

JEJE ANTAR HAJA IN OPTIMIZING LOCAL EXPEDITIONS IN THE CHALLENGES OF GLOBALIZATION

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Abstract

This article discusses the optimization of the local expedition service Jeje Antar Haja in facing the challenges of globalization. With the advancement of technology and e-commerce, the need for efficient and affordable shipping services has become crucial. Jeje Antar Haja is a business engaged in goods delivery, focusing on package delivery services located in Pulang Pisau Regency. This expedition has developed and provided solutions to the high cost of shipping. The research uses a descriptive qualitative approach with field research methods to describe field conditions. The findings indicate that the innovation in package delivery services offered by Jeje Antar Haja has successfully attracted consumer interest and addressed problems in the area, especially in providing services for communities burdened by high shipping costs, fostering innovation, creating jobs, and supporting local SMEs. By optimizing operations and utilizing technology, Jeje Antar Haja can continue to grow and contribute to both the regional and national economy.

Keywords: Local Expedition Optimization; Globalization; Innovation

Abstrak

Artikel ini membahas tentang optimalisasi ekspedisi lokal Jeje Antar Haja dalam menghadapi tantangan globalisasi. Seiring dengan berkembangnya teknologi dan e-commerce, kebutuhan terhadap jasa pengiriman yang efisien dan terjangkau menjadi sangat penting keberadaannya. Ekspedisi Jeje Antar Haja merupakan usaha yang bergerak di bidang pengiriman barang dan berfokus pada jasa penitipan paket yang berlokasi di Kabupaten Pulang Pisau, ekspedisi ini berkembang dan memberikan solusi terhadap tingginya biaya ongkos kirim. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode field research untuk menggambarkan kondisi lapangan. Hasil penelitian menunjukkan bahwa inovasi layanan penitipan paket yang ditawarkan oleh ekspedisi Jeje Antar Haja berhasil menarik minat konsumen dan memberikan solusi terhadap permasalahan yang terjadi di wilayah tersebut terutama dalam menyediakan layanan bagi masyarakat yang terkendala tingginya biaya ongkos kirim, mendorong terciptanya inovasi serta menciptakan lapangan kerja dan mendukung UKM lokal. Dengan mengoptimalkan operasional dan pemanfaatan teknologi, ekspedisi Jeje Antar Haja dapat terus berkembang dan berkontribusi pada perekonomian daerah dan nasional.

Kata Kunci: *Optimalisasi Ekspedisi Lokal; Globalisasi; Inovasi*

INTRODUCTION

Humans are social beings who depend on each other, including in the matter of shipping goods. The large number of people sending items long distances makes shipping services essential. The development of Internet technology has significantly contributed to the public's need for shipping services.¹

Recently, service businesses in Indonesia have been growing rapidly, one of which is the shipping service business. Shipping services continue to evolve.² There are many reasons why someone might need to send goods or documents to others, such as for souvenirs, gifts, or ordered items. This is especially true with the rise of e-commerce, which allows people to purchase goods online.³

Consumers consider many factors when choosing a shipping service, including the level of service and punctuality. The success of a shipping company is largely determined by the quality of service and adherence to the company's schedule. Another factor considered by consumers is the shipping rates to the destination city. If the destination city is far away, the shipping costs can become quite expensive.⁴

The growth of e-commerce has provided benefits to Micro, Small, and Medium Enterprises (MSMEs) as well as shipping companies. However, there is a major issue that sellers and buyers who engage in digital transactions often complain about, which is the high shipping costs or logistics fees. Additionally, the limited availability of Shopee Express agents offering economical pick-up services in district areas, which are only available in provincial capitals, is another concern.

Given this situation, people are encouraged to create products or services that have competitive advantages, allowing them to survive in the market, attract consumers, and increase sales. One form of innovation that can be observed today is the emergence of parcel delivery services, commonly known as "jastip." This

¹Abdus Salam, Lamsah, and Farida Yulianti, *Strategi Diferensiasi Perusahaan Jasa Pengiriman Barang pada J&T Ekspres Gambut*, Jurnal Uniska Banjarmasin, 2021, h. 2.

²Novi Angga Safitri, *Peran Promosi dan Kualitas Pelayanan Sebagai Variabel Moderating dalam Keputusan Pembelian Jasa Kantor Pos Kota Palangka Raya*, Jurnal Al-Qardh, 2016, h. 61.

³Silvi Alvionita Andarini, *Faktor-Faktor Pelayanan yang Dipertimbangkan Pelanggan dalam Memilih Jasa Pengiriman Barang pada JNE Cabang Malang*, Jurnal Ilmiah Mahasiswa FEB, 2016, h. 2.

⁴*Ibid*, h. 12.

service involves paying a fee to have items or packages stored at a service provider's warehouse, which are then delivered to the designated address or city. The rise of various innovations in the shipping industry underscores the need for strategic business approaches to enhance consumer interest in using these services.

Jeje Antar Haja is a shipping company that offers goods and parcel delivery services, based in Pulang Pisau Regency. Jeje Antar Haja has two branches located in Kapuas Regency and Maliku District. The company has a warehouse for storing packages in Banjarmasin City, where customers can have their packages delivered. Once the package arrives at the warehouse, Jeje Antar Haja will transport it to Pulang Pisau Regency. This results in lower shipping costs compared to direct delivery to Pulang Pisau Regency. For those who wish to use the parcel delivery service, the price is only IDR 10,000 per package. This service is highly beneficial for the people of Pulang Pisau Regency who are burdened by high shipping costs.

Research by Salsabila Annisa Humaira in 2023 focuses on strategies to enhance competitiveness using the marketing mix implemented by KirimAja PT. Aerojasa Cargo to address competition among courier services in Bandar Lampung. Using qualitative research methods, the study found that among the seven marketing mix elements, KirimAja PT. Aerojasa Cargo Lampung branch aims to increase competitiveness by offering lower prices compared to similar companies. Shipping rates are significantly cheaper for longer distances between the sender and the recipient. KirimAja PT. Aerojasa Cargo employs a competition-based pricing strategy, meaning the company uses competitors' product prices as a benchmark for setting their prices. They promote through public relations and online marketing.⁵

Meanwhile, Nurlita Aulia's 2021 research focuses on strategies to improve service quality and consumer trust in courier services at JNE and J&T branches in Palangka Raya, as well as a comparison of service quality and consumer trust between JNE and J&T in Palangka Raya. Using a qualitative approach, the study found differences in the services provided by JNE and J&T. JNE has a wider reach,

⁵Salsabila Annisa Humaira, *Analisis Strategi Marketing Mix dalam Peningkatan Daya Saing Jasa Ekspedisi di Kota Bandar Lampung (Studi Kasus pada "Kirimaja" PT. Aerojasa Cargo)*, Skripsi, Bandar Lampung: Universitas Lampung, 2023.

while J&T has a more limited reach. Both JNE and J&T have their respective advantages. JNE excels in the variety of delivery services offered, while J&T stands out for its more scheduled and clear delivery process, allowing consumers to track their packages daily.⁶

Previous research by Arga Aji Saputra in 2018 focused on identifying and describing differentiation strategies at J&T Express Yogyakarta. Using a descriptive research approach with a qualitative method, the study found that J&T Express has strengths in service and operations that could serve as sources of differentiation. J&T Express differentiates itself based on five dimensions: product, service, personnel, channels, and image.⁷

The current study differs from the previous research in its focus on *jeje antar haja* in optimizing local expeditions in the challenges of globalization. Additionally, it differs in terms of the research subjects, objects, and location. This study uses a descriptive qualitative approach, aimed at depicting a specific condition.⁸ This type of research is field research, namely research carried out in the field or research location, using information obtained from research targets or called respondents or informants.⁹

DISCUSSION

A. Jeje Antar Haja Expedition

Jeje Antar Haja expedition is located in Pulang Pisau Regency, which is one of the regencies in Central Kalimantan Province. The capital of Pulang Pisau is in Kahayan Hilir District. Geographically, Pulang Pisau Regency covers an area of 9,650 km² or 6.27% of the total area of Central Kalimantan

⁶Nurlita Aulia, *Studi Komparatif Strategi Peningkatan Layanan dan Kepercayaan Konsumen antara Jasa Pengiriman Barang JNE dan J&T di Kota Palangka Raya*, Skripsi, Palangka Raya: IAIN Palangka Raya, 2021.

⁷Arga Aji Saputra, *Strategi Diferensiasi pada Perusahaan Jasa Pengiriman Barang (Studi Deskriptif pada J&T express Yogyakarta)*, Skripsi, Yogyakarta: UIN Sunan Kalijaga, 2018.

⁸Albi Anggito dan Johan Setiawan, *Metodologi Penelitian Kualitatif*, Sukabumi: CV Jejak, 2018, h. 11.

⁹Hani Subakti, dkk., *Metodologi Penelitian Kuantitatif dan Kualitatif*, Bandung: Media Sains Indonesia, 2022, h. 21.

Province. The distance between Pulang Pisau Regency and the provincial capital is approximately 98 km.¹⁰

Jeje Antar Haja expedition was originally founded by Mr. Ahmad Zaini in 2022. The idea for this courier service arose due to the high shipping costs to Pulang Pisau, so this service was established to help the community with shipping expenses. Jeje Antar Haja expedition focuses on package delivery and shipping services between Pulang Pisau, Kapuas, and Banjarmasin.

Packages are shipped from the Banjarmasin warehouse to the pickup counter in Pulang Pisau every Monday to Saturday. On Mondays to Fridays, shipments depart at 10:30 AM WIB and are expected to arrive in Pulang Pisau at 2:15 PM WIB. On Saturdays, departures are at 1:00 PM WIB, with an expected arrival time of 4:30 PM WIB. Packages that arrive at the Banjarmasin warehouse before 10:30 AM are delivered the same day; those arriving after 10:30 AM will be delivered the next day. This is a notable advantage of Jeje Antar Haja for maintaining continuity.

Jeje Antar Haja has experienced growth since its inception. In 2022, the service started from a house on Jalan Abel Gawey Rey II, Marina Permai Housing Complex, BTN No. A102, with motorcycles used for package transport. Over time, the service has expanded from operating out of a house to having a dedicated store as a package pickup counter, and now uses box trucks for transportation.

B. Package Custody Services From The Perspektive of Fiqh Muamalah

In essence, humans cannot escape the need for interactions among themselves, one of which is leasing or *ijarah*. Leasing has long been developed in economic activities. *Ijarah* derived from the Arabic word "*al-ijārah*" means wage, rent, service, or compensation. *Ijarah* is one form of *muamalah*

¹⁰Kabupaten Pulang Pisau dalam Infografis 2023, Badan Pusat Statistik Kabupaten Pulang Pisau, 2023.

(transaction) used to meet human needs, such as renting, contracting, selling services, and so on.¹¹

In terms of terminology, the definition of ijarah has been discussed by Islamic jurists. According to Hanafi scholars, ijarah is a transaction involving the benefit of something in exchange for compensation. Shafi'i scholars define ijarah as a contract for a specific benefit that is permissible and can be utilized with a specific compensation or reward. Maliki scholars describe ijarah as the transfer of the benefit of something allowed for a certain period in exchange for a specific compensation.¹²

Ijarah is defined as a contract for transferring the right to use (benefit) of an item or service for a specified period with the payment of rent (*ujrah*), without transferring ownership of the item itself. Ijarah is intended to derive benefit from an item or service (employing someone) by paying a predetermined amount.¹³

The legality of ijarah is permitted in Islamic law based on the word of Allah SWT. The basis for the permissibility of ijarah is found in the Qur'an, Surah Al-Baqarah (2) Verse 233:

وَإِنْ أَرَدْتُمْ أَنْ تَسْتَرْضِعُوا أَوْلَادَكُمْ فَلَا جُنَاحَ عَلَيْكُمْ إِذَا سَلَّمْتُمْ مَا آتَيْتُم بِالْمَعْرُوفِ ۗ وَاتَّقُوا اللَّهَ وَعَلِمُوا أَنَّ اللَّهَ بِمَا تَعْمَلُونَ بَصِيرٌ

Translation: "And if you want your child to be suckled by a wet nurse, there is no blame upon you if you pay [her] what you intended to give in a fair manner. And put your trust in Allah, and know that Allah is Seeing of what you do." (QS. Al-Baqarah (2) verse 233)¹⁴

This verse indicates the permissibility of hiring someone to nurse one's child, provided that the payment is made fairly.

¹¹Harun, *Fiqh Muamalah*, Surakarta: Universitas Muhammadiyah, 2017, h. 122.

¹²*Ibid*, h. 122.

¹³Sri Nurhayati dan Wasilah, *Akuntansi Syariah di Indonesia*, Jakarta: Salemba Empat, 2023, h. 190.

¹⁴Al-Qur'an Kemenag, Al-Baqarah [2]: 233.

C. Globalization in Research

Globalization touches every important aspect of life. It creates various new challenges and problems that must be addressed and solved in an effort to harness globalization for the benefit of life. Globalization is a term that emerged around twenty years ago and has become increasingly popular as a new ideology over the past five to ten years. As a term, globalization is a process marked by the rapid development of science and technology, which has fundamentally transformed the world.¹⁵

The era of globalization has both positive and negative impacts. The positive impact of globalization is that it facilitates human life by utilizing communication and transportation technology, shortening long distances. However, the negative impact of globalization is the occurrence of cultural competition and competition in various fields of life. The competition will be won by the strong; dominant cultures will prevail over weaker ones, including in the economy.

The influence of globalization also permeates various aspects of life, including political, economic, ideological, and socio-cultural life. Information and communication technology is the main supporting factor in globalization. The rapid development of technology allows all forms of information with various forms and purposes to be widely disseminated worldwide. Therefore, globalization is inevitable.

Moreover, in the increasingly complex and dynamic era of globalization, significant challenges have emerged for many countries worldwide. Research by Wijaya Syamhari mentions that one of the main challenges faced in the context of globalization is economic exclusion. The process of globalization has resulted in the unequal distribution of economic benefits between developed and developing countries. Developed countries often become the primary recipients of foreign investment, advanced technology, and access to global markets, while developing countries tend to

¹⁵Dies Nurhayati, *Strategi Indonesia dalam Menghadapi Tantangan Global di Bidang Ekonomi*, Jurnal Yudhartha, 2018, h. 34.

face barriers to accessing global markets and face unequal competition. This economic exclusion can lead to income disparities, and the Jeje Antar Haja expedition can be one way to mitigate social inequality and political tensions, which can threaten the economic and social stability of a country.¹⁶

D. From Local to Global

Nowadays, people are highly dependent on technology, which has permeated every sector of life, influencing lifestyles, mindsets, and human creativity all of which are reflected in the existing technology. The results of this revolution have spawned a variety of innovations in the form of digital technology. In the economic sector, there has been an increase in the number of start-up companies providing goods and services online, which have rapidly developed with various ideas and innovations. This has become a critical aspect for companies to maintain their existence, compete with others, and expand globally.¹⁷

Several Indonesian start-up companies recognized worldwide include Gojek, Traveloka, and Tokopedia. These three applications are technology companies originating from Indonesia. Gojek Indonesia was created by a young man named Nadiem Makarim.

Gojek emerged due to the dense population in Jakarta, which caused traffic congestion everywhere. At that time, Gojek Indonesia only provided a call center service with a limited number of drivers and could only serve orders in the Jakarta area. However, in 2015, Nadiem Makarim introduced a new innovation providing Gojek services through a mobile application, allowing drivers to receive service orders across Indonesia. This program was positively received by the Indonesian public because, besides being easy to transact, customers also received affordable rates.¹⁸

¹⁶Wijaya Syamhari, *Globalisasi dan Tatanan Ekonomi Baru*, Jurnal Manajemen Ekonomi & Bisnis, 2023, h. 24.

¹⁷Diane Modela Raythmica, Arie Kusuma Paksi, *Dinamika Ekspansi Gojek di Thailand*, Jurnal Penelitian dan Pengembangan Sains dan Humaniora, 2022, h. 351.

¹⁸*Ibid*, h.351.

However, if Indonesia only focuses on domestic development, it will fall behind, especially given the unpredictable national market conditions. Therefore, efforts to develop and enhance the existing human resources are necessary. One way to achieve this is by maintaining strong international relations. For its expansion activities, Gojek chose Thailand as its target market, believing that its services would be well-suited to help ease the daily activities of the Thai people. Gojek Thailand was officially launched on February 27, 2019, under the name GET. This launch was positively received and welcomed by the Thai community.¹⁹

Jeje Antar Haja is another example of a local Indonesian start-up operating in the expedition sector. Compared to larger start-ups like Gojek, Traveloka, and Tokopedia, Jeje Antar Haja focuses on a specific service, namely package delivery, which is a more specialized segment than the multifunctional services offered by Gojek (transportation and on-demand services), Tokopedia (marketplace), and Traveloka (travel and accommodation).

As a local start-up in Indonesia focusing on package delivery services, Jeje Antar Haja must adopt a work ethic that reflects values such as honesty, responsibility, and professionalism in every activity, including the use of technology. This aligns with the teachings of Islam, as stated in the Qur'an, Surah At-Taubah (9), Verse 105:

وَقُلْ اَعْمَلُوا فَسَيَرَى اللّٰهُ عَمَلَكُمْ وَرَسُولُهُ وَالْمُؤْمِنُونَ ۗ وَسَتُرَدُّونَ اِلٰى عِلْمِ الْغَيْبِ وَالشَّهَادَةِ فِيّ

Translation: "And say [O Prophet Muhammad], 'Do [as you will], for Allah will see your deeds, and [so will] His Messenger and the believers. And you will be returned to the Knower of the unseen and the witnessed, and He will inform you of what you used to do.'" (QS. At-Taubah 9:105)²⁰

¹⁹*Ibid*, h. 352.

²⁰Al-Qur'an Kemenag, At-Taubah [9]: 105.

Jeje Antar Haja has an advantage in its package delivery service, but it also faces challenges in attracting attention in a larger market. Meanwhile, Gojek, Tokopedia, and Traveloka already have a broader service portfolio. In terms of reach, Jeje Antar Haja still operates locally, unlike Gojek, Tokopedia, and Traveloka, which have international reach.

Jeje Antar Haja has great potential for the future. With the growth of e-commerce, the demand for package delivery services is increasing. The package delivery service can be a solution for people facing high shipping costs, creating an opportunity for Jeje Antar Haja to expand its services and form partnerships with e-commerce platforms.

Jeje Antar Haja can leverage advanced technology to create more efficient package tracking and management systems, saving time and increasing customer satisfaction with its package delivery service. By maintaining a commitment to Islamic values, Jeje Antar Haja can continue to grow and tap into significant potential in broader markets, both nationally and internationally. The application of Islamic values in economic activities has been proven to have a significant impact on the welfare and standard of living of the community.²¹

E. Optimization of the Local Jeje Antar Haja Expedition

Being born in a rural area does not mean one cannot have an influence or create works that positively impact the environment. Awareness is a small step that every individual needs to take to bring about change. Progress cannot be achieved as quickly as flipping a switch. The Industrial Revolution in England, which brought significant changes in various fields and greatly impacted every aspect of life, took years to achieve.²²

With the immense business potential of e-commerce, it is hoped that local companies can leverage this potential to become leaders in their own

²¹Muhammad Zaki, dkk. *Buku Ajar Ekonomi Syariah*, Sumatera Utara: Az-Zahra Media Society, 2024, h. 3.

²²Puja Nur Hafizah, <https://kumparan.com/puja-nurhafizah/satu-langkah-kecil-membawa-dampak-besar-untuk-kemajuan-daerah-21RShLRI01J>, diakses pada tanggal 15 Agustus 2024.

country and make significant contributions. This is certainly what logistics and delivery service companies have been doing. The logistics and delivery sector is one of the most promising in Indonesia.

This is due to the ease provided by globalization and the sophistication of available information technology, which has led many businesses, whether for primary or secondary needs, to shift from conventional sales methods to e-commerce. Almost all goods and services can now be purchased through users' gadgets, which directly helps advance the national economy.

Jeje Antar Haja expedition is one of the local expeditions that has made a positive contribution to the local community and has the potential to inspire other regions and have a significant impact on the nation's progress. Jeje Antar Haja Expedition assists various communities by providing convenience through its services.

Many people have benefited from the Jeje Antar Haja local expedition, which makes online shopping easier with lower and faster shipping rates. By offering package delivery services, Jeje Antar Haja Expedition also helps drive the local economy, creates jobs, and supports small and medium-sized enterprises (SMEs) that rely on shipping services, as well as human resources, which in turn has a positive impact on the economic growth of a country. This, in turn, helps to advance the economy further.

The success of the Jeje Antar Haja local expedition in expanding its services can serve as inspiration for business players in other regions to continue innovating in developing similar services/products that meet local needs. This can strengthen social networks, increase creativity, and provide opportunities for local residents. In this context, it can create jobs and human resources, thereby directly contributing significantly to economic growth. The workers involved will generate income for the community, which they will then reinvest in the local economy and support local business.

Jeje Antar Haja serves as an example of how a local expedition can grow and contribute significantly, inspiring other regions to adopt and develop similar businesses and enhance the overall well-being of the broader community.

CONCLUSION

The findings indicate that the innovation in package delivery services offered by Jeje Antar Haja has successfully attracted consumer interest and addressed problems in the area, especially in providing services for communities burdened by high shipping costs, fostering innovation, creating jobs, and supporting local SMEs. By optimizing operations and utilizing technology, Jeje Antar Haja can continue to grow and contribute to both the regional and national economy. The limitation of this study is the restricted time available for conducting the research, which prevented the researcher from achieving optimal results.

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