Adaptation strategies for pedicab drivers in their socio-economic life

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Abstract. The pressure of socio-economic life pedicab drivers are a reason to adapt. This is because the reality they experience is contrary to their expectations. Adaptation strategies undertaken to free themselves from socio-economic pressures and realize their hopes in life. This study aims to explain about the adaptation strategy of pedicab drivers in their socioeconomic life (Study at the Pedicab Mastrip Association). This research is a descriptive study with a qualitative approach. The subjects and informants of the research were the pedicab drivers, the mastrip pedicab community of Jember Regency and the pedicab passengers. Data collection methods used are interviews, observation and documents. The data analysis steps used include data reduction, data presentation and drawing conclusions. The results of this study indicate that the pedicab drivers carry out adaptation strategies in their socio-economic life to suit the conditions they experience. The adaptation strategy stage starts from expectations that are not in accordance with reality, causing action to adjust. The pedicab driver's hope is to get an income that can meet family needs in terms of education and the desire to improve socio-economic life. The fact is that pedicab drivers are disappointed because currently there are few passengers and low income, so this hope is not realized. Adaptation strategies are carried out by increasing the work ethic in the form of arriving early, increasing working hours, going around looking for passengers and placing pedicabs on different sides of the base. Making innovations by participating in ornamental pedicab events, for example in the Prophet's birthday, carnivals. Having a side job, namely construction workers, parking attendants, farming, sewing shoes and looking for wrecked goods and some pedicab drivers waiting for passengers at the base.

1. Introduction
A high socio-economic life is generally experienced by people living in urban areas. In accordance with the opinion of Hatt and Reiss in Jamaludin [1] that the existence of cities is to meet the socio-economic needs of the population or society that is always growing. This opinion adds to the understanding that the existence of cities is a place for modern society and has a high socio-economic life. The fact is that people who live in urban areas still have groups of people who are helpless in the glamor of urban life, which occurs in people who work as pedicab drivers.

This phenomenon is also experienced by pedicab drivers on Mastrip Jember. The pedicab driver, who is based near the Mastrip traffic light every day, must carry out an adaptation strategy to survive in the urban world. The pedicab drivers association is called Paguyuban Becak Mastrip and has about 20 members. The existence of pedicab drivers is starting to decrease, because there are so many competitors from transportation modern that are more and more loved by today's society. Pedicab Driver Members of the Mastrip Pedicab Driver Association are able to earn Rp100,000. However, with the rise of-based transportation online operating in the City of Jember, the amount of income that the Becak Mastrip Association can earn is only around Rp30,000 a day. Pedicab drivers need to think of ways to adapt to the prevailing socio-economic conditions.

Adaptation is the word for human capacity in dealing with the environment with the aim of establishing a protocol of freedom and constraints [2]. Furthermore, he added that an evolutionary understanding that always sees humans will always try to adapt to the natural environment and the social environment both socio-culture and biologically / genetically (John Bennet in Pudja, 1988: 26). There are 4 stages of an individual adaptation strategy, namely: 1) Honeymoon, 2) Frustration, 3) Readjustment, 4) Resolution: Full participation, Accommodation, Fight, Flight [2].
Pedicab Driver Association of Pedicab Mastrip Drivers more often spend their time waiting for customers to arrive and often they just leave empty-handed, unable to find any. Pedicab drivers need to make adjustments so that they continue to exist by participating in ornamental pedicabs when there is a Jember event being held and apply for protection to the Regional Government. There are five types of individual adaptation. The five types of adaptation are: Conformity, Innovation, Ritualism, Retreatism, Rebellion. Robert K. Merton [3]

2. Methods

This research is a descriptive study with a qualitative approach. Determination of the research location using the method of purposive area, namely Pangkalan Pedicab Mastrip Jember Regency. The subjects and informants of the research were the pedicab drivers, the pedicab mastrip community of Jember Regency and the pedicab passengers. There are two sources of data in this study, namely, the main informant and the supporting informant. Types of data used in this research are primary data and secondary data. This study uses three methods in data collection, namely, in-depth interviews, observation methods and document methods. Obtaining data in various ways is called triangulation. The next stage is the data analysis stage, where a study will be collected into one and then analyzed to be described in order to match the focus of the problem to be studied. According to Sugiyono (2010) in qualitative data analysis there are three, namely data reduction, data presentation and conclusion.

3. Results and Discussion

Based on the research conducted on the pedicab drivers of the Jember Regency Becak Mastrip, researchers have obtained results in accordance with the research objectives, namely to explain the adaptation strategies of pedicab drivers in their socio-economic life.

3.1. Stages Of The Adaptation Strategy

The stages of the adaptation strategy for the pedicab start from the expectations of the pedicab drivers that do not match reality, causing actions to adapt to the conditions they are experiencing. The results of these studies are discussed as follows:

1) Expectations of Becak Drivers in Socio-Economic Life

Pedicab drivers have high hopes for their lives. This expectation is due to several factors, namely the urge to meet family needs in terms of education and the desire to improve socio-economic life. Meanwhile, one of the informants indicated that he had hopes of getting a lot of additional income from a pedicab job. "My hope to become a pedicab driver is actually big. To increase income and meet family needs, children can send their children to school" (Bk, 57th). Most of the pedicab drivers have high hopes but there are drivers whose aim is to increase income. My hope is to become a pedicab driver so I can increase my income. Actually I work as a parking attendant, so this pedicab work, whether you want to get it or not, thank God "(Sg, 57)

2) The Reality Of Pedicab Drivers Who Experience Disappointment And Surrender To Their Fate

Based on the results of the interviews, it shows that all pedicab drivers feel disappointed when there is pressure on their work due to not getting income, not getting passengers, and having felt the pleasure of being a pedicab driver in the past, which eventually made the drivers the rickshaw becomes disappointed. The disappointment experienced by pedicab drivers will be an incentive to make changes later. According to the informant's expression as follows "Disappointed, bro, disappointed. Now income is decreasing and there are rarely customers. Oftentimes I come home with nothing. Sometimes it’s lazy to want to go, but what else can we keep working. " (Hn, 40Y)

3) Adaptation Strategies to Adjust to the Experienced

Pedicab Drivers show that they change jobs to become shoe soles, construction workers and parking attendants. The three informants concluded that they did more to deal with their situation. The two informants concluded that they were resigned to their situation. Two informants further stated that they had conducted demonstrations, improved work ethic, went around looking for passengers and arrived early at the base. The two informants concluded that they put in more effort into pursuing the profession. "I usually parking the pedicab there, so I can get more passengers. Sometimes also around. Maybe you can. I try to come the earliest so I
can get the first turn. No, because I want to find another job, it's hard, just being a pedicab driver, construction workers are only a side job if there is one." (Sn, 52Th)

3.2. Adaptation Strategy for pedicab drivers

1) Adaptation Strategies for Pedicab Drivers to Improving Work Ethics Drivers
Based on the results of the interviews, the three informants made an adaptation by increasing the work ethic of the pedicab arriving early so that they have their first shift, increasing their operational working hours, going around looking for passengers when it is quiet and placing the pedicab on the side different from the base it is done to get passengers from the other side of the road. In accordance with the informant's expression, "Yes, the important thing is to come every morning, in order to get the first position. If there are passengers, I will get them first" (Ms, 53)

2) Adaptation Strategy by Doing Changes in Working System
Action to participate in ornamental pedicab events or activities, for example in the Prophet's birthday, carnival and others. The adaptation that is then carried out is to use the pedicab as a place for bad goods found during the trip which are then collected and sold to increase the income of the pedicab driver. In accordance with the expression conveyed by Mr. Mustofa that, "... if for example there is an offer for a decorative rickshaw I am ready, the important thing is to get money, if there is a carnival, the Prophet's Maulid usually uses a pedicab" (Mf, 52Th)

3) Adaptation Strategies to Having a Side Job Pedicab drivers
Have a second job to improve their socio-economic conditions. The current jobs of choice are shoe sewing, construction workers and parking attendants. In accordance with the expression conveyed by Mr. Hartono that, "The last 4 years more often on the sole of shoes. Income increases with additional work." (Hn, 40Y)

4) Strategy for Adaptation of Becak Drivers by Waiting More for Passengers at the Basedriver
Pedicab drivers leave for the base only as a symbol or image that shows that the pedicab working and is not unemployed. A ritual adaptation shown by one of the pedicab drivers who makes the pedicab driver a mere symbol in reality the pedicab driver does not work as a pedicab driver but works as a shoe sole driver at a pedicab base. In accordance with the expression conveyed by Mr. Musdar that, "Actually I worked because I wanted to earn an income, but once, instead of being unemployed at home, it was better to go to the base even though I didn't get an income." (Ms, 53).

Pedicab drivers have high hopes of becoming a pedicab driver. This hope is due to several factors, namely the urge to meet family needs in terms of education and the desire to improve socio-economic life. Based on the results of this study, it is understood that the pedicab drivers are already in the first stage, namely the stage honeymoon. The honeymoon stage is an adaptation stage experienced by pedicab drivers where the pedicab drivers have enthusiasm, curiosity, high and passionate expectations or expectations [2].

Pedicab drivers have experienced changes in socio-economic conditions which were still sufficient and currently lacking. Every day, they often don't get money while working and customers who used to use them rarely come back. Pedicab drivers also feel disappointed because the reality they experience is not in accordance with previous expectations. This statement shows that there is hope or expectation, the feeling of enthusiasm and curiosity turns to disappointment because the reality that is experienced is not appropriate, finally irritation, frustration, confusion, and inability to do anything is usually called the stage frustration [2].

Three pedicab drivers said they wanted to add jobs to become shoe soles, construction workers and parking attendants. This action can be concluded by doing flight resolution which aims to increase their income with other work they do. The pedicab driver's action is also an adaptation of livelihoods non-natural resources. This is consistent with the statement that "... Based on the activity, the social and economic adaptation in this location is divided into two terms, first adaptation based on natural resources and second adaptation based on non-natural resources" [9]. Two pedicab drivers have improved the work ethic, traveling around looking for passengers and arriving early to the base. The actions taken by the pedicab drivers show that they are carrying out that they will try to do their fight resolution where a person will not feel comfortable with the situation sobest. In this phase, the adaptation strategy carried out is active with optimal action [2].
Based on the results of research show that pedicab adaptation of conformity (conformity). Merton argues that "To the extent that a society is stable, adaptation type I conformity to both cultural goals and institutionalized means is the most common and widely diffused" [3]. The adaptations made are improving their work ethic by arriving early to get the first shift, increasing working hours, parking the rickshaw on a different side of the road to get passengers from that side and going around looking for passengers when the base is quiet.

Results showed that there are adaptations in the form of innovations made by pedicab drivers by participating in activities such as the Prophet's birthday, carnivals or celebrations using ornamental pedicabs. Adjustment by participating in traditional ceremonies indicates that social adaptation has been made. The social adaptations they carry out through mutual cooperation, ceremonies / customs, and others [6]. Pedicab drivers also use a rickshaw to store unwanted goods obtained from the road. Pedicab driver passengers also use a pedicab driver to transport groceries. Innovation (innovation) is a type of adaptation by setting aside an institutionalized way and focusing on how to achieve conventional goals. Innovative adaptations will also have an impact on the continuation of the profession. In accordance with Prosperi's research results, "... adaptation strategies that can help support sustainability. The strategies adopted by fishers include, for example, investing in innovation, reorganizing the supply chain, ..." [7].

Prefer another job because working as a pedicab is difficult because they rarely get an income. According to Manganta's research results, the adaptation strategy carried out by pedicab drivers is to find a side job. These jobs are shoe tailor, construction worker and parking attendant. The adaptation strategy carried out by the paguyuban mstrip pedicab driver shows that one form of adaptation is withdrawal (retreatism). "... The rejection of cultural goals and institutional means is probably the least common. ..." [3].

Go to the pedicab base just waiting for passengers on a daily basis. They just stayed at the base and did nothing else. The actions taken by pedicab drivers are a symbol or an image, so that the community, especially their families, think that working and having a job is in fact unemployed. The pedicab drivers of the paguyuban mstrip show that they have adapted ritualism (ritualism). "... cultural goals of great pecuniary success and rapid social mobility to the point where one's aspirations can be satisfied. But though one rejects the cultural obligation to attempt ..." [3].

4. Conclusion
Based on the research that has been done can be concluded that the pedicab performs adaptation strategies to fit the circumstances they experienced. The adaptation strategy of the pedicab driver starts from the expectations of the pedicab driver which are not in accordance with reality, causing action to adjust to the situation. The pedicab driver's hope is to get an income that can meet family needs in terms of education and the desire to improve socio-economic life. The fact is that pedicab drivers are disappointed because currently there are not enough passengers so their income is low. Based on this, pedicab drivers carry out an adaptation strategy by increasing the work ethic of arriving early, increasing their working hours, going around looking for passengers and placing the rickshaw on a different side of the base. The adaptation strategy is to innovate by participating in ornamental pedicab events, for example in the Prophet's birthday, carnival. The adaptation strategy is to have a side job such as construction workers, parking attendants, farming, sewing shoes and looking for collapsed goods. The adaptation strategy of waiting more for passengers at the base is mostly carried out by pedicab drivers, which is reflected in the daily rituals of pedicab drivers going to the base as a "symbol" which shows that the pedicab driver has worked but is in fact unemployed at the base.

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