

EXISTENTIAL PHENOMENON OF TRANSPORTATION ONLINE; ETHICAL RELATIONS OF HUMAN BEINGS AND NEW MEDIA IN INDONESIA

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ABSTRACT

This paper is a reflective thought to the impact of information technology using in various. In the establishment of land transport modes, in this context is taxi, (that managed by conventional business rules), transportation services-based applications / on-line comes with easiness. It make changes in consumer behavior, by facing consumer transportation needs with other modes of transporion. In this article, the subject will get of more profound discussion. There are a variety of perspective to discuss this issue. One of perspective that s relevant to look at the relationship between new media technology, the owners of transpotation mode, and consumers, is an ethical standpoint. An ethical standpoint become, something important to remember the human relationship with technology (in this case the new media) is not free from ethical framework. Then the discussion on this issue trying to look in the perspective of ethics as a process of communication by new media.

Keywords : *Existential Phenomenon, Transportation, New Media*

INTRODUCTION

The unavoidable reality, nowadays, is the Internet technology being a part of human life, and almost a personal assistant serving 24 hours of non-stop. As one of the channels of communication, new media is so strong and the same, providing all sorts of information exposure. Human relations with machines, no longer a new thing. The historical footprint gives a lot of evidence that human work is so glorious, (which in this discussion is information technology), gives many roles to the dynamics of human civilization. Until now, the development of the Internet is remarkable, in which variation of its use is penetrated, in almost all lines of human life. In a hyperbolic language it can be said that the modern man living his life hardly needs to get out of the room. With the modal gadget, man can live his life easily, from inside the house, even from the bedroom though.

The Internet is inevitably a communication vehicle that offers a variety of conveniences, so the area of use is also varied. Various on-line based applications are created. On-Line shopping, e-Learning, selected location/GPS application, e-voting, e-banking and various kinds of applications increasingly to be human relation with this communication machine. One of the recent uses of on-line applications are on-line services for reservation of land transportation services. Uber is an example of a ride-sharing based taxi service, which relies heavily on the power of Internet technology in running a business.

In a deeper mind, ethics is not only for the content of the contents of the message to be disinfected. So the message is packed politely etc. But more than that is a communicator should think also or consider the possibility of the message conveyed will cause a domino effect in the Communicikan or community on a wider scale. The on-line cab case in-Indonesia reflects it. Although the issue is not a problem on-line or conventionally complete, but also online with the reduced captive market, to the real implication of the taxi drivers revenue is reduced. Consumers moved to on-line based taxi which stated to provide various advantages.

Far deeper than just a message ethic, what needs to be discussed further is the wisdom of the communicators in the exploration of the possibilities present as the effect of the defied message. This wisdom requires sincere reflection, and is a perspective that needs strengthening. His theoretical footing is the theories of business ethics, computer ethics, and other wise-critical thinking. Content in the ride shared is Uber, not more is a manifestation of business communication only, maintainers (probably) do not suspect will cause changes in consumer behaviour of taxi users. So it's not because of material or content that fills new media technology.

The intention of this writing is to invite to reflect back, the power of new media that is so great, to give message. It has become a necessity for in the future, from time to time, the growth of gadget users with Internet installation continue to grow extraordinary. Although (perhaps) considered absurd, but reflecting on cultivating wisdom that we may need to think critically-anticipating by exploring the possibilities that will occur post-dissemination of the message through this new medium.

Why a reflection should be done? The expert of cognitive sciences has found an interesting symptom, which is the phenomenon of the declining human mental function, while the mental functions are fully poured out on technology. In other words it says that when technology takes over human mental functions, at the same time there is a loss caused by the loss of such functions of human mental work. (Wahyono: 2006:18)

An example of daily life that we can see for example is the activity of light mathematics (2-digit summation) that we do, because there is a calculator. An advanced system in airplanes, an auto pilot system, allows a pilot to fully surrender its task of controlling the aircraft on the system. In certain levels, this will reduce the level of alertness to the conditions surrounding a pilot. The use of technology is believed to roll out the domino effect that will penetrate into various areas of life. Nevertheless, technology remains a tool, in which full control persists in the human being.

RESEARCH METHOD

To obtain the data, researchers using other types of research based on qualitative approaches with descriptive analysis method. Qualitative research aims to describe or depict in a systematic, factual, and accurate about the factors, as well as the nature of the relationship between the phenomena examined. The data used is the Regulation of the Minister of Transportation No.32 years 2016 .

DISCUSSION

A. Information Technology Science Development

The existence of something, certainly not separated from its historical traces, including the existence of technology. Its presence is recognised as the latest human invention, which is essentially aimed at making life easier. Technology becomes one of the civilisation in the journey of human life from time to time, which is increasingly glorious. Thus, to walk the time of the civilization of mankind, there is always such a meaningful accomplishment, at least following his time.

Efforts to further deepen the possibilities in the future, relevant enough also if we look at the stage of technological development. Imagining being in the

“Time Machine”, then we were thrown in the past, will certainly find how technology was built with the extraordinary thought, scientists at the time. Effort to be done carefully, even at the expense of human existence, because it must fight life in experiments that are not infrequently dangerous.

Marie Currie, for example, should redeem the advancement of Science with its death from the radiation of the chemical elements it finds Marie Curie was a French-Polish physicist and chemistry renowned for discovering new elements, including radium and polonium, as well as radioactivity theory and radioactive isotope isolation. He was a recipient of the 1903 Nobel Prize (with her husband Pierre Currie). He died on 4 July 1934, due to aplastic anemia, which resulted from radiation exposure. And the other example is Jr. Thomas Midgley, an American chemist who invented petrol and tin CFC. Although praised in his time, he was branded as having more impact on the atmosphere than any other single organism, throughout the history of the Earth. He was also regarded as the most responsible person for many deaths from others throughout human history, none other than his invention. He suffered from Polio and lead poisoning and was left alone in his bed. He died at the age of 55 years after being strangled by one of his katrolis. This is the fact that both of his discoveries, namely lead petrol and pulley-operated beds, contributed to his death.

From the historical illustrations of the death of the inventors above, technology is only as a tool, where humans become the only puppeteer who will give a role to “Wayang” named the technology to do it. Technology awareness as this tool is later in the dynamics of its use, people begin to think about the other side of the technology. In relation to the information technology, in 1948 then the “ther side” It began to be thought of more “conscious” by scientists at that time. Norbert Wiener For example, his involvement in the field of military industry (asked to develop anti-aircraft guns) caused Prof. Wiener and his colleagues to think of “the other side” of a technological development of ethics. (Wahyono: 2006:22)

Thus in his book titled *Cybernetics; Control and Communication in the Animal and the Machine*, Norbert Wiener said the modern computing machine is essentially a neural network system that is also an automatic control device. In the utilization of the machine, man will be faced with social influence about the significance of technology that is able to give “goodness” and “Doom” (Wahyono: 2006:22) then followed by another pretty monumental work Titled *The Human Use of Human Beings*, which contains the purpose of human life, legal principles, ethical implementation methods, and computer ethics and key topics in computer ethics. (Wahyono: 2006:24)

Furthermore, the ethical awareness underlying the human relations model with the machine (information technology) is amplified by other IT specialists such as Donn Parker, a management information systems consultant and senior network security researcher Computer, which in his research paper says “that when people entered the computer center, they left their ethics at the door”. This illustrates that while a person “engrossed” struggled with a computer/Internet device, he put off his ethics on the doorstep. The metaphor is really not exaggerated, because what is happening now is essentially proof for the divination that Parker had expressed, more than half a century ago. A person who seems to be pious, obedient and religious for example, suddenly can become not himself, when deliberately uploading a selfie that shows the loathing. This is one of the few visible markers, how ethical conflict in computer science and technology happens. (<http://history.computer.org/pioneers/parker-db.html>)

From the development of information technology entered the next stage, namely in the era of Joseph Weisenbaum, who managed to create a computer program to receive people with impaired souls. The Program is called ELIZA, who is able to interview patients with mental disorders. So the task of a psychologist, at a certain level will be replaced by ELIZA, who digadang-gadang able to do its job as an automation psychotherapy. It becomes a milestone of the emergence of a model of information processing about humans by machines. Weisebaum – also wrote an important book with the title “Computer Power and

Human Reason”, which from the book “Inspiration” came to see other thinkers the need for computer ethics (Wahyono: 2006:26)

The Inspiration on the importance of ethical thinking about computer technology, to James Moor, a computer expert from Dartmouth College. He said that;

A typical problem in computer ethics arises because there is a policy vacuum about how computer technology should be used. Computers provide us with new capabilities and these in turn give us new choices for action. Often, either no policies for conduct in these situations exist or existing policies seem inadequate. A central task of computer ethics is to determine what we should do in such cases, i.e., to formulate policies to guide our actions. Of course, some ethical situations confront us as individuals and some as a society. Computer ethics includes consideration of both personal and social policies for the ethical use of computer technology. (<http://web.cs.ucdavis.edu/~rogaway/classes/188/spring06/papers/moor.html>)

From the above phrases can be identified that the Moorish thinking with regard to the use of information technology is first, the absence/vacuum of the policy of how the computer should be used. Secondly, the concept of confusion regarding the use of information technology in social and ethical dimension. This critical thinking is becoming more of a ethical standpoint, which should be attached when people use information technology to help facilitate their business in life.

B. New Media and Uber taxi.

Uber is a star-up corporation and a transport network company from San Francisco, USA. Uber leverages the mobile app, which is connected between potential passengers with the driver, and the car you want to use. The corporation provides transportation services in various cities around the world. Therefore, Uber can be used as a provider of premium taxi providers using a special taxi booking program. The Uber app connects potential passengers with a taxi driver, which can be accessed via a smartphone or desk top computer, and a laptop connected to the Internet network. Uber was carefully conceived by two of its founders in 2008, namely Garret Camp, who previously built the social media giant StumbleUpon, but later sold it for USD 75 million, and Travis Kalanick site owner Red Swoosh, a file site Sharing, but eventually the site sold for USD 19

million to Akamai. In Indonesia, Uber's main competitor is GrabTaxi, which is one of the country's most popular startup corporation of Malaysia.

When a information is successfully disclosed masally to the audience (and it is possible with Internet technology), the audience will respond according to the needs, interests and other interests that should provide benefits To them. Well, in the Uber case, the company manages to offer a solution for people's needs regarding the mode of transportation, which supports their mobility. The solution eventually became moderate, or even superior because of its many advantages (of course for consumers), in this regard, not offered by conventional taxi managers, even though they have long been in operation Serving the community. From recognition of consumers who have used Uber's services, there are a few advantages that online taxis offer, such as prices (this is what triggers the unrest of conventional taxi managers), comfort (generally using young cars, and plates Black so it might be able to add image), practically (can be ordered on-line from anywhere Internet connection origin, choice of payment method, information type of car, name of driver, until license plate can be known before ascending, etc. (<http://www.kompasiana.com/fikar/sensasi-first-ride-uber-taksi>)

Citing the thought of Stewart Alsop, Fidele Vlavo said that;

“the web is going to change our lives substantially, there are going to be plenty of ways to make money and some will be the ways we are already to make money. ...how one can make money on the internet, you need multiple revenue streams. You need advertising revenue, transaction revenue and subscription revenue”. (Vlavo : 2013 : vol 23)

Offer various advantages of online taxis above, perceived as “threats” to conventional taxi managers, because the effect of domino caused will have decreased revenue decrease, resulting from a number of consumers who were previously captive His market, decided to move-on on the cab on-line. Thus, a massive demonstration of considerable anarchies some time ago was a marker of “unexpected effect” as it was by Simon Rogerson above. It can not be ensured, if the launch effort on-line taxis have also considered the possibility of sociological impact or not. Whether the dominant thinking is idelogi economic liberalism, so it is deliberately, entrepreneurs who are experiencing the hysteria is simply ignore

the unexpected possibilities that will be present. This should be one of the consideration materials before business information launched.

C. Media effects and Medium is the Message

All that is in this world, in relation to each of its existence, surrounded by one of the laws of nature, namely the law of cause. If we position the media usage activity as a cause, then it is certain that it will appear what is then the effect or result of that use. Economic dimension, for example people become behavior in change, Gegara for example debranch information that relates to the consumption of goods and services. The case of a cab on-line Uber, at least gives an illustration explaining how the media using it's effects, becomes something real.

In this regard, the on-line business information/transport service that Uber is spreading is widely acknowledged to provide a lot of ease. Especially for those who have touched the digital technology, so that the communication device he is already compatible with Internet technology used by Uber. And the more days the owners of communication facilities integrated with the Internet network has been more and more. This is an increasingly glance market niche. Not yet other factors that give reinforcement to the growing area of the Internet-based business.

In communication science, the effect is a convertor of communfishes/audiences against the messages presented by the Communicator. There are three levels of message effects in the communication process, namely cognitive/knowledge, affective/ demeanor and contemplative/ behavioral. According to Theresa Stuart, the effects of communication can be measured by comparing the knowledge, attitudes and behaviour before and after the communicable message. (Vardiansyah : 2006 : 110)

In relation to communicating interaction activities, the real thing is the purpose of the message to the Communicant, which at the same time will happen feedback. Feedback in this case should not be interpreted as messages sent again to the communicator, but can be a certain action by the communicator. A person who is Adzan, and then sprawling to a certain radius, and then for a religious

Muslim/Muslim (although not to the mosque) to pray, becomes evidence that communication is effective. Whereas in Uber's case, the message displayed through new media was perceived as effective, the evidence that the Communicikan directly responded to the message, by ordering a fleet for example, or simply registering his account as an Uber member.

Furthermore, Dennis McQuail's thoughts on the media effect could explain how Uber was responded by the public. The influence or effect of media on a micro-scale can form individual behaviour. He demonstrated an individual reaction model to the message, with the concept of the S-R (stimulus-response). Stimulus is a message conveyed by the media, which is then accepted by the individual receiver, which eventually gives a reaction to the message. (Chamin: 2001:20). So when audiences access an Uber page, it's when individuals will give a certain response. Maybe it's just curious, just a knowledge of the cause outside of the Uber service, there is a direct give, if one time in need and one that is because of the needs of the mode, directly order the fleet. Meanwhile, on the other hand, the influence of media effects besides being able to change the cognitive dimension, affective and individual behaviour, it can also lead to a much wider scale, and cover all aspects of complex life and rigging. Influence of media effects it can also occur on social systems, cultural structures and the dynamics-dynamics of consensus, control, adaptation, conflict and change. (Melvin L De Fleur dan Sandra Ball Rokeach : 1992 : 252)

The new media eventually became an amazingly massive media spreading message, any message that. At some level, there is an awareness of how as if the message was so far beyond the existence of the media itself. In fact indeed, the medium representation (in this case the new media/Internet) in the wide audience "taken over" by the outside is usually the number of messages passed on the rides. This was what Marshal McLuhan was a metaphorical as the Medium Is The Message, the famous. This is not impossible if at any time, when people think and need taxi transportation mode, so that soon occurred in his mind for the first time is the imagination of the Uber page in the new media. The incident will continue

and continue to repeat, as the spread is increasingly greater, so that the eventual proof for the metaphor of McLuhan. In other languages it can be said that when people think about taxis, the brain will quickly give an answer, Uber, then where there is Uber, it is immediately answered yes on the internet. So, taxis are Uber and Uber are (in) New media. This is what may be able to explain what is the metaphor that the medium is the message.

In line with the Luhanian medium metaphor, in the view of Merrill Morris and Christine Ogan, Internet technologies are mass medium which to date will continue to evolve along with the expanding network connection to access. Even more so, the conventional mass media (newspapers and print magazines) also accompanied the printed version with a digital version, by designing pages that were commercially viable.

“To date, thousand of commercial sources have created home pages or gopher sites for people to access their services or information about those services. As of September 1995, search tools on the internet turned up as many as 123 different US newspaper services and more than 1300 magazine services with distinct web sites. Some newspaper seem to be creating home pages to mark theii place in cyberspace until their manager determine how to make them commercially viable. Others maybe moving to the internet out of fear of the electronic competition” (McQuails : 2002 : 138)

From the explanation of the paragraph above, cybersecurity as a space of information publication is so strong and promising, and inevitably the issuing institutions (in this case the press agencies) flock to build the page as best as possible. It can be seen as an awareness of how much dissemination opportunities will be more widespread if using the Internet as a massive medium, or in the language of Morris and Ogan is the Internet is mass medium.

RESULT

Information technology in this case the Internet/new media, will undergo its increasingly complex “tasks”, summarizes the various areas/aspects of human life. Human future is probably a human being that depends heavily on this internet technology. The thing that undoubtedly will give rise to the problems in the future. It is also undivorced from future characteristics that uncertainty or

overcome uncertainty. Also not separate at all with authentic characters from the Internet itself that is logically malleable.

It may not be noticed by all of us that what happens with Uber's transportation companies, can be seen from the ethics goggles. From ethical glasses There are things that Uber has been being made, when the company positions itself in the ' unhealthy ' competition relationship with conventional transportation service providers that have existed in the community. Business ethics is a point of view to see more of Uber's problems in the country. Yet a deeper reflection, my subjectivity found how design Uber was going through or practising a cultural recification. It is an ethical issue, which is not easy to digest though, let alone celebrate it from the American business life there. And one real thing is the purely free competition business model in the representative of its presence by Uber in Indonesia. Then the resistance emerges and seeks balance.

In connection with it, the predictions about vacuum of policy, proved to be true. The transmission of information technology in new areas, it requires a policy of followup updates, contextual and compatible. It seems to be a ridiculous irony as well, if in decades ago a computer expert has been in the care of the ethics in human relationships with machines, while we are now not as agile to read the possibilities. Explore the possibilities, become a task that is not lightweight for people in the future, because technology and humans will find a more varied relationship model. In the case of Uber in Indonesia, Regulation of the Minister of Transportation No. 32 of 2016 for a while to travel fairness, and to perform fulfilling the dictum of “ *Justice is Fairness*”, as referred to by John Rawls in the on-line transportation business. This is what became the turning point of a technological relationship with humans, which turned out to be involved in the ethical dimension, in every dynamic movement.

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