

RINGKASAN

Perubahan besar dalam transportasi umum dan teknologi serta munculnya transportasi umum ojek online di Kecamatan Gombang, Kabupaten Kebumen berdampak besar pada keberlangsungan pada penyedia transportasi umum seperti Becak Motor (Bentor) yang dahulu sangat populer di Kecamatan Gombang ini. Sehingga saat ini, dapat disaksikan bahwasannya penikmat moda transportasi jenis ini sudah jarang, dan para pengemudi mulai kehilangan pendapatan hariannya.

Kehilangan atau berkurangnya pendapatan harian, tentu saja berdampak terhadap household livelihood strategy atau strategi penghidupan di dalam suatu rumah tangga yang dalam fenomena ini dialami oleh para pengemudi Becak Motor yang saat ini mengalami pengurangan pendapatan setiap harinya.

Penelitian ini bertujuan untuk melakukan analisis terhadap pendapatan serta livelihood strategy rumah tangga para pengemudi Becak Motor (Bentor) saat sebelum dan sesudah kemunculan Ojek Online. Penelitian ini menggunakan jenis kuantitatif dengan menggunakan metode statistik deskriptif dengan cara mengumpulkan data melalui kuesioner serta wawancara dengan supir becak motor di Kecamatan Gombang, Kabupaten Kebumen dan data sekunder diperoleh melalui data sopir becak motor dan penelitian terdahulu.

Hasil dari penelitian ini diperoleh hasil dimana terdapat perbedaan yang signifikan terhadap pendapatan sopir becak motor sebelum dan sesudah adanya ojek online, namun dampak terhadap livelihood strategy rumah tangga menunjukkan hasil dari analisis tidak signifikan.

Kata Kunci : Pendapatan, Transportasi, Signifikansi Dampak

SUMMARY

Major changes in public transportation and technology as well as the emergence of Online Motorcycle Taxi public transportation in Gombong District, Kebumen Regency have had a major impact on the sustainability of public transportation providers such as Motorized Trishaw (Bentor) which were once very popular in Gombong District. So that at this time, it can be seen that connoisseurs of this type of transportation mode are rare, and drivers are starting to lose their daily income

The loss or reduction of daily income, of course, has an impact on the household livelihood strategy or livelihood strategy in a household which in this phenomenon is experienced by motorized Trishaw drivers who are currently experiencing reduced income every day.

This study aims to analyze the income and livelihood strategies of the households of motorized Trishaw (Bentor) drivers before and after the appearance of online motorcycle taxis. This study uses a quantitative type using descriptive statistical mode by collecting data through questionnaires and interviews with motorized trishaw drivers in Gombong District, Kebumen Regency and secondary data obtained through data on motorized trishaw drivers and previous research.

The results of this study obtained results in which there were significant differences in the income of motorized Trishaw drivers before and after online motorcycle taxis, but the impact on household livelihood strategies showed that the results of the analysis were not significant.

Keyword : Income, Transportation, Significant Impact.