



Research Article

The Development Of Online Motorcycle Taxi Transportation And Its Impact On Socio-Economic Change

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Abstract. This study aims to determine how social behaviour affects the emergence of online motorcycle taxi technology and the legal protection of online motorcycle taxi drivers vis-à-vis their online transportation partners. The method used in this study is normative with a legislative approach. Legal materials were collected through literature study and then analysed prescriptively. The results of the study show that the influence of online motorcycle taxis has had a significant impact on people's behaviour, both economically and socially. Online motorcycle taxi drivers still receive occupational safety protection by registering as participants in the Employment Social Security Agency (BPJS Ketenagakerjaan) through the Swadaya Proteksi programme organised by online transportation service providers. With this, service providers are not obliged to provide BPJS facilities.

Keywords: Online Motorcycle Taxis, Online Transportation, Legal Protection, BPJS.

INTRODUCTION

The development of transportation in the current era of millennial technological advancement can influence all aspects of life, including the economy, society, and politics. According expert of law, rapid and appropriate technological advances can bring about significant changes to society. One example is the online transportation service application business, which has successfully brought about major changes to the surrounding community. As a result of this progress, people can gain opportunities and experience changes in all their daily activities. The emergence of online transportation, made possible by technological advances, will simplify the transportation system and make it easier for users.

Among the various modes of transportation available, motorbike taxis are the most popular among the public. When travelling and to save time, motorbike taxis are one of the fastest modes of transportation compared to buses, taxis, public transport, and so on. People now prefer online transportation because it gets them to their destination quickly and makes it easy for them to book. Additionally, people choose motorbike taxis because they are easily accessible and the service is available around them, so they no longer have to wait for long periods. The emergence of online transportation will make it easier for customers to use these services without time restrictions. In addition, online transportation also opens up job opportunities for those who have been laid off, are unemployed, do not work, or only work part-time. Thus, everyone has the ability to access online transportation anytime and anywhere by simply using the available application.

Global developments have created fierce competition. (Michaels, Law, and Beyond 2013) To attract and retain customers, various methods have been adopted. High-quality service is one strategy used by companies to win the competition. High-quality service attracts customers to purchase products or services. Service quality depends on the ability of a company's goods and services to meet consumer needs and expectations. Consumers feel satisfied with the quality of service provided if they feel that the service is equal to or exceeds their expectations. Reflecting consumer expectations in good service, friendliness, politeness, punctuality and speed are important values that consumers expect. Based on the above description, it appears that service quality and price play a very important role in customer satisfaction. Without quality and sustainable services, transportation companies find it difficult to compete with similar companies that offer affordable prices for everyone. The presence of Grab makes it easier for people to meet their daily needs. Online-based transportation (TBO) has become popular and in high demand among the public because it offers various conveniences not found in existing transportation services. The existence of two-wheeled TBOs such as Ojek Online has sparked controversy among the public. On the one hand, Article 47 paragraph (3) of Law Number 22 of 2009 concerning Road Transportation does not accommodate two-wheeled vehicles as public transportation. This is reiterated in Article 23 paragraph (3) of Government Regulation Number 74 of 2009 concerning Road Transportation. 2009 on Road Traffic and Transportation does not recognise two-wheeled vehicles as public transportation.

This is further emphasised in Article 23(3) of Government Regulation No. 74 of 2014 on Road Transportation (PP Angkutan Jalan). However, on the other hand, with limited transportation services available, the public feels greatly assisted by the presence of Ojek Online. (Lianingsih, Irman, and Nurnisaa 2025) Online motorcycle taxis remain a popular choice for inter-district and inter-city transportation. Booking an online motorcycle taxi involves no haggling, no need to specify the destination, and no uncertainty about the price. Everything is determined through the app with just one click on a mobile phone. Through the app, consumers can view the distance, estimated booking time, price, name of the driver, and the operating company. However, this situation is detrimental to conventional transportation modes, as the emergence of online transportation has made conventional transportation feel threatened, leading to a decline in their economic prospects. (B 2023)

Seeing that social change is always influenced by new developments in society that produce different conditions in the social structure. Social change has several characteristics. First, social change can occur over time. In the past, public transportation was still very traditional, such as pedicabs and horse-drawn carriages, then it developed into public buses, public transportation, conventional motorcycle taxis, and then developed further into more modern forms such as online taxis and online motorcycle taxis (Grab, Maxim, Gojek). Therefore, social change always occurs in society and cannot be avoided. With technological advances and ongoing changes, accessibility to everything can become easier and more convenient. Second, we cannot plan for social change, but we know that social change will definitely occur. Second, social change cannot be planned, but social change will definitely occur. With increasingly sophisticated technological developments, social change has a significant impact on both the economic and social spheres. Thirdly, social change is controversial. Generally, when social change occurs, society does not immediately accept it, but over time, society can accept and follow the change. For example, the existence of online transportation has triggered shifts and conflicts with conventional transportation.

In addition, changes in attitudes within society also influence social change. With the social changes that are currently taking place, society has become more consumptive, less enterprising, and unwilling to deal with complications, which has a negative impact on individuals themselves. Society has become more consumerist due to the attractive features of these applications and the fact that online transportation applications offer promotions that attract users. Society has also become lazy and unwilling to deal with complications, as their culture has begun to change with these social changes. From this, we can see that social change does not always have a positive impact, but even so, social change is inevitable and society must be able to adapt to the changes that occur.

Thus, technological developments in the transportation sector have had a significant social impact, including changes in mobility patterns and the community's economy. With easier access to transportation, people tend to have higher mobility, which will affect urban spaces. Therefore, this study aims to analyse developments in transportation technology, particularly online motorcycle taxis, which contribute to social change in society, and to analyse the impact of these changes. Understanding

these development patterns can provide comprehensive insights into the development of transportation in the social life of society. Based on the above description, researchers are interested in discussing and conducting further research on the Development of Online Motorcycle Taxi Transportation and Its Impact on Socio-Economic Change.

RESEARCH METHODS

This study uses a normative legal research approach. The analysis was conducted on legislation and national legal doctrines. (Deassy J.A. Hehanussa 2023) The research method used in this study was normative legal research, which was carried out by examining primary legal materials, such as legislation governing labour rights mechanisms, including labour laws, consumer protection, and road traffic and transport regulations. In addition, this study also uses secondary legal materials in the form of academic literature, legal journals, textbooks, and expert opinions. Data analysis was carried out qualitatively through deductive reasoning, namely drawing conclusions based on general concepts regarding the perfection of guarantees and then applying them to each legal regime in the countries studied. The results of this analysis aim to determine social behaviour towards the emergence of online motorcycle taxi technology and the legal protection of online motorcycle taxi drivers from online transportation partners.

RESULTS AND DISCUSSION

Social Behaviour Towards the Emergence of Online Motorcycle Taxi Technology

Human behaviour is the output of a person's thought framework, so that behaviour and thought are correlated and inseparable. In terms of human behaviour, researchers use Social Cognitive Theory to describe society behaviour with the emergence of online motorcycle taxi technology, which is an external factor of human behaviour itself. In this social cognitive theory, there are three interrelated variables, namely behavioural factors, environmental factors (extrinsic factors), and personal factors (intrinsic factors).

The three variables in social cognitive theory can be said to be interrelated. All three variables work together to facilitate the learning process. (Saputra 2021) An individual's experiences will be combined with various determinants that shape behaviour and environmental factors. In the interaction between a person and their environment, human beliefs, ideas and cognitive competencies will be modified and changed by various external factors.

In this study, the extrinsic factor referred to is the emergence of online motorcycle taxi technology, which creates a new experience for individuals to change their behaviour. This is because humans inherently have an intuition to do the things they need in life, whether it is simply to make their activities and tasks easier.

The social changes that occur in this section are behavioural changes in humans themselves as a result of the environment that encourages them to adapt their behaviour. Similarly, the harmony of individual behaviour is part of a comprehensive

form that occurs in society. Therefore, the author uses individuals as samples of the current state of society. (Muhaimin 2020, 10)

Social and Economic Impact

Technological developments and online transportation services in Indonesia continue to grow. Transportation businesses have now expanded into the online realm, utilising advances in internet technology in their service processes, from booking and payment to service evaluation and so on. The development of online motorcycle taxis is a manifestation of social change, as online motorcycle taxi services are considered beneficial amid technological developments and globalisation in Indonesia. The emergence of online motorcycle taxis has resulted in a decline in public interest in conventional motorcycle taxis, as online motorcycle taxis are considered more efficient and offer greater security and comfort. The booking process is also faster, as customers do not have to wait long. In addition, online motorcycle taxis provide convenience in transactions, as customers who do not have cash can use digital wallets to pay. This convenience has caused concern among conventional motorcycle taxi drivers, as it seems to be overshadowing the existence of conventional motorcycle taxis and the use of online motorcycle taxis has affected the income of conventional motorcycle taxi drivers, causing it to decline. However, conventional motorcycle taxis can still use cash for transactions. (Girsang 2021)

Online motorcycle taxi technology in Indonesia has had a significant impact on economic growth. Firstly, by improving transport accessibility, these platforms have enabled people to move more easily and quickly from one place to another, thereby supporting more efficient economic activity. Secondly, the online motorcycle taxi industry has created new jobs for thousands of motorcycle taxi drivers across Indonesia, who may previously have been unemployed or working for low wages.

Thirdly, the growth of this industry has also driven the technology-based economic sector, such as information technology, digital payments, and consumer services. Fourthly, with the increase in community mobility caused by online motorcycle taxi services, small and medium-sized enterprises (SMEs) and local traders in various regions have also benefited from an increase in their income. (Horváth et al. 2021) Finally, the online motorcycle taxi industry has also encouraged innovation in business models and income generation, with many online motorcycle taxi drivers becoming entrepreneurs by opening their own transportation businesses or diversifying their income through other services such as food delivery or goods delivery. Thus, online motorcycle taxi transportation technology has become one of the important drivers of Indonesia's economic growth.

Conflict between Conventional Motorcycle Taxis and Online Motorcycle Taxis

Since the emergence of online motorcycle taxi applications, some conventional motorcycle taxi drivers have complained that their livelihoods are under threat. This has led to a competitive atmosphere between online motorcycle taxi drivers and conventional motorcycle taxi drivers. However, online motorcycle taxis are becoming increasingly popular because they make life easier for both passengers and drivers. (Goolsbee and Krueger 2015) Conventional motorcycle taxi drivers feel

disadvantaged by the presence of online motorcycle taxis, which can minimise or reduce the income of conventional motorcycle taxi drivers. To gain a deeper understanding of the conflict between online motorcycle taxi drivers and conventional motorcycle taxi drivers, the author uses several approaches to conflict theory from figures such as Karl Marx, Max Weber, and Ralf Dahrendorf. (Asis 2023) Although these three figures have their own concepts and views on conflict, in this situation the author deliberately included all three perspectives to provide a comprehensive understanding of this issue. Karl Marx's conflict theory is highly relevant to the situation between online motorcycle taxis and conventional motorcycle taxis because Marx focused his attention on economic competition and inequality in capitalist societies. There are several points, including:

1) Competition for Resources

Marx argued that in capitalist societies, there is intense competition between social classes to control economic resources. In the case of online motorcycle taxis versus conventional motorcycle taxis, both compete for passengers as a source of income, creating economic conflicts that are often intense.

2) Inequality in Access and Power

Marx highlighted the underlying inequality in capitalist societies, where some groups have greater access and power than others. In the context of online and conventional motorcycle taxis, online motorcycle taxis may have greater access to technology and markets through their digital platforms, while conventional motorcycle taxis may feel marginalised and lose power in the transportation industry.

3) Social Class and Exploitation

Marx divided capitalist society into two main classes: capital owners (bourgeoisie) and workers (proletariat). According to Marx, the relationship between the proletariat and the bourgeoisie would ultimately lead to exploitation. In the context of motorcycle taxis, online motorcycle taxis can be considered as representatives of capital owners who control the platform and technology, while conventional motorcycle taxis often become proletarians who must depend on the platform to get work, with the potential for economic exploitation.

4) Conflict between Structure and Individuals

Marx emphasised the conflict between existing social structures and individuals in society who seek to defend their own interests. In the context of motorcycle taxis, conflict arises between the economic structure that supports the growth of online motorcycle taxis and individuals, both from online and conventional motorcycle taxis, who are struggling to defend their livelihoods.

Max Weber's conflict theory is also relevant in the context of the dispute between online and conventional motorcycle taxis. Although Weber's approach differs slightly from Marx's, the concepts in his theory can help us understand the dynamics of the conflict in this situation. Here are some reasons why Max Weber's theory of conflict is relevant in this situation. Weber discusses how social groups are formed based on class, status, and power. In the context of motorcycle taxis, online and conventional motorcycle taxis may form different social groups based on differences in status and access to economic resources. These differences can strengthen feelings of group identity and intensify conflict between them. Weber also

discusses the concepts of authority and domination, which refer to the control that groups or individuals have over resources and decisions. In the context of motorcycle taxis, online motorcycle taxi platforms have significant authority and domination over the online transportation market, which can lead to conflict with conventional motorcycle taxis who may feel controlled or exploited.

5) Conflict between Lifestyles

Weber highlights the conflict that arises from differences in lifestyle, values, and interests between social groups. Goods are a source for constructing identities that reflect lifestyle and the process of achieving social status (Rafiqurrahman, 2023). In the context of motorcycle taxis, differences in business approaches, rules, and economic benefits between online and conventional motorcycle taxis can cause ongoing conflict between the two groups.

Not only did these two philosophers play an important role in the development of sociology, but there is also a contemporary philosopher who grapples with his concerns about class divisions in modern society, namely Ralph Dahrendorf. He focuses on the development of class conflict theory, and this is the correlation between this theory and the issue under discussion.

Dahrendorf highlights the importance of social change in triggering conflicts between social groups. Tensions can arise in any conflict-laden association related to social structures and those who are subject to them, resulting in interests that are either manifest or latent. In the transport industry, the adoption of digital technology and the emergence of online motorcycle taxi platforms have significantly changed the business landscape, creating uncertainty and tension between online and conventional motorcycle taxis, which may feel threatened by the changes.

6) Social Change

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Legal Protection for Online Motorcycle Taxi Drivers Against Online Transportation Partners

Definition of Legal Protection

According to Satjipto Rahardjo, legal protection is the provision of assistance to human rights that have been violated by others, and this protection is provided to the community so that they can enjoy all the rights granted by law. (Akbar Kusuma Hadi 2022)

Legal protection is a universal concept of the rule of law. Basically, legal protection consists of two forms, namely preventive legal protection and repressive legal protection. In preventive legal protection, the community has the opportunity to express objections or opinions before the government makes its final decision. Thus, preventive legal protection aims to prevent disputes. Meanwhile, repressive

legal protection aims to resolve disputes.(Rahardjo 2006, 30) Preventive legal protection is essentially defined as prevention. Preventive legal protection is very important for government actions based on freedom of action because the existence of preventive legal protection encourages the government to be cautious in making decisions.(Putu et al. 2025) Preventive legal protection is found in legislation to prevent violations and to provide limitations on the performance of obligations. Repressive legal protection serves to resolve disputes that have arisen as a result of violations.(Siagian, Mulyadi, and Rosmalinda 2024) This protection is a final form of protection in the form of sanctions for violations that have been committed.

According to Subekti, "The law not only seeks to balance conflicting interests, but also to find a balance between these demands for justice in "order" or "legal certainty". Thus, the purpose of legal protection is to ensure legal certainty in society, and the law must also be based on justice, namely the principles of justice in society.

Responsibility Of Online Transportation Service Providers Towards Online Motorcycle Taxi Drivers Who Suffer Accidents On The Road

Most service providers state that they are not transportation service providers and are not responsible for the safety of drivers. Service providers in this case claim to be merely intermediaries between drivers and passengers, because in reality, online transportation service providers in Indonesia are registered with the Ministry of Law and Human Rights (Kemenkumham) as application service providers.(Karsa et al. 2023) Regarding permits, online transportation service providers in Indonesia do not have business permits in the field of transportation, but rather hold Trade Business Permits. Therefore, these service providers do not actually provide transportation services. Article 201 paragraph (2) of Law No. 22 of 2009 states that 'public motor vehicles must be equipped with information devices to facilitate the detection of crimes in motor vehicles.' Ojol drivers are equipped with smartphones, and the application itself has GPS that tracks the driver's location.(Wiguna 2021) This is because, in practice, the buying and selling scheme that occurs through application technology is divided into two channels, namely Direct Transactions and Transactions through intermediaries. Because at the beginning of the agreement, the service provider company and its partners were not responsible for accidents, and the certainty of obtaining social security protection in accordance with laws and regulations could not be provided by online motorcycle taxi service providers due to the existence of a partnership agreement. Furthermore, legal protection is transferred to the Social Security Administration Agency for Employment by registering its partners as participants as Non-Wage Recipients (PBPU), to cover accidents and illnesses experienced by online motorcycle taxi drivers. The company provides a form of self-help protection, which is a feature for online motorcycle taxi drivers in the form of protection that can be chosen by drivers, namely BPJS or insurance.

The legal responsibility of online transportation service providers towards online motorcycle taxi drivers who experience accidents on the road is an important issue in the development of labour law and consumer protection in the digital era. In general, the legal relationship between online transportation application companies and online motorcycle taxi drivers is based on a partnership agreement, not an

employment relationship as regulated in labour law. Consequently, service providers often claim that they do not have direct responsibility as employers for the risks of accidents experienced by drivers. However, this position does not necessarily eliminate all legal responsibilities of application companies.

From a civil law perspective, online transportation service providers can be held liable if they are proven to be negligent in providing adequate protection to drivers, for example through failure to provide safety standards, adequate risk information, or a secure application system. Based on Article 1365 of the Civil Code, any unlawful act that causes harm to another person obliges the guilty party to provide compensation. Therefore, if an accident occurs due to negligence in the system, policies, or work mechanisms established by the application provider, civil liability may be imposed on the company.

In addition, legal responsibility can also be linked to the obligation to provide insurance protection. In practice, many online transportation companies have provided accident insurance for drivers and passengers during the trip. The provision of this insurance reflects the recognition of limited moral and legal responsibility of service providers, even though the legal relationship is a partnership. If the company fails to fulfil its insurance obligations as promised in the partnership agreement or terms of service, drivers have the right to legally demand the fulfilment of these rights.

From the perspective of consumer protection and administrative law, online transportation service providers are also obliged to conduct their business in a responsible, safe and fair manner. The state, through transport sector regulations and digital policies, has the authority to require application companies to provide minimum protection standards for drivers, including safety guarantees and accident handling mechanisms. Thus, even though online motorcycle taxi drivers are not formal employees, service providers still have proportional legal responsibility for the risk of accidents arising from the provision of application-based transport services.

Legal Protection from Online Motorcycle Taxi Application Service Providers for Drivers

In essence, application providers only provide employment opportunities but pay little attention to aspects of welfare and career advancement. In the event of a dispute between the application provider and the driver, the application provider must comply with Minister of Transportation Regulation No. 12 of 2019 concerning the Protection of the Safety of Motorcycle Users for Public Interest (hereinafter referred to as Permenhub). (Sari and Agusmidah 2023) Specifically, Article 14 stipulates that application providers must implement preventive measures for drivers.

Legal protection for drivers from online motorcycle taxi application service providers is an important part of efforts to ensure fairness and safety in the digital economy ecosystem. Although the legal relationship between drivers and application providers is generally in the form of a partnership, not an employment relationship, service providers still have certain legal obligations to protect drivers as business partners who carry out services on behalf of and through the application system they manage.

First, legal protection is provided through a partnership agreement that forms the basis of the relationship between drivers and application providers. The agreement should clearly stipulate the rights and obligations of the parties, including work mechanisms, profit-sharing systems, safety standards, and procedures for handling accidents or disputes. Based on the principles of freedom of contract and good faith in civil law, the application provider is obliged to draft an agreement that is fair, transparent, and does not contain standard clauses that are detrimental to drivers unilaterally. (Sinaga 2022)

Secondly, legal protection for drivers is also provided through safety guarantees and accident insurance. Online motorcycle taxi application service providers generally provide accident insurance for drivers while they are carrying out orders through the application. This insurance covers the risk of injury, disability, or death due to traffic accidents. The provision of such insurance is a form of preventive legal protection aimed at minimising the losses suffered by drivers due to the risks of working on the road.

Third, from a civil law perspective, drivers are entitled to compensation if they suffer losses due to negligence or errors on the part of the application provider, such as system disruptions, non-transparent incentive schemes, or unilateral policies that are detrimental to drivers. Under certain circumstances, drivers can file a lawsuit for unlawful acts or breach of contract if the service provider fails to fulfil its obligations as agreed.

Fourth, legal protection also stems from the role of the state through regulation and supervision. The government has the authority to regulate operational standards for online transportation, including safety aspects, social protection, and dispute resolution mechanisms. (Hanifah and Frinaldi 2025) The purpose of these regulations is to balance the bargaining position between application providers, who have economic power, and drivers, who are relatively weaker parties.

Thus, legal protection for drivers from online motorcycle taxi application service providers is multidimensional, covering contractual protection, safety and insurance, civil liability, and protection through state policies and supervision. Even though drivers have partner status, application service providers still have legal and moral obligations to ensure safety, fairness, and legal certainty for drivers in carrying out their activities.

CONCLUSION

The emergence of online motorcycle taxi technology has had a significant influence and impact on the behaviour of people in Indonesia. Based on social cognitive theory, three main interrelated factors, namely behavioural factors, environmental factors, and personal factors, play an important role in society's adaptation to this new innovative technology. The emergence of online motorcycle taxis as an external factor has created a new experience for people, which in turn influences their behaviour. This technology offers convenience, efficiency, and comfort that conventional motorcycle taxis do not, prompting many individuals to switch to online motorcycle taxis. Online motorcycle taxis have created a new

dominance through the use of technology and wider market access, causing traditional motorcycle taxis to feel marginalised.

Online motorcycle taxi drivers continue to receive safety and occupational accident protection, but this is transferred through a self-help programme organised by online transportation service providers, which requires partners to register with the Social Security Administration Agency for Employment (BPJS Ketenagakerjaan) with very low monthly premium payments. as stipulated in Article 15 of the Regulation of the Minister of Transportation of the Republic of Indonesia Number PM 12 of 2019 concerning the Safety Protection of Motorcycle Users for Public Interest, which states that the relationship between service providers is a partnership. Therefore, service providers are not obliged to provide BPJS facilities.

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