

ABSTRAK

Nur Azmi Hayati. 2026. 220105010069, *Kontribusi Ojek online dalam Menciptakan Kesempatan Kerja di Kota Banjarmasin (Studi Pengemudi Ojek online di Kota Banjarmasin)*. Pembimbing: Prof. Dr. Syaugi, S.Ag., M.A dan H. Badrian, S.Ag., M.Ag. Skripsi, Program Studi Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Antasari Banjarmasin, 2026.

Kata Kunci: Kontribusi, Ojek *online*, Kesempatan Kerja, Pendapatan.

Perkembangan ekonomi digital mendorong munculnya berbagai jenis pekerjaan baru, salah satunya ojek online, yang menjadi alternatif pekerjaan di tengah keterbatasan lapangan kerja formal di Kota Banjarmasin. Penelitian ini bertujuan menganalisis kontribusi ojek online dalam menciptakan kesempatan kerja serta kontribusinya terhadap pendapatan pengemudi di Kota Banjarmasin.

Penelitian ini merupakan penelitian lapangan (*field research*) dengan pendekatan deskriptif kualitatif. Data diperoleh melalui wawancara terhadap 15 pengemudi ojek *online* yang berasal dari Gojek, Grab, dan Maxim di Kota Banjarmasin, serta didukung oleh data sekunder dari Badan Pusat Statistik (BPS), dokumen, dan literatur terkait. Analisis data menggunakan model Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa ojek *online* berkontribusi dalam menciptakan kesempatan kerja melalui kemudahan akses pekerjaan dan fleksibilitas sistem kerja. Jumlah pengemudi ojek *online* aktif di Kota Banjarmasin diperkirakan mencapai 2.330 orang atau sekitar 2,08% dari total tenaga kerja sektor jasa informal yang berjumlah 112.139 orang. Selain itu, ojek *online* juga berkontribusi terhadap pendapatan pengemudi baik sebagai sumber pendapatan utama serta satu-satunya, tambahan, maupun sementara. Dengan demikian, keberadaan ojek *online* tidak hanya memperluas kesempatan kerja, tetapi juga memberikan peluang bagi masyarakat untuk memperoleh penghasilan melalui sektor ekonomi digital.

ABSTRACT

Nur Azmi Hayati. 2026. 220105010069, *Contribution of Online Motorcycle Taxis to Creating Job Opportunities in Banjarmasin City (Study of Online Motorcycle Taxi Drivers in Banjarmasin City)*. Supervisors: Prof. Dr. Syaugi, S.Ag., M.A. and H. Badrian, S.Ag., M.Ag. Thesis, Sharia Economics Study Program, Faculty of Islamic Economics and Business, UIN Antasari Banjarmasin, 2026.

Keywords: *Contribution, Online motorcycle taxis, Job Opportunities, Income..*

The growth of the digital economy has spurred the emergence of various new types of employment, including online motorcycle taxi services, which serve as an alternative source of work amidst limited formal job opportunities in Banjarmasin City. This study aims to analyze the contribution of online motorcycle taxi services to job creation and driver income in Banjarmasin City.

This study employs a field research design with a descriptive-qualitative approach. Data were gathered through interviews with 15 online motorcycle taxi drivers affiliated with Gojek, Grab, and Maxim in Banjarmasin City, and supplemented by secondary data from Statistics Indonesia (BPS), relevant documents, and literature. Data analysis utilized the Miles and Huberman model, comprising data reduction, data display, and conclusion drawing.

The results show that online motorcycle taxi services contribute to the creation of employment opportunities by providing easy access to work and a flexible working system. The number of active online motorcycle taxi drivers in Banjarmasin City is estimated at 2,330, representing approximately 2.08% of the total informal service sector workforce of 112,139 workers. In addition, online motorcycle taxi services contribute to drivers' income by serving as their primary, sole, supplementary, or temporary source of income. Therefore, the presence of online motorcycle taxi services not only expands employment opportunities but also provides the community with opportunities to earn income through the digital economy.