

Content analysis of imparciality about news that covered online transport polemic ‘Go-Jek’ on news portal Kompas.com and Detik.com in 2015

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Abstract

Go-Jek is a new phenomenon have the shape of transportation connected by online application and appeared in society. Providing services in the form of convenience and can answer about transportation problem for all this time. Even though, Go-Jek disturb and make conflict with Ojek Pangkalan (Opang). Then many media had covered the conflict about “Go-Jek vs Opang”. The purpose this reseach are to understand abut media imparciality, to know how media covered this polemic, and get information about the most frequently cited sources. Because of that, the researcher interest for doing the research using positivistic paradigm by content analysis type about media imparciality when covered this conflict. Choosing Kompas.com and Detik.com because of they are the news portals what frequently accessed in Indonesia. This research has focus on the news period of June until October 2015. Because it is the beginning of news about Go-Jek polemic and many media covered it. Researcher find about Kompas.com sided with Go-Jek and Detik.com is tend to be in a neutral position. Media (Kompas.com and Detik.com) initially acted for accelerating the dissemination of information. But the media had changed perspective when it appeared the polemic beetween Go-Jek and opang. Media motivated police and government for resolving it. The media hope this innovation continue to be accepted.

Keywords: Content Analysis, Go-Jek, Imparsiality, Polemic, and Transportation Mode.

1. Introduction

The phenomenon of Go-jek is an inovation in the form of online motorcycle transportation that it excited in Indonesia. We just download application by smartphone and doing the registration for ordering the transportation. Go-Jek has helped the community because it is solution for transportation polemic has not been found by government (Detik.com, 14 August 2015). The service is advanced and modern. The drivers of Go-Jek are professional and discipline. They have rules like a code of ethics for the driver when service the customer (Kompas.com, 15 August 2015). Over time, the appearance of Go-Jek turned out to corner the motorcycle taxi with manual service called *Ojek Pangkalan (opang)*. Go-Jek’s existence makes them jealous. In the end there was conflict between them and make people disturbed. This polemic covered by media frequently, including online portals. The conflict also making the state leaders to be disturbed. For example it is making debate between DPRD DKI and Kadishub DKI Jakarta (kompas.com, 16 September 2015), Menkominfo became dizzy (kompas.com, 1 July 2015), and making the president respond to the situation at the time (detik.com, 1 September 2015).

Observe from this phenomenon, the research interest for doing content analysis about imparciality. This research is talking about how media covered the ‘Go-Jek vs Opang’ polemic and be differential perspective with another research that also talking about online transportation mode. The another research frequently discuss about advanced technology of online transportation mode. While this study discuss about how media covered this online transportation mode. Therefore, the problem formulations are (1) How far the imparciality of news portal kompas.com and detik.com in covering polemic issues between Go-Jek and Opang?; (2) How does Kompas.com and Detik.com proclaim the polemic of Go-jek’s appearance? (3) Who are the most frequently quoted sources in polemic of Go-Jek’s appearance? The purpose of the research is to knowing how far the imparciality of media, how media covered it, and who are the most frequently quote sources. This research can giving the giving the

benefits such as knowledge about online media journalism and appearance about online transportation mode. The research hope can giving the understanding to people about how media covered the issues and how the level of impartiality of media. Other than that can giving information about media contents when covered appearance of Go-Jek.

Discussion about online transportation mode is relation with advanced communication technology and it is the solution about transportation problem in Indonesia. Colaboration between science of technology and social humanities become the older research for it. Because of that te older research are discuss bout science of informathic and technology and the science of social humanities that talking about transportation. The research about this in indonesia it still minimal. Even in international journals is still not much discussions about this. The previous research focused only about socia implication of technology. This conclusion from it is the new research. Some of the previous studies are, "Automatic Taxi Trip Sensing and Indicating System Trough GSM" (Ahmed, Batool dan Raheel, Online Journal of AJCSE ,Vol. 2, No. 5, 2015. Pp. 42-48), "Goods Transportation Application" (Sinha, dkk, Online Journal IJIR, Vol 2, Issue 5, 2016: 531-535), "Transportation Android Application For Pune City" (Jaybhave, dkk, Online Journal of MJRET, Vol.3 Issue 2, 2016: 953-957)., "Proposed Advance Taxi Recommender System Based On a Spatiotemporal Factor Anlysis Model" (Thakkar,dkk, Online Journal of IJAIEM, Volume 4, Issue 4, April 2015: 161), dan Procidng in 2012 with the title "Taxi Friend: Innovation Application For Taxi Passenger" (Seesan, Rungkasiri, dan Cooharajanane, Online Procidng, Chulalongkorn University, 2012). All of these studies are very relevant to current research, wich are both discuss phenomena related to online transportation mode. The paper with th title "Goods Transportation Application" about online transportation mode focused only for goods. "Tranportation Android Application For Pune City", tell that Android Application giving the simple procedure for ordering transportation, such as buss, train, and air plane information. Another journals with the paper "Fakta Buruknya Transportasi Publik di Indonesia" (Abadi, Jurnal Wacana, edisi 22, tahun IV,2005:124) has relevanted. Because the research discuss about transportation problem in Indonesia. The paper "Informatika Sosial: Peluang dan Tantangan" (Abadi, Jurnal Wacana, edisi 22, tahun IV,2005:124) also relevanted with it. Because this paper can be guidance and giving us information that advanced of technology can be influence social life of society.

Discussion Impartiality is the best solution for evaluating the news (Rahayu (ed) 2006: 10). Westertal (in McQuail, 1992: 201) revealed that it is the second element in objectivity concept. McQuail divided the objectivity into two groups, they are balance dan neutrality (McQuail, 1992: 201). McQuail explained in his book, Media Performance Mass Communication and Public Interest (1992) about balance discusses the relationship or even facts that contain point of view that are interrelated by parties involved in the debate. While neutrality is linked to a fact presentation that can be evaluated through the use of evaluative words, images, and frame of reference and different styles of presentation. McQuail also explains that it is necessary to search for denotation when examining the balance and connotations when examining the neutrality (McQuail, 1992: 201).

Balance is divided into two classifications, they are internal balance and external balance (Rahayu (ed) 2006: 22). Internal balance is to understand the balance of coverage in a news text and external balance is the process of observing the balance of some news programs in one type of media (Rahayu (ed) 2006: 22). this study observes the balance using internal balance that can be known from three elements. The three elements are source bias, slant, and imbalance of news. looking for level of source bias can be done by observing the source of coverage. We can observe the positions of resource persons and covering from relevan sources. slant is a tendency in news, examples are criticism and suggestions from the media. Imbalances can be considered from portions of paragraphs, resource representations, actors' representations, word usage or hyperbolic sentence usage and quantity imbalance of data or facts (Rahayu (ed) 2006: 23). Neutrality can be understood from four classifications, they are sensationalism, stereotype, junxtaposition and linkages. Sensasionalism is an attempt to cause sensation with the purpose of attracting attention. Stereotype is the process of giving positive or negative attributes to individuals or groups. Junxtaposition can be understood from pairing two things dramatized to contrast. Linkages are the meeting of two things that cause associative effects, eventually causing cause or effect of the problem (Rahayu (ed), 2006: 24).

Based on the previous explanation, the researchers finally did a mapping that refers to the formula. then the researcher makes the coding sheet used to analyze the news. Here is the mapping of measurement of coding sheet in this research.

Table 1. The mapping of measurement of coding sheet in this research.

| | |
|-------------------|--|
| News | <ul style="list-style-type: none"> • News Category <ol style="list-style-type: none"> 1) <i>hard news</i> 2) <i>soft news</i> 3) <i>spot news</i> 4) <i>developing news</i> 5) <i>continuing news</i> • Type of Perspective (Tipe Koverasi) <ol style="list-style-type: none"> 1) <i>One-Sided</i> 2) <i>Two or Multi-sided</i> • Source (Interviewees) <ol style="list-style-type: none"> 1) Siapa yang pertama kali dikutip? (First quoted source) 2) Siapa yang paling sering dikutip? (Most frequently cited source) 3) Sumber Berita (News Source) Source: (1) CEO Go-Jek; (2) Driver of Go-Jek; (3) Opang (Motorcycle Taxi); (4) Government; (5) DPRD (Parliament); (6) citizens; (7) Expert; (8) Public Figure; (9) Police; (10) Passenger of Go-Jek; (11) Other news Portals; (12) etc |
| Balance | <ul style="list-style-type: none"> • <i>Source Bias</i> • <i>Slant</i> • Imbalance of the news (Rahayu (ed) 2006: 22-23) |
| Neutrality | <ul style="list-style-type: none"> • <i>Sensationalism</i> • <i>Stereotype</i> • <i>Juxtaposition</i> • <i>Linkage</i> (Rahayu (ed), 2006: 24) |

2. Method

This research was conducted by content analysis research method with focus of impartiality. The population is news coverage Kompas.com and Detik.com news portal which contains info about the polemic between Go-Jek with opang in 2015. Sample selection using collaboration between cluster sampling and stratified sampling technique (Bungin, 2005: 123). The choice of media timeframe to be researched is during June to October 2015 with the initial reason for the conflict about "Go-Jek vs opang" and began to be covered by the media. On the news portal Kompas.com focuses on news coverage with news topic Pros Cons Go-Jek. while detik.com based on typing keyword "Go-Jek" is included in the column search news portal with channel "detikNews". So the researchers analyzed 40 news headlines on news portal Kompas.com and 83 news headlines on Detik.com.

2. Result and discussion

Source Bias at Kompas.com at most there is a neutral position source with a neutral rank, that is found as many as 21 sources. Also found by the speakers who have a sway towards Go-Jek both from high rank and moderate with the difference of numbers far enough with opang. Neutral sources with high rank are the most common sources with 45 sources on high-ranking neutrals. It is also seen that detik.com has alignment with Go-Jek despite finding the highest number of high-ranking neutrals.

Found Slant at Kompas.com in neutral position with 90% percentage and 10% for Go-Jek. Slant at Detik.com tends to be in a neutral position with a 93% percentage. But indicated 7% in favor of Go-Jek. Researchers did not find a percentage of slant for opang in both media. The present study divides the imbalance of two things, namely the imbalance of the quantity of data or facts and the imbalance of hyperbolic sentences. On the Imbalances of Quantity Data or Facts, the research findings explain that the compass has a side to Go-Jek. Found to have alignments As many as 54% of 144 paragraphs. Imbalances of Data Quantity or Dominant Facts in a neutral position in the portal detik.com. findings neutral number 52%. Nevertheless, opang is still under Go-Jek with a significant percentage. Go-Jek with 37% findings and opang with 11% findings. Found on news portal Kompas.com hyperbolic sentences that sided with Go-Jek. No positive hyperbolic sentence was found on opang and neutral. A total of 2 hyperbolic sentences are found and this frequency is very minimal. Opang has a positive hyperbolic sentence with a higher number than Go-Jek. There are 2 positive hyperbolic sentences on opang and only 1 hyperbolic positive sentence on Go-Jek.

Neutrality can be understood through the measurement of Sensationalism, Stereotype, Junxtaposition,

and linkages. Indicated in Kompas.com there are 7 findings of sensationalism in favor of Go-Jek. Sensationalism in opang is not found. The issue discussed on the findings of sensationalism about Go-Jek's popularity as a new innovation and the position of Go-Jek became a victim in this polemic. On the news portal Detik.com found also elements of sensationalism on Go-Jek and opang. Go-Jek seems to have higher frequencies than opang with significant difference. Precisely as many as 18 quotations in favor of Go-Jek. While at opang only found 2 quotes. Examples of Sensationalism such as giving a positive image on Go-Jek. Describing it as a form of modern innovation that provides convenience. Other sensationalist findings of Go-Jek are terrorized and intimidated by opang. Opang is described as the suspect of this polemical problem. Stereotype on Detik.com not found. While on Kompas.com found 1 findings on Go-Jek side by using the word "New Primadona" which provides a positive stereotype. The word "New Primadona" does not seem to offend opang in the polemic between them. Kompas.com news portal there is 1 findings related to this junxtaposition who sided with Go-Jek. Go-jek is told as a popular figure but often intimidated by Opang. While in detik.com there are 5 junxtaposition findings siding with Go-Jek. It seems more focused on the issue of the difference in tariff between Go-Jek and opang and the issues concerning the ease of Go-Jek drivers in meeting their economic needs through this work. Other findings with frequency as much as 1 against opang. Opang is portrayed as a figure who lags far behind his techno-trinity from Go-jek. Although the dominant linkages are in a neutral position with 63% percentage figures in Kompas.com, but found as many as 35% make opang as the cause of the problem. Significant amounts are different when compared to Go-Jek as the cause of the problem by 2%. Although Portal Detik.com has a high percentage rate in a neutral position, in fact there are alignments towards Go-Jek. With a percentage of 41% who have a significant difference with opang who only get 6%.

Based on previous exposure, the researchers finally found a concept of mapping about the implications of polemic-related implications between Go-Jek and opang. Here's the mapping.

Table 2. Mapping Research Findings On Kompas.com

| No | Benchmark | Go-Jek | Opang | Neutral | Information |
|----------|-----------------------------|--------|-------|---------|--|
| 1 | Balance | | | | |
| | a. <i>Source Bias</i> | | | ✓ | It was also found that resource persons who have a good side towards Go-Jek from high-ranking and moderate with the difference of numbers far enough with opang. |
| | b. <i>Slant</i> | | | ✓ | It is worth noting that a percentage point of 10% is found for Go-Jek. But not found at all at opang. |
| | c. Imbalance of news | | | | |
| | 1) Quantity of data or fact | ✓ | | | Sebanyak 54% dari 144 paragraf yang telah dianalisis. |
| | 2) Hyperbolic Sentence | ✓ | | | The findings are practically very low. Only 2 sentence quotes were found on Go-Jek containing positive hyperbolic elements. |
| 2 | <i>Neutrality</i> | | | | |
| | a. <i>Sensationalism</i> | ✓ | | | There are 7 sentences of sensationalism findings on kompas.com that have alignment towards Go-Jek. |
| | b. <i>Stereotype</i> | ✓ | | | There are only 1 find. |
| | c. <i>Junxtaposition</i> | ✓ | | | There are only 1 find. |
| | d. <i>Lingkages</i> | ✓ | | | Found 35% of media explained opang as the cause of the problem. The amount that has a significant amount is different when compared to Go-Jek as the cause of the problem. So it looks that the media still has a little partiality to Go-Jek. |

Table 3. Mapping Research Findings On Detik.com

| No | Benchmark | Go-Jek | Opang | Neutral | Information |
|----|-----------------------------|--------|-------|---------|--|
| 1 | Balance | | | | |
| | a. <i>Source Bias</i> | | | ✓ | Detik.com has alignment towards Go-Jek despite the highest number of high-ranking neutrals. |
| | b. <i>Slant</i> | | | ✓ | The remaining 7% indicated that 93% of the neutral positions are on Go-Jek and none at opang. |
| | c. Imbalance of news | | | | |
| | 1) Quantity of data or fact | | | ✓ | But it can not be denied that in although the highest position is neutral, opang is still under Go-Jek with a significant percentage. |
| | 2) Hyperbolic Sentence | | | ✓ | opang has a higher number compared to Go-Jek with 1 point difference. |
| 2 | Neutrality | | | | |
| | a. <i>Sensationalism</i> | ✓ | | | There is an element of sensationalism in Go-Jek and opang. But Go-Jek has a higher frequency than opang with a significant difference. |
| | b. <i>Stereotype</i> | | | ✓ | stereotype on portal detik.com not found at all. |
| | c. <i>Junxtaposition</i> | ✓ | | | There are 5 findings that have alignment with Go-Jek |
| | d. <i>Lingkages</i> | ✓ | | | Detik.com in this case, although it has a percentage in neutral position, but still has a sway towards Go-Jek. With a percentage of 41% who have enough difference with opang who only get 6%. |

Conflict theory is implemented in this research discussion. The implementation can be studied from the thoughts of Ralf Dahrendorf and also from Randal Collins's thinking. In this case, reviewing Dahrendorf's thinking for a macro-scope and Collins's thinking to be discussed in the micro-aspect.

Dahrendorf sees conflict in the social system. Identifying the authority is the main task in analyzing the conflict. The authority in each association is dichotomous, thus making only two camps of conflict formed within each association, the authority and subordinate groups having a particular interest (Ritzer & Goodman, 2008: 155-156). ojek bases in the position of authority group and Go-Jek are in subordinate group position. Ojek base is the dominant party or parties who already have experience long enough in this job to earn a living to meet the needs of his life and are in the status quo position. They at that time tried to maintain the existence of a motorcycle taxi base in order to work as usual. They did some action that criticized Go-Jek's appearance. Even the actions that they ultimately had were criminals. Similarly, Go-Jek is in a subordinate position that has its own reasons for choosing the job. for example to improve the economic quality of their lives with all the exciting offers provided by Go-Jek. therefore they continue to do the work because of the aspect of interest in it. Dahrendorf also revealed when a conflict group emerged, the group would take action that resulted in changes in social structure (Ritzer & Goodman, 2008: 157). Similarly, Go-Jek and Opang are often frequent conflict (Detik.com, September 1, 2015) which ultimately leads to public unrest and leads to various changes in social structure.

According to Collins's thinking, conflict is a central process in social life. He sees social structure more as a pattern of interaction than as an external and imperative entity (Ritzer & Goodman, 2008: 160-161). Collins saw that everyone had their own interests and did not rule out a conflict because of conflicting interests. so it is with Go-Jek and opang's polemics if linked to collins thinking. PT Go-jek Indonesia has an interest in the business of application-based transportation services in collaboration with more than 200,000 partners and spread across Indonesia. its importance is making a profit. But the fact is that the interest even collide with the motorcycle taxi bases that also provide transportation services and is still conventional (Detik.com, September 28, 2015). Opang was certainly not accept it, because the emergence of Go-Jek with all the sophistication and generosity of the offered price is able to cornered the existence of those who also make a living from the job. Consequently the reaction of the opang emerges.

The theory of diffusion of innovation is another theory that is implemented in the phenomenon of the emergence of Go-Jek. Go-Jek is an online application innovation for transport-based transport applications. In this case Kompas.com and Detik.com have a role to accelerate the dissemination of information. Media has an accelerator role that helps accelerate the spread of innovation. so the media encourage people to adopt Go-Jek innovation. But the emergence of Go-Jek raises a polemic that intersects with opang. When the conflict occurred, Kompas.com and Detik.com also changed the perspective in the news of Go-Jek. Both of these news portals proclaim this polemic seen memiliki hope that the polemic can be resolved immediately. It can be understood if we return again to pay attention to the percentage diagram of the entire news source from these news portals. Kompas.com news portal puts the government as the most frequently covered news source with a percentage of 17%. Kompas.com news portal puts the government as the most often covered news source with a percentage of

17% and on Detik.com makes the police as the most high-frequency news source with a percentage of 29%.

3. Conclusion

The first hypothesis of researchers who declared Kompas.com and Detik.com will take sides with Go-Jek as the basis of online business was rejected by this research. Although on Kompas.com found kecendrungan allegiance towards Go-Jek, but on Detik.com tend to be in a position of impartial. In addition to the reasons based on online business can also be refuted in this regard.

The theory of diffusion of innovations is implemented in this phenomenon. Kompas.com and Detik.com as the media has a role as an accelerator in the dissemination of information. Precisely these two portals speed up the process of spreading the Go-Jek information to audiences. But apparently the emergence of this innovation even led to a polemic between Go-Jek with opang. So the media in the news also took another perspective related to the phenomenon of the emergence of Go-Jek is that the conflict does not continue to be dissolved and can be resolved soon. The theory of social conflict is also a theory that is implemented in the polemic between Go-Jek and Opang. This polemic can be studied through Dahrendorf's ideas within the macro sphere and can also be studied according to Collins's thinking which is a micro scope.

Kompas.com has put the government as the most quoted source of freedom and Detik.com puts the most frequently cited police. The media has encouraged the government and police to immediately resolve this polemic. Police are required to be on standby and immediately intervene in the event of a conflict. The government is encouraged to immediately issue a policy or regulation related to this Go-Jek appearance so as not to cause a protracted conflict. So when the frequency of this coverage will potentially exist a variety of actions or policies issued for the peace of both sides. the goal for this innovation can continue to be accepted by the community.

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