

Disruptive Innovation and Course of Policy over Online Transportation in Indonesia towards Fair Business Competition

Diah Pawestri Maharani, SH. MH.

*Faculty of Law, Universitas Brawijaya
MT. Haryono St, No. 169, Malang, East Java, Indonesia*

Airin Liemanto, SH., LL.M.

*Civilization Studies Center, Universitas Brawijaya
Veteran St, Ketawanggede, Lowokwaru, Malang, East Java, Indonesia*

Abstract

The falling number of conventional transport users has sparked a conflict between conventional transportation and online transportation groups, bringing further to the impact of disruptive innovation causing more unhealthy business competition in Indonesia. This paper is aimed to formulate the course of policy over online transportation towards fairer business competition. The research results indicate that the emerging existence of online transportation is seen positive despite the fact that this transport mode leads to an issue due to the absence of regulation over its operation. In case of monopoly practices, the market position needs to change into win/win assumption model. KPPU has formulated 3 aspects to realise healthier business competition: (a) institutional aspect; (b) consultation and coordination aspects; and (c) legal and legislative aspects. It is expected that recommendations be achieved: (1) clearer categorisation of transport types; (2) improvement in conventional transportation services; (3) partnership; and (4) improvement in consumer protection.

Keywords: disruptive innovation, policy, online transportation, conventional transportation, fair business competition, Indonesia.

Full Text: [PDF](#)



This work is licensed under [Creative Commons Attribution 3.0 License](#).

Academic Journal of Business, Administration, Law and Social Sciences ISSN 2410-3918 (print)

ISSN 2410-8693 (online)

Copyright © IIPCCCL-International Institute for Private, Commercial and Competition law