Geruzz Courier's Social Contribution as an Online Courier, East Lombok District

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Article Info

Abstract

In the digital era, there is rapid growth in online shopping activities. Buyers can easily transact with merchants located in various locations around the world. Furthermore, the transacted goods will be sent via online courier service. In the process of distributing goods, online couriers function as a means of communication between sellers and buyers in doing something transaction ordered goods through online courier. Online couriers make it very easy for public in do booking items that will be ordered by the same consumer. This paper aims to examine the social capital and instrumental motivation of online couriers in East Lombok Regency. A type of literature study known as qualitative research was used in this research. According to the research findings, online couriers contribute to employment, create many job opportunities, alternative activity to fill free time, economic independence and, encourage social change through conflict. Online couriers create new, fairer competition and influence existing social structures to create a fairer and more inclusive system. The increase in online couriers and public recognition of this application encourages social commitment to the presence of online delivery.

Introduction

World progress in the field of innovation, which is currently increasingly complex and rapid, supports the emergence of various types of transactions that can be provided to customers, including online buying and selling. Some people are increasingly choosing to do business through online buying and selling or also known as online shopping. Some people start this business for the main reason that they are comfortable conducting business transactions online. Online business is a type of business where products or services are sold and then marketed online, starting from negotiations to transactions. Online business, the goal of all services is the same, with real world business to make money (Satria, 2017).

Development, Innovation encourages individuals to change. People are starting to adapt to the ever-increasing scale of technological development over the last ten years.

Public perception of technology has changed due to the rise of the internet and the subsequent development of communication tools and ease of use. Transformation began with the existence of the net, which then changed the way humans behave to be more fundamental and sensitive to endless changes in tastes, thereby changing all life's needs (Damsar & Indrayani, 2009). One of the demands that is experiencing progressive change is in the financial sector where the way society produces, distributes and consumes things has been changed by the technological revolution. In today's era of globalization, many businesses offer their goods on online marketplaces, where customers can purchase goods and have them shipped to the addresses they provide. The current rise of online businesses has also boosted delivery service business opportunities because the presence of web-based businesses is closely related to this service to deliver products or goods purchased by buyers who cannot be contacted directly by the seller.

The role of services in the current era of globalization is very important with rapid advances in communication and information technology enabling competition between service provider companies to compete innovatively and creatively. In the field of service, customer satisfaction is the key to a company being said to be good and is a source of assessment for the public about the quality of a company. Tight competition in the business world requires each company to have a special strategy to remain able to compete for consumers and control market share.

In this digital era, there is rapid growth in online shopping activities. The lifestyle of people, especially in big cities, with work routines that take up a lot of time and energy, causes some people to prefer shopping online. The main advantage of shopping online is that the prices of goods tend to be cheaper because traders can reduce operational costs and prices can be compared quickly by buyers. Apart from that, distance is no longer an obstacle in shopping. Online businesspeople enter the market easily, cheaply, and without geographical restrictions. Buyers can easily choose to transact with merchants located in various locations around the world. Furthermore, the transacted goods will be sent via online courier service. As time goes by, the need for humans to send goods from one place to another is increasing. The impact of this need is that more and more goods delivery services are emerging and competition between these service providers, so this is where services play a role. Online couriers have become an important chain in the distribution of goods. Every person or company can send goods easily and quickly by using online courier services.

The need for shipping goods has become the main need for every individual. According to Bambang (2003:12), goods are a physical product that can be given to a buyer and involve all individuals requiring fast and safe delivery of goods to ensure that the goods sent arrive at the right time and place. In marketing activities, delivery of goods is related to distribution, namely conveying goods or services from producers to consumers to meet human needs. In general, in companies providing courier services, the most important thing is how to use the right and efficient method to satisfy customers. What's even more fun is that customer satisfaction can be achieved if the goods delivery service company is able to

provide optimal service according to the wishes of service users. Optimal service can be provided by focusing on customer desires.

The digital world is a general picture that is closely related to the modernization that is happening today and is related to the devices in it, as well as a place for humans to carry out activities. The development of the digital era is a development that occurs in society in a new life (new planet) with the existence of internet networks, digital devices, digital applications or platforms, social media, making it easier for all activities and work in daily life (Reed, 2018). In today's digital world, couriers are a vital component in online business and a promising profession. Because you can be sure that there will be many people interested and there may be an increase in salaries when internet-based businesses develop. Apart from that, online courier services make it easier to distribute goods by connecting buyers and sellers in doing something transaction ordered goods _ through online courier. The development of the courier and logistics services industry in Indonesia is also growing in line with this trend, resulting in an increasingly diverse range of courier services. Business actors are relentless, courier services are trying to take advantage of this opportunity to innovate, and construction services have expanded their market share and maintained their existence in competition with other similar businesses to meet the requirements for delivering goods or products. Businesses that are run online nowadays are very interesting, because the market that can be reached is very wide. And because of this, one thing that is needed is a party who delivers the goods from the seller to the buyer. Because with the online concept, the distance from delivering goods can be very far, that's why this courier service is much needed.

Courier is an activity that delivers goods directly. Actually, the job of being a courier has been around since ancient times. Where someone will run to convey a message or item. So, the word courier appeared in English which comes from the Greek word curere which means to run. Nowadays, Indonesian people are more familiar with couriers as a job for delivering goods. Usually, the courier will ride a bicycle or motorbike to make the delivery process faster. Couriers are the main actors of an expedition company whose job is to send several packages to several destination addresses in one delivery. A courier is required to deliver a package in a very short time, especially when the courier is looking for the package's destination address. A courier is also required to understand a certain area of a city. Nowadays there are also couriers who use bicycles, bicycle courier services in general, but what is interesting is that transportation uses bicycles, of course in Jakarta itself it is very rare and unique because usually people who want to send messages certainly use courier services that use motorbikes or cars.

The purpose of this writing is to try to describe the changes that have occurred in the development of the social contribution of Geruzz couriers as online couriers in East Lombok Regency. West Nusa Tenggara Province towards the welfare of families and communities regarding the existence of online couriers. Online media goods are one of the consequences of institutional monetary measures that are important for studying and predicting the existence and development of computerization in the future.

Research Methods

This research uses a subjective exploration strategy, a type of library research. Literature study is a collection of library information collected from various data sources related to research objects, for example through research abstracts, notes, surveys, diaries and reference books (Sugiyono, 2010). The library sources for this research come from books, journal articles, information from the media, and statistical data.

Results and Discussion

Development of Geruzz Courier Services as an Online Courier

According to the Ministry of Communication and Information, Indonesian Correspondence and Information Service, currently there are 63 million people who use the internet, 95% of this web use can reach informal organizations. WhatsApp and Facebook are the most widely used interpersonal organizational sites, according to the Director General of Information and Public Communication, Director of International Information Services (IKP). After Brazil, India, the United States and India are the fourth largest Facebook users. Sembiring claims that the rapid growth of information technology (IT) and telecommunications occurred in the era of globalization. Innovation makes distance now not a problem in delivery. Of course, the internet is one channel. Indonesia is the fifth most active Twitter user in the world. "Only the United States, Brazil, Japan and England beat Indonesia's position," he said. According to information from Weber Shandwick, an advertising organization and correspondence specialist cooperative, in Indonesia, there are around 65 million dynamic Facebook clients. Maybe 33 million people use it consistently, 55 million people use portable devices to access it every month, with around 28 million people using mobile phones consistently. Indonesia has 19.5 million Twitter users, out of 500 million worldwide, according to data from PT Bakrie Telecom. Twitter has grown to form a network The largest social network in the world, allowing it to generate profits of up to USD 145 million on social media, individuals who have produced something useful through blog entries, taking pictures on Instagram, or uploading recordings to YouTube are known as producers. The majority of Twitter clients in Indonesia are subscribers who frequently update their status on Facebook and Twitter but try not to have a blog or ever upload footage to YouTube. Path is the most popular social network in Indonesia besides Twitter, with 700,000 users. Line 10 million people, Google+ 3.4 million people and Link 1 million people. It's a shame that the growth and development of such web innovations are used to discuss updates and statuses, and Photos are transferred via Facebook and Twitter. "In fact, encouraging web innovation can also be researched and utilized again so that in the future it will not only develop Indonesia, but also support foreign developments and also be able to compete with other nations," said Sembiring.

The digital motif is often used to refer to the ICT gap in these areas. To achieve equitable progress in the field of information technology, bridging the digital divide has become an urgent issue in a number of countries. Advanced separation is the distance between people, families, businesses and geographic locations at different financial levels to the extent that each door is open to accessing ICT and using the web for other activities.

The key to entering a knowledge-based economy is access through ICT. In the same vein, individuals who have access to the internet have access to all the data they need, which provides opportunities to increase their exposure to life (Nasution, 2007).

Data holes also occur because people have different levels of education and money. People with a significant level of financial training will generally have a higher probability of obtaining data compared to those with a lower level of financial training (Ratnasari, 2004). Through research in various regions, including in the Provincial Region West Nusa Tenggara (NTB), the Ministry of Communication and Information continues to monitor disparities in ICT facilities and use in Indonesia. The tourism industry is growing rapidly on the eastern island of Bali, especially on Lombok Island, in the West Nusa Tenggara Region. Development of the travel industry in the Province of Southeast Nusa. The West is very closely related to the development of offices and the use of ICT because foreign tourists certainly need a good internet business. One of the motivations is to see the use of ICT in the Province Nusa Southeast _ West is increasing tourism. By adopting ITU measurement standards, reviewing ICT access and use exercises by families and communities in 2015 produced research data on ICT use.
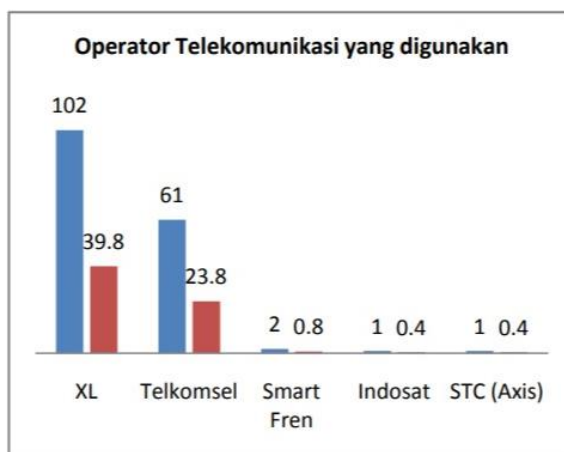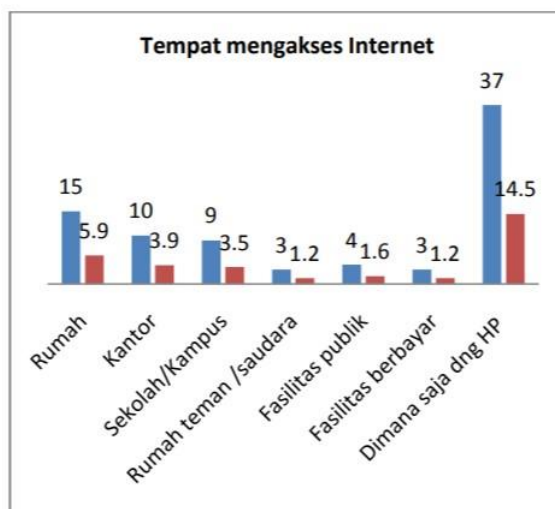

Figure 1. Telecommunication Operators Used

Figure 2. Places to Access the Internet

A good delivery service is a courier service that can offer various services and has good quality. Because courier services are a means of distributing goods so they can reach consumers who shop online, their role is very important in business transactions involving online shopping. This courier service previously delivered products requested by web-based media which could not be contacted directly. Online business managers often use goods delivery services whose quality is beyond doubt, ready to offer high profits to customers. The reason is, if the online shopping business manager chooses the wrong courier service, there are several things that could go wrong, including product damage and delays in delivery for customers.

To gain market share in the delivery services sector, every business must be able to satisfy customers and meet their needs. If a courier service provider company is able to provide the best possible service according to its customers' needs, then customer satisfaction will be achieved. Hardware which includes buildings in addition to that, vehicles used to deliver products to customers is one of the instrumental causes. This has a significant impact on the quality and delivery of services, which will ultimately influence the interest of online shopping business managers in providing their services.

Not only sending administrative businesspeople who want to provide the best service to buyers. The same goes for online retail business directors. Choosing the right courier service to distribute goods to consumers is one of the initiatives taken to offer services and ensure consumer satisfaction. By using this service, the requested goods will reach the hands of the buyer. Delivery administration plays a role that is no less important in the realm of online business in delivering requested products. Online shopping business managers don't need to waste time delivering products to distant customers because of this courier service. In line with this, online shopping service customers can carry out buying and selling transactions from anywhere, even in remote areas, without needing to visit a supermarket/physical store to complete the transaction or pick up the items purchased. In this way, the existence of delivery advantages greatly influences the online shopping business. For the various courier services available, online shopping business managers have different preferences. Online shopping business managers' preferences for courier services may be influenced by the quality of services provided by courier service companies.

This courier service prioritizes services that can be delivered directly from the seller to the buyer on the same day without going through a distribution center. However, this business model also has its drawbacks as it offers slightly better services than other courier services. In the future, this will change the competitive landscape of courier services. In addition, courier administration decisions are a convenience feature provided by online traders in expanding interest in online transactions (Smeait, 2016). Because limited courier services can make it difficult for customers to carry out online transactions, the desire to shop online is a significant factor here. Based on this, the essence of this assessment is to find out that the factor that influences buyers' interest in online transactions is the quality of the courier service.

Courier services are a medium of connection between sellers and buyers in the distribution of goods. In accordance with this trend, the development of the courier services

business in logistics in Indonesia is also growing, resulting in an increase in various types of courier services. To meet the needs for shipping goods or products. Based on this definition, it can be explained that the courier business is basically a business delivering goods or documents carried out by individuals or companies. The emphasis in this sense is based on the type of service provided, namely delivery services from one place (sender) to another (recipient).

Engel (2001) states that purchase interest is a purchase movement that the customer must complete within a predetermined time period. The tendency of customers to act early in making purchasing decisions is called "purchase intention". Barnes (2013), recent web disruptions have greatly influenced shopping interest in purchasing an item (Parker-Strak et al., 2019). Especially when shopping for fashion products online, internet use is gradually changing customer expectations. regarding speed, cost, and the ability to compare products are advantages.

According to Schiffman and Kanuk (2008), buying interest is a psychological force within individuals that influences decision making (Fajri et al., 2021). A good is said to have been consumed if the shopper has chosen to obtain it. The value of the product being evaluated influences the decision to buy. The incentive to buy is greater assuming real profits are more important than costs. On the other hand, what if the advantages outweigh the disadvantages, buyers will generally refuse to buy, buyers will generally refuse to buy. In Izzuddin (2018) , Ferdinand (2002) states that the following indicators can be used to identify purchase intentions: a). Interest in business: especially a person's tendency to buy something. B). Reference interests: specifically, an individual's tendency to offend others. C). Prioritized interests: especially interests which refer to the mentality of a person who has a fundamental tendency towards a certain thing. This tendency needs to be replaced with the notion that something happens as a result of that tendency. D). Investigative Interest: This interest is the way a person acts when he is constantly looking for information about the item he is interested in, as well as information that can help the good quality of similar items.

Geruzz Courier as Online Courier

The social contribution of the presence of online couriers is part of the innovative model of public transportation in Indonesia which of course improves people's standard of living. Public interest in seeing opportunities is increasing as a result of technological advances, especially in the field of communications. Mobility is becoming increasingly important as a result of modern society's demands for faster thinking, creativity and innovation. Online couriers play a big role in this. A transportation model that connects technology and transportation services provides alternative options to system owners, drivers, and users. Many people choose couriers because of the speed, practicality, accuracy, security, and even the income guaranteed by online couriers as an option. Services offered include passenger pick-up and drop-off. As well as delivery of goods and food to restaurants registered as business partners. The rate is only IDR 10,000 for delivery throughout East Lombok Regency.

Figure 3. Geruzz Courier
(Source: Researcher 27 May 2023)

The existence of online couriers has a positive impact on society in several ways, including job creation, alternative job choices, new job statuses, alternative fillers, financial independence, and equal opportunities for everyone to be themselves. The presence of online couriers makes transactions easier goods, goods delivery couriers who usually deliver packages or goods purchased due to an online buying and selling transaction.

Figure 4. Geruzz Courier
(Source: Researcher 27 May 2023)

Figure 5. Geruzz Courier
(Source: Researcher 27 May 2023)

Figure 6. Geruzz Courier
(Source: Researcher 27 May 2023)

Religious social interactions, social integration, civic space, and social capital are all elaborated and discussed in this chapter. Society consists of a complex system of elements that function well and work together (Waluya, 2007). The community system will be modified if any component fails to function properly. Thus, social communication among the general public is expected to form social combinations. Social capital is a force that helps create civic spaces where every member of society can interact and communicate fully in a well-integrated society.

There are three main thoughts that are used as references regarding the concepts of social interaction and integration, civil space and social capital, namely, Durkheim who discusses social interaction and integration, Jeffrey Alexander discusses civil space (Civil Sphere) and Robert Putnam discusses social capital. These concepts are also complemented by Parson's thoughts on social interaction and integration, Geertz on social interaction across religions, Bourdieu on networks as the social capital of a society, and Fukuyama, trust as the social capital of a society (Akçomak, 2011). The assumption behind the selection of these figures is that their thoughts are the basis for all abstractions about social interactions, civil space and social capital.

The social interaction patterns of a society are always different and have unique characteristics depending on the identity of the community. In other words, the social identity inherent in each individual will be a factor that shapes the pattern of social relations in a group. Thus, an individual's ability to recognize themselves has a role in influencing the surrounding environment. Burke (2023) said that the ability to recognize oneself as an object allows the mind or self to think and act on itself in the same way as in its environment.

Integration is an interesting topic in sociology, which explains how various elements of society maintain unity and are connected to each other. The essence of integration in a community environment occurs through building social solidarity within the group and being able to live life together. Integration refers to a situation where people interact with each other. In this relationship there is a reciprocal relationship resulting in a mutual relationship.

French philosopher Pierre Bourdieu was interested in understanding the social structure of society and its changes and developments. For its purposes, social surveillance is generally expected to destroy society's designs of financial control and symbolic control, which generally harbor betrayal within them. To achieve this, he developed a number of ideas originating from analysis of sociological data and his study of philosophical ideas. On August 1, 1930, Pierre Bourdieu was born in Denguin, France. On January 23, 2002, he died in Paris, France. He is known as a public scholar brought to the world by the contemplations of Zola, Emile, and Sartre, Jean-Paul. The ideas he creates are very persuasive in a friendly and philosophical way in the 21st century. Before his death, (Wattimena, 2012) the core of Bourdieu's social science hypothesis was the "human practice hypothesis" which combines the specialist focus hypothesis with the clarification of objectivism that emphasizes the main aspects in shaping public activity (Wuriyani, 2020).

Bourdieu's hypothesis about the elements of habitus and field, not a vacuum but a field, which consists of struggles for position, shows that social construction and personality

must be perceived not statically, typologically, according to a rigid and unmitigated order. rather it should be considered as a robust development of coordinated diachronic complexity, a matching of health and change, with each facet described as a subtle item, moving the boundary between complex qualities of engagement and relative rigidity (Wattimena, 2012).

Furthermore, Bourdieu emphasized that this is closely related to money (capital), because the portion of various species is multiplied by the habitus of capital, especially financial capital, social capital and representative capital. Moreover, it generates symbolic capital. Bourdieu views capital as the foundation of domination and legitimacy. According to Sukidin & Suharso (2015), "symbolic power" or "power to represent the legitimate social world" or "exchangeable capital" refers to capital that carries a position that can give rise to power. If you pay attention, those who control the four capitals in large numbers will also gain extraordinary power. Furthermore, capital must exist in a domain (field) so that the domain has the ability to provide meaning. According to Krisdinanto (2016).

According to Craig Calhoun's writings, Bourdieu also argued that power is complex and systemic rather than personal. Bourdieu's symbolic power is found in the field of his argumentative relationship with habitus and capital (capital), especially representative capital. Because social battles always occur in the arena, someone who is responsible for capital with sufficient habits will dominate the arena and win in social conflicts (Wiranata, 2020).

Conclusion

Increasing data innovation and web infiltration have driven the development of digital industries targeting mobile shoppers. People's needs displayed independently in front of the smartphone screen are the focus of this digital industry. An open system platform (Android) can be produced for various applications tailored to the needs of engineers and general local areas that support the rapid expansion of the digital industry.

The increase in online couriers and public recognition of this application encourages social commitment to the presence of online delivery. The following are some social benefits of online couriers: 1) Online couriers contribute to employment by creating many jobs. 2) Consider switching careers. New job status is created via online courier. 3) As an alternative activity to fill free time. For women, the presence of internet-based services provides a valuable opportunity to increase time for useful activities. (4) Economic independence: Online couriers allow anyone, with or without a lot of money, to be economically independent. 5) Online courier training in social autonomy provides another societal position that demands the option to work well for others. (6) Conflict-based social change is promoted by online messengers. Online couriers create a new system that is more open and fairer for many people by creating new jobs that are fairer and amazed by the existing structure.

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