

Cohesiveness in Application-Based *Ojek* Community or Online *Ojek*

Al Sidik Ode A¹, Fitang Budhi A², Mahyudi³

^{1, 2, 3}Master of Communication Science of UPI Y.A.I. Jakarta Jl. Diponegoro No. 74, Salemba - Jakarta Pusat

Abstract: *The association of the application-based ojek (motorcycle taxi) or Online Ojek, presenting new colors both in terms of transportation and the emergence of communities leading to both internally and externally frictions. As the result, the ojek community forms a cohesiveness that therefore, the purpose of this research is to analyze the Cohesiveness Bond in the Application-Based Ojek Driver Community ('Driver' is the term the company used for the ojek riders) or Online Ojek. The research methodology uses the qualitative analysis, where the research focuses on theoretical approach of group cohesiveness with Loyalty; Solidarity, Cooperation, Attractiveness dimensions. The results of the analysis reveal that the members of ojek driver community intensively communicate through the activities held in every community in various regions. The activities are publicized and forms the bonds among the fellow members or what is called group cohesiveness, which the creation of such cohesiveness contributes communication bonds and mutual dependence in the organization, in this case the Online Ojek Driver community. According to the results of the research, the successful communication of the Online Ojek Driver community, particularly the solidarity and group cooperation bonds, establishes the responsibility that supports this community's work programs consistently in establishing the friendship among the groups in the internal activities as well as in the activities involving other parties.*

Keywords: Cohesiveness, Online Ojek Driver Community, Group Communication, Qualitative Analysis.

1. Introduction

1.1 Background

It is undeniable that technology has brought many changes in the current business competition map. Starting from the birth of new competitors, new product innovations, to the presence of various, new, technology-based business models. Technology is no longer a business complement, but has become the lifeblood of a business, including the use of applications in supporting the transportation facilities, technology support and development dynamics, which the consequence is not only in the form of hardware competition but more extensive that ultimately gives the two sides of a coin namely, technology and (social and economic) needs of application-based transportation mode or more commonly referred to as the online motorcycle taxi (online *ojek*) as a phenomenon fulfilling the need for transportation modes as well as opening employment opportunities.

The results of the research were obtained using comScore, which reveal that the number of unique visitors of Grab and Gojek was not much different (8.6 million and 8.8 million per month). While the number of Uber users is about a quarter (2.3 million per month). GoJek has a user base of 8.8 million, while Grab has a user base of 8.6 million. 4 million of Go-Jek users also use Grab. Interestingly 15.8 percent and 16.9 percent of Go-Jek and Grab users, respectively, also use Uber. However, 60 percent of Uber users use Go-Jek and Grab. (<http://tekno.liputan6.com/read/3155394>, downloaded, 5/03/2018. 21.45)

Another paradigm of the success of both Gojek and Grab and other applications certainly gives another color to the state of the community where the increasingly large quantity of drivers presents a much different environment, when this fleet has not been numerous, the quantity of drivers brings color to the brotherhood bonds among them, sometimes it

creates frictions with respect to competitors and even with other community members such as motorists and car drivers. For example was the incident on January 5, 2018 when a group of application-based *ojek* drivers damaged a vehicle due to trivial things, there were unacceptable swearing by one of the online *ojek* drivers. Various aspects of friction also often appear, but in addition to negative impacts, their togetherness bond certainly also affects the brotherhood color that is tied due to the same fate as application-based motorcycle taxi drivers. They often share stories about their incidents or problems and they mutually participate in providing assistance.

Such paradigm grows a strong communication bond, so that a broad communication network is formed, in fact, the communication network that is formed can reach the communities based in Bogor, Depok, Tangerang and Bekasi or other big cities. There are many communities, not just one. Every day we communicate across the region. Every community has another sub-community, the scope is already *Jabodetabek*. The communication bond makes their existence getting taken into account, in fact, their demand for an increase in per kilometer rates is accepted by the members of the Indonesian Parliament after they conduct large-scale demonstrations. The indication of conflict is increasingly noticed from the various demands and frictions among the application-based (online) *ojek* drivers due to tariff war and promotions as well as internal conflicts between drivers and operators who tend to lure them (drivers) to pursue the promised bonuses.

Observing the conditions of both external and internal conflicts, they can be understood by categorizing them into two faces. The first face contributes to social system integration. Second, resulting in social change. The conflict with one group can help creating cohesion or relationships through alliances with other groups. In one community, conflicts can activate the role of individuals who are initially isolated. The conflicts experienced by the application-based

ojek (Online *Ojek*) are not simple. Many mass media reports that there are conflicts between the Online *Ojek* and conventional transportation drivers. On one side, the conflicts make contributions in the form of increasingly stronger awareness that Online *Ojek* should be able to survive and become more harmonious. The conflicts with the conventional transportation drivers make them to be more aware of the importance of establishing alliances with other small groups for the sake of their existence.

Basically, conflicts also urged them to give help with respect to communication function. Before there were conflicts, the groups might not believe in the position of their enemies, but due to the conflicts, the position and boundaries between these groups often became clarified. As the result, there are more individuals able to make the right decision in taking the appropriate actions with respect to their enemies. Conflicts also allow the warring parties to find better ideas about their relative strengths and increase the likelihood of approaching or reconciling each other. The conflicts seen between Online *Ojek* and conventional transportation drivers on the other hand provide access to Online *Ojek* drivers to communicate more intensely with each other. This can be seen from the new groups formed based on the initiative of the Online *Ojek* drivers themselves. Furthermore, in certain group bonds, there is positive impact on their survival as Online *Ojek* drivers, especially for those involved in any conflict with the drivers of traditional transportation. Contributions when there are accidents or side activities are merely for increasingly strengthening the brotherhood.

1.2. Problem Formulation

The paradigm of the application-based motorcycle taxis or online *ojek* emergence with the number of people involved as well as the similarity in views formed, directly and indirectly has formed a communication bond resulting in cohesiveness that they mutually establish a closer relationship, resulting in the solidarity impression among the fellow members which sometimes gives positive and negative perceptions with respect to their presence in the form of group bonds. Therefore, the problem formulation of this research is about how the Cohesiveness Bond in the Application-Based *Ojek* Drivers or Online *Ojek* Community is.

1.3 Research Objectives

Based on the background and problem formulation, the purpose of this research was to analyze the cohesiveness bond in the Application-Based *Ojek* Driver Community or Online *Ojek* Driver Community.

1.4. Research Methodology

1.4.1. Research Method

To complete this research, researchers used the qualitative research method. According to David Williams (2013; 5) qualitative research was the collection of data in a natural setting, using natural methods, and carried out by people or researchers who were naturally interested. Researchers chose a descriptive approach to study the objects more deeply as Sugiyono (2014; 69) said, namely that researchers have not

brought the problem to be observed, so researchers carried out general and thorough exploration, conducted descriptions of everything seen, heard and felt. All data was recorded, therefore the results of this observation were concluded in conditions that have not been arranged yet.

1.4.2. Research Focus

In sharpening the research, qualitative researchers determine the focus. Spreadley said that "a focused refers to a single cultural domain or a few related domains", meaning, focus was a single domain or several related domains from a social situation. The focus of a research was determined based on the information on what was happening on the social scope at that time. Therefore, before determining the focus of the research, the researchers visited directly the fields, that consequently, the researchers were understand the general picture of the social scope occurring at that time. In the research that became the focus of the research was the theory of group cohesiveness that Zanden put forward, (2009; 328) namely:

- 1) Loyalty, including the loyal feeling to the group and not willing to leave the group.
- 2) Solidarity, including the feeling of loyalty, supporting and helping other members to solve the problems and attention to other members' problems.
- 3) Cooperation, including the ability of work together well, successfully completing the assignments together.
- 4) Attractiveness, including the interest in group members, like-mindedness and bond with the group.

2. Theoretical Framework

2.1. Theoretical Basis

2.1.1. Group Communication

Group communication according to Wiryanto (2009: 44) was a group of individuals with a small number of members so that communication was easier to establish, both as a source and recipient of information, still according to Wiryanto (2009: 48) the unique characteristics of group communication were still as follows:

- 1) Group personality;
Every member of the group has his/her own group personality. When you at home he/she is known as a taciturn person, however, when among the group, he/she turns into a cheerful and talkative person sharing his/her heart feelings.
- 2) Group norms;
Every group has its own value system and concept of normative behaviors. The norms are formed to manage the group behaviors. They are applied to the group members. As stated by Napier and Gershenfeld, group members would accept group norms, if:
 - a) The group members wanted sustainable membership in the group.
 - b) Importance of group membership.
 - c) A cohesive group was the one in which the members are closely related, bound each other, could meet the needs of the members.
 - d) The importance of one's membership in the group.
 - e) Any group member violating the rules shall be liable to negative reaction by other members of the group.

- 3) Group cohesiveness;
Cohesiveness was a force of mutual interest among the group members. The factors determining a cohesiveness of a group were as follows:
 - a) Strong normative behavior when the individuals were identified in the group they join.
 - b) Duration of being a group member. The longer a person in a group, the more cooperative and having solidarity the person was.
- 4) Fulfillment of objectives;
Every member has the same goal that consequently, every member of the group would try to succeed the group's goals and avoid failure of the group's goals.
- 5) Risk shifting;
Responsibility was shared among the group members.

2.1.2. Community

In general, the definition of community is an association of several people to form an organization that has a common interest. Communities can be territorial or functional. In addition, the term community may refer to the meaning of citizens in a city, village or even a country. As we know urban residents also have the same goal, namely to be able to stay and live in the city, according to Iriantara (2009: .22), not just a collection of people who live in the same location but also the interaction among the groups of people. A community is also a social unit in the form of interactions among them.

Community is a group of people who care for each other more than they should be, in which there is a close personal relationship between the members of the community due to similarity of interests or values (Kertajaya 2008: 39). The formation process is horizontal since it is carried out by individuals whose positions are equal. Community is an identification and social interaction that is built with various dimensions of functional needs (Soenarno, 2008: 96). The binding power of a community, mostly, is the common interest in meeting the needs of their normal social lives, based on the common cultural, ideological, socio-economic backgrounds. In addition, physically, a community is usually bound by location or geographical boundary. Every community, therefore, will have different ways and mechanisms in responding to and addressing the limitations they face and developing their group's abilities.

Community is a term that is often used in daily conversations in various community circles. Like most popular terms, the meaning can vary depending on the context of the sentence. We used to hear people say "a community of scientists who support the theory of evolution". In the news media often came the expression "Muslim community in Kashmir". While the members of the National Police are certainly also familiar with the term "fostering good relations with the local community", or the phrase "community policing". The meaning of the word community in the various examples above varies. The meaning of the community in the phrase "community of scientists who support the theory of evolution" is certainly different from the phrase "Muslim community in Kashmir" and the phrase "fostering good relations with local communities". In the phrase 'community of scientists', the community is interpreted as a group of people who can live in different locations or may be far

apart, but are united in the same hobby and interest. While the expression 'Muslim community' shows that in a group, the members have the same characteristics and similarities of belief living among the population having different characteristics and belief. With respect to the community in the third example above is closer to the meaning of "a group of individuals occupying a particular location and are usually associated with same interests". This latter community meaning is included in Community Policing. Although it should be admitted that in the context of Community Policing term, the meaning of the community is not singular. Social change leads to changes in the meaning of the term, not just the word-community. Wilbur J. Peak (in Lesly, 2009: 17) stated that the concept of community has changed a lot.

The community is no longer just a group of people living in the same location but also shows the occurrence of interaction between the groups of people. So apart from the physical factors-the same living location, the community can also be a social unit formed because of the interactions between or among them. In other words, a community does not only show locality but also the structure. This is different from the definition of community by Jefkins (2005: 126) who only saw the community from the aspect of locality, namely a group of people who live around the operational area of an organization that Jefkins called as a neighbor.

Hallahan (2008: 89), although in a different context, explained the difference between public and community. In the classical meaning, community was considered as a part of the public served in the National Police Service activities categorized as an external public. But in the current practice of policing, people tended to change the term public with community. Community was all stakeholders served by the organization. This distinction explained by Hallahan was important for us in understanding what was called the community later.

2.1.3. Cohesiveness in Group

Group cohesiveness refers to the extent to which group members are attracted to one another and their feeling as part of the group. In groups with high cohesiveness, every member will have a high joint commitment. Mowday, Steers & Porter (2006: 193) argued that it was why organizations should make various efforts to increase the degree of organizational commitment within the individuals. First, the higher the individual organizational commitment, the higher the effort spent by the individuals in doing their work. Second, the higher the individual's commitment, the longer he/she wants to stay in the organization and the higher the productivity is. Individuals having high organizational commitment can support the achievement of the Organization's goals.

In groups with high cohesiveness, every member of the group has a high commitment to maintain the group. Cohesiveness is used to describe the strong desire of the individuals to remain in their groups (Evans and Dion, 2010: 22). This group cohesiveness can foster the growth of the employees' organizational commitment. Ivancevich, (2009: 69) reported that there was a correlation between the cohesiveness level of group and organizational commitment.

They conducted a research on nurses and reported that the cohesiveness level of group had a positive effect on the employee's commitment to the organization which was illustrated by the decrease in work pressure and tendency to leave work and increase work performance.

In groups with high cohesiveness, it was assumed that every member of the group has a high commitment to maintain the group. The commitment in this small group eventually developed into a broader commitment, namely the fact that the commitment to the organization depended on the same values and objectives. Group cohesiveness was an interpersonal relationship in a group, where the relationships between group members were closely attracted to each other, thus causing group members not to leave the group. Group cohesiveness was able to be revealed using a scale based on its aspects according to Zanden, (2009: 328) namely:

- 1) Loyalty, including the loyal feeling to the group and not willing to leave the group.
- 2) Solidarity, including the feeling of loyalty, supporting and helping other members to solve the problems and attention to other members' problems.
- 3) Cooperation, including the ability of work together well, successfully completing the assignments together.
- 4) Attractiveness, including interest in group members, suitability and group attachment.

Robbins (2010: 436) stated that the more cohesive a group was, the more the member led to the goal. Furthermore, the level of cohesiveness would have an influence on the commitment to the organization depending on how far the similarity of group goals with the organization. In groups with high cohesiveness, accompanied by high adjustments to the goals of the organization, the group would be oriented to the results of goals achieving.

According to Mc Dougal (in Sarwono, 2011), the group cohesiveness was influenced by some factors, including the continuity of group existence (continuing for a long time) in the sense of membership and the role of every member, the existence of traditions and habits, the existence of organizations in the groups (there were differences and function specialization), and group self-awareness (every member knew who belonged to the group, how he/she functioned in the group, how the structure in the group was), group knowledge, attachment to the group.

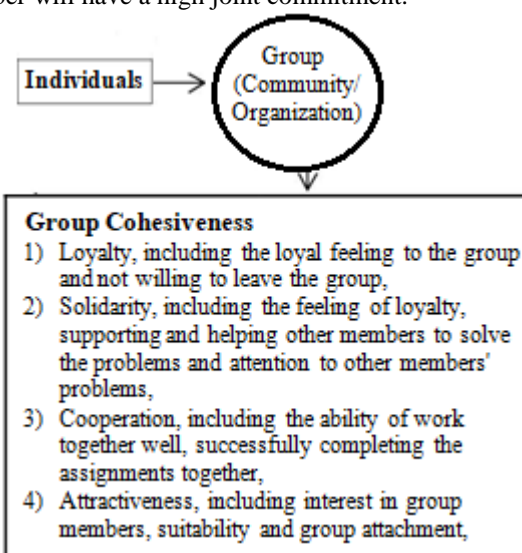
Johnson and Johnson (Budiharto, 2009: 169) defined group cohesiveness as the power of mutual attraction among group members causing the members of the group to want to remain in the group, and also the attraction between the individuals and their group or organization.

Groups with high cohesiveness were characterized by a desire to set the group's goals and a desire to achieve their goals well. Commitment to group's goals and the desire to complete the task as well as possible was also very high. Another thing affecting group cohesiveness was the low level of attendance (*absenteeism*) and the desire to leave the group (turnover). In addition, the motivation to complete the task as well as possible, commitment to the success of

members' cooperation and the desire to listen and follow the suggestions or opinions of fellow members increased.

2.2. Framework

Community is a group of people who care for each other more than they should be, in which there is a close personal relationship among the members of the community due to similarity of interests or values (Kertajaya 2008: 39). The existence of a group in a community bond forms a cohesiveness chain or the group cohesiveness refers to the extent to which group members are attracted to one another and they get the feeling of part of the group. In groups with high cohesiveness, every group member will have a high joint commitment. Mowday, Steers & Porter (2006: 193) argued that there were several reasons why organizations should make various efforts to increase the organizational commitment level within the individuals. Group cohesiveness refers to the extent to which group members are attracted to one another and their feeling as part of the group. In groups with high cohesiveness, every group member will have a high joint commitment.



3. Discussion

An organization is a collaboration of a group of people to achieve a common goal that they desire and they are willing to be involved with the existing regulations. In living in a community, sometimes we need to follow an organization whether it is formal or informal.

The organization was formed as a gathering place for people and as a place to contribute their aspirations for the interests of the organization and unification of the same vision and mission as well as the realization of the existence of a group of people to the community, and the group formed cohesiveness bonds. The group cohesiveness was influenced by some factors, including the continuity of group existence (continuing for a long time) in the sense of membership and the role of every member, the existence of traditions and habits, the existence of organizations in the groups (there were differences and function specialization), and group self-awareness (every member knew who belonged to the group, how he/she functioned in the group, how the structure in the group was), group knowledge, attachment to the group. That

was why Zanden, (2009: 328) categorized the four aspects of a group as follows: Loyalty, including the loyal feeling in the group and did not want to leave the group; Solidarity, including the feeling of loyalty, supporting and helping other members to solve the problems and attention to other members' problems; Cooperation, including the ability of work together well, successfully completing the assignments together; attractiveness, including the interest in group members, like-mindedness and bond with the group relevant to the trends appearing in communities in big cities, especially Jakarta, of course, which directly or indirectly forming cohesiveness.

3.1 Loyalty in Organization

The most important and fundamental thing in an organization is the Loyalty and Togetherness from every member and the leader who will greatly determine the progress and development of the organization in the light of the various challenges that are often experienced by an organization. Without loyalty and togetherness, an organization will not run well, in fact, sometimes it will not be able to survive if loyalty and togetherness attitudes are applied.

This can be categorized as loyalty to the organization. If the members of the organization are loyal or have loyalty to their organization, consequently, they will be aware of the obligation to use all of the facilities, capabilities and resources for the betterment of their organization. Those are reflected by the attitude of the members of the organization always obeying the rules or agreements that have been determined in writing and orally. The member will support every organization's work program that has been carried out and will work on his/her part well and with full of responsibly. Of course sometimes it requires sacrifice in the form of material and time that is often not acceptable to those who do not have loyalty to the organization.

3.2 Group Solidarity

Solidarity is important because it greatly influences socio-cultural change. Social change includes the every person's attitude and the condition of an environment dominated by differences, and cultural differences that cause solidarity itself to disappear over time, from generation to generation because it is not applied in daily life in facing differences. Creating a regular and one social situation is the goal of solidarity. The differences that exist around us are not to be laughed at and alienated, but that is where the important role of solidarity is to equate and unite the feelings of tolerance. The important role of solidarity can be measured by the organization's success whether the solidarity can create unity and equality of struggle in society or not.

Talking about solidarity may be a very easy thing for many people, but once we understand the importance of solidarity in our lives, we should try to keep that solidarity alive and not lost. The factors supporting the existence of inner solidarity should be developed into a positive habit. Solidarity is not just a theory with an important purpose and role in everyone's life, but also a practice of persistent humbleness and sincerity from the heart. It is advised that everyone who loves difference and those who always close

themselves to differences can apply solidarity among others, so that the goal of solidarity itself is achieved. Solidarity that is framed in excessive cohesiveness sometimes has a negative impact. For example, if teenagers gather with certain motives, then the tendency is to make negative contributions and vice versa, therefore, the motivation in groups is an example of an energy that has extraordinary power, in which, if the motivation is positive, it will become a culture in every group that consequently, there will be no more "Juvenile Delinquency" and violations against norms and laws do not occur any longer.

The aspects of cohesiveness generate a bond, in which the jargon of the group sometimes guides the community. Such jargon is considered to give a tendency to irregularities so that the other impact is that the group members prioritize the group more than anything and subsequently such condition results in ethnocentrism impact. Ethnocentrism is the perception held by individuals who consider that their culture is the best among the cultures possessed by others, and if this is excessive, it is likely that the individuals will give a low assessment to others and such condition will trigger conflicts between groups since every group has its own statement that it community is the best. The considerations above indicate that community is built on the basis of togetherness but togetherness and solidarity also have limitation set forth in the organizational rules and ethics. Therefore, for Online Ojek Drivers, community is organic solidarity and organic solidarity is solidarity binding the members of society that is complex and has understood the regular labor division that consequently, they are united by the interdependence among the members (Urban Communities).

Organic Solidarity: Describing social order based on individual differences among the people. The characteristics of modern society, especially the city. Relying on division of labor which is complex and the people in it are specialized in different jobs. As in organs, people depend more on each other to meet their needs. In this complex division of labor, Durkheim saw greater freedom for all societies: the ability to make more choices in their lives. Although Durkheim acknowledged that cities were able to create impersonality, alienation, disagreement and conflict, he said that organic solidarity was better than mechanical solidarity. The burden we provided in modern society was lighter than rural communities and gave us more space to move freely.

The tradition of social solidarity that exists in our society constantly has to be preserved from generation to generation, but since the cultural dynamics is not static, there are some external and internal changes. Modernization changes the element of power by influencing the tradition of social solidarity. In addition, the change in social solidarity is caused by several factors, among others: (a) the improvement of education level of family members so they can think more broadly and better in understanding their meaning and obligations as human beings, (b) changes in social level and lifestyle sometimes create estrangement among the family members, (c) egoistic attitude, if an individual is too concerned about himself and his family and sacrifices the community interest (Nasution, Zulkarnain. 2009: 39).

From what can be seen, especially the built solidarity, it can be concluded that solidarity is a tool that a member of the community should make as a tool to foster a sense of brotherhood among the members of community. With community solidarity being able to better understand the situation of fellow citizens, besides that they can also help each other among the people. Social interaction is also necessary in living in social solidarity since in general, when doing social solidarity we also have social interaction, and it seems very unlikely if in solidarity there is no interaction at all occurring between fellow members of the community. For this reason, if social solidarity has occurred, there will be social interaction in it.

3.3 Group Cooperation

Group formation begins with the same feeling or perception in fulfilling the needs. Subsequently, motivation will arise to fulfill it, so that the same goals are determined and finally the interactions will form a group. Group formation is carried out by determining the position of every member (who is the chairman or member). The interactions will bring up differences between individuals so that disunity arises (conflict). Any break-up usually occurs only for temporarily due to the awareness of the importance of the group, so the group members will try to adapt themselves to the common interest.

Online Ojek Driver Community as an organization or community that is open and consequently, making the organization big will need cooperation within the organization leading to the concept of building a team starting from the assumption that the success is the outcome of a group due to collaboration or a combination of individual qualities that are interdependent and developed continuously. How do we organize the team to be better? Human resource experts offer a subestional arrangement and intervene to change the group in the team. (1) Goal Setting, referring to the purpose of a group and they will carry out their functions more effectively if the objectives are clear to their members. (2) Role Definition, the Team tends to work more efficiently if the members comprehend and understand the importance of its role. (3) Interpersonal Process Analysis, members should learn to coordinate their efforts with other group members. The members learn the communication patterns and interests, procedures for decision making, sources of strength, informal social norms, and various conflicts among the members. (4) Cohesion Building, the strength of the group in building morale of a team is by encouraging interpersonal, collaborative and developing a group identity. (5) Problem Solving, team members learn to use effective decision-making methods by identifying their problems and solutions.

Openness between members of the organization can help in solving problems in the organization. A fraternal communication climate encourages organizational members to communicate openly, relax and be friendly with other members. A fraternal communication climate encourages organizational members to communicate openly, relax and be friendly with other members. While the negative climate makes the members not dare to communicate openly. Climate can be characterized by different combinations of

communication influences, such as feelings of indifference, participation, hostile, defensiveness, positive and negative thinking. Some of these things affect the communication climate. A positive climate of communication certainly helps the members to be open to each other in conveying all of the organizational as well as personal problems. On the contrary, negative climate will make the members of the organization inconvenient to be open to each other in conveying the organizational as well as personal problems.

The different characters of members in an organization certainly affect the communication in the organization. People tending to be verbal will express all of their problems to colleagues or members of the organization, on the contrary, people tending to be non-verbal are not easy to convey their organizational problems or personal problems. In such case, mutual understanding among the members is necessary, in which the members tending to communicate verbally are more active in communicating their problems and making a personal approach to other members who communicate non-verbally without having to wait for such person to express their problem.

3.4 Group attraction

A social group is a group of people who live together because of the relationship among them. The relationship includes interrelationship that influence each other and also an awareness to help each other. A very important basic principle of attraction between individuals and group formation is simply because of the opportunity to interact with each other. This can be clearly understood, that people who rarely see, or speak to other people are difficult to be attracted to. The results of the research prove that the environmental factor is also determinant to increase or reduce the opportunity to interact in a community or group, a condition that is more referred to as group cohesion is formed, where this condition is a symptom of 'together in a group' feeling and constitutes a force maintaining and keeping the members to stay in the group. Taylor, Peplau & Sears (2008: 109) defined cohesiveness as a power (positive or negative) causing members to stay in a group. Cohesiveness depended on the individuals' attachment level that every group member has. Interpersonal attractiveness was a positive principal force.

Dirdjosisworo (2011: 196) revealed that "the association factor was a very influential factor for the growth of children as stated by Sheldon and Eleanor Clusck, "More than 95% of naughty children were those who have been associated with" bad companions "and" bad habits ". Norms and rules that apply in groups of adolescents were made based on the views of the group itself.

The need for interpersonal relationships or relationships in a person may be less, excessive, or ideal. When a person joins a group for the first time, he/she is usually worried about how he/she should adapt him/herself. He/she will be afraid of being ignored, anxious about how to involve him/herself with the group and connect with other group members or in other words the extent to which he/she must engage in social interaction. On the one hand, someone who is experiencing a cultural shock wants to join the activities carried out by the

group that is in his/her new environment. On the other hand, the person does not want to get involved too much with people he doesn't know well. In a situation like this, some people will overreact or under-react. When overreacting, someone will dominate the conversation, but if they lack action in social inclusion in the group, they usually withdraw from the conversation. This condition can only be overcome or the condition will be ideal if we have become a member of an established group, since automatically we will maintain the right extent of social involvement. Interpersonal relationship is very important for developing a person's sense of personal comfort in various social spheres. This will help the person in his cognitive and social growth and development to build a personal identity that is coherent and positive and confidence in his relationship with social reality. And all of that will certainly help him overcome discomfort and various problems due to culture shock.

In establishing a relationship with other people, actually he is applying the principle of affiliation. The principle states that humans have a tendency or desire to have friends or join with other human beings who have similarities with them. Encouragement to affiliation is generally caused by biological factors, that humans are classified as the kind that needs friends. Basically, human development follows an expansionary pattern of interdependence between one person and another. The growth and social and intellectual development of a person is determined by the quality and essence of the relationship with others. His identity will be built through relationships with others. Because while the person interacts with other people he will pay attention to the other person's response to him. Then he will seek feedback from how they observe him and how the person learns to look at himself as others see him. Based on the reflection from others, someone develops a clear and precise picture of himself.

In relation to the environment, one should adopt the social rules that accompany his position. Whether it is in his role as a student, friend, junior, or other position. Only in interrelation with other people, a person will find out what his real personal identity is. Implicitly in every relationship, someone will ask others to assess him/her as an individual. Also in the relationship with other people, finally the person needs to give and receive confirmation about his whereabouts among other people. After experiencing culture shock, someone will be aware of everything explained above, subsequently, he will immediately think to solve everything he considers to be problem as long as he is in a new environment and culture. And make decisions about whether or not he survives in his new life.

We will explain the theories about the principles of individual development based on the opinions of experts as quoted by Agoes Dariyo in several versions of views or opinions, among others according to Paul Baltes that there are six principles of development namely:

- a) Development takes place throughout life.
Humans experience growth and development throughout their lives, starting from the prenatal period, early childhood infants, pre-school children, middle-aged

young children, middle adulthood, late adulthood and death.

- b) Development is characterized by the opportunity to choose a particular experience and ignore the opportunities for other experiences. This principle indicates that human development is always accompanied by two things: the principle of obtaining something and the principle of losing something. The principle of gaining something is that human development is characterized by the improvements of competence, skills and experience. While the principle of losing something is that every individual is faced with various choices that must be chosen. Priority choices are choices that are appropriate to their potential, interests, abilities and talents. Therefore, an individual will only develop one particular skill according to his interest and talent. So the other choices cannot be maximized.

The influence of biological and socio-cultural factors is relative to development. The point is that biological and socio-cultural factors influence human psychological development, but which factors have the most influence on their psychological development cannot be precisely determined.

- c) Human development involves various internal and external stimuli.

Internal stimulus is a stimulus coming from within the individual, such as motive, interest, talent, intelligence, creativity, personality, characteristics and so on. While external stimulus is stimulus coming from outside the individual, such as gifts, models or examples, books, print media and so on. Both sources of stimuli affect individuals to develop themselves according to their choice of interests and talents.

- d) Human development is flexible and variable.

Humans can develop in accordance with the desires, motives and impulses from within and can also develop after receiving outside influences. Therefore, human development can be directed, planned and modified to obtain changes that are getting better in order to optimize the individuals' potentials.

- e) Human development is strongly influenced by the historical and socio-cultural contexts.

Human development cannot be separated from past influences. Every individual is born and cared for by his parents. They educate, teach and foster their children according to their educational background, abilities and experiences in the past. The Indonesian people have foreign colonial experience, of course, it affects the personality development of the children, adolescents and adults (Dariyo, 2007: 21-23).

4. Concluding

Based on the observation on the communication of Online Ojek Driver community, especially that with respect to the coordinating function, and in addition, the Online Ojek Driver organization is a non-formal organization, it is appropriate if the community has a written regulation, vision and mission and agendas directly informed to the members. Subsequently, it is better if they draw up binding regulations just like a formal organization. Based on the results of the research on group communication with respect to cohesiveness bond, especially in terms of loyalty, it

transpires that Online Ojek Driver community establishes intensive communications through activities, in which communications are built in every community in various regions, socialized so as to form a bond among fellow members or more referred to as group cohesiveness that such creation of cohesiveness contributes in the form of communication bonds and mutual dependence in the organization, in this case the Online Ojek Driver community. According to the results of the research, the successful communication of the Online Ojek Driver community, particularly those in terms of solidarity and group collaboration bonds, results in responsibility for supporting this community work program and consistently establishing friendships among the groups during the internal activities as well as activities involving other parties. With respect to the conflict management in the organization, the Online Ojek Driver community has directly set the principles of: solidarity and togetherness in every group in the life stage especially with regard to social aspects.

References

- [1] Alvin Zander, 2009. Group Dynamics: Research and theory. 3rd Ed. New York: Harper & Row
- [2] Budiharto, 2009, *Ilmu Komunikasi : Sekarang dan Tantangan Masa Depan*, Kencana Prenada Grup Publisher, First Edition, 1st Publication, Jakarta.
- [3] Dariyo, Agoes. 2007. *Psikologi Perkembangan Dewasa Muda*. Jakarta: Grasindo
- [4] Dirdjosisworo, 2011 *Ruang Lingkup Kriminologi*, Remaja Karya Publisher, Bandung
- [5] Evans, C.R., dan K.L. Dion. 2010. "Group cohesion and performance: a meta analysis". *Small Group Research*, 22(2), 175-186.
- [6] Hallahan, Kirk. 2008. *Community as A Foundation for Public Relations Theory and Practices*. Boulder: Colorado State University
- [7] Iriantara, Yosol Iriantara 2009. *Community: Relations konsep dan aplikasinya*. Bandung: Simbiosis Rekatama Media.
- [8] Ivancevich, J. M. et al. 2009, *Perilaku & Manajemen Organisasi*. Erlangga: Jakarta.
- [9] Jefkins, Frank, 2005. *Public Relations*. Jakarta : Erlangga.
- [10] Kertajaya, Hermawan. (2008). *Arti komunitas*: Gramedia Pustaka Utama
- [11] Lesly, Philip. 2009. *Lesly's handbook of Public Relations and Communication*. Chicago III: Probus Publishing Company.
- [12] Mowday, Steers, R., dan Porter, L.W, 2006. *Motivation and Work Behavior*. New York: Academic Press.
- [13] Nasution Zulkarnaen. 2009. *Komunikasi Pembangunan Pengenalan Teori dan Penerapannya*. Jakarta: Raja Grafindo Persada.
- [14] Taylor, Shelley E., Letitia Anne Peplau & David O. Sears. 2009. *Psikologi Sosial*. Twelfth Edition. Jakarta: Kencana Prenada Media Group
- [15] Sarwono, Sarlito W. & Eko A. Meinarno. 2011. *Psikologi Sosial*. Jakarta: Salemba Humanika Publisher.
- [16] Soenarno, 2002. *Kekuatan Komunitas Sebagai Pilar Pembangunan Nasional*. Erlangga. Jakarta.
- [17] Wiryanto, Wiryanto. 2009. *Pengantar Ilmu Komunikasi*. Jakarta: Grasindo.