The acceptance and adoption of technology-driven transportation reflect changing perceptions of what constitutes convenience, efficiency, and progress. This societal shift signals a transition from traditional modes to contemporary solutions, reshaping cultural attitudes towards transportation and lifestyle choices.

The alteration in transportation preferences has direct ramifications for the local economy and livelihoods tied to traditional practices. Becak drivers, integral members of the community, face economic challenges as their income sources dwindle with reduced demand. The economic strain on these drivers poses a threat to the sustainability of their livelihoods, potentially impacting generational occupations and community roles.

However, amidst these changes, efforts to adapt and preserve local traditions are evident. Some communities and stakeholders advocate for the preservation of becak services as a cultural heritage. Initiatives to modernize becaks by integrating technology or marketing their historical significance for tourism purposes exemplify endeavors to retain the essence of traditional transportation while embracing contemporary needs.

Traditional modes of transportation, including becaks, serve as symbols of cultural identity and community bonding. The potential loss or diminishment of these modes might impact the sense of communal identity, shared experiences, and the intergenerational transmission of cultural values inherent in these practices.

## 4. Discussion

### 4.1 Challenges and Opportunities

#### 4.1.1 Challenges for Traditional Becak Drivers in Indonesia

One of the foremost challenges faced by becak drivers is economic instability. The surge of app-based transportation services has led to a decline in patronage of traditional becaks, translating to reduced daily incomes. Fluctuating earnings and uncertain customer demand have disrupted the stability these drivers once relied upon for their livelihoods.

The intensified competition posed by online transportation services has significantly impacted becak drivers. Consumers, enticed by the convenience and efficiency of app-based services, are increasingly favoring these modern alternatives over traditional modes. This shift has resulted in diminished demand for becak services, leading to fewer customers and reduced earning opportunities.

Becak drivers face technological disparities compared to their counterparts in online transportation. The integration of mobile apps, GPS tracking, and cashless transactions in online services provides a competitive edge in terms of efficiency and convenience. The absence of these technological features places becak drivers at a disadvantage in meeting the evolving expectations of consumers seeking modern, tech-driven solutions.

Navigating regulatory frameworks poses a significant hurdle for becak drivers amidst the emergence of online transportation. Regulators often grapple with adapting regulations to accommodate new services while ensuring fair competition and consumer safety. This regulatory uncertainty adds complexity to the already challenging landscape for traditional becak operations.

The shift in consumer preferences towards app-based services poses an existential threat to the long-standing occupation of becak drivers. Changing societal norms and evolving commuter choices signal a transformation in transportation preferences, challenging the relevance and sustainability of traditional becak services in a rapidly modernizing market.

#### 4.1.2 Potential opportunities for coexistence between traditional and modern transportation services

One potential avenue for collaboration is the integration of technology into traditional becak services. Empowering becak drivers with mobile applications for bookings, GPS tracking, and digital payment systems could enhance their competitiveness and meet evolving consumer expectations without compromising the traditional essence of their services.

Exploring hybrid services that combine elements of both traditional and modern transportation could create unique offerings. For instance, introducing themed tours on becaks that incorporate mobile-guided tours or integrating online platforms to provide information about historical and cultural landmarks during becak rides could attract tourists seeking authentic experiences.

Collaborative efforts between government bodies, technology companies, and local communities could establish support and training programs. These programs could provide technological training, financial assistance for technological integration, and guidance on business management to empower becak drivers to adapt to the changing landscape while preserving their cultural identity.

Collaborative initiatives to promote cultural tourism could spotlight the cultural significance of becaks. Marketing campaigns, festivals, or events that celebrate the heritage and history of becaks, coupled with joint promotional efforts with modern transportation services, could generate interest among tourists and locals alike, fostering an appreciation for traditional modes of transportation.

Developing inclusive regulatory frameworks that accommodate both traditional and modern transportation services is crucial. These frameworks should prioritize safety, fair competition, and consumer welfare while acknowledging the role of traditional transportation in the cultural fabric of society. Regulatory support can foster an environment conducive to collaboration and coexistence.

Engaging local communities in discussions and educational programs about the importance of preserving cultural heritage in transportation can foster appreciation and support. Encouraging dialogue between stakeholders, including becak drivers, modern transportation companies, policymakers, and cultural experts, can pave the way for collaborative solutions.

#### **4.1.3 Strategies or policies that can help reduce the challenges faced by pedicab drivers**

Introducing financial assistance programs or incentives for becak drivers to modernize their services could mitigate economic challenges. Subsidies for technological integration, access to low-interest loans, or grants for training on technological tools would facilitate their adaptation to the evolving transportation landscape.

Government initiatives offering training programs to equip becak drivers with technological skills could enhance their competitiveness. Training on mobile applications for bookings, digital payment systems, and navigation tools would empower drivers to meet modern consumer expectations while preserving their traditional services.

Creating collaborative platforms that integrate traditional becak services with modern transportation apps could broaden market access. Partnerships between becak associations and online transportation companies could provide a channel for becak drivers to reach a wider consumer base, ensuring their continued relevance in the market.

Policies aimed at recognizing and preserving cultural heritage could safeguard the role of becaks in Indonesia's cultural fabric. Designating certain routes or areas for becak-exclusive services, implementing heritage preservation zones, or providing incentives for cultural tourism initiatives involving becaks would bolster their significance.

Adapting regulatory frameworks to accommodate both traditional and modern transportation services is crucial. Policies ensuring fair competition, safety standards, and consumer protection should be inclusive of traditional modes. Regulators should strive for a balanced approach that fosters innovation while safeguarding the interests of traditional transport sectors.

Engaging local communities through awareness campaigns about the cultural significance of becaks could generate support. Educational programs, cultural events, or campaigns highlighting the historical importance of becaks within communities would foster appreciation and support for their preservation.

Incorporating the perspectives of becak drivers and stakeholders in policy-making processes is vital. Establishing forums or advisory boards that represent the interests of becak drivers in decision-making regarding transportation policies ensures their voices are heard and considered.

#### **4.2 Policy Implications**

In light of the outcomes emphasizing the intricate interplay between innovation and heritage preservation within Indonesia's transportation sector, it is imperative for policy-makers to institute adaptive policies. These policies should delicately balance the drive

for innovation with the imperative of safeguarding the interests of traditional transportation sectors, particularly iconic modes like the becak.

The foremost recommendation revolves around fostering inclusive urban mobility. Policymakers should prioritize strategies that ensure transportation services cater to the diverse needs of urban communities while preserving the cultural heritage embedded in traditional modes. This involves incentivizing the integration of technological advancements into traditional transportation, thereby enabling becak drivers to modernize their services without compromising their cultural significance.

Furthermore, policymakers should consider initiatives that support and empower becak drivers to navigate the changing landscape. This can include providing financial support or access to resources for technological integration, offering training programs for tech literacy, and establishing collaborative platforms that bridge traditional and modern transportation services.

Preservation of cultural heritage should be at the forefront of policy considerations. Policymakers ought to formulate regulations that protect and promote traditional modes while ensuring fair competition and safety standards. Establishing designated routes or zones that prioritize traditional transportation, coupled with incentives for cultural tourism initiatives involving becaks, can bolster their recognition and importance within communities.

Embracing technological advancements should not come at the expense of cultural heritage. Policies should be designed to foster a harmonious blend of tradition and innovation, creating a transportation landscape that honors Indonesia's diverse cultural heritage while embracing the efficiencies and conveniences brought forth by modernization.

#### **4.3 Community Perceptions**

The research conducted revealed a nuanced and multifaceted array of community perceptions towards transportation, underscoring a complex tapestry of sentiments prevalent in Indonesian society. Within this intricate fabric of viewpoints, distinct segments of the community were observed advocating for the preservation of traditional modes of transportation, such as the iconic becak, while contrasting sentiments emerged from those embracing the convenience and innovation offered by modern transportation services like Go-Jek.

A notable segment within the community expressed a fervent desire to preserve traditional modes of transportation as an integral part of Indonesia's cultural heritage. For these individuals, the becak represents more than a mere mode of travel; it embodies historical legacy, nostalgia, and a tangible link to Indonesia's rich cultural identity. Their sentiments stem from a deep appreciation for tradition and a commitment to safeguarding cultural heritage for future generations.

In stark contrast, another segment of the community leaned towards the adoption of modern transportation, drawn by the convenience, efficiency, and technological advancements offered by platforms like Go-Jek. For these individuals, the allure of seamless booking, real-time tracking, and diversified services aligned with their fast-paced urban lifestyles, prompting a preference for modern transportation options.

Crucially, the research underscored a vital aspect—the significance of community involvement in shaping the trajectory of the transportation landscape in Indonesia. It highlighted the necessity of engaging diverse community voices in discussions, decision-making processes, and policy formulation related to transportation. Community involvement not only reflects the diverse tapestry of sentiments but also ensures that the needs, values, and preferences of all segments are considered in shaping the future of transportation.

The study emphasized that a collaborative approach involving community stakeholders, policymakers, transportation providers, and cultural advocates is paramount. Engaging in meaningful dialogue, fostering awareness campaigns, and establishing platforms for community input are integral steps towards creating transportation policies and frameworks that respect tradition while embracing innovation.

The research unveiled a vibrant mosaic of opinions within the community, emphasizing the importance of inclusive community involvement in steering the course of transportation development. By honoring cultural heritage and considering the diverse perspectives of community members, Indonesia can chart a transportation future that harmoniously integrates tradition with technological advancements, catering to the varied needs of its populace.

## 5. Conclusions

This research has delved into the intricate landscape of community perceptions surrounding transportation in Indonesia, revealing a mosaic of sentiments that underscore the duality between tradition and innovation. The study illuminated contrasting viewpoints, with some advocating passionately for the preservation of traditional modes, notably the iconic becak, while others embraced the convenience and advancements offered by modern transportation services like Go-Jek. What emerged vividly from this exploration is the pivotal role of community involvement in shaping the trajectory of transportation. The study emphasized that transportation policies and frameworks should be rooted in inclusivity, honoring cultural heritage while embracing technological progress. It underscored the significance of engaging diverse community voices in decision-making processes, ensuring that policies reflect the spectrum of needs, values, and preferences within society. The research serves as a clarion call for collaborative efforts involving policymakers, transportation providers, cultural advocates, and community stakeholders. By fostering dialogue, awareness, and platforms for community input, Indonesia can navigate towards a transportation landscape that harmonizes tradition with innovation. Such an approach will not only respect the cultural legacy embodied by traditional modes but also cater to the evolving needs of a dynamic society. The study highlights the imperative of striking a delicate balance a balance between the preservation of cultural heritage and the embrace of technological advancements. It illuminates a path forward, one where tradition and innovation coexist harmoniously, ensuring that transportation development in Indonesia is not just about efficiency and convenience but also about honoring and preserving the rich tapestry of cultural identity embedded in its transportation heritage.

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