

# “G” Company Role in Contributing to Achieving the SDGs in Indonesia: Decent Work and Economic Growth

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**Abstract.** This study aims to explain the role of the “G” company in contributing to the achievement of the Sustainable Development Goals in Indonesia at point 8, namely decent work and economic growth. With the development of increasingly advanced technology, this opportunity is used as an opportunity for Indonesia to succeed in the 8th Sustainable Development Goals. Which in SDGs point 8 is the existence of decent work and economic growth. In this study, one example of a company that helps Indonesia achieve the 8th point of the SDGs is the Indonesian “G” Company. The approach in this study is a qualitative method, as well as processing data with secondary data obtained from books, journals, and official websites. The results of this study state that the “G” company has a major role in Indonesia in the success of the 8th Sustainable Development Goals by showing tangible evidence through the results of the strategy provided by this company so far by providing job opportunities to become “G” driver partners and also providing evidence of the increase in income earned by “G” company.

## 1 Introduction

In Indonesia, there are still many people who do not work, this can also happen because of the small number of job opportunities available. Many people have several reasons for being unemployed, this can happen because of the high and fast population growth in Indonesia but it is hindered because job opportunities are not as many as the existing population growth, another reason could also be because of increasingly rapid technological developments that cannot be followed by skills and knowledge of job seekers. With the increasing number of unemployed in Indonesia, it can also be influenced by the instability of the economy, politics and security in Indonesia. With an unstable economy, human resources can be wasted just like that, so a high unemployment rate can also affect the state, one of which is a reduction in state tax revenues.

This research raises an interesting topic about the SDGs because with this research the public will become more aware of the role of a company like “G” Company in helping their welfare by providing decent jobs and economic growth for Indonesia. What we can see with this era of increasingly rapid technological development also determines whether a company follows the trend or not, such as “G” Company from the year of its establishment until now “G” Company can keep up with existing technological developments by creating great opportunities for “G” Company and Indonesian companies. Of the many online transportation companies in Indonesia, the one most often used by the public is “G” Company, which is a company that provides the first transportation application in Indonesia

and has a brilliant strategy in how to expand its economy and how to provide decent work opportunities for people. unemployed people and non-application-based drivers.

In order to overcome the problem of a high unemployment rate and also the problem of a declining country's economy, companies have emerged that sell technology-based services. The “G” Company is a company that created an application in 2015 by attending features that make it easier for the public to travel easily and quickly. The development of the “G” Company was supported by the Governor of DKI Jakarta at that time, namely Basuki Tjahaja Purnama and also by the President Director of PT. Transjakarta. With rapid progress, “G” Company is expanding not only in the city of Jakarta but also in cities outside Jakarta. Another thing that the “G” Company has done is also adding features that make the lives of people who use it easier in the realm of food delivery, ticket sales, delivery of goods, etc. Not only that, CEO of “G” Company also stated that after this application was launched in 2015 the number of drivers who joined “G” Company increased every year.

In 2016, “G” Company became the first unicorn company in Indonesia to get an increase in orders to 300,000 per day. With the high number of existing orders, of course “G” Company needs human labor in it, thus the “G” Company provides decent work opportunities also to friends with disabilities of more than 30,000 people who join “G” Company. With the progress made by “G” Company, this company was ranked 17th out of 20 companies in the world where this company earned the largest revenue throughout 2017 up

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to 3,600 times in 18 months. Of course, with the presence of "G" Company, in addition to facilitating the work of the community in their activities, this company also helps people in Indonesia in providing decent jobs to reduce unemployment in Indonesia as well as to improve the Indonesian economy itself, where Indonesia is a developing country which in terms of its economy is still dependent against other countries. However, if we pay attention, Indonesia has many multinational companies which can help the country's economic development and can also provide great opportunities for people to get decent jobs.

In answering the "G" Company's way of contributing to providing decent work and also showing its contribution to Indonesia's economic growth. This is certainly a goal that is owned by Indonesia in participating in the ratification of the Sustainable Development Goals plan which is not only attended by the leaders of the Indonesian state, but all world leaders attend and agree on it together. Of course, with great ambitions, Indonesia agreed to this to reduce the amount of poverty in Indonesia, to reduce inequality from one another, and of course to protect the environment of its own country. The SDGs have 17 goals and 169 targets that have been jointly agreed with all countries involved in it for 2030.

With the similarity of the goals of the "G" Company with the points contained in the Sustainable Development Goals, we can judge from here that Indonesia can make the "G" Company a driving force for Indonesia to support Indonesia's economic growth in the long term. Besides this company being an economic opportunity, "G" Company can also be a driving force for Indonesia in reducing the existing unemployment rate, by providing decent jobs for people who have not found work. People in Indonesia through the existence of this company. There is a lot of evidence that can be seen from the strategy used by "G" Company in its expansion in collaboration with the "B" Company. What we know is that when the "G" Company company was founded, many taxi drivers who did not standardize applications such as "B" company experienced a decline in income problems.

This happens because many passengers are more interested in using "G" application, which can only be ordered via cellphone without having to search on the roadside first. Thus, "G" Company also collaborated with "B" Company in 2017, and produced great results that "G" Company made it easy for passengers to get online taxis and drivers to get passengers. From the evidence of the work done by Google, it can be seen that Google has a big role in the success of the SDGs in Indonesia by providing decent jobs for the community. The research question raised was "What is the role of the "G" company in contributing to the achievement of the SDGs in Indonesia: decent work and economic growth?". All validity in this study were obtained from the official "G" Company website and also from journals and books that can be proven authentic.



**Fig. 1.** Conceptual Framework

## 1.1 Objectives

Based on Figure 1, the research aims to explain the role of the "G" company in contributing to the achievement of the Sustainable Development Goals in Indonesia at point 8, namely decent work and economic growth by looking at the strategies that the "G" company has carried out in collaborating with other companies and in providing job opportunities for people in Indonesia.

## 2 Literature Review

According to [1], there are 4 components in the national interest. The first is the interest of defense, which provides protection for the state and its citizens from threats of physical violence given by other countries, or threats obtained from outside against their government system. Second, economic interests, which provide an increase in the economic welfare of one's own country in relation to other countries. The third is the interests of the world order, which maintains its international political and economic system so that its own country can feel safe, and also its citizens and trade can operate in peace and security if it is outside the borders of their own country. And lastly, ideological interests, where these interests provide protection and development of all values that are owned and believed by the people of a country so as not to be solved by the ideologies of other countries. [1]

Economic diplomacy in a country requires assistance from the skills of the people involved, including a company that can also take a role in the diplomacy of its own country. This begins with the existence of national interests that are owned by each country in defining the priority interests they take. Of course, this national interest will not be far from the economic, political, and socio-cultural contexts which are the main priorities of every country in achieving its national interests. With cooperation within a country in achieving common goals such as companies in a country they have a basic motivation in improving the company's economy which will also have an impact on the national and international levels. [2]

Economic growth does not only talk about the state, government, and companies in general, but also requires the role of individual humans in it. The role of human capital is also very important in economic growth in carrying out every activity of a company or its own country. Thus it is necessary to hone the skills possessed by every human being to continue to be able to bring a new innovation and not be left behind with existing market trends. And this also leads to an increase in the

cognitive skills of its workers to ensure even better economic growth [3].

The 8th point of the Sustainable Development Goals regarding decent work and economic growth has goals. The goal to be achieved with the existence of this 8th point is to promote inclusive and sustainable economic growth which is not only for developed countries, but also developing countries can get it. In addition, the goals of point 8 of the SDGs are to expand employment opportunities and decent work for everyone. With the current pandemic, global economic growth has slowed before the pandemic. With the emergence of the worldwide economic crisis, this led to an economic recession. What we can see in 2020 is that with the economic crisis during the pandemic, many people have lost their jobs. With the existence of these 8 sustainable goals, it can be an impetus for the countries in it to expand so that they can provide decent job opportunities and can also affect global economic growth [4].

With the existence of the 8th Point in the Sustainable Development Goals, this can be used as a performance target for the “G” Company, which they explain that they want to achieve a higher level of economic productivity, through diversification, improvement and technological innovation, including through a focus on sectors that provide value, taller and more labor intensive. In addition, “G” Company also promotes development policies that support productive activities, creation of decent jobs, entrepreneurship, creativity and innovation, and encourages the formalization and growth of micro, small and medium enterprises, including through access to financial services. With the target that the “G” company wants to achieve at the 8th point of the SDGs, they also want to show their progress progressively until 2030, demonstrating the efficiency of global resources in consumption and production, as well as efforts to unlink economic growth from environmental degradation, in accordance with the 10-Year Framework of Programs on Sustainable Consumption and Production, with developed countries as the guide. And lastly, “G” Company also wants that by 2030, they can achieve providing permanent and productive work and decent work for all women and men, including youth and people with disabilities, and equal pay for work of equal value. [5]

In 2018 the unemployment rate in Indonesia decreased by 5.34%, then in 2019 the unemployment rate in Indonesia decreased again to 5.94%. This was acknowledged by President Joko Widodo at the time because one of the contributors to the decline in Indonesia's unemployment rate was online transportation companies such as the “G” Company. Many out there cause unemployment due to low education which makes it difficult for them to get a job. However, the presence of “G” Company was partnership with online motorcycle taxi drivers makes it easier for people to get jobs where they don't need to have a high education classification. In addition, this company also helps Indonesia's economic growth by partnering with SMEs (Small and Medium Enterprises) in the food and beverage sector. More than 900,000 business partners have collaborated with “G” companies and have spread throughout Indonesia. What we can

know is that during this pandemic, there are more and more F&B businesses, but there is also an economic crisis side by side. With this, the “G” Company is able to help SMEs to help their economy, the courier economy, the company's economy, and also the Indonesian economy. [6].

### **3 Method**

In this study, the approach used is a qualitative approach where the results of this approach will be processed descriptively by explaining what strategies are being carried out by the “G” Company in the success of the 8th point of the SDGs and also the evidence that can be seen by the public as users of the “G” application, as well as the “G” drivers themselves. The approach in this study also shows “G” Company's annual revenue growth rate. The data used by the author is secondary data, where the results of this study will be taken from legal and official sources and can be published in the writing of this research such as books, journals, etc. In addition, this study will use data from the percentage of annual revenue owned by the “G” company through the official website of the “G” company.

In addition, this study also uses a deductive approach which will discuss in general and broadly from the beginning the problem of how this company plays an important role in achieving the 8th point of the SDGs in Indonesia. This article explains the strategy taken by the “G” Company in an effort to improve the Indonesian economy and also the way “G” Company provides decent job opportunities for people in Indonesia. With this research, it is hoped that we can find out how big the role taken by “G” Company in the success of one of the SDG goal points, especially No. 8 which can also be seen how this company is moving well along with the Industrial Revolution 4.0 at this time.

Limitations of this study are, (1) the Sustainable Development Goals at point 8; and (2) the “G” Company in Indonesia from the year of its establishment 2010 until 2021.

### **4 Data Collection**

The presence of technology has a positive and significant effect on product innovation and competitive advantage, where innovation greatly affects a company's competitive advantage in the market. The innovations created by “G” Company play a significant role in mediating the influence of technology orientation on competitive advantage. The implication of this research is to provide advice to “G” Indonesia to continuously improve product innovation and pay attention to technology orientation related to the creation of superior competitiveness. Technology orientation has a positive and significant impact on product innovation, which means that technology orientation is able to increase the innovation power of “G” Indonesia startups. Technology orientation strongly shows its positive influence on competitive advantage, which means that the higher the technology orientation of the “G” Indonesia startup, the higher the company's

competitiveness. Product innovation has a positive and significant impact on competitive advantage, so that the more optimal product innovation, the more capable of realizing and increasing competitiveness. Significant product innovation in technological developments can also create a company that has a competitive advantage. If "G" Indonesia is a technology-oriented company, then the technology-oriented aspect can increase product innovation and in the end can improve and enhance "G" Indonesia's competitiveness. [7]

With the accountability owned by PT. Aplikasi Karya Anak Bangsa, which is branded "G" Company, has collaboration with many online driver partners in it. By cooperating with existing driver partners, this company wants to meet existing transportation standards with legal protection in accordance with existing laws in Indonesia so that they can solve problems together under the auspices of the law if "G" Company's driver partners face the risk of accidents or environmental damage. by one of the "G" Company driver partners. To reduce the existing risk PT. "G" Indonesia drivers provide subsidies to "G" driver partners to keep checking their vehicles regularly until they replace vehicles that have exceeded the age of 10 years. [8]

If we look at the current era of the industrial revolution 4.0, technological developments can be an opportunity for the formation of brilliant innovations that can affect the market trend itself. And with the application-based transportation business in great demand by the market or by the wider community at this time, thus the presence of the "G" Company, which was first established in Indonesia, is growing very rapidly because the Indonesian people themselves are also interested in this online transportation. Of course, the presence of "G" Company is not the end of this company's victory, many competitors from online transportation companies based on its application have entered Indonesia. Thus the "G" Company must have a strong foundation to compete with other competing companies, namely with creative innovation, thus "G" Company will be able to compete in the market itself. [9]

The presence of "G" Company has raised many positive and negative opinions in the eyes of the public, which began when the "G" company was founded until now which has caused a lot of debate in various circles as well. This journal also focuses on researching the impact of "G" Company on social and economic changes in the City of Tegal both from the side of "G" Company drivers, consumers and conventional transportation. And the conclusion of this journal explains that there have been positive changes in social and economic behavior in "G" drivers, positive changes in social and economic behavior for "G" consumers, and negative social and economic changes in conventional transportation by "G" competitors. [10]

The influence of "G" Company's business model transformation to preserve the company's competitive advantage in the development of the sharing economy from the customer's point of view. And from this it shows that the transformation of "G" Company's business model, which is only from an online

motorcycle taxi to an application with many services, changes "G" Company's business concept, which adds value to customers and this effectively preserves a competitive advantage for "G" Company and strengthens "G" Company's position in the development of the sharing economy. [11]

In the era of the industrial revolution 4.0, with increasingly advanced technological developments, this is used by many businessmen in their companies in expansion by creating new innovations in all fields of the company which are definitely based on the internet and this technology. This greatly affects human life, so that it has an impact on increasing economic growth, especially in the topic of this research Indonesia's economic growth. What many people have done is that they have taken advantage of the development of this technology as a driver of their economic growth. Thus, in order to achieve good economic growth, a good strategy is needed to be able to continue to compete in all fields so that not only large companies or large businesses can be helped, but SMEs can also help their economy to be more independent. [12]

The service industry in Indonesia, namely "G" Indonesia, PT. "G" Indonesia, here explains that PT is an online personal transportation company that has eleven varied business units. However, this study focuses on two business units, for example, "G" Company Ride and "G" Company Send. Which focuses on the internal control applied to sales and cash receipts and their effect on the performance of the revenue cycle department. Companies that implement internal control still have some of the existing procedures regarding standard operating procedures in the sales cycle and cash receipts need to be improved, in addition to documentation and administration related to the revenue cycle. [13]

With the advancement of Information and Communication Technology, it brings positive impacts in various fields, where one of the positive impacts that arise is in the field of the creative economy. Those who are creative will always see business opportunities behind the advancement of Information and Communication Technology. "G" Company as we know is a business that is run based on creative ICT. With the facts and evidence, this can show that the "G" company can get a very good business opportunity with the advantages created by "G" Company, namely the advancement of Information and Communication Technology, even though "G" Company is not a transportation company but with a "G" company partnership system in a short time can work with thousands of motorcycle owners who need work. The partnership system offered by the "G" company is a profit-sharing system that is mutually beneficial for both parties, from the "G" company itself and its drivers or what we call C2C (Customer to Customer). The "G" company has only taken a small percentage of the income earned by motorbike drivers, even the goodness given by the "G" company can be shown by providing some additional facilities to its drivers such as bonuses and also forms of insurance to its partners. With the existence of the "G" company, it really helps thousands of people in big cities in Indonesia who have difficulty

finding work or have difficulty finding additional income to get decent work. With the business and innovation owned by the "G" Company, not only the riders who benefit, the passengers also benefit from this business, because the passengers no longer need to be afraid of uncertain high fares, because the fees to be paid are in accordance with the calculation of the application provided by "G" Company. With the use of Information and Communication Technology that is creative, innovative, and also profitable, the people in Indonesia are supportive of the progress of this company has made. [14]

In addition, in 2022, "G" Company pay, which is a payment and financial service from "G" Company, will create a free course program for driver-partners and their families, called the "Free Course for Reaching Dreams". Through this program created by "G" Company pay, it gives Rp. 1.2 million rupiah to each partner driver of this "G" Company, which is included by 100 driver partners and their families in the city of Malang Raya who have passed the previous selection process. This program was created by the "G" Company with the aim of encouraging driver partners to develop their competencies and also so that they get good skill capital. In addition to being useful in developing the skills of driver partners and their families, the "G" Company also uses this as a form of appreciation for driver partners who have played an important role in digital finance, which can now be recognized by the entire community. Thus the strategy taken by the "G" Company in making this program apart from providing decent jobs for driver partners, this company also provides skills development for driver partners and their families in running the business. [15]

## 5 Result & Discussion

With the Sustainable Development Goals Program, it is hoped that all countries that agree to it can implement it in their respective countries. Likewise with Indonesia, of course the Indonesian state needs assistance other than its own government. The presence of this company brings luck to Indonesia in the success of the SDGs, where the "G" company provides decent jobs and also makes Indonesia's economic growth better. This is shown by this company which provides opportunities for many people to become "G" driver partners. Of course, with the emergence of the Go-Jek company, this created a cons for other drivers who were not technology-based, such as those who had joined Go-Jek. Of course, with the incident with many "G" drivers being judged by motorcycle taxi drivers outside this company, this company carried out its strategy in introducing the company more to the public with the industrial revolution 4.0 bringing people to be more advanced in getting to know technology.

In addition to providing job opportunities, this company also provides its driver-partners with greater income than before they joined the "G" company. This happens not only for motorcycle drivers, but also for car drivers. The presence of this company in Indonesia also creates

cons for existing taxi companies. Many people prefer to use the "G" application rather than looking for a taxi. This happens because people feel that the "G" application is more efficient, using only mobile phones, people can order car drivers directly to their pick-up point, so people don't have to go out to the main road to wait and look for taxis that pass by and get fixed fares.

By seeing that many taxi companies have started to decline in their income due to the reduced number of passengers using taxis, this company provides job opportunities as well as improves the economic growth of the taxi companies. "G" Company collaborated with a taxi company, namely "B" Company in 2017. And this created a new name in "G" Company, of course it had a good impact on "G" Company and "B" company itself. With this company providing jobs for "B" drivers and improving the economy as well, "B" Company in 2020 will extend their partnership with "G" Company.

The role played by the "G" Company in Indonesia is also one of the efforts to achieve the interests of the state. As explained earlier, in achieving common goals in the interests of their own country, it is necessary to have the help of the people in it. This is shown by the "G" company, where they provide decent work opportunities for people in Indonesia so that they can help run a company. In addition, with the performance shown by workers who work with the "G" company, they can jointly increase the economic growth of the company and their own country.

With technological advances that are utilized by the "G" Company very well, it makes Indonesia able to get its national interests which not only benefit within the country, but the Indonesian state can benefit at the international level like "G" Company's do to expand on Singapore and Vietnam. This is also shown by the achievements obtained by "G" Company in 2017, which is ranked 17th out of 56 companies which are application-based on-demand service providers. In this ranking, this company also competes with other large companies such as Apple, Unilever, Microsoft, and many more. With the awards he has won, this company is the only company from Southeast Asia that has an important role in Indonesia's digital economy growth. [16]

With the progress experienced in this company, it increases the interest of "G" application users every year. As we can see in the image from the statistical data of "G" application users from the last 5 years for the 2017-2021 period with the results in units of million as follows,

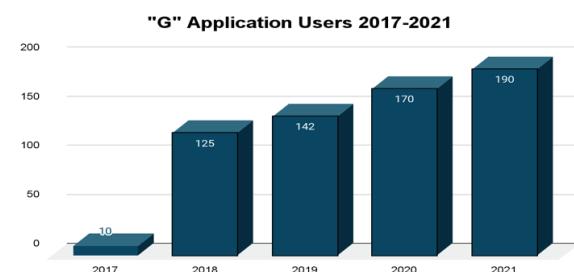
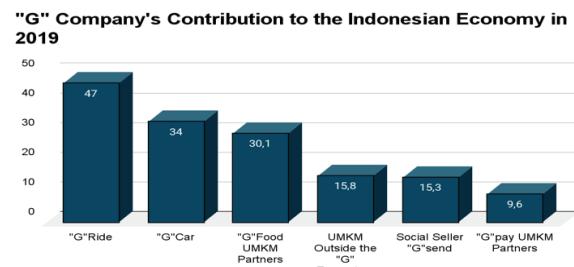


Fig. 2. "G" Application User Data 2017-2021

Figure 2 proves that the users of the “G” application are in great demand by the Indonesian people and also provide evidence of the increase in users every year. With this, the “G” Company is able to compete economically with other companies and is also able to compete with other international companies. The higher interest of “G” users in downloading the “G” application, this has an impact on reducing the unemployment rate in Indonesia and provides a great opportunity for prospective “G” partners to work with this company as a driver or staff officer of the “G” company itself.

On the other hand, we can also see statistically the contribution made by “G” Company to the economy in Indonesia in 2019, which is in accordance with the contents of the 8th Sustainable Development Goals that there is an explanation of economic growth in it. We can look at the statistical data below which is divided into several parts of “G” Company's services in contributing to the Indonesian economy in trillion units.



**Fig. 3.** “G” Company's Contribution to the Indonesian Economy in 2019

Figure 3 shows that driver partners in the “G” Company Ride section or two-wheeled vehicles contribute more than the services provided by “G” Company. Thus, the driver-partners who work for this company directly also have a role to contribute to the Indonesian economy and are in accordance with what Indonesia wants to achieve in the 8th point of the Sustainable Development Goals. “G” Company Ride contributed 47 Trillion Rupiah, the second was occupied by “G” Company Car which contributed 34 Trillion Rupiah, and the third was occupied by “G” Company Food SME Partners which generated 30.1 Trillion Rupiah.

## 6 Conclusion

The role played by “G” Company in succeeding the goals of the Sustainable Development Goals in point 8 is about decent work and economic growth. This can be seen from what they have done through their strategy so far. At the beginning of the emergence of the “G” company, they opened up many job opportunities for many motorbike and car drivers. Not only that, how to provide job opportunities and increase economic growth, this company collaborates with “B” Company. And with the hard work done by the “G” company, they showed it to the public and also the Indonesian government that they won the title as a Unicorn company in 2016 with their economic income and

became a company that can change the world that represents one of the companies from Southeast Asia. In accordance with the meaning of the national interest that each country has its own interests, especially in the economic field. Thus, the “G” Company can become one of the supporting factors that play an important role in economic growth in Indonesia and of course also from the support obtained by its partners such as its own driver partners and not only that “G” Company also provides courses in improving the skills of driver partners and their families in Build a business.

Given the limitations of this study, this can be used as an opportunity for future researchers to conduct better research. With the suggestion that further researchers can get more data from the company as well as data from direct interviews from driver partners, SME partners and also “G” application users to see their views on this company to be used as concrete evidence that whether the “G” company has played a major role in providing jobs both feasible and support Indonesia's economic growth from their own point of view.

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