

## ABSTRAK

**MUHAMMAD RIFAI. NIM 8176152010. STRATEGI ADAPTASI PENGEMUDI TRANSPORTASI BERBASIS ONLINE PADA MASA PANDEMI COVID-19 (Studi Etnografi Komunitas Ojek Audit di Kota Medan). TESIS S-2 ANTROPOLOGI SOSIAL. PASCASARJANA. UNIVERSITAS NEGERI MEDAN 2021.**

**Abstract---** Penelitian ini bertujuan untuk mengetahui Strategi Adaptasi Pengemudi Transportasi Berbasis Online pada Masa Pandemi Covid-19. Penelitian ini menggunakan metode etnografi dengan pendekatan kualitatif. Pengumpulan data dalam penelitian ini melakukan wawancara secara mendalam langsung kepada informan. Hasil penelitian ini menunjukkan bahwa sebelum masa Pandemi Covid-19 kehidupan para driver Ojek Online sudah mengalami kesulitan. Hal itu hampir terjadi dan dialami oleh seluruh komunitas ojek online di kota Medan. Kesulitan terjadi karena ada penambahan driver ojek online baru yang dilakukan setiap hari kerja oleh kantor operasional. Penambahan driver baru membuat driver lama tersaingi secara langsung dan membuat orderan yang ada harus dibagi kepada driver baru. Terjadinya persaingan yang semakin ketat setiap hari membuat orderan sudah turun dari waktu ke waktu. Sejak pandemi Covid-19 masuk dan ada di Kota Medan menjadi puncak kesulitan bagi seluruh driver yang ada di Kota Medan dan seluruh komunitas Ojek Online. Setiap driver dituntut harus bisa mencari alternatif untuk memenuhi kebutuhan ekonomi keluarga mereka. Pekerjaan yang driver komunitas ojek audit masih berkaitan dengan pekerjaan dengan anggota komunitas. Komunitas menjadi penengah masalah setiap kesulitan yang dialami setiap anggota. Anggota komunitas ojek audit memilih untuk tetap bertahan dengan pekerjaan mereka sekarang apabila Pandemi Covid-19 berakhir.

**Kata Kunci : Strategi Adaptasi, Ojek Online, Komunitas Ojek Audit, Pandemi COVID-19**

## ABSTRACT

**MUHAMMAD RIFAI. NIM 8176152010. ONLINE-BASED TRANSPORTATION DRIVER ADAPTATION STRATEGY IN THE PANDEMIC TIME COVID-19 (Ethnographic Study of Audit Ojek Community in Medan City). THESIS S-2 SOCIAL ANTHROPOLOGY. POSTGRADUATE. MEDAN STATE UNIVERSITY 2021.**

**Abstract** --- This study aims to determine the Adaptation Strategy for Online-Based Transportation Drivers during the Covid-19 Pandemic. This study uses an ethnographic method with a qualitative approach. Collecting data in this study conducted in-depth interviews directly with informants. The results of this study indicate that before the Covid-19 Pandemic, the lives of online motorcycle taxi drivers had experienced difficulties. It almost happened and was experienced by all online motorcycle taxi communities in the city of Medan. Difficulties occur because of the addition of new online motorcycle taxi divers that are carried out every working day by the operational office. The addition of new drivers makes old drivers compete directly and makes existing orders must be shared with new drivers. The occurrence of increasingly fierce competition every day makes orders drop from time to time. Since the Covid-19 pandemic entered and being in Medan City, it has become the culmination of difficulties for all drivers in Medan City and the entire Ojek Online community. Each driver is required to be able to find alternatives to meet the economic needs of their family. The work that is the driver of the audit ojek community is still related to work with community members. The community mediates the problems of any difficulties experienced by each member. Members of the audit ojek community choose to stick with their current jobs when the Covid-19 Pandemic ends.

**Keywords: Adaptation Strategy, Online Ojek, Audit Ojek Community, Pandemic COVID-19.**

