

ABSTRAK

PENGAUDITAN INTERNAL ATAS KEGIATAN GoCar

(Studi Kasus Pada Pengguna GoCar dan Driver GoCar di Yogyakarta)

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Dengan perkembangan teknologi yang saat ini sangat pesat memberikan perubahan sosial pada masyarakat. Banyak juga bisnis bermunculan yang memanfaatkan dan dengan bermodalkan internet. Salah satunya bisnis transportasi berbasis *online*. Persaingan transportasi *online* di Asia Tenggara khususnya di Indonesia telah mengalami peningkatan. Dengan kehadiran transportasi berbasis *online* memberikan banyak manfaat bagi masyarakat. Transportasi *online* yang hadir dan berkembang pesat hingga saat ini adalah PT Gojek. Tujuan pembuatan skripsi ini adalah untuk mengetahui hasil audit internal atas kegiatan GoCar di Yogyakarta agar dapat dilakukan perbaikan atas kelemahan yang terjadi.

Proses pengambilan data dan penelitian skripsi ini dilakukan dalam kurun waktu Mei – Juni 2023. Teknik pengambilan data skripsi dilakukan dengan observasi dan wawancara kualitatif terhadap narasumber yaitu driver dan customer terkait pengalaman mereka yang sudah menggunakan aplikasi Gojek khususnya di bidang GoCar.

Hasil penelitian dan wawancara terhadap narasumber bahwa kegiatan GoCar perlu dilakukan perbaikan karena masih ditemukan sembilan kelemahan.

Kata kunci: transportasi *online*, audit internal, GoCar

ABSTRAC

INTERNAL AUDITING OF GOCAR ACTIVITIES

(Case Study on GoCar Users and GoCar Drivers in Yogyakarta)

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With the development of technology that is currently very rapidly providing social change in society. There are also many emerging businesses that utilize and capitalize on the internet. One of them is an online-based transportation business. Online transportation competition in Southeast Asia, especially in Indonesia, has increased. The presence of online-based transportation provides many benefits for the community. Online transportation that is present and growing rapidly to date is PT Gojek. The purpose of writing this thesis is to find out the results of an internal audit of GoCar activities in Yogyakarta so that weaknesses can be corrected.

The data collection process and thesis research were carried out in the period May – June 2023. The thesis data collection technique was carried out by observation and qualitative interviews with informants, namely drivers and customers regarding their experiences using the Gojek application, especially in the GoCar sector.

The results of research and interviews with informants indicated that GoCar activities needed to be improved because nine weaknesses were still found.

Keywords: Online transportation, internal audit, GoCar