



## How the Company That Develops Innovation and Digital Technology Encourages the Gender Equality in Indonesia: Shopeefood as a Case Study

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### **Abstract**

The massive of technology use has increased the number of online motorcycle taxi service industries. However, that issue has created a gender inequality problem, and that is sexual abuse risk at work, especially among female workers. But, the company, named Shopeefood made a different system in developing online service industries, by only providing food-delivery online service. This research used a qualitative method using feminism as a concept. The data used in this article are primary and secondary data. The primary data contains official and ministerial data of the Republic of Indonesia. And the secondary data contains scientific articles, news, books, and other library data. The author aims to analyze how the company that developed the new way of online transportation service could promote gender equality among workers. The author found that Shopeefood which has developed a new way of online transportation service (only providing food-delivery service) can promote effectively gender equality by reducing the risks of sexual abuse.

**Keywords:** *Gender Equality; Online Transportation Service; Sexual Abuse; Shopeefood*

### **Introduction**

The background of this research is that the industrial revolution 4.0 has increased the use of technology in Indonesia (Ministry of Industry, 2018). Moreover, in the pandemic era, more and more activities of societies have been changing to digital (Paksi et al., 2022). The increasing use of this technology has significantly changed the development of the existing industry (Qureshi, 2020). One of the industries that have seen the most visible changes is the motorcycle taxi industry which has developed from conventional motorcycle taxi services to online motorcycle taxis (Aziah & Adawia, 2018). This innovation in the motorcycle taxi industry makes it possible to increase and reach a wider market and business partners. The existence of a system that reaches a wider and more varied service can increase the income, both from the company that runs the business and the partners of the drivers (Watung et al., 2020). Further than that, (Maulana, 2021) and (Salam, 2019), the existence of this innovation helps the absorption of labor which previously could not be done in the conventional motorcycle taxi service industry.

Innovations in the online motorcycle taxi industry also allow women to enter and work as drivers, which previously were only filled by men. The participation of women in this industry allows women to have additional income and improve welfare, both individually and as a family (Fitriyaningsih & Munawan, 2020). This increase in income is increasingly felt during the pandemic when people are experiencing an economic crisis and need additional sources of economic fulfillment so this job opportunity is widely used to find additional income (Avianty et al., 2021). Further than that, (Kurniawan & Soenaryo, 2019) and (Arofah & Alam, 2019), this phenomenon is not only seen as a way for women to meet economic demands but also as a way to shift the gender paradigm that women do not only take care of the housework and can be more equal with men. So, with this opportunity, women are greatly benefited, they can be more empowered and have their economic needs met, on the other hand, they also benefited from this phenomenon to change the gender paradigm which so far has not been equal.

Despite the fundamental innovations that increase and expand the reach of a wider business, there are still problems that hinder the existence of gender equality between male and female drivers. This problem is in the form of gender bias, discrimination to harassment received by female motorcycle taxi drivers (Soleh et al., 2020). Bias, discrimination harassment experienced by female motorcycle taxi drivers in the form of being bullied to physical abuse such as being hugged, beaten, and so on. This triggers fear, trauma, and things that are detrimental to female motorcycle taxi drivers (Sofyan, 2018). Those problems greatly interfere with work productivity for female online motorcycle taxi drivers because, according to (Muslih & Hardani, 2022), a work environment that is not completely safe will make work performance not optimal. The same thing is also found in other findings, (Maulidya, 2022) where women who work in jobs that are dominated by men (in this case becoming online motorcycle taxi drivers) are vulnerable to harassment. The impact of harassment on female online motorcycle taxi drivers consists of feeling sad, angry, insecure, worried that the harassment will happen again, feeling insecure, etc. This problem needs to be resolved immediately because it is very detrimental to female drivers. Furthermore, this problem also has an impact on further developments and innovations in this industry, either directly or indirectly, and both in the short term and in the long term. Therefore, the author seeks to answer the problem formulation, "How is the technology innovation in terms of online transportation service needed to overcome the sexual abuse risk towards female workers for promoting gender equality in Indonesia?"

### ***Research Method***

The research method used in this article is the qualitative method using feminism as a concept. The source of data used in this writing consists of primary data and secondary data. Primary data was obtained through the official data of the ministry and department of the Republic of Indonesia. While secondary data is obtained by reviewing various articles in scientific journals, scientific books, relevant websites, news, and other library materials.

### ***Discussion***

We can understand this case from a feminism point of view as the main perspective. In general, feminism is the belief in social, economic, and political equality of the sexes (Brunell & Burkett, 2021), ignoring the fact that the pursuit of gender equality still faces numerous obstacles (Fadhillah et al., 2021). Sex, gender, racism, discrimination, equality, diversity, and choice are at the heart of feminist thought. Systems and mechanisms already in existence work against people based on these characteristics as well as against equality and equity. The concepts of interconnectedness, social life's dimensions, social inequity, and social change are all important to feminism. Also, related to interconnectedness, feminists are in line with the objective of international law, referred to as the law that governs legal matters internationally (Musyaffa et al., 2022). Which promotes equality between nations, and also people in the world. Understanding the intricacies and shifts in the gendered labor division has benefited greatly from

feminist studies. Politically, economically, and socially, men and women should be on an equal footing. This philosophy does not acknowledge the distinctions or affinities amongst males, nor does it advocate excluding men or just advancing women's concerns. To promote change and awareness, the feminist philosophy recognizes and challenges oppression and power structures (Arinder, n.d.). Feminism supports the equal quantity (men and women) of workers in the work field.

In this case, many online transportation industries are giving huge risks to women regarding sexual harassment, also because of previous experiences that women have faced (BBC, 2019). Because, the majority of those online transportation industries offered transportation for passenger service, or taking a passenger from one point to another. Indonesia is a third-world country that still has no sufficient laws or social attention for the protection of women. Moreover, laws regarding sexual harassment have not been made and also implemented well because of many issues, such as religious conservatism, a patriarchic social environment, and also less sexual education. In fact, based on the data from the Indonesian Central Bureau of Statistics, there are still 400.000 sexual harassment cases that happened in only one year (Statistics Indonesia, 2021). Moreover, there was research conducted in Singapore, that mentioned that Indonesia is the second most dangerous place for women (Deutsche Welle, 2019). Even though that research was kind of subjective, it can be a warning that Indonesia still has a sexual harassment problem (Huda, 2021), especially towards women. Imagining that actual fact, there can not be denied that women being drivers is such a highly risky situation for women (drivers). Even though the online transportation industries have been collaborating with Indonesian National Commission Against Violence Against Women (Komnas Perempuan), victims often experienced trauma (Rahayu, 2019). Moreover, societies are still using victim-blaming strategies (Wulandari & Krisnani, 2020) to cover this issue. This condition is unencouraging for women to work and live in normal conditions (Yunita, 2019), especially to work as much as men in the scope of online transportation industries. Based on this fact, there are still a few female drivers which are working in the scope of the online transportation industry.

Shopeefood, in this case, has a different approach in terms of the online transportation industry. It only provides food-delivery online service to the customers. Technically, ShopeeFood's drivers only take foods that have been ordered by the customers in the restaurants. Then, they will give the food to the customers (Shopee, 2021). This service is able to reduce physical contact between customers and drivers. In line, ShopeeFood only makes digital payment programs from the customers to the drivers. Moreover, in the pandemic era, physical contact has been reduced a lot. The health awareness made many customers would like to ask the drivers to deliver the food with no physical contact. As a result, this can help women to encourage themselves to be drivers of ShopeeFood because sexual harassment risks can be reduced almost totally. According to the feminist perspective, this condition can reduce the gap of inequalities in the scope of gender, which will be very useful for women to be economically prosperous. A sustainable balanced future can not be accomplished if 50% of the human population is still degraded and have less opportunity to get access to be empowered economically.

## **Conclusion**

It can be concluded that even though technology and innovation have been developing the Indonesian economy rapidly, there is still a problem in the scope of gender inequality for online transportation workers. ShopeeFood, on the other hand, has made a different and innovative online transportation service by only providing food-delivery online service. This could reduce gender inequality among male and female online transportation service workers. Based on the feminist perspective, this condition is very useful for implementing gender equality because there will be no risk for female online transportation service workers to get harassed sexually and physically. The suggestion for the following research could be analyzed on how other delivery companies could promote gender equality among workers in Indonesia, or other Southeast-Asian countries for comparison as well.

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