

ABSTRACT

Conflict that occurred between conventional transportation mode with the mode of transportation online in this research background because of the presence of online transport amid the transportation industry in Bandung which was rejected by conventional transportation. Then this conflict involves related parties namely the government that acts as a mediating party between conventional transport and online transport. This study aims to determine the conditions of conflict involving conventional transportation modes and modes of transportation online in Bandung, knowing the dilemmas that arise and know how to eliminate the dilemma of both parties in order to create a collaboration.

In this study using the method of drama theory because it is considered capable of describing, modeling and analyzing conflicts that occur between conventional transportation modes with the mode of transportation online and related parties therein. This research is a descriptive research that is case study with data collection technique by documentation (online news). The collected data is then processed and analyzed using the Confrontation Manager software.

From the results of the research can be concluded that there are 4 persuasion dilemma that appears and felt related parties in the first frame. Then in the second frame there are 6 persuasion dilemma that appear and felt by related parties. From the first to the second frame appears as much as 10 persuasion dilemma. In order for the creation of collaboration and conflict to be resolved, each party can take different actions to eliminate the dilemma. Such actions could be conventional transportation to stop committing acts of intimidation and allowing online transport to operate, the Government establishing regulations governing online transport entirely.

Keywords: Conflict, Dilemma, Drama Theory, Game Theory