

Management of Revenue Online Driver Services against Economic Self-Sufficiency

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Abstract - Online transportation in Makassar City has grown rapidly, and the profession of online drivers is increasingly in demand. The main advantages of managing online driver income are time flexibility, high income potential, full control over income, and opportunities for self-development in financial management. However, the challenges faced include unstable income, high operational costs, dependence on application platform policies, and intense competition. Online drivers need to manage their finances well, such as separating operational and net income, saving, and working during peak hours to achieve financial stability and economic independence. The profession of online drivers in Makassar City is increasingly in demand because of its time flexibility and high income potential. To maximize income, online drivers need to implement effective management strategies, such as utilizing peak hours to work, managing operational costs by choosing efficient routes and maintaining vehicles, and saving for emergency funds. In addition, the use of technology such as navigation applications and travel pattern analysis can improve work efficiency. Improving the quality of service and customer satisfaction is also important to get more bookings and incentives. Diversifying sources of income, such as looking for side jobs, can help improve the financial stability of online drivers.

Keywords: Financial, Management, Driver, Economic, Strategic.

I. INTRODUCTION

In today's digital age, the development of information technology has opened up new economic possibilities. One of them is the existence of usage-based transport services. This service has become an effective and efficient mobility solution in many cities, including Makassar. Easy access, transparent costs, and flexibility in working hours are increasingly demanded as online drivers. Amidst the development of economic dynamics, online driver service income management has become an important topic, especially with regard to family economic independence.

The increase in the number of users of Makassar's online transport services corresponds to the increase in drivers who

have joined platforms such as Gojek and Grab. The profession provides different daily earnings depending on the number of trips, opening hours and the driver's strategy when choosing the right routes and working hours. For many families, income from online driver services is an important primary or supplementary source of information to fulfil daily needs. Therefore, white-collar income management is indispensable so that employment outcomes can have a positive effect on the economic independence of the family's influence.

A family's economic independence is not only measured by their ability to fulfil basic needs such as food, clothing, council, etc., but also aspects of financial management, investment in the future, and the ability to handle unusual economic situations. With respect to online drivers, income usually fluctuates with seasonality, market demand, and other external factors such as weather conditions and company guidelines. This requires drivers to have a well-thought-out financial strategy to maximise revenue yield.

Revenue management covers various aspects, including financial records, funding allocation, production control, and long-term financial planning. Unfortunately, many online drivers in Makassar do not fully understand the importance of planned financial management. This means that income from consumption needs without savings or investment is often used to provide economic security in the future. This phenomenon is a major challenge to recognising family independence through the profession as an online driver.

Also influences social and cultural factors in the way family income is managed. In Makassar, drivers often have to create a culture of mutual co-operation and responsibility for their extended family to share their income to support their relatives. Meanwhile, social pressure to maintain a certain lifestyle can also be an obstacle to good financial management. In this context, a comprehensive approach is needed to reduce the perception and ability of online drivers in effective income management.

When it comes to the institutional game, ride-hailing service providers also play an important role in providing training or guidelines related to driver-partner financial management. Some platforms have made daily and weekly income record capabilities available to help drivers understand

income patterns. However, these efforts need to be scaled up to include broader aspects such as long-term financial planning and financial capacity. Cooperation between the government, tech companies and financial institutions is the solution to better support drivers in better income management.

Family Business Independence is also related to diversification of income streams. Online drivers who can allocate a portion of their income to investment parties or companies have a greater chance of achieving financial stability. Makassar has the opportunity to develop small and medium-sized businesses, such as investments in food, laundry services or the real estate sector. However, capital restrictions and lack of knowledge regarding company management are often the main obstacles.

The impact of excellent income management is felt not only by the driver's family but also by the wider community. Economically independent families can help improve the social well being of the neighbourhood. Conversely, potential economic problems such as debt that is not properly accumulated or managed with support from others can be an additional burden on families and communities.

In the context of Makassar, the role of local government is crucial to the creation of an ecosystem that supports families' economic independence. Financial training programmes, access to micro business loans, and the provision of support agents for small and medium businesses will help online drivers use their income more productively. In addition, the provision of technological infrastructure and regulations to support drivers is a determinant of improving the well.

Overall, Online Driver Service Income Management has a close relationship with family economic independence in Makassar City. The profession offers important economic opportunities, but also requires drivers' ability to effectively manage their finances. With support from various political parties, including the government, technology companies and local governments, it is expected that online drivers will use this opportunity to properly improve their families. In understanding strangers in financial management and implementing appropriate strategies, the key to achieving economic independence amidst the challenges and dynamics of the modern economy.

A) Problem Formulation

1. How does revenue management affect economic independence in Makassar city?
2. What are the strengths and weaknesses of online driver service revenue management in Makassar city

3. What are the effective and efficient strategies in revenue management. Online driver services in Makassar city

II. LITERATURE REVIEW

A) Revenue

Income is revenue achieved through transactions in the provision of goods or services or other business activities suitable for achieving income to make a profit. Income is the sum of the craftsmen to the activities of selling products to customers. Income is an indicator to measure the level of prosperity and the presence of the well of society, with the scale of economic income reflecting economic progress. If the economy is economic growth, the economy must be in good condition. Based on the explanation above, the local government in question will provide a well for the area. Revenue is income generated through the sale of products, products, or services. Other business activities also have revenues that can be converted into three sources of income:

- a. Sales proceeds, i.e. income derived from the main activities of the company.
- b. Income not manipulated, but not related to business activities, i.e. income achieved from external factors.
- c. Extraordinary (Exceptional) Income. This is unexpected income where this income does not occur often and is usually not repeated in the future.

Basically, revenue arises from the sale of goods or the delivery of services to other parties within a certain accounting period. Revenue can arise from sales, production processes, provision of services including transport and storage processes (earning process). In trading companies, revenue arises from the sale of trade goods. In manufacturing companies, revenue is derived from the sale of finished products. As for service companies, revenue is derived from the delivery of services to other parties. The types of community income can be classified into two, namely:

a) Permanent income

Permanent income is income that is always received over a period of time and is income that can be predicted in advance. For example, income from salary or wages or permanent income can also be mentioned as the income achieved from all the factors that determine prosperity. Overall, this permanent income is divided into three groups:

- 1) The salary and wages of the person's work after working for others who work for one day, one month, i.e. Masu. On the other hand, Islamic wages are the money paid by the people who work for the workers for his services after appearing.
- 2) The income from the business itself is the total amount of production proceeds deducted from the expenses

paid. This business is a business that belongs to you or your own family, and the rental value of your own capital, and all these costs are usually not counted. 3) Income from other companies that earn income without dedicating work. These are additional incomes including income from asset rental proceeds, interest from money, contributions from other parties, retirement income, and more.

b) Temporary Revenue

Temporary income is income that cannot be predicted in advance, and included in the income category are donation funds, grants, etc...

Some of the factors that affect income are:

a) Capital

Capital is a very important input (production factor) in determining the level of income. But that does not mean it is the only factor that can increase income. In this case, capital for traders is also one of the production factors that affect income. The size of the working capital used in the business will certainly affect the income earned by the trader.

b) Length of business

The length of business is the length of time the trader has been running his business, indicated in units of years.²⁵ A business can lead to business experience, where experience can influence a person's observations in behaviour. The length of business opening can affect the level of income, the length of time a business person pursues his business field will affect his productivity.

c) Labour

Labour is a very important factor in production because labour is the driving factor of other input factors, without labour, other production factors will be meaningless. With the increase in labour productivity, it will encourage increased production so that income will also increase.

B) Services

According to Kotler, this service is an action offered to another person, basically intangible and does not lead to any ownership. According to Stanton, the understanding of service is basically the fulfilment of activities defined in another way that is not formally (intangible), that is, sales or needs that are not bound by their Jasaline. These services are activities that offer intangible products, but you can feel them. This includes customers or owners of customers who do not affect the transfer of property.

A service is a party of another party that is essentially intangible and does not lead to the transfer of property. Stanton says, 'Intangible activities have been identified that regenerate objects that provide costume desires for services have been identified.' According to Kotler, the service has four main characteristics that have a major impact on the design of marketing programmes. They are,

a) Intangibility

This service has an intangible nature because it is not seen, felt, touched, heard, or smelled before the purchase transaction takes place. To reduce uncertainty, buyers look for signs or evidence of this service quality. Buyers draw conclusions about service quality for location, people (humans), equipment (equipment), and communication equipment. (Communication materials), symbols (symbols), price (price), can be played with.

b) Inseparability

Services are usually consumed specifically and at the same time. If the service is provided by a person, that person is part of the service. The customer is also present when the service is provided. Customer Provider Interaction is a specialised feature for marketing your service.

c) Variability

Services are so diverse because they depend on who makes them available and who makes them available. Service buyers often recognise this diversity and discuss it with others before choosing a service provider.

d) Perishability

You cannot store services. If your demand is stable, you cannot stand a situation where service is not a problem, because it is easy to prepare for service in advance. If the demand for this fluctuates, the service company has a difficult problem. The company's offer on the market usually includes a variety of services. The service component is a small or major part and the entire offer. Offers may differ in a bi-polar form, one side of goods and the other pure services. Based on this standard, the company's offerings are divided into five categories as follows: a. Physical Production b. Physical production with support services. C. Hybrid d. Primary products and services supported by Jasaminer. e. Pure services

C) Online Transportation

With modern transport systems, services for public transport users are not only in person, but also on the internet network. Transport services via digital platforms are also known as online transport services. The so-called online

transport is not only for means of transport, but also a form of service.

What online transport means is not only a face service but also a transport service for the transport of goods, people, and services through the internet network. In other words, the concept of online transport lies in the transport service at the border of internet-based commerce and starts with the booking, supervision, payment and rating of the service itself. 6Online Transport is a form of traffic and road traffic organiser that pursues and uses science (technology).

There are at least three important factors for online transport: First, the application provider (electronic system organiser). According to paragraph 1(6) of the Electronic Information and Transaction Law, electronic system implementation is the use of electronic systems by state administrators, persons, business units and/or communities. In this case, the provider of the online application-based transportation service provider is the electronic system organiser as the link between the vehicle owner or driver and the service user, which is the central component of the birth of this transportation service.

Second, driver (driver): A driver or driver is a person who drives an electric vehicle. A good driver is someone who has developed basic abilities, driving results, proper conditions, excellent healthy evaluation, and healthy mental and physical development. On the other hand, the status of the driver (driver) is the sole responsibility of the owner of the vehicle or vehicle used.

The third element, the service or transport user (consumer): This is because the service user is the user of the product with the person who interacts with the company before the production process is completed.

These three elements are essential as part of an online transport service. Traditional transport services do not require app providers, as consumers are met from drivers at various busy locations. For example, as consumers call and mention the destination, they can be seen from the use of taxis, usually at airports. For online transport services, service users usually need to access the app included in their smartphone to ensure that their destination is specified and customs duties are displayed immediately. Once you agree, simply contact the driver through the app. Therefore, in ride-hailing services, service users do not deploy drivers, but rather interact and transact through the subscribed app. Moreover, most of the transactions are done within the app in online transport services. In traditional transactions for transport services, once the service user reaches their destination, it is in cash.

D) Economic Independence

The term "independence" comes from the root word "itself," and accepts a prefix and accepts a suffix, forming a word or noun. Since independence comes from the term "itself," the argument for independence is not defined from the discussion of the development of the self itself, which is described as the self expressed in Carl Rogers' concept.

The term independence refers to the existence of trust in the ability to solve problems without the help of others. Independent people as people who can solve the problems they face can make their own decisions, have initiative and creativity without neglecting the environment. According to some experts, "independence" is not due to the abilities of others, but rather to psychosocial skills, including freedom of action, so that they are free to manage their own needs, not from the abilities of others

There are so many definitions of independence, everyone is born under conditions of helplessness, needs the help of others, or relies on those around them. The word independence comes from autonomy, which means self-reliance or self-reliance, with the courage to fulfill one's obligation to paint in a living country. Independence is freedom that allows a person to become independent, make plans for the future, and be free from the influence of others and parents. According to HadingUrts (Desmita Book, 2010:186), independence argues that independence includes social, intellectual and economic aspects.

Economic independence is the ability of a person to manage the economy independently, not depending on others. Economic independence means that one can take the initiative, solve problems on one's own and gain confidence without the help of others. Independence can be said to be the state of a person who can make decisions, overcome problems faced by others without relying on others, without trust and responsibility.

Independence is an attempt by a person to maintain survival by escaping from parents and others without environmental impact and dependence, freedom or initiative on others. Organize your own needs and organize yourself so that you can solve any problems or obstacles you face with the help of others. Such skills are only available when they have the ability to think carefully about what has been done or decided with respect to negative aspects and disadvantages that are independent in some form, i.e.

According to Masrun, independence is shown in several forms, namely:

- a) Responsibility, in particular the ability to accept responsibility, the ability to perform tasks, be able to explain to the outcome of your work, the ability to explain new roles, have principles of what are good and bad in thought and action.
- b) Self-control, expressed by performing their own duties, is a condition that actions are carried out according to their will, not the will of others and are not dependent on others and that there is confidence and the ability to take care of oneself.
- c) Initiative, expressed by creative and theatrical thinking.
- d) Self-Control, Self-Control is expressed by treating actions and emotions to solve problems and the ability to see the views of others.

Independence is the ability to act according to their own judgment and take responsibility for these actions. Independence is also understood as the ability to make decisions and adjust your own life without relying too much on others. Independence cannot be completed at the stage of life, but it will continue to develop in Benny Susetho personally explained that a person will be economically independent if he has 5 aspects:

a. Consumptive debt free, There are two types of debt when viewed from their use. First, effective debt is the cost of debt for needs that can increase income. For example, to start a business, buy land, school, and the like.

b. Second, consumer debt, which is debt for necessities without increasing income, such as buying a mobile phone or car to follow a lifestyle Being born to have faith in someone with faith is not easy to cause their business, whether the company has declined or is dormant. He would continue to look for ways to save the cliffs, then build hills. He will always keep track of his business so that he does not buy things considered less important.

c. Investment is imbued with capital with the expectation of increasing, biased capital, including money, energy, thoughts, etc. A person who has an investment is considered a vision, that is, to see the end result of the company's process from the company's way. Even investment failures will continue to benefit, which makes investors' views sharper.

d. Ability to manage cash flow Cash flow is cash flow and deposit cash flow. Input fund flows are often referred to as income and funds are called fees or fees. Cash flow (cash flow) is considered good if a person's expenses are less than their income so that the rest can be saved or invested. Cash flow is considered bad if a person's expenses are higher than their income to honor the expenses, he will find a loan or sell his property.

e. Being mentally prepared for financial disruptions, the physical preparation of a businessman, such as capital, experience, savings or insurance is very important. But the spiritual aspect has proven to be more dominant in one's success in economic independence. Falling and getting up in an effort will be a certain thing in life, people with mental improvement every fall will make a person succeed faster than those who don't have it, because of the crisis. Strong business

The factors that can affect a person's independence include:

- a) Parenting style in the family b) Life system in the community c) Education system.

Parameters for the success of economic independence include:

- a) Economic independence in a person is characterized by the existence of efforts made in the economy or profit. b) Economic independence is characterized by a person who is able to progress and develop. c) One must also be confident in implementing economic activities. d) Have a brave attitude

Community economic development is an important step to build a solid state economy and this will be a priority for the government, because if the economic background of the community is high, the national economy will also increase. To have the happiness of the people of a country, the economic empowerment of the community is a government program to improve life skills so that everyone can meet their needs and improve things. People can adjust and be aware and detached from others in an activity to achieve goods and services.

III. RESEARCH METHODS

Types of qualitative research through phenomenological approach.

IV. DISCUSSION

A) Revenue management for economic independence in the city of Makassar

In today's digital era, online delivery services such as Gojek, Grab, etc. have become the first choice for people to meet their daily transportation needs. The presence of this application is not only passenger convenience, but also opens up new job opportunities for the community, including careers as online drivers. In the city of Makassar, this profession has become one of the most developed areas and affects the community's economy. An important aspect is emphasized as how to manage the income of online drivers which can affect their economic independence.

Online Driver Income in Makassar City

In Makassar City, online drivers generally earn a variable daily income, depending on the volume of work and the time they spend driving. This income usually comes from travel fares that are calculated based on the distance and duration of the trip. In addition, the incentives or bonuses offered by transportation platform companies, such as bonuses for achieving certain targets or incentives during peak hours, also play an important role in increasing their revenue.

While the income received by online drivers can be very attractive, especially for those who work full-time, not all drivers are able to manage that income well. One of the main challenges they face is the significant fluctuations in revenue, which are affected by the number of trips and unpredictable traffic conditions. Therefore, good financial management is the key to maintaining the stability of their income.

Online Driver Revenue Management

For many online drivers, smart revenue management is crucial to achieving economic independence. One effective strategy is to separate operating income, which is used for gasoline costs, vehicle maintenance, and other expenses, from net income that can be allocated for daily necessities and savings. For example, if an online driver earns a daily income of around Rp 300. 000, they need to ensure that the total operating costs do not exceed a significant portion of the revenue.

In addition, many online drivers also take the initiative to save part of their income in the form of an emergency fund. This becomes especially important given the uncertainty in revenue, especially on days when the number of passengers may be less. By having an emergency fund, online drivers can be more calm in dealing with emergency situations without worrying about their survival. Not only revenue management, but efficiency in time management also plays a big role. Online drivers who are able to manage their time well, for example by choosing more profitable peak hours, can maximize their income more effectively.

Economic Independence of Online Drivers

Effective income management can be the key for online drivers in Makassar City to achieve economic independence. Economic independence itself is a condition in which individuals are able to meet their living needs without having to depend on the help of other people or certain institutions. For many online drivers, this profession has become their main source of income, even replacing their previous jobs. In this case, smart income management not only provides financial stability, but also opens up opportunities for them to

grow, improve their skills, and manage their financial priorities.

By working as an online driver, they gain greater control over their working hours and can adjust their income according to their personal needs. This creates opportunities to improve the standard of living, invest in education, or set up other small businesses. For example, some online drivers may choose to use a portion of their income to buy more efficient vehicles or start a side hustle such as a food stall or other service. These actions of course contribute to economic empowerment, both for the individual himself and for society at large.

Although the online driver profession has great potential to support economic independence, challenges still color their journey. One of the main problems that is often faced is fierce competition between drivers, erratic fare fluctuations, and reliance on application platforms that can change policies at any time. Therefore, it is crucial for online drivers to continue to hone their skills and insights in managing their income, so that they can maintain economic independence.

In Makassar City, wise income management is the key to creating economic independence for online drivers. By separating operating income from net income and setting aside savings for the future, they can reduce their dependence on others and achieve financial stability. Additionally, efficient time management and the use of income for long-term investments can help them improve their quality of life. Despite various challenges, with the right management strategy, the online driver profession has extraordinary potential to strengthen economic independence in Makassar City.

B) Advantages and disadvantages of managing online driver service revenue in the city of Makassar

In recent years, the development of online transportation in Makassar City has progressed very rapidly. More and more people are choosing to use online transportation services, such as Gojek and Grab, making the profession of an online driver even more attractive to many people. In addition to offering time flexibility, revenue management is also one of the main factors that affect the welfare of online drivers. With good income management, drivers can achieve economic stability, while improper management can result in financial difficulties. In this case, it is important to understand the various advantages and disadvantages in income management for online drivers in Makassar City.

Advantages of Managing Online Driver Service Revenue

1. Flexible Income: One of the main advantages of online driver income management is time flexibility. Online drivers in Makassar City have the freedom to determine their own working hours. They can choose to work during peak hours, such as mornings, afternoons, or weekends, when passenger demand is higher. Thus, they can maximize their revenue according to time preferences and market conditions.

2. Potential Income: With good management, online drivers have the potential to earn higher income compared to traditional jobs. In addition to income from travel fares, they can also earn bonuses or additional incentives provided by transportation platform companies. For example, they can earn bonuses if they reach a certain target in the number of trips or within a certain period of time. During peak hours, travel fares also tend to be higher, which provides an opportunity to make more money in less time.

3. Full Control over Revenue: Online drivers have complete control over their income. They are not tied to a fixed salary received each month, but rather can determine for themselves how much they want to work. This gives them the freedom to adjust their income to their living needs and personal desires. For most online drivers, this job can be the main source of income that supports the family economy.

4. Self-Development: Opportunities Revenue management also provides opportunities to develop financial management skills. An intelligent online driver will separate operating income (for fuel, vehicle maintenance, and other expenses) and net income for personal needs. Some drivers also choose to save some of their income or invest it in more efficient vehicles. This helps them build financial stability and achieve economic independence.

Weaknesses of Online Driver Service Revenue Management

1. Unstable Income: One of the biggest challenges in managing revenue for online drivers is the instability they experience. The revenue received is greatly influenced by various factors, such as the number of passengers, traffic conditions, and weather. On certain days, especially weekdays, the number of passengers can be very small, while on holidays or during peak hours, the number of passengers can spike suddenly. These fluctuations in income often make it difficult for online drivers to manage their finances properly.

2. High Operational Costs: In carrying out the profession as an online driver, the operational costs that must be incurred are quite high. These costs include expenses for fuel, vehicle maintenance, as well as other costs such as insurance and

vehicle taxes. Not infrequently, this cost burden takes up most of the income received, especially for drivers who only work part-time or who have difficulty getting an adequate number of passengers. Without careful financial management, these operational costs can erode income, making it difficult for them to save or achieve economic independence.

3. Dependence on Application Platforms: The management of online driver income has a number of weaknesses, especially related to dependence on application platforms. The travel rates set by transportation companies are often not fixed, and drivers have no control over the policies implemented by those platforms. For example, a company may decide to lower the tariff or change the existing incentive system. In addition, most of the travel fares can be taken as a commission by the platform, so the driver's income becomes more limited. The reliance on the platform's policies often makes online drivers feel unstable in terms of their income.

4. Fierce Competition: With the increasing number of online drivers in Makassar City, the competition to attract passengers is becoming increasingly fierce. This rivalry makes revenue more unpredictable. Drivers who are unable to compete in terms of speed, service, or fare risk getting fewer passengers compared to their peers. In some situations, this can have a significant impact on their income, especially when working during off-peak hours.

The management of online driver service revenue in Makassar City has several advantages and disadvantages that need to be considered. One of the main advantages is the flexibility of the time offered, as well as the potential for income which can be very high. In addition, online drivers have complete control over their income and have the opportunity to develop themselves in terms of financial management. On the other hand, there are several weaknesses that must be faced, such as unstable revenue, high operational costs, dependence on policies from application platforms, and very tight competition. To be able to face these challenges, online drivers need to design effective financial management strategies. One of them is by separating operating income from net income, making savings, and taking advantage of working time when demand is high. With proper management, online drivers can achieve the desired financial stability and economic independence.

C) Effective and efficient strategies in revenue management. Online driver services in Makassar city

In recent years, the online driver profession has become one of the increasingly popular job options in Makassar City. The flexibility of time and the high earning potential make this job very attractive to many people. However, while there is a great opportunity to achieve significant income, poor

management can hinder online drivers in achieving financial stability and economic independence. Therefore, it is crucial for online drivers to develop effective and efficient revenue management strategies. The following are some strategies that can be implemented by online drivers in Makassar City to maximize their income.

1. Optimal Utilization of Working Time

One of the most effective strategies in revenue management is to optimize the use of working time. The income of online drivers is greatly influenced by the number of passengers they deliver in one day. Therefore, taking a job during peak hours—such as mornings, afternoons, and weekends—can increase their chances of getting more passengers. In Makassar City, rush hours usually occur when people leave or return from work, as well as when they travel on weekends.

By taking advantage of these busy times, online drivers can magnify their income. In addition, using quieter time, such as late evening or early morning, to rest or pursue other activities is also a wise move. This way, they can work efficiently without spending excessive time without success.

2. Managing Expenses for Operational Expenses

One of the main challenges in revenue management for online drivers is the high operational costs, including fuel, vehicle maintenance, and various other costs. Therefore, careful management of expenses is one of the most important strategies. Online drivers can take several steps to reduce operational costs, including:

- **Efficient Route Selection:** Using a navigation app or map to determine the fastest route and avoid traffic jams can help you save fuel. By avoiding crowded lanes, you can not only reduce fuel consumption, but also optimize your travel time.
- **Regular Vehicle Maintenance:** While the cost of vehicle maintenance can seem quite high, performing routine maintenance such as changing the oil, checking the condition of the tires, and making sure the engine is working properly can help prevent more severe damage. Thus, we can avoid larger expenses in the future.
- **Choosing an Efficient Type of Vehicle:** For drivers who are just starting their careers as online drivers, choosing a vehicle with good fuel efficiency and low operating costs is essential. This step can help ease the burden of their daily expenses.

By effectively managing operational costs, online drivers can ensure that they achieve a larger net income, which can be used to meet their daily needs.

3. Saving and Preparing an Emergency Fund

An effective revenue management strategy also requires long-term financial planning. One way that can be done is to save part of the income to meet future needs. This is especially important, given the uncertainty that online drivers often face, especially when the number of passengers decreases or when facing urgent situations.

Setting up an emergency fund, such as for medical expenses or unexpected vehicle damage, will provide a sense of security and help reduce financial stress later in life. Online drivers can allocate a small portion of their income each week or month to this savings purpose. With an adequate emergency fund, they will be better prepared to face unexpected situations without having to disrupt their main cash flow.

4. Using Technology to Improve Efficiency

The use of technology is one of the key strategies in effective revenue management. Online drivers can now take advantage of a variety of applications designed to improve efficiency and reduce wasted time. For example, navigation apps like Google Maps and Waze help drivers find the best route while avoiding traffic jams.

In addition, there are applications that provide information about busy times or promos that can be used to maximize income. For example, higher fares during peak hours or incentives for drivers who complete more trips.

Not only that, some online transportation platforms also provide analysis of travel patterns, so drivers can plan the best time to work and determine the right time to rest. By optimizing the use of this technology, online drivers can work smarter, not just harder.

5. Developing Service Capabilities and Customer Satisfaction

One of the strategies that is no less important is the development of service quality to customers. Customer satisfaction is a key factor that can affect the number of orders received by online drivers. Drivers who have a friendly attitude, are on time, and drive a clean and comfortable vehicle tend to get better ratings from passengers. A high rating not only increases the chances of getting more bookings, but also opens up opportunities for drivers to receive additional incentives from the transportation platform.

Additionally, improving communication skills and maintaining a professional attitude can help drivers to build a good reputation. This, in turn, can have a positive impact on their earnings. Guaranteeing a pleasant customer experience is one effective way to open up more job opportunities.

6. Diversification of Revenue Sources

To increase income stability, online drivers should consider diversifying their sources of income. For example, in addition to working as an online transportation driver, they can find other side jobs, such as joining a food delivery service or starting a small business. This diversification not only helps reduce dependence on a single source of income, but also improves their financial resilience.

In addition, effective income management in the online driver profession in Makassar City requires careful planning. This includes the use of technology, management of operational costs, as well as instilling the habit of saving and preparing an emergency fund. By implementing these strategies, online drivers can maximize income, reduce unnecessary expenses, and achieve financial stability. Last but not least, improving the quality of services and finding opportunities to diversify revenue sources will also pave the way for long-term success.

V. CONCLUSION

Online transportation services such as Gojek and Grab have created various new job opportunities in Makassar City, including the profession as an online driver. The income earned by online drivers varies, influenced by the number of passengers, working hours, and incentives provided by the platform. However, these fluctuations in revenue are a major challenge for them. Therefore, wise income management is very important, such as separating operating expenses from net income, saving for an emergency fund, and managing working hours efficiently. With the right strategy, online drivers can achieve economic independence, improve their quality of life, and open up opportunities to invest or run a side business, even though they have to face stiff competition and dependence on existing platforms.

Online transportation in Makassar City has experienced very rapid development, so the online driver profession is increasingly popular among the public. One of the main attractions of this job is the flexibility of the time offered, as well as the lucrative earning potential. Online drivers have complete control over their earnings, which also opens up opportunities for self-development when it comes to financial management.

However, there are a number of challenges that must be faced, such as inconsistent revenue, high operating costs, dependence on policies from application platforms, and increasingly fierce competition. Therefore, it is important for online drivers to manage their finances wisely. For example, by separating operating income from net income, saving for

emergency needs, and taking advantage of peak hours to increase income.

To maximize income, online drivers should implement effective management strategies. This includes choosing efficient routes to reduce operational costs, maintaining vehicles to keep them optimal, and using the latest technologies such as navigation apps and travel pattern analysis to improve work efficiency. In addition, improving service quality and customer satisfaction is very important in order to get more bookings and incentives.

Diversifying their sources of income, such as finding a side hustle, can also be a good step to improve their financial stability. Thus, online drivers in Makassar can achieve better financial stability and economic independence.

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