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# **Differences in Work Motivation of Javanese and Sundan Driver in the Tourism Transport Company PT Cahaya Agung Bumirizki Bekasi, West Java**

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## **ABSTRACT**

This study aims to understand the differences in work motivation between Javanese and Sundanese drivers at PT Cahaya Agung Bumirizki, a tourism transport company in Bekasi, West Java. The tourism transport industry is a vital sector in the growth of tourism in West Java, and PT Cahaya Agung Bumirizki plays a crucial role in providing reliable transportation services. Cultural differences between Javanese and Sundanese ethnic groups may influence drivers' work motivation, but research on this topic is still limited. This study uses a qualitative approach with a comparative case study method, collecting data through observations and interviews with 20 drivers. The results indicate that the main motivation for drivers is to earn a living for their families and gain experience. Sundanese drivers tend to choose jobs based on proximity to their homes, while Javanese drivers are more influenced by salary and incentives. These findings are expected to assist PT Cahaya Agung Bumirizki in designing more inclusive human resource policies and improving the quality of transportation services

Keywords: work motivation, driver Javanese, driver sundan

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## **1. Main text**

In the tourism transportation industry, the driver's role is one of the key elements in ensuring an enjoyable tourist experience for travelers. However, behind similar tasks, there are cultural differences that may influence a driver's work motivation.

The tourism transportation industry is a vital sector in driving tourism growth in West Java. PT Cahaya Agung Bumirizki, as one of the players in this industry, has a crucial role in ensuring a satisfying tourist experience through reliable and quality transportation services. In it, the driver's role in carrying out operational activities is an important factor that determines the success of this industry.

West Java is home to various ethnic groups, including the Javanese and Sundanese, who have a unique diversity of cultures, traditions and values. These differences may include aspects of motivation, behavioral patterns, and work preferences that may influence driver performance in the tourism transportation industry. However, research on how these cultural factors influence work motivation is limited.

PT Cahaya Agung Bumirizki, as an entity in the tourism transportation industry in West Java, is one of the entities that displays the rich cultural diversity of its employees, including their drivers. In this environment, ethnic differences, especially between Javanese and Sundanese, can give rise to their own dynamics in terms of work motivation. As an entity that strives to provide exceptional tourism experiences for travelers, a deeper understanding of the underlying motivational factors of drivers from these two groups is essential. Knowledge of these differences can help in developing more effective management strategies, optimizing work potential, and improving service quality in the tourism transportation industry. However, research that focuses on analyzing differences in work motivation between Javanese and Sundanese drivers at PT Cahaya Agung Bumirizki, especially in the context of the tourism transportation industry, is still a field that is rarely explored in depth.

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## **2. Illustrations**

Data collection is the main stage in research, because the main aim of research is to obtain relevant data. Lack of understanding of data collection methods can result in researchers not obtaining data in accordance with established standards. The data collection process can be carried out in various contexts, using various sources, and involving different methods.

The observation method is defined as the systematic observation and recording of symptoms that appear on the research object. This method is used to obtain data in the field relating to the work motivation of drivers at PT Cahaya Agung Bumirizki which is located at Jl. Kampung Utan – Setu No. 67 Cibuntu Village, Cibitung District, Bekasi

The Interview Method (interview) is a form of communication between two people, involving someone who wants to obtain information from another person by asking questions based on certain objectives. In this research, researchers interviewed 20 drivers consisting of 10 drivers from the Javanese tribe, 10 drivers from the Sundanese tribe at PT Cahaya Agung Bumirizki which is located at Jl. Kampung Utan – Setu No. 67 Cibuntu Village, Cibitung, Distrcit Bekasi

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### 3. Acknowledgements

Based on the results of interviews with 20 respondents, the general findings obtained were that their main work motivation was to earn a living for their family and gain experience. Apart from that, the respondents could learn each other's languages, exchange experiences about Javanese culture and Sundanese culture

There were several respondents who had different motivations between Javanese and Sundanese drivers. Most respondents who come from the Sundanese tribe said that becoming a driver at PT Cahaya Agung Bumirizki was their choice because their place of work was quite close to where they lived. Meanwhile, for Javanese, their work motivation tends to be more about receiving salaries, incentives and food allowances provided by the Company, because Javanese drivers need additional costs for their lives in Bekasi. For example house contract costs, return travel costs, etc.

Javanese traditions or cultural values that can be specifically applied in daily work are: Applying smooth Javanese language to management or employees who come from the Javanese tribe, being able to keep smiling and being patient even when tired, being disciplined and following the rules set by the Company, the nature of mutual cooperation, harmony, andap asor, tepo sliro. Can be friendly to everyone

Sundanese cultural traditions or values that can be specifically applied are politeness, humility, respect for elders, respect for other people, and responsibility at work.

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### Conclusion

Based on the results of this research, it can be concluded that the respondents' work motivation is mainly related to earning a living for the family and the desire to gain experience. Apart from that, there was positive interaction between respondents involving the exchange of tribal languages, as well as sharing experiences regarding Javanese and Sundanese culture. Specific findings show that there are differences in motivation between Javanese and Sundanese drivers. Sundanese drivers' motivation is more related to the proximity of their workplace to where they live, while Javanese drivers tend to be more focused on receiving salaries, incentives and food allowance.

In addition, Javanese cultural values that are reflected in daily work involve the use of refined Javanese language, discipline, mutual cooperation, and a friendly nature towards everyone. On the other hand, Sundanese culture is characterized by politeness, humility, respect for elders, respect for others, and responsibility at work.

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### Suggestion

Motivation Management: The company can consider differences in driver motivation based on ethnic origin to optimize management and fulfill employee needs.

Corporate Culture Development: Considering the importance of cultural values in daily life, companies can consider developing a corporate culture that combines Javanese and Sundanese cultural values to create a harmonious work environment.

Intercultural Training: Provide intercultural training to employees to better understand and appreciate cultural differences, strengthen collaboration, and improve communication between them.

Employee Rewards: Provide rewards and incentives that match the motivation of employees from various cultural backgrounds, thereby encouraging work morale and productivity

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