

Implementation of Management Information System At PT. Gojek Indonesia

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ABSTRACT

The purpose of writing this article is to implement information technology and all community activities in using technology to support operations and management at PT. Gojek Indonesia. Management information systems that are developing at this time provide convenience facilities for technological advances so that they are fast in capturing the information needed for decision making. Information systems in essence existed before the creation of technology that was created at this time, but with a computer-based information system it can provide steps and breakthroughs that are considered fast, precise and also accurate in processing fiber processing data. E-commerce in the current electronic trading system or also called e-commerce or is said to be the distribution, purchase, sale, marketing of goods and services through electronic systems such as the internet such as the internet or television, websites or other computer networks. E-commerce can make things easier by using electronic systems. The application of e-commerce at PT. Gojek Indonesia is well integrated. The results can be seen from the structure of the application offered has provided a conceptual framework form by connecting between processes and also the interface of an e-commerce application, with consumers ordering, the service process until the completion of the services that have been used.

Keywords: *Management Information System, E-commerce, PT. Gojek, Indonesia*

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INTRODUCTION

Information technology that has been used today continues to experience significant improvements and developments and provides positive feedback in people's lives (Gusbriana & Sulistiani, 2023). The internet is concrete evidence in the development of technology throughout the world which can be ascertained using the internet media in communicating. In the past, the internet was considered as something that was said to be luxurious and also complicated for ordinary people, but now the fact is that the internet has become something that is common to many people, maybe we even become one of those who have accounts on these social media networks, making it possible to interact socially. intensive in cyberspace, even some of them are too overly concerned with viewing or using gadgets without thinking about the impact it will have .

Advances in technology at this time make it easier for anyone to obtain information from various sources for an interest. Especially in making various decisions within the company which causes it to be felt important in managing information in an integrated manner in every company.

Gojek is a motorcycle taxi booking service through the GoJek application, which can be downloaded on an Android smartphone or iPhone. The founder of Gojek is a native Indonesian son who graduated from Harvard University, namely Nadiem Makarim. Where Gojek offers 4 (four) services that can be utilized by its customers, including Instant Courier (Goods Delivery), Transport (Transportation Services), Shopping (Shopping) and Corporate (Cooperation with companies for courier services) which emphasize excellence in Speed, Innovation and Social Interaction (Hereyah & Andriani, n.d.).

By maximizing technology and customer service through an application website offered by GoJek, it is able to become an alternative form of public transportation that is able to accommodate all the needs of its customers, with cheap, safe and fast delivery services for people and goods. The inefficiency of conventional motorcycle taxi services is an opportunity for GoJek to innovate in creating services using real-time applications that are now the choice of urban communities. GoJek has also succeeded in creating an image in the eyes of the public, changing people's mindsets and creating a new lifestyle in using public transportation. It is hoped that in the future GoJek will soon expand its coverage area, improve its marketing system and develop downloadable mobile applications so that their customers can quickly order motorcycle taxi services, especially in times of emergency. These various services have now been designed to pamper consumers. Ease of service, timeliness, and customer satisfaction are the keys to GoJek as an alternative service to order Ojek (Firmansyah & Arnie, 2017).

In this application, the use of payment transactions can also be made via the internet, which later became known as e-commerce. By using e-commerce, the complexity of administrative and payment bureaucracy can be removed. The concept contained in e-commerce itself makes transaction activities run easily and quickly and the most important thing is to foster buyer confidence to be able to transact with guaranteed internet network security that is really safe. The purpose of this paper is to determine the role of management information systems in business and how to implement the management information systems in the business of PT. GoJek Indonesia.

Literature Review

Management Information System (MIS) is an information system that can provide outputs using inputs and various processes to fulfill certain objectives in management activities. The system itself can be defined as a series of components that are interrelated with each other to work together in achieving goals by receiving inputs and producing outputs in an organized transformation process. While the information itself is data that has been processed into something useful. Management is coordinating and supervising

the work being done by other people so that these activities can run effectively and efficiently (Anggraeni, 2021).

In the following figure it can be seen that the information system was developed with different objectives depending on business needs. The information system can be divided into several parts as illustrated in the following figure:

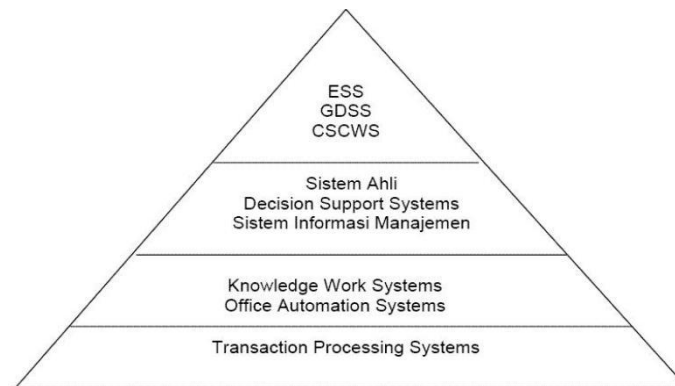


Figure 1. Types of systems

From the picture, there is a Transaction Processing System (TPS) which is a computerized information system and developed to process large amounts of data such as payroll and inventory. Office Automation System (OAS) and Knowledge Work System (KWS) work at the knowledge level, where OAS supports data workers who create new knowledge in transforming and manipulating it in certain ways outside the organization. Management Information System (MIS) does not replace TPS but supports a wider spectrum of operational tasks including decision analysis and decision making using databases. Decision Support System (DSS) has almost similarities with MIS because it is used as a database. DSS originated from MIS which suppressed the function of making exclusive decisions. Expert Systems (ES) and Artificial Intelligence (AI) are meant to develop intelligently functioning machines. Furthermore, Group Decision Support System (GDSS) and Computer-Support Collaborative Work System (CSCW) when in groups, it is necessary to make joint decisions both structured and unstructured. And finally, what can be explained in the image above is the Executive Support System (ESS) which can provide information generated by TPS and SIM and ESS in graphic form as well as supporting communication in the office environment (Wiranti & Kurniawan, 2019).

PT. GoJek Indonesia was first founded by Nadiem Makarim in 2010. GoJek is a social-minded company that is leading the revolution in the motorcycle taxi transportation industry. The ordering system on GoJek is through an online application available on the Playstore and Apple Store, with a payment system in 2 ways, namely cash or cashless, also called go-pay and can be used to pay for all types of services on GoJek. It is stated that the official Gojek website provides courier services (90 minute delivery anywhere in the city), transportation services (transparent pricing, free shower

cap and masks), food delivery services (delivering your favorite food under 60 minutes in city) and shopping services. with a nominal value of under 1 million rupiah (shop for food, ticket, medicine, anything under Rp. 1,000,000 we'll pay for it first). Go-Jek can be ordered through the Go-Jek App which can be downloaded via the Play Store or App store. In providing services, Gojek utilizes information technology, including: End User Technology with Android and IOS Smartphone Applications, Database Technology with Cloud Computing and Smartphone Storage and API (application programming interface) using Google Maps and Google Place. (Fakhriyah, 2020).

E-commerce is a trade using electronic media or by distributing, buying, selling, marketing goods and services through electronic systems such as the internet or television, websites, or other computer networks. E-commerce can make things easier by using electronic systems. (Firmansyah & Arnie, 2017) states that E-commerce is a business process that uses electronic technology that connects companies, consumers and the public in forming an electronic transaction and the exchange/sale of goods, services and information electronically. Can be explained specifically, e-commerce is a website that provides online transactions so that you can shop or trade online or direct selling that utilizes internet facilities where there is a website that provides "get and deliver" services.

The following are some of the menus contained in the Gojek app service, among others, first, Instant Courier Instant is a "real time" delivery service with the amount of delivery costs according to the distance traveled automatically and has been listed on the application and provides a fairly fast time offer as long as it is still available. within the city area. Both transport or transportation services are adapted to Gojek as a transportation medium, especially when there are traffic jams or when it is difficult to find public transportation (Rianty & Rahayu, 2021). The weakness of Gojek is that at the time of booking we determine the presence of the prospective passenger and determine the destination so that the application immediately confirms the price to be paid by the prospective passenger. Third, food delivery or food delivery services, we can order food from our favorite restaurants without having to go to that place. All you have to do is order and then just tell the application which restaurant we mean and what menu we order. Up to the most favorite menu and can be recommended by customers to make it easier. Fourth, namely shopping that provides shopping services, in this service Gojek can provide assistance for shopping at supermarkets by detailing the items we want (Fakhriyah, 2020).

METHOD

In this article, the researcher uses an analytical approach using descriptive data. This research does not manipulate or change the existing variables, but describes the

actual conditions. According to (Latief & Nur, 2019) states that the description of a condition individually or using numbers.

FINDING AND DISCUSSION

Management Information System is an internal business planning and control system that includes the use of human resources, documents, technology as well as procedures by management accounting in finding solutions to solve existing business problems such as product costs, services or a business strategy. Management Information Systems can be used to analyze information systems that are applied to every operational activity of the organization.

The purpose of the Management Information System, among others, is to provide information used in calculating the cost of services, products and the desired objectives of management. Providing information in the form of planning, controlling, evaluating and improving on an ongoing basis. And finally provide information in decision making. In simple terms it can be said that an information system can process data and then turn it into information.

Implementation Of Management Information System In Pt. Gojek . Business

Gojek is an application that can help to order motorbike transportation which Indonesians usually call Ojek. The Gojek business model is actually almost the same as other vehicle transportation ordering platforms, such as Grab and Uber, where users can order vehicle transportation from one place to another. Gojek has been widely discussed because of its success and controversy. The main difference with ojek is that they are generally operated individually and there are no government regulations to set standards and prices.

Gojek is a social-minded technology company that aims to improve the welfare of workers in various informal sectors in Indonesia. We partner with around 200,000 experienced and trusted motorcycle taxi drivers in Indonesia, to provide a wide range of services, including transportation and food delivery. GO-JEK's activities are based on three core values: speed, innovation, and social impact. GO-JEK Drivers say that their income has increased since joining as partners, they also get health and accident benefits, and get access to more customers through our application. The following is the Gojek Company Logo (Hereyah & Andriani, n.d.).



Figure 2. Gojek Company Logo

Vision "To help improve the transportation structure in Indonesia, provide convenience for the community in carrying out daily work such as sending documents, daily shopping, using courier facilities, and contributing to the welfare of motorcycle taxi drivers in Jakarta and Indonesia in the future"

Missions include making PT Go-Jek Indonesia the fastest transportation service in serving the needs of the Indonesian people, Making PT Go-Jek Indonesia a reference for implementing compliance and good governance of transportation structures using technological advances, Increasing awareness and responsibility for the environment and social and Provide excellent service and value-added solutions to customers.



Figure 3. Central Organizational Structure

In the following figure, we can see that there is also an organizational structure that has been prepared regionally

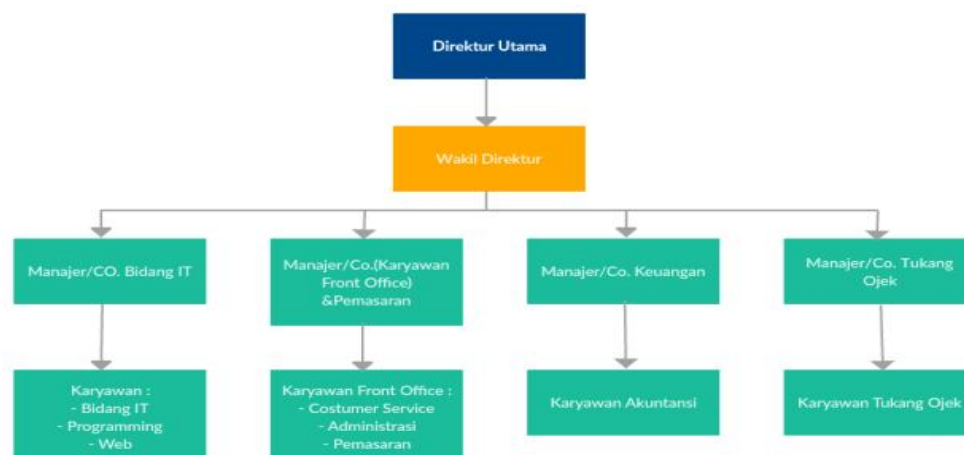


Figure 4. Regional Organizational Structure

Classification of Information Systems used

The information system is a combination of information technology and the activities of people who use that technology to support operations and management. In a very broad sense, the term information system is often used to refer to the interaction

between people, algorithmic processes, data, and technology (Wiranti & Kurniawan, 2019).

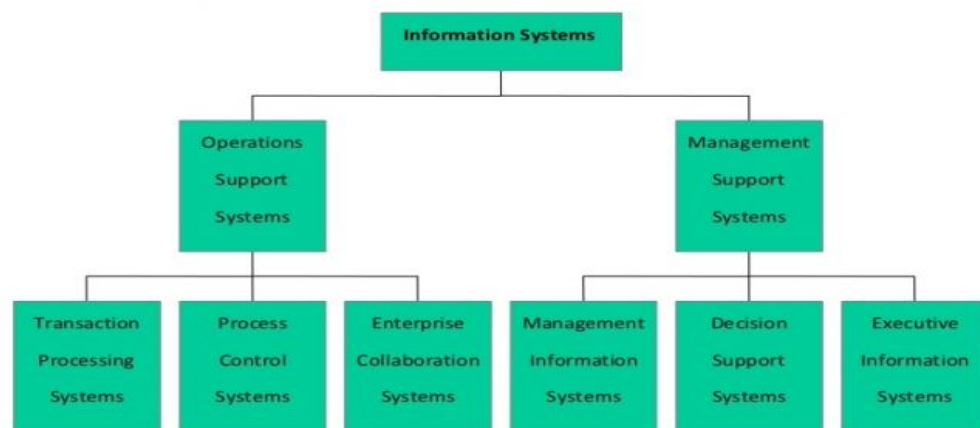


Figure 5. Classification of Information Systems

The classification of information systems consists of two types, namely operating systems and management systems as shown in Figure 3. The following is a diagram of the information system on Gojek.

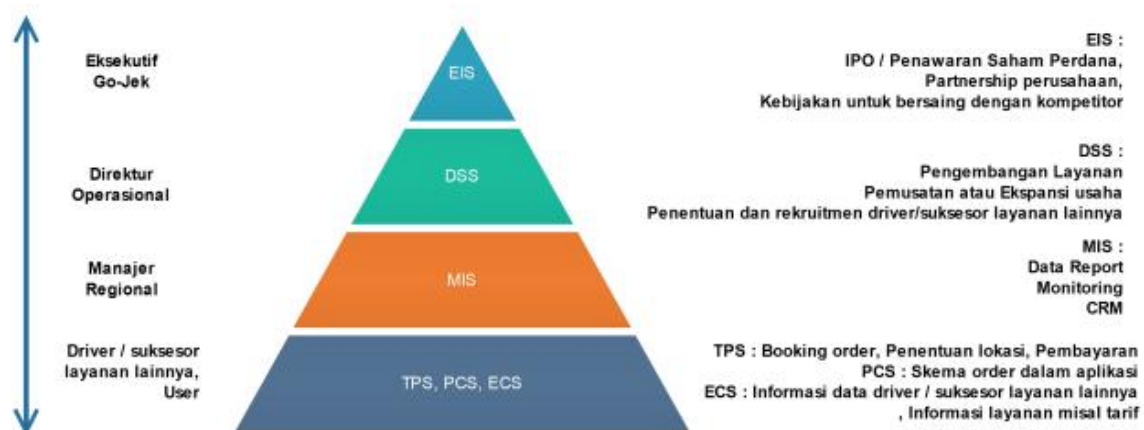


Figure 6. Diagram of the GoJek Information System

Information Technology used in providing GoJek services utilizes information technology, namely:

1. End User Technology consisting of Android Smartphone Applications and IOS Smartphone Applications.
2. Data base technology consists of Cloud Computing and Smartphone Storage.
3. API (application programming interface) consists of Google Maps, Google Place, Transjakarta API and Apotikar API.

The following can be seen about the program used in this Gojek transportation:

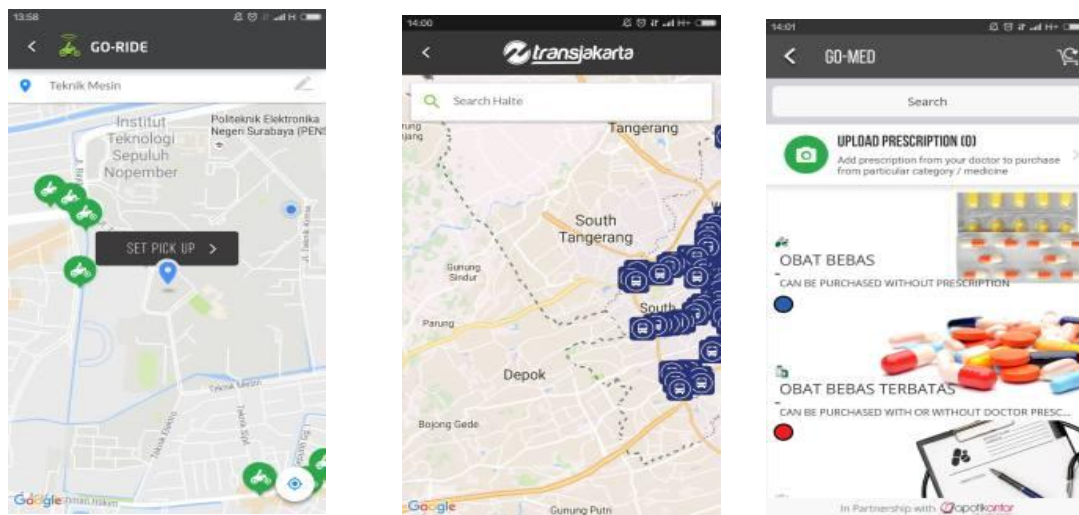


Figure 7. Application Programming Interface used by Gojek
 Furthermore, the application on the payment system is as follows:
 Payment : Go-Pay (Online Credit)



Figure 8. Go Pay users on GoJek

In the following, it can be seen that Gojek is always ready to serve the community, there are service or customer service services consisting of social media, websites and call centers.

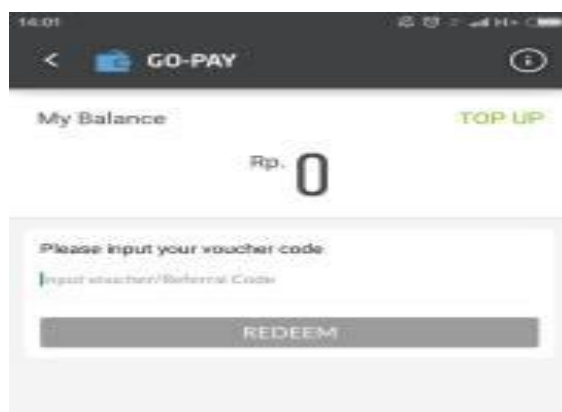


Figure 9. GoJek Website website

E-Commerce at PT. Gojek Indonesia

E-commerce is electronic commerce or e-commerce or what is called the distribution, purchase, sale, marketing of goods and services through electronic systems such as the internet or television, websites, or other computer networks. E-commerce can make things easier by using electronic systems. Some examples of common applications related to e-commerce are as follows: E-mail and Messaging, Content Management System, Database, Accounting and financial system, Delivery and ordering information, Online Shopping, Conferencing and Online Banking (Latief & Nur, 2019).

Gojek develops one type of e-commerce, namely Business to Customer which is carried out by personal online booking. The e-commerce features on Gojek are very complete when compared to the e-commerce features of other transportation models. Gojek also offers integrated e-commerce that allows prospective Gojek passengers to use courier services, transportation services, food delivery services and shopping services. An interesting Gojek feature is that passengers can use Gojek Credit in every transaction so it is more practical and no less interesting is that passengers can provide ratings and suggestions for Gojek drivers (Anggraeni, 2021).

Some of these menus are available on the Gojek app, namely: Instant Courier Instant. Courier or goods delivery service, Gojek can be used as a "real time" delivery of goods. The fee paid is of course in accordance with the distance traveled which is automatically listed in the application. Both documents and goods can be delivered. With a note that the goods to be sent must not exceed the distance between the motorcycle handlebar and the driver's height. Gojek offers a fairly fast time for delivery of goods, which is 90 minutes to anywhere as long as it is still in the city. Transport. Transport or transportation services, as the name implies, Gojek is used as a transportation medium, especially during traffic jams and when it is difficult to find public transportation. The advantage of Gojek is that at the beginning of the order we determine where the prospective passenger is and determine the destination, and immediately the application confirms the price to be paid by the prospective passenger. With this feature, prospective passengers feel more efficient because of price transparency and don't have to bother haggling. In this transportation service, passengers get free hair covers and masks. Food Delivery. Food Delivery or food delivery services, with this service we can order food at our favorite restaurants without having to go there (Wijaya & Risdiansyah, 2020). All you have to do is order and then just tell the application which restaurant we mean and what menu we want to order. Even in this service there are already recommended types of food to make it easier. Shopping. Shopping or shopping services, in this service Gojek can help to shop at supermarkets with details of the desired items. Interestingly, the costs will be borne in advance by Gojek and will be replaced when they arrive at their destination with a maximum limit of IDR 1,000,000.

The features contained in the 4 main menus on the Gojek App service include: first, namely Input Data (Sari et al., 2023). Prospective passengers determine the pick-up location and destination location, then Gojek will calculate the payment. And then the prospective passenger chooses the payment method (cash or using Credit Gojek). The second is Driver On The Way. After placing an order, the application will respond to find the nearest Go-Jek driver to the location of the prospective passenger. In this feature, prospective passengers will see a GPS regarding the whereabouts of the Gojek driver who will pick them up, and there is even an estimate of how long it will take for the Gojek driver to arrive at the prospective passenger's location. The third is SMS & Call. When the Gojek driver has not arrived, prospective passengers can take advantage of the SMS & Call feature that has been provided by Gojek Apps. SMS or call when the driver doesn't come. Fourth is Driver Review. For this feature, passengers can provide ratings and comments about the services provided by Go-Jek drivers, because from this rating, Go-Jek drivers will get a monthly bonus. 1.4 Driver reviews. The fifth is My Wallet. This feature makes it easy for passengers to pay, because it doesn't require cash. For passengers who want to use it for the first time, Go-Jek provides a voucher code worth Rp. 50.000.for refilling passengers can transfer money through the bank that has been determined.

CONCLUSIONS

From the results of the presentation of the Management Information System at PT. Gojek Indonesia, which we can conclude as a result of descriptive research, we can see as follows:

Information systems have a very important role in a company. Information systems have a role in supporting business activities, supporting management in decision making and supporting the company's competitive strategy.

The implementation of e-commerce at PT. Gojek Indonesia has been integrated quite well. This can be seen from the company's application structure which provides a conceptual framework that connects the processes and interfaces of e-commerce applications, namely how consumers order, the service process to the completion of services.

The advantage of GoJek is that it provides easy and efficient transactions between prospective customers and Gojek drivers. And there is no need to bargain in the cargo environment. And Able to provide support for the Cashless movement. And the drawbacks include the lack of a fleet of motorcycle taxis compared to the interests of potential customers, so it takes a long time to load to find drivers. It can be feared turning off the income of conventional motorcycle taxis.

SUGGESTION

From the results of these conclusions, the expectations of PT. Gojek Indonesia and all of its online motorcycle taxis, we should do one of them, increasing the safety of drivers and passengers. Second, to further improve professionalism in order to be better in providing services primarily from the driver's side and thirdly, the available application system is further improved so that system errors will not occur when passengers place an order.

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