

ABSTRAK

Anis Dwi Setiani, 1218010021, 2025: “Dinamika Hubungan antar Ojek *Online* dan Ojek Konvensional di Bandung Timur (Perspektif Kebijakan dan Kesenjangan Persaingan Usaha Berdasarkan Undang-Undang Nomor 5 Tahun 1999)”

Dalam era ekonomi digital, transportasi berbasis aplikasi seperti ojek *online* telah mengubah lanskap mobilitas masyarakat. Namun, transformasi ini turut menimbulkan ketegangan antara ojek *online* dan ojek konvensional, khususnya di wilayah Bandung Timur. Konflik yang terjadi tidak hanya sebatas persaingan pasar, tetapi juga menyentuh isu ketidaksetaraan akses ruang publik dan perlindungan hukum. Hal ini menyoroti perlunya evaluasi terhadap regulasi pemerintah dalam menjamin kesetaraan usaha di tengah perbedaan sistem operasional kedua jenis transportasi.

Tujuan penelitian ini adalah untuk menganalisis dinamika hubungan antara ojek *online* dan ojek konvensional dari perspektif kebijakan dan kesetaraan persaingan usaha sebagaimana diatur dalam Undang-Undang Nomor 5 Tahun 1999 tentang Larangan Praktek Monopoli dan Persaingan Usaha Tidak Sehat dan Peraturan Pemerintah Nomor 44 Tahun 2021 tentang Pelaksanaan Larangan Praktek Monopoli dan Persaingan Usaha Tidak Sehat. Penelitian juga berupaya mengevaluasi apakah prinsip-prinsip keadilan sosial telah diterapkan dalam konteks persaingan ini, terutama di wilayah Bandung Timur.

Teori utama yang digunakan dalam penelitian ini adalah Teori Keadilan Sosial John Rawls, yang mencakup konsep posisi asli (*original position*), kerudung ketidaktahuan (*veil of ignorance*), keadilan dan kebutuhan dasar, prinsip-prinsip keadilan: prinsip kebebasan yang sama yang sebesar-besarnya, prinsip perbedaan, prinsip persamaan yang adil atas kesempatan. Kerangka teoritis ini digunakan untuk menilai apakah regulasi dan kondisi lapangan telah menciptakan sistem yang adil bagi semua pelaku usaha, termasuk pengemudi ojek *online* dan ojek konvensional.

Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data berupa observasi, wawancara, dan dokumentasi. Informan terdiri dari pengemudi ojek *online* dan konvensional, aparat keamanan, penumpang, dan masyarakat sekitar. Analisis data dilakukan secara induktif dengan reduksi data, penyajian data, serta penarikan kesimpulan dan verifikasi.

Hasil penelitian menunjukkan bahwa prinsip keadilan sosial John Rawls belum sepenuhnya diterapkan dalam dinamika konflik antar ojek *online* dan ojek konvensional di Bandung Timur. Posisi asli tidak tercermin dalam kebijakan awal yang adil, dan Kerudung ketidaktahuan belum menjadi dasar dalam pengambilan keputusan. Keadilan dalam pemenuhan kebutuhan dasar seperti penghasilan, perlindungan hukum, dan stabilitas kerja belum merata. Serta prinsip kebebasan, perbedaan, dan persamaan kesempatan yang adil juga belum terealisasi secara optimal.

Kata Kunci: Ojek *Online*, Ojek Konvensional, Konflik, Kebijakan, Keadilan Sosial

ABSTRACT

Anis Dwi Setiani, 1218010021, 2025: "Dynamics of the Relationship between Online Motorcycle Taxis and Conventional Motorcycle Taxis in East Bandung (Policy Perspective and Equality of Business Competition Based on Law Number 5 of 1999)"

In the era of the digital economy, application-based transportation such as online motorcycle taxis has changed the landscape of people's mobility. However, this transformation has also caused tension between online motorcycle taxis and conventional motorcycle taxis, especially in the East Bandung area. The conflict that occurred was not only limited to market competition, but also touched on the issue of inequality in access to public space and legal protection. This highlights the need to evaluate government regulations in ensuring business equality amidst differences in the operational systems of the two types of transportation.

The purpose of this study is to analyze the dynamics of the relationship between online motorcycle taxis and conventional motorcycle taxis from the perspective of policy and equality of business competition as regulated in Law Number 5 of 1999 concerning the Prohibition of Monopolistic Practices and Unfair Business Competition and Government Regulation Number 44 of 2021 concerning the Implementation of the Prohibition of Monopolistic Practices and Unfair Business Competition. The study also seeks to evaluate whether the principles of social justice have been applied in the context of this competition, especially in the East Bandung area.

The main theory used in this study is John Rawls' Theory of Social Justice, which includes the concept of original position, veil of ignorance, justice and basic needs, principles of justice: the principle of the greatest possible equal freedom, the principle of difference, the principle of fair equality of opportunity. This theoretical framework is used to assess whether regulations and field conditions have created a fair system for all business actors, including online and conventional motorcycle taxi drivers.

This study uses a descriptive qualitative approach with data collection techniques in the form of observation, interviews, and documentation. Informants consist of online and conventional motorcycle taxi drivers, security forces, passengers, and the surrounding community. Data analysis is carried out inductively with data reduction, data presentation, and drawing conclusions and verification.

The results of the study show that the principle of social justice John Rawls has not been fully implemented in the dynamics of the conflict between online and conventional motorcycle taxis in East Bandung. The original position is not reflected in the initial fair policy, and the Veil of Ignorance has not been the basis for decision making. Justice in fulfilling basic needs such as income, legal protection, and job stability is not evenly distributed. And the principles of freedom, difference, and fair equality of opportunity have not been optimally realized.

Keywords: Online Motorcycle Taxis, Conventional Motorcycle Taxis, Conflict, Policy, Social Justice