

PROCESS OF COMMUNICATION PROCESSING OF THE PANGKALAN OJEK  
GROUP

PREVENTION OF ONLINE OJEK ATTENDANCE

(Study on the Cikoneng Base Ojek Group in Bojong Soang Village, Bandung  
Regency)

ABSTRACT

The presence of online application-based transportation services that use the internet is very influential for the public in all activities quickly and efficiently. The impact is also very murky, the rejection of online motorcycle taxis often occurs in various cities in Indonesia, because they are considered detrimental to motorcycle taxi base. This study aims to find out how the group communication process that occurs in the Cikoneng base motorcycle taxi groups in opposing the presence of online motorcycle taxis. This type of research is field research, using descriptive analysis method with a qualitative approach. The location of the research was carried out at the Cikoneng base motorcycle taxi group in Bojong Soang Village, Bandung Regency. The theory used is group communication (HP Rosmawanty) and social change (Bruce J. Cohen). The results showed that the communication patterns of groups intertwined at the Cikoneng base motorcycle taxi were star communication patterns, where the results showed researchers used a concept made by Fisher to recognize a relatively more consistent pattern about the four processes passed by group discussion, namely the orientation process, phase conflict, and support phase. The communication process has an impact on social changes that occur in the community.

Keywords: Group Communication Process, Ojek Pangkalan, Ojek Online, Conflict of Opposition, Social and Culture