Character Education Conducted by Online Transportation Drivers for Each Customer
(*Case Study Ojek Online in Medan City*)

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ABSTRACT
Medan city people really need a fast and efficient means of transportation. The need for this means of transportation makes online transportation very in demand, so the Medan city community must also understand about safety in safe driving. The purpose of this research is that the people of Medan who become passengers always use driving equipment. Education characters performed by the driver of the transport line to each customer can run well. This study used a descriptive qualitative method with an ethnographic approach. Data collection was carried out through direct observation and in-depth interviews with informants. Then perform data analysis techniques by making ethnographic notes, analyzing ethnographic interviews, and writing ethnographies. The results of this study show that online transportation driver services are very helpful in educating the character of customers in driving. This can be seen from many online transportation customers who are aware of orderly traffic. This habit makes online transportation customers aware of the importance of driving completeness for personal safety.

Keywords: Character Education, Driver, Online

1. INTRODUCTION

Basically, humans are born as social beings who cannot be separated from various social and cultural activities in daily life. In today's era of globalization, everything is sophisticated and modern, everything can be obtained quickly and easily. Indonesia itself is a country where most of the people depend on fast and precise access. With the rapid and rapid advancement of technology, there are many opportunities and opportunities to create increasingly diverse employment opportunities. This can be seen and felt with the emergence of the-based transportation phenomenon online, which currently has become a daily necessity for people, especially those in urban areas. The importance of transportation is reflected in the increasing need for transportation services, the mobility of people and goods from and to all corners of the country, even from and abroad. [1].

Based transportation Online arises because of technological advances which are currently experiencing development, where the existence of-based transportation online provides convenience and comfort to the community in mobilizing as service users.

Affordable costs and fast facilities and services make the existence of-based transportation online this well and quickly accepted by the community. The existence of-based transportation online today is not only beneficial for the driver, but also for the passengers. Passengers of this online transportation get excellent and good service according to applicable company standards, where passengers must be provided with services in the form of national standard helmets that are clean, smile and also have to be friendly.

The life of today's society which is very complex cannot be separated by the name of transportation. Transportation is not only used for public access in carrying out its mobilization, but transportation can be used for other purposes that support both social and economic life. This inseparability makes transportation an important necessity and will always be used for every community.

For urban communities, transportation is mandatory for them to use on a daily basis. If they cannot use their own transportation, then urban people will use public transportation or online-based transportation. Seeing the level of urban congestion makes urban people prefer

online transportation for them to use as an alternative on the way to their destination.

To be able to use online-based transportation services, users of these services must use driving equipment that has been prepared by the online transportation driver. This is to ensure the safety of the driver and passengers themselves. Passenger safety is indeed a priority for every online transportation driver. So every online-based transportation driver, especially those using motorbikes, must offer a helmet and mask for every ride.

The notification made by the driver to passengers continuously will make passengers aware of the importance of personal safety and comply with the rules set by the government. Indirectly this can shape the character of the passenger. In line with this, a person with character is a person's natural trait in responding to situations morally which is manifested in real action through good, honest, responsible behavior, respecting others and other noble characters. [2].

Online-based transportation drivers who use vehicles such as motorbikes have indirectly provided character education to their passengers. Character Education, according to Albertus [3], is the provision of a place for individual freedom to live up to values that are considered good, noble, and worthy of being fought for as a code of conduct for personal life dealing with himself, others and God. [3].

The people of Medan, which are very diverse, both in terms of ethnicity and economy, make the needs and characteristics of each very different. So in carrying out a safe way of driving on the highway it cannot only be done by one or two drivers, but all drivers must be compact and solid in carrying out safe driving procedures according to government regulations and the rules of the company where the online transportation driver takes shelter. Good and solid cooperation between drivers can be established if they have the same vision and goals for the common good.

2. METHOD

This study uses qualitative research using an ethnographic approach. Qualitative research was chosen because this research is useful for revealing the process of events in detail, so that it is known the dynamics of a social reality and the mutual influence of social reality. [4]. This qualitative research is also used to obtain holistic and comprehensive information, so that the data obtained is truly empirical in the community. This is done so that researchers can understand the life of the people under study.

An ethnographic approach with qualitative research procedures to describe, analyze, and interpret the elements of a cultural group such as behavior patterns,

beliefs, and language that develop over time. [5]. Data collection was carried out by participant observation, namely living and living together with the community under study and in-depth interviews with informants, both base informants and key informants who know how the solidarity process between online transportation drivers is in providing character education to passengers about safe and comfortable driving. After getting informant will be performed in-depth interviews, it is used to gather information in depth, open, resolute, free but with regard to the focus of the research

The research was conducted in Medan, the location was chosen because there are many people of Medan do not understand the essence of driving safe according to government regulations and recommendations. After the data was collected from observations in the field, data analysis techniques were carried out by making ethnographic notes, conducting ethnographic interview analysis, and writing ethnography. [6].)

3. THEORETICAL REVIEW

Online-based transportation drivers in the city of Medan, especially those who use motorbikes, have a community or group that functions as a shelter. This community is a place for online transportation drivers to share their complaints and grievances among members. This sense of togetherness creates a sense of social solidarity, which makes a sense of solidarity with other individuals emerge. This sense arises because there are interactions that are carried out continuously between individuals and then produce strong social relationships among fellow group members. The concept of social solidarity was first introduced by Emil Durkheim in his book entitled The Division of Labor in Society. Social solidarity is "solidarity which refers to a state of relationship between individuals and / or groups based on shared feelings, morals and beliefs which are strengthened by shared emotional experiences" [7].

Social groups will not be formed if each member does not have a strong sense of solidarity in them, because the strong relationships that exist between members will produce bonds that will not break easily. This bond will form a strong sense of trust between the members. Basically, "Social solidarity is a collective concern for a group that shows conditions in the relationship between individuals and groups based on moral equality, the same collective and beliefs embraced and strengthened by emotional experience". [8].

In the online-based transportation community, the social solidarity that is embraced by each member is mechanical solidarity. Every mechanical solidarity is formed because they are involved in the same activities and have the same responsibilities and require physical involvement. [9]. This solidarity has a big role and

strength in building a more harmonious life between fellow societies or a community. So that the solidarity will last longer and not be temporary.

The characteristics of this group of people with mechanical solidarity are characterized by a strong collective consciousness, which shows the totality of shared beliefs and sentiments. Where the bond of togetherness is formed because of the concern among others. For communities in urban areas, this is certainly very helpful in carrying out emergency matters, in this case, such as needing assistance while on the road or other urgent needs among group members.

According to Redfield in (Nurliani 2019) community sentiment has the following elements:

• Feelings, in the element of affection, each individual will identify himself as part of the group or community.

• Undertaking, individuals in the group or community will be aware of their role in the group itself so that it will make each member of the group play their role.

• Need each other, individuals in the community will feel dependent on their community so that relationships will be established where one another needs each other [10].

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4. RESULT AND DISCUSSION

A strong sense of solidarity is the main capital for online-based transportation drivers who use motorbikes to deliver services for delivering people and goods to customers. This strong solidarity between fellow online-based transportation drivers will create a sense of security for drivers to travel in the city of Medan anytime and anywhere the driver is located. Good communication between drivers will create conducive conditions, due to the distribution of drivers in the city of Medan. This spread makes drivers not feel alone when traveling.

The community has an important role in monitoring, not only supervision but the community also has an important role in monitoring every activity of its members who are members of the community. The role of the community is not only limited to supervision and monitoring of drivers, the community also has an important role in educating each of their drivers to implement a shop that applies to the safety of their drivers and passengers as well. In this community,

drivers must remind each other of the proper and correct driving rules according to office operating standards. this is very influential for the assessment of each driver in the application. A good and good assessment of the application will affect the performance in getting orders. in getting good performance it is only natural for a driver to remind and help each other.

Education that is carried out continuously for drivers by the community makes drivers understand the importance of driving safety. The drivers also educate their passengers and prospective passengers to Order Traffic by using Indonesian national standard helmets by providing Indonesian national standard helmets. Online transportation drivers who use motorbikes also clean their masks free of charge from the passengers they meet. This is done so that passengers avoid dust and germs or viruses on the road. Traffic safety is not only a priority for online transportation drivers, but driving health is also their priority.

The ability to communicate with drivers is very important so that the passengers and prospective passengers they meet are willing to follow directions in an orderly and healthy driving, so drivers must be able to explain this in a simple and clear way so that potential passengers understand the importance of safety and health in driving. In implementing this, a driver can not only do it alone but they must also be assisted by fellow drivers by giving an example to other passengers so that passengers are aware that this has indeed become a standard of health and safety in driving. Given that there are still many people in Medan who are still not obedient to traffic. The use of helmets in traffic also can reduce the negative stigma against the people of Medan who have been known to be lazy about wearing helmets and driving equipment. The habit of using driving equipment will also make the city of Medan a city icon with an orderly traffic. All that cannot be done by only a few individuals, but must be supported by every element of society, be it drivers, passengers, government elements or other supporting elements.

This habit that is carried out continuously makes passengers feel less insecure or embarrassed about using helmets and masks in every ride with an online driver. It is proven that the health and safety of driving can also be applied by passengers and potential passengers in their lives daily and can also educate their neighbors and relatives who are not, who have not obeyed these good and correct traffic rules. The education carried out by online transportation drivers also can shape the character of passengers and prospective passengers better so that they understand what is the essence of safety and health in driving.

5. CONCLUSION

The education provided by online transportation drivers is very helpful for the people of Medan in shaping their character so that they better understand the importance of security and safety in traffic. The formation of character in this traffic also makes people orderly traffic whenever and wherever they are. The long process that the online cooperative administrators go through will also have an effect on them so that they can avoid any traffic violations when they drive with the passengers or potential passengers they meet. the awareness of an orderly traffic in the people of Medan City will also remove the stigma that all this time the people of Medan have always been lazy or do not want to use their driving equipment. The negative stigma that has been pinned on the people of Medan city will gradually fade and fade if the people of Medan City can apply an Orderly Traffic to their families and their surroundings. This small thing will have an effect in shaping the character of the citizens of Medan City so that Medan City residents can live more in a disciplined and orderly manner in their own social life.

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