

## DRIVERS' COMMUNICATION PATTERNS TO INCREASE SERVICE QUALITY OF GRAB COMPANY IN BALI

Ketut Alit Pratiwi<sup>1</sup>, Andre Rahmanto<sup>2</sup>, Sudarmo<sup>3</sup>

Universitas Sebelas Maret Surakarta  
Surakarta, Indonesia

[Alitpratiwi20@student.uns.ac.id](mailto:Alitpratiwi20@student.uns.ac.id)<sup>1</sup>, [andreyuda@gmail.com](mailto:andreyuda@gmail.com)<sup>2</sup>, [Sudarmo63@yahoo.com](mailto:Sudarmo63@yahoo.com)<sup>3</sup>

### Abstract

The study tries to discuss the communication patterns that occur between Grab drivers and their customers. At Grab Company, drivers play an important role in providing customers with appropriate language expression when interacting face-to-face. The role makes the driver the most prominent corporate image as grab is judged on the driver's communication patterns and services in the field. This study examined and analyzed how the drivers apply the communication patterns and whether this can increase the positive image of the company in a qualitatively descriptive approach. The data collection used in this research were interviews and literature studies. The results of this study showed that the communication pattern that the driver uses to serve the customer is a spiral communication pattern, specifically, a two-way communication pattern and a circular communication pattern. A spiraling pattern of communication occurs when the communicator and communicant are comfortable building a relationship. Circular communication patterns are communication patterns that are carried out alternately, with feedback occurring in the communication process. This study suggests that other researchers are paying more attention to adjusting the conditions between the communicator and the communicant.

**Keywords -** *communication pattern, language function, service quality*

### Introduction

Indonesia is currently in a developing era of communication and information technology. The existence of communication and information technology brings good impact on helping and facilitating community activities. Based on the Indonesian Internet Service Providers Association (APJII) report, in 2018 shows that 50% of Indonesia's population, around 132.7 million people were connected to the internet network. Meanwhile, smartphone users is increasing to 177.9 million people. This condition supports the emergence of various smartphone-based platform applications that require users to be connected to the internet (*Ojek Online - Solusi Kerja Masa Kini*, 2020).

The developing advancement of this technology increased the mobility of society. In carrying out mobility, transportation becomes an important part of society. Transportation then became an opportunity that was used by a Transportation Network Companies (TNC) company or a company engaged in the ride-sourcing sector, known as Grab. Grab was one of the finalists in the Harvard Business Schools' 2011 Business Plan contest. According to the survey results of the Internet Service Providers Association (APJII) for the 2019 – second quarter/2020 period, Grab is the most frequent service that is used by the community. There are 21.3% of respondents claim to use the application often. Grab to travel (*Asosiasi Penyelenggara Jasa Internet Indonesia*, 2020)

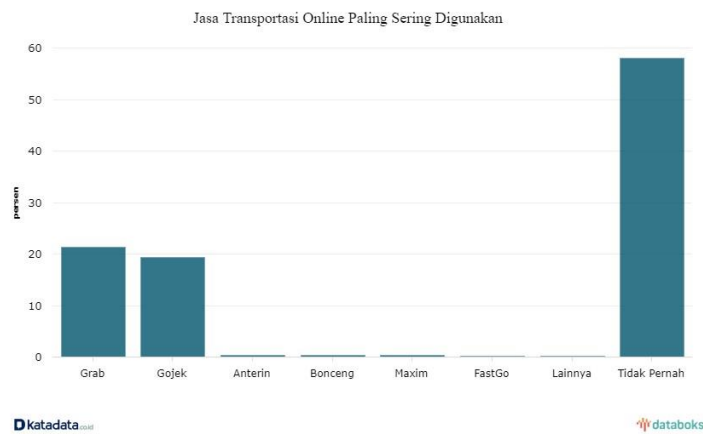


Figure 1. Online Transportation Services that are often used

Grab is a company that is based in Singapore, as their headquarters. At present, Grab is available in six countries in Southeast Asia, one of which is Indonesia. This application uses smartphone cloud-based technology to provide several products. In Indonesia itself, there are several services and products provided in the application, namely delivery of food or daily necessities (Grab food or Grab Mart), courier services (Grab Express or Grab Assistant) and also Grab Health for consultation needs about health. The role of drivers in the Grab company is vital, considering that their position cooperates directly with customers. This shows that the drivers referred as company's image at the forefront. This condition shows that the company have a duty to build prodigious personality and quality level of driver service to customers. The Grab company prioritizes the interests of security, comfort and acts decisively on all acts of sexual violence in the use of services by drivers enforces a code of ethics for drivers that are registered and bound by agreements and the use of services from Grab Indonesia. The code of ethics can be found at the link [www.grab.co.id/kodeetik](http://www.grab.co.id/kodeetik) and in the driver mobile application.

Showed in the code of ethic; good communication is one of the key dispositions that the driver must partake. The initial two-way communication made by drivers is via the application, through notifications that will be received by their customers. After that the communication continues until the driver is at the location as per customer's request and ends when the customer's order has been completed by the Grab driver. Seeing the driver's process in providing services to customers where communication is always used by drivers and customers, both non-verbal and verbal communication. Therefore, researchers are interested in studying how the communication patterns carried out by drivers in providing services to their customers. Where the results of this study can be additional knowledge about how communication patterns occur in the field of service to customers.

In this study, the researcher makes use of the previous studies that were used as references in making this research, including a study entitled Communication Patterns for Caregivers with the Elderly in Tresna Werdha Natar Social Services for the Elderly, South Lampung. In this study, there was a pattern of circular communication between caregivers and the elderly. This study uses the theory of self-disclosure or self-disclosure to the elderly (elderly) as caregivers can make the elderly open comfortably (PUTRIANA, 2016).

The second research is in relation to communication patterns entitled Group Communication Patterns in the "Vespa" Scooter Community in Establishing Solidarity Relationship. The result results to this study, concluding the communication pattern used by the Wonogiri Scooter Association (ISWI) was a dyadic communication pattern, known to be the personal approach of each member. Solidarity in the Vespa community is included in

mechanical social solidarity which is based on equality, trust, and herd loyalty (Heriawan et al., 2016).

The third research is related to Mother–child interaction in families of children with autism: Interpersonal dyadic processes. This research examines the pattern of interpersonal behavior between mothers and children using a dynamic system approach. The results to this study indicate an increase in reciprocal involvement, dyadic flexibility and a decrease in high dominance behavior of mothers with low dominance. The conclusions in this study highlight the role of interpersonal social processes for ASD children and their mothers (Rozenblatt-Perkal & Zaidman-Zait, 2020).

The difference between the previous research described by the researcher and the research to be studied is in the research subject. Where in this study the researcher examines the pattern of interpersonal communication occurring between Grab drivers and their customers through primary and secondary communication patterns. The similarity of this research with previous research is that they both examine the communication process and communication patterns.

### ***Communication Process***

The communication process is a progression that is always carried out by humans in socializing. In a communication process there is an exchange of information between the communicator to the communicant. In the communication process there are several levels that are divided based on the number of participants involved in the communication (Mulyana, 2016). The levels of the communication process are:

1. Intrapersonal Communication
2. Interpersonal Communication
3. Small group communication
4. Public Communication
5. Organizational Communication
6. Mass Communication

According to (Effendy, 2005) the communication process is divided to two stages, including:

1. Primary communication process: this is the process of conveying one's thoughts or feelings to others using symbols (symbols) as a medium. The symbol in question is language, signs, gestures, images, colors and so on which indirectly translate the thoughts or feelings of the communicator to the communicant.
2. Secondary communication process: this is the process of delivering messages from one person to another by using a tool or means as a second medium after interpreting the symbol as the first medium. This communication process is used when the communicant is far from the communicator or in large numbers. Communication in this secondary communication process becomes effective due to increasingly sophisticated communication technology.

In conclusion, the communication process is how a message is conveyed by the communicator to the communicant using a communication symbol.

### ***Interpersonal Communication***

In communication research, it focuses more on interpersonal communication by drivers to customers and vice versa. Interpersonal communication is a communication that is carried out

by two or more people which is done verbally or non-verbally. In daily life, interpersonal communication is the dominant activity carried out by the community. Just how Grab drivers do with their customers, the first step that drivers take in providing good service starts with starting interpersonal communication with their customers. Interpersonal communication activities are unavoidable because we as humans need communication to be able to know the intent of the other person, we are talking to so that drivers can help customer needs.

According to Devito, 1997 the effectiveness of interpersonal communication begins with five general qualities that are considered including openness, empathy, supportiveness, positiveness, and equality (Paramithasari & Kartika, 2017):

1. Openness: The attitude of a person who is not closed with all inputs given by others and is also willing to convey information to others.
2. Empathy: the attitude of a person who can understand and feel of situation of others and can see a problem from the point of view of others.
3. Supportive attitude: The attitude of mutual support between the communicator and the communicant to carry out an open interaction.
4. Positive attitude: a good attitude that can be shown through behavior.
5. Equality: the attitude of both parties is equally valuable and valuable where both parties who communicate have mutual respect and need for each other.

### ***Communication Pattern***

The communication pattern is a model of the communication process and the communication pattern which is part of the communication process. Communication pattern is a simple description of the communication process that shows the relationship between one component of communication with other components (Soejanto, 2005). In an introductory communication science book written by Dani Vardiansyah, he classifies communication models into 3 communication patterns, namely (TRIYONO et al., 2021):

1. Linear communication pattern: in this pattern the communicant will respond depending on the stimuli they received. The communicator is active in conveying the message while the communicant is passive in taking the message. The message is unidirectional, so it is called linear. This communication pattern is used as the basis for various other communication patterns. In this linear communication pattern, the channel function is prioritized as a means of conveying messages, for example using electronic media or mass media, it is very appropriate to use this linear communication pattern.
2. Circular communication pattern: This pattern is interpersonal in nature where the process is found back response with a higher intensity which is the background for this circular pattern to be born. Both communicators and communicants are also equal because they give each other feedback in the process.
3. Spiral or helical communication pattern: This pattern is a new pattern compared to the previous two patterns. This communication process moves forward where current communication (when it occurs) can be influenced by previous communications and the message transmitted can affect subsequent communications. One of the pioneers of this spiral communication pattern is Dance. Dance argues "to think that a communication process is reversed in a complete circle to the exact point where it started is a mistake".

In this study, the researcher focuses on taking circular and spiral or helical communication patterns considering these two patterns are related to communication patterns made by Grab drivers to customers.

### **Methods**

This research method uses a descriptive qualitative method in which research can provide a careful description of a particular individual or group and a study that is used to measure the depth of a phenomenon that occurs (Koentjaraningrat, 1993). Sources of data in this study sourced from primary data and secondary data. Primary data is data in the form of verbal or spoken words or gestures made by the subject related to the variables or sources in the study. Consequently, secondary data obtained from previous research data.

This research data collection technique uses 3 ways, namely interviews, observation, and literature study. The unit of analysis in this study is the Grab Company which is in Bali. When conducting the interview stage, the authors used a purposive sampling technique to determine the informants in this study. The informants selected in this study are Grab drivers and Grab customers who are considered to have a role and influence in the title of this research.

### **Finding and Discussion**

Based on the results of research conducted by researchers through interviews with drivers and customers, each of which count to 8 people where the determination of the sources was chosen randomly, where each consisted of 4 drivers and 4 customers. In addition, interview researchers also dig up information through library research through previous research and looking for information on the Grab.com website as a basis for carrying out this research.

In this study, researchers found that the communication patterns that occur between drivers and customers are two-way communication patterns and circular communication patterns. The two-way communication pattern occurs when the driver asks for the certainty of the customer's pick-up location and the customer's destination. At that time the customer gave answers to the questions posed by the driver. This communication pattern occurs not only through face to face but also through media such as chats available in the Grab application. The second communication pattern that occurs in the communication process between drivers and customers is a spiral communication pattern. This communication pattern transpires when customers and drivers begin to feel comfortable chatting. Drivers have SOPs to be able to provide good and courteous service to customers, one of which is by responding or answering questions from customers. If the conversation begun to be connected and comfortable between the driver and customer, this spiral communication pattern supervenes. It's just that this spiral communication pattern doesn't happen often because there are some customers who choose to stay silent and only answer questions related to their trip, such as defining the destination of the drop off and pick up location.

### **Conclusion**

Constructed on the research that has been presented above, the researcher concludes that the communication pattern carried out by Grab drivers to customers is a circular and spiral communication pattern. Where a circular communication pattern needs to be ensured whether the order is in accordance with the customer's request in the application. Re-questioning the purpose to ensure is an important thing to do so that there is no miscommunication between drivers and customers. Meanwhile, the second communication pattern, which is a spiral, occurs



because of a sense of comfort between the customer and the driver to communicate with each other. Usually, this activity is carried out when taking a long trip or encountering a congested journey which ultimately makes drivers and customers exchange information or complaints about bugged roads. Suggestions that can be carried by researchers in this study are this communication pattern can be carried out properly because in communication there must be obstacles – barriers especially in spiral communication patterns. Subsequently, the researchers propose that before making a better communication pattern, the driver have to understand the customer's situation whether they want to be invited to chat or not. Thus, customers still feel comfortable when using Grab services as their transportation option.

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