

New Media and Social Construction of Technology (SCOT) on Cak Ed Online Delivery Service in Lamongan Regency

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Abstract: *The study analyzes Cak Ed's online delivery service in Lamongan using SCOT (Social Construction of Technology) theory. The data collection method in this study used observations on social media and interviews. SCOT theory is relevant for analyzing technological developments as social constructions in society. The development of information and communication technology is influenced by how the community can innovate to create new things through technology. The presence of communication technology in terms of transportation for online delivery services, Cak Ed Delivery, in Lamongan Regency is a real example of the implementation of social construction in society and new media. This study indicates that Cak Ed Delivery as local online transportation in Lamongan Regency can compete and develop forward as a solution to overcome the problems of the people of Lamongan Regency in terms of transportation and shopping in an easy, cheap, fast, safe, and comfortable way.*

Keywords: *Technology, SCOT, Online Delivery, Transportation, Cak Ed Delivery.*

Abstrak: *Penelitian ini bertujuan untuk menganalisis layanan online delivery Cak Ed di Lamongan dengan menggunakan teori SCOT (Social Construction of Technology). Metode pengumpulan data dalam penelitian ini menggunakan observasi pada sosial media dan wawancara. Teori SCOT relevan untuk menganalisis perkembangan teknologi sebagai konstruksi sosial di masyarakat. Berkembangnya teknologi informasi dan komunikasi juga dipengaruhi oleh bagaimana masyarakat tersebut yang dapat berinovasi untuk menciptakan hal yang baru melalui teknologi. Hadirnya teknologi komunikasi dalam hal transportasi layanan online delivery Cak Ed Delivery di Kabupaten Lamongan merupakan contoh riil dari implementasi konstruksi sosial dalam masyarakat dan media baru. Hasil dari penelitian ini menunjukkan bahwa Cak Ed Delivery sebagai transportasi online lokal di Kabupaten Lamongan dapat bersaing dan berkembang maju sebagai solusi mengatasi permasalahan masyarakat Kabupaten Lamongan dalam hal transportasi dan belanja secara mudah, murah, cepat, aman, dan nyaman.*

Kata Kunci: *Teknologi, SCOT, Online Delivery, Transportasi, Cak Ed Delivery.*

INTRODUCTION

Communication and information technology development cannot be avoided because it occurs along with shifting interests and needs. However, technology is increasingly advanced and developed has various impacts on society. These changes have a positive impact supports and ease our work. Technology is a considerable requirement in today's era of technological development. Technology has an essential role in various sectors such as public services, industry, offices, education, engineering, and trading. For example, in computer technology, computers have a role in managing data when assessed from database security and processing data speed; therefore it can provide complete information (Khairil & Ginta, 2012).

The current digital era plays an essential role in designing social-based products and services. Digital-based technology has changed people's movements to be easier in carrying out their daily activities. Smartphones or other digital devices that can be accessed via the Internet facilitate information and communication in daily activities. The increasing human need for rapid information and communication is the main reason for developing new media technology as we recognize it nowadays (Latuheru & Irwansyah, 2019). Nowadays, the advancement of technology cannot be separated in social life. For example, in Indonesia, there is currently a significant influence on technological developments and advances that affect community cultural values. These urban or rural communities have experienced modernization where technological advances have entered remote villages such as smartphones, television, and even internet networks (Wahyudi & Sukmasari, 2014).

These days, humans depend on technology. The development of science and technology also brings tremendous benefits to the advancement of human civilization. As previous work was done by demanding physical abilities and now it can be done with automatic machines and equipment (Ngafifi, 2014). There are technological developments in order to facilitate people to carry out activities and works. The beginning of technological development was due to the technological revolution. Starting from the invention of the printing press by Johannes Gutenberg in 1455, since at that time, the rapid spread of information to many people was fast after the invention of paper. This discovery also has an impact on the development of publishing newspapers, magazines and books. In 1876 Alexander Graham Bell invented the

telephone which was charged \$100,000 at that time. After that, the development of the telephone was getting more advanced. After that, there were many updates, such as a mobile phone that presented the third-generation (3G) service created by one of the communications industry, The Holy Grail. The Holy Grail enables mobile phones to send voice, video, and data with an internet connection. The invention of radio broadcasts in the 1920s and developed in 1926. The development of television media in 1926 and 1947 the emergence of commercial T.V. broadcast various interesting phenomena (Ahmad, 2012). These data are examples of the information and communication technology development that the public still uses.

Speaking about technological developments, nowadays technology is used by humans as a business to help their economy. The role of this technological development is to provide an efficient and effective way for businesses to reach out to the market and become the infrastructure to facilitate business process continuity. For example: Go-Jek Company. Go-Jek is a company that fully supports economy in Indonesia in online transportation services. Go-Jek also facilitates people to get additional income for its drivers and facilitates transportation access for users (customers). Go-Jek partners perceive an increase in income as Go-Jek drivers; they also get health and accident (Arisanty & Farida, 2018). The community well receives the phenomenon of online transportation services such as Go-Jek. Besides online transportation, it also provides other facilities such as delivering goods, buying food, shopping, topping up phone credit, data packages, electricity tokens, etc. The phenomenon of the Go-Jek service is also an implementation of communication technology development.

Online Delivery is the latest technology that contributes to an easy and practical life (Sarinastiti & Vardhani, 2018). Online Delivery is one of the phenomena of Social Construction of Technology (SCOT) in Lamongan. Apart from low prices, the procedure to order online Delivery is also straightforward, by using the application and sending the order format via W.A. (WhatsApp), the official website, and the application. Considering this convenience, all people can order and use this application easily. As an innovation, online Delivery is engaging because it has many conveniences provided to the community, becomes one of the new media products, and assesses Social Construction of Technology (SCOT) in Lamongan. The Online Delivery is Cak Ed Delivery Lamongan. Before Cak Ed Delivery, Lamongan residents commonly used public

transportation, taxi bike, rickshaws, and other public transportation. They had to walk and wait at the main road or crossroad in order to get public transportation. The shopping center in Lamongan Regency only exists in the city center, and the location is far from people who live far from the city center. However, they took public transportation or private vehicles. The Grab online transportation application has not been accessible in remote areas of Lamongan Regency, it can only be accessed in the city center of Lamongan. Looking at this phenomenon, Cak Ed Delivery Lamongan is presented to solve problems in Lamongan Regency regarding transportation.

Cak Ed Delivery is a local online delivery transportation in Lamongan that established in 2017. The facilities are almost similar to Grab and Go-Jek. Cak Ed Delivery also collaborates with several health agencies such as hospitals to facilitate drug delivery and cooperate with laundry owners. Regarding the transportation prices, Cak Ed Delivery provides lower prices than other online transportation in Lamongan Regency. The drivers of Cak Ed Delivery in Lamongan are famous for their hospitality. From the review above, the results of the writing of this study are expected to provide broader insight to readers regarding the concept of Social Construction of Technology (SCOT) and new media. Moreover, this research can reference other studies that raise similar topics, but with different objects and cities.

The Phenomenon of Online Delivery in Lamongan

The technological era plays an essential role in social life. Nowadays, the media is influencing culture in society. New media in developing information and communication technology, such as smartphones or digital-based devices can be accessed via internet network. These new media can simplify human life to fulfill their daily needs (Latuheru & Irwansyah, 2019). Online food delivery is defined as service (O2O) or online to offline. This service platform usually has many restaurants that serve and connecting restaurants with consumers, moreover their sales are conducting by online using applications (Nadif & Wijaya, 2019). For example, the ones that are famous in Indonesia, namely, Go-Jek and Grab as online transportation or online Delivery. So, in other words, online Delivery also includes the process of ordering food and goods online with an application.

The current study aimed to determine the Social Construction of Technology (SCOT) and new media in online delivery services Cak Ed Delivery in Lamongan Regency. In order to maintain the authenticity of the writing to prevent plagiarism, a literature review relevant to the discussion of this article is carried out. This study was conducted based on a reference of national journals SINTA index. First, digital applications on smartphones transform human communication patterns, which previously interacted face-to-face, shifted to digital communication media. Research conducted by Nurbayati (2019) used a qualitative method with a phenomenological approach, showed that people in Sleman Yogyakarta had changed their way in food purchases. Go-Food can provide change and convenience for the community which currently has high mobility, the customer experienced easiness by the emergence of the Go-Food application. Conventional buying food methods are not automatically abandoned, but these online media have become a new phenomenon in the 21st century (Nurbayati, 2018).

Second, Nurul and Fauzan's (2020) research used a cultural studies approach to analyze the Go-food phenomenon reflected in the socio-cultural context of urban consumer communities. The results show that the media has a significant role in society in digital technology development. Go-food is a facility from the Go-Jek application which one of the functions is to buy food. Go-food in the community has changed the habitual order of its users to fulfill their needs of food. After opened the Go-Jek application, the users could order food; then the food will be delivered to the order location. This is evidenced by a process where people begin to depend on the application because it provides convenience (Putra, Nurul, & Fauzan, 2020).

Third, aligned with Nathalia and Irwansyah's (2018) research, which used a qualitative approach, online transportation applications are a tangible form of implementing social technology construction in new media. The Go-Jek application was created to overcome congestion and fulfill the needs of more accessible, faster, and more efficient transportation. This study explains with social construction analysis that Go-Jek gives people, especially inventors, to innovate and help develop communication technology in the new media era. Social construction theory discusses new inventions and meets the community's needs as Go-Jek facilities (Nathalia & Irwansyah, 2018).

Fourth, the marketing strategy in the modern era offers delivery service facilities. They offer facilities that can overcome time constraints faced by communities. The research conducted by Mujiburahman et al. (2020), which used the purposive sampling method, is mentioned that people of Banda Aceh have a business interest in the Delivery of agricultural products by delivery order with interest rate of 30.26 which is categorized as high. There are various factors relevant to the substantial interest of the community regarding the Delivery of agricultural products, such as employment, income, and accuracy in Delivery (Mujiburrahmad, Akhmad , Dimas , & Elvira, 2020).

Social Construction of Technology (SCOT) Theory

Social Construction of Technology (SCOT) is a theory that evaluates social construction in society. Technology is formed from social construction. The social construction in this concept means that social life in society forms a technology (Nathalia & Irwansyah, 2018). The SCOT theory states that technology does not determine human actions but instead humans shape technology. Different social conditions during the design development process can produce different final designs (Octavianto, 2014). Technology is not a mere threat based on the SCOT approach because technology can be adapted to the user's needs. Humans can use technology to facilitate their activities (Irwanto & Irwansyah, 2020).

The social construction of technology or Social Construction of Technology (SCOT) is a theory put forward in response to technological determinism. This response assumes that technology is the determinant of human life, but SCOT mentioned that technology itself is determined by social construction (Bijker, Hughes, & Travo, 1993). The SCOT theory offers power to connoisseurs and technology users to provide a picture of a similar or relevant social group. In the fourth dimension, social media construction occupies a crucial position, which means that the need for applications will be high for users when viewed based on the number of applications, both IOS or Android. This shows the development of communication technology, which periodically renews and moves forward to provide satisfaction and convenience to the users (Sirrojudin & Irwansyah, 2020). Social construction or SCOT notice that the development of communication technology is a process of interaction and discourse between technologies and their relationship with social groups. So, technology does not

just suddenly present from a vacuum, but there are discussions, negotiations between scientists/technologists (technology creators) and society; therefore technology can be successfully accepted (Nurhadi & Irwansyah, 2018).

The four main components of the theory of Social Construction of Technology (SCOT), namely (Bijker, Hughes, & Travo, 1993):

- a. Relevant Social Group, this concept is used to sort out the same parties with processes that support technological developments
- b. Interpretative Flexibility, in this concept social construction uses a structuration framework to try an approach that recognizes all perspectives. The structure formed then provides the rules and resources needed by the agent to create future interpretations and implement them in user actions. Thus, the process of interpretation and structure-forming forms an endless cycle of processes.
- c. Closure and Stabilization, based on this structuration theory, the closure & stabilization process will occur because the agent carries out monitoring actions that are reflective of the situation where the activity occurs.
- d. The Wider Context, detects the contribution of socio-cultural (socio-cultural) and political situations around social groups in forming norms and values adhered to by that social group.

New Media

Discussing Social Construction of Technology (SCOT) is also related to new media, because it emerges debate among scientists. The emergence of the term new media with the public is often interpreted as interactive media from a device, for example a computer (Kurnia, 2005). The Internet is a network that facilitates communication systems. McLuhan in “the medium is the message” can be used on internet networks and online sites (Permana & Mahameruaji, 2019). The new media also brought better ideological power and more attractive meanings. Social progress is conveyed by advances in information and communication technology with the expectation that new media can open new creative and communicative horizons (Lister et al., 2009).

Based on the explanation above, a common thread can be drawn linking the phenomenon of online delivery services in the Social Construction of Technology

theory to new media. Specifically, new media is presented to answer people's expectations for media's existence that encourages productivity and can open up many development opportunities. New media is a broad term, so it is not limited to one particular form of media. The term can represent people's perceptions of various forms of media based on new technologies, such as digital television, internet-based media, virtual environments, and computer games (Lister et al., 2009).

The word "new" in the term of new media refers to the following three things (Lister et al., 2009):

1. New textual experience

The public can experience a completely different form that has never been experienced before using new media. These new experiences can take entertainment, pleasure, or different media consumption patterns compared to previous ones.

2. The utilization of new media presents a variety of new ways to describe the world more realistically and enjoy the public regardless of time, place, and lower cost.

3. New relationships between subjects and media technologies. New media enables development that involves the functions of various media, as well as encourages better synergy between media users.

According to Efendi et al. (2017), new media describes the convergence of digital-based and computerized communication technologies interrelated in a network. Like the media in general, new media has a role as a means of communication between the sender and the message's recipient. In line with this explanation, McQuail (2011) in (Gumelar, 2013). states that new media is a media formed by two main aspects, namely convergence and digitization.

Convergence can be interpreted as merging various types of existing media to form new media with the advantages of the combined media. The digitalization element of new media refers to the basis of merger or convergence that emphasizes the features and sophistication of digital technology that allows the positive side to being obtained and the elimination or minimizing of the negative side of the combined media (McQuail, 2010)

The elements of convergence and digitization make it possible for new media to interactivity and connectivity aspects much higher than traditional media (Gushevinalti et al., 2020; McQuail, 2010). This aspect is the basis for the new benefits of new media that traditional media do not have. These benefits include (Efendi et al., 2017):

1. Accelerate the flow of information exchange and dissemination
2. Facilitate access to a variety of information, both old and up-to-date information
3. Facilitating transactions in a digital environment
4. Allows the development of digital technology-based entertainment
5. Reducing the costs of being able to communicate
6. Simplify and speed up the communication process
7. Allows the development of new educational models by utilizing digital technology

METHOD

This research was written using a qualitative approach. According to Creswell (2017), qualitative research aims to explore and understand the meaning that some individuals or groups of people considered from social or humanitarian problems (Creswell, 2017). The data were obtained by interviews and collected documentation. The types and sources of data in this study are as follows:

- a. Primary data, in the form of online interviews with the owner of Cak Ed Delivery Lamongan and official social media own by Cak Ed Delivery Lamongan such as Instagram @cakkedelivery and the official website www.cakkedelivery.com. Meanwhile, secondary data is in books, journals, websites, theses, and other relevant research.
- b. Regarding the Primary data sources, researcher observed Cak Ed Delivery Lamongan's social media such as Instagram @cakeddelivery and the official website www.cakkedelivery.com and conducted interviews with the owner of Cak Ed Delivery Lamongan in order to confirm the correctness of data on social media. This study used Social Construction Of Technology (SCOT) to analyze the phenomenon of social construction regarding Cak Ed Delivery Lamongan.

Meanwhile, secondary data sources were obtained from books, journals, websites, theses, and other research relevant to the research focus, namely, Social Construction of Technology (SCOT) and New Media in Online Delivery Service "Cak Ed Delivery" in Lamongan Regency.

The theory of Social Construction of Technology (SCOT) is an analytical tool in this study. This theory links technology and human action because, humans have a role in developing technology and, discussing the online delivery phenomenon "Cak Ed Delivery" in Lamongan Regency. The analysis steps included:

- a. Collecting data by reviewing and recording Cak Ed Delivery Lamongan social media on Instagram @cakedelivery and web www.cakedelivery.com and confirming the correctness of the data on Cak Ed Delivery social media with in-depth interviews owner of Cak Ed Delivery Lamongan.
- b. Selecting and sorting relevant data from the results of literature reviews and interviews.
- c. Analyzing the data findings with the theory of Social Construction of Technology (SCOT).
- d. Draw a conclusion

RESULTS AND DISCUSSION

Profile of Cak Ed Delivery

The technological era plays an essential role in social life. Today, the media is influencing culture in society. As has been perceived by the people in Lamongan Regency, with the advancement of technology, the people of Lamongan no longer need to be confused to meet their daily needs. This is due to the existence of an online delivery service, namely Cak Ed Delivery Lamongan. Cak Ed Delivery is a local transportation that is part of developing communication technology in new media with a study of Social Construction Of Technology (SCOT) in Lamongan.

Lamongan is one of the Regency in East Java province with a total of 27 Regency. Suppose it is discussed about the social and economic conditions regarding the service sector, especially the social and community sub-sectors, entertainment, recreation, individuals, and households. In that case, this sector shows an obvious development to give a significant and advanced contribution to the regional economy in

Lamongan Regency (RPI2-JM, 2020). Cak Ed Delivery Lamongan also supports one of the leading sectors in the Lamongan Regency and develops communication technology in the new media era.

In this discussion, Social Construction of Technology (SCOT) offers a flexible interpretation of the technology usage used in its capacity to capture the relevant social group. This is proved by the benefits obtained from local transportation services in Lamongan Regency. Local services that are presented in the local area are very affordable and practical which equipped with other complete facilities, everyone can use this online delivery service. Each order is executed by sending an available format and then sending it via WhatsApp, the official website, and Android.

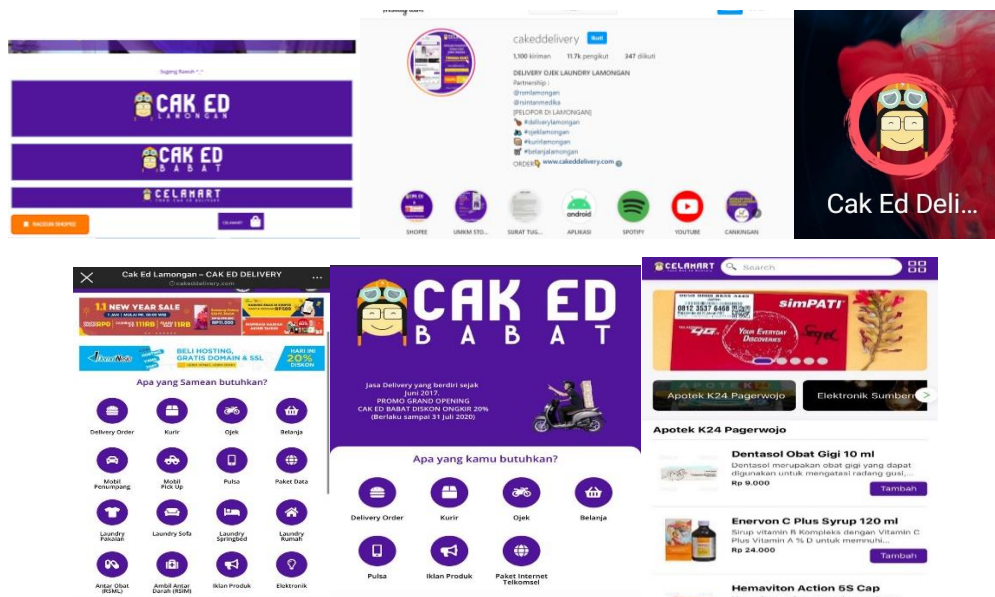


Figure 1. Social Media and Application of *Cak Ed Delivery Lamongan*

Cak Ed Delivery is a local online delivery service from Lamongan owned by Edy Tri Juniarto. This Delivery Service was established in June 2017 and already has 70 drivers and 16 services for the Lamongan Regency area and has collaborated with the Muhammadiyah Lamongan Hospital (RSML) for drug delivery and collaborates with the Intan Medika Lamongan Hospital (RSIML) in taking and delivering blood. The media used for promotion is Instagram @Cakeddelivery (Juniarto, 2021).

Table 1. 16 Cak Ed Delivery Service Facilities

16 Cak Ed Delivery Service Facilities in Lamongan Regency	
a. Delivery Order	i. Laundry Clothes
b. Courier	j. Laundry Sofa
c. Taxi bike	k. Laundry Springbed
d. Shopping	l. Home Laundry
e. Passenger cars	m. Delivery Medicine RSML
f. Pickup cars	n. Sending Blood RSIM
g. Phone credit	o. Product Advertising Electronics
h. Data Package	

Cak Ed Delivery is the first pioneer of online delivery services in Lamongan Regency. It is easy to be used, Cak Ed Delivery provides 3 methods: an order using Whatsapp (sending the order format to the Cak Ed admin), using the Cak Ed Delivery official website, and using the Cak Ed Delivery application which can only be installed on Android. The existence of these choices, facilitates prospective customers or users of Cak Ed Delivery services. Not only in the area of Lamongan, but also to Gresik, Surabaya, Sidoarjo, Tuban, Bojonegoro, Jombang, and Mojokerto for pick-up or delivery facilities, shopping, and online taxibike. In Lamongan, there is a area called Babat, to facilitate access to Cak Ed services in the Babat area, the facilities offered by Cak Ed in the Babat area (Juniarto, 2021).

Table 2. 7 Facilities in Cak Ed Delivery Babat

7 Facilities in Cak Ed Delivery Area Babat
a. Delivery Order
b. Courier
c. Taxibike
d. Shopping
e. Phone credit
f. Product advertising
g. Telkomsel Internet Package



Figure 2. Review of Google Cak Ed Delivery

When viewed the evaluation from Google, Cak Ed Delivery Lamongan gets 116 reviews with 5 stars or positive reviews and these are genuine testimonials from users of this online delivery service. From this data, it is obvious that Cak Ed Delivery services are professional and provide the best service. This is also evidenced by Nawari and Sigit's (2020) research entitled *The Effect of Service Quality, Price and Brand Image on Customer Satisfaction of Online Ojek Transportation Service Users in Lamongan*. This research examined the communities that use Cak Ed Delivery Lamongan. After evaluation using a quantitative approach, the result is a positive and significant relationship between service quality and user satisfaction, a positive and partially significant relationship between price and customer satisfaction, and a positive and partially significant relationship between brand image and customer satisfaction (Nawari & Sigit, 2020)

Social Construction of Technology (SCOT) and New Media on Cak Ed Delivery

Cak Ed Delivery is well known as the local Online Delivery which facilitates an easiness for the communities of Lamongan because it is friendly, easy, and cheap. Before Cak Ed Delivery Lamongan the people of Lamongan used the offline taxi bike which the price was much higher than Cak Ed Delivery and had to go to the taxi bike base. Meanwhile, the online service Cak Ed Delivery was inspired by Grab and Go-jek, which were very active and spread across big cities and at that time, there were no Grab and Go-jek in Lamongan.

Shortly afterward, around 2018 Grab entered Lamongan; however, it was unattractive to the communities because the facilities could only be accessed in the Regency center, while Cak Ed Delivery Lamongan had extensive access in and outside Lamongan. If this phenomenon is viewed with the Social Construction of Technology (SCOT) and new media approach, Lamongan have begun to follow developments in information and communication technology. The technological development is an open process in which social conditions during the development stage have a role in facilitating society. The emergence of an online delivery service business in Lamongan Regency brought extraordinary changes. Cak Ed Delivery was also welcomed and received a good response from the communities of Lamongan Regency.

Previously, Lamongan City encountered a lack of innovation for the novelty of fast, safe and affordable transportation. However, some people in this area use conventional methods by using public or manual transportation. Social Construction Of Technology (SCOT) focuses on the existence of technology arising because there are problems in society. When technology is present, this new technology has become a solution to people's problems. Moreover, SCOT also notices that technology must continuously innovate and develop to meet user needs.

CONCLUSION

Based on the results of this study, social construction occurred in Lamongan Regency in the form of Online Delivery, namely Cak Ed Delivery in Lamongan. Cak Ed Delivery Lamongan is the first online delivery service in Lamongan Regency, because at that time there were no online taxi bikes. It can be said that Cak Ed Delivery supports the development of communication technology because it follows the current, namely internet-based, which supports the convenience in ordering Cak Ed Delivery services. Cak Ed Delivery is indeed a local online delivery, with numerous facilities and easiness for the communities of Lamongan in terms of transportation. People only sitting at home ordering via the application, WhatsApp, and the official Cak Ed Delivery website, the public can enjoy the convinience of creative and innovative technology development. Moreover, the security in online Delivery is very well maintained because every driver wears an official uniform like a National and International taxi bike online.

Searching in a Google review with the keyword Cak Ed Delivery shows that this service gets a full five stars, which indicates that public is satisfied and amazed.

Cak Ed Delivery Lamongan also collaborates with Muhammadiyah Lamongan hospital (RSML) to deliver medicines to patients, this service facilitates RSML patients who want to redeem medicines without queue. To pick up blood, Cak Ed Delivery also collaborates with Intan Medika Lamongan Hospital (RSIML). Besides that, people also use Cak Ed Delivery facility for shopping, laundry, buying medicines at pharmacies, and delivering cheaper delivery services. Social Construction Of Technology (SCOT) and new media in this study is the technology that emerges because of social construction. SCOT also expects this technology to continuously develop to fulfill community wishes, such as Cak Ed Delivery Lamongan. The people of Lamongan Regency admit this innovation, which becomes an easy and practical culture and supports Cak Ed Delivery Lamongan in participating in the development of information and communication technology in Lamongan.

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