

## The "Pak Ogah" Phenomenon in Makassar City: From a Sociological Review to Adaptive Policy

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ARTICLE INFO	ABSTRACT
<p>Keyword:</p> <p>Social phenomenon; Urban traffic; Adaptive policy; Economic empowerment; Social inclusion</p>	<p>This research aims to understand why an individual chooses to become "Pak Ogah" in Panakkukang District, Makassar, and identify the social, economic, and structural factors that drive this decision. The urgency of this research lies in the need to design effective and inclusive policies to overcome the social and economic challenges faced by local communities. The method used in this research is qualitative, with a case study approach involving in-depth interviews and data analysis using Nvivo 12 Plus. Research findings show that limited education, lack of opportunities in the formal sector, and the attraction of time flexibility and disorganization in the informal sector are the main factors that encourage individuals to choose to become "Pak Ogah." Apart from that, additional factors such as the need to help the family economically, meeting personal needs, regular income, and the minimal need for expertise and significant capital also play an essential role. The proposed adaptive policy recommendations include improving traffic infrastructure, training and empowering local communities, and developing inclusive economic policies. Training programs to integrate "Pak Ogah" into the formal system as official traffic controllers can improve the quality of traffic regulation and provide more stable employment opportunities. Support in the form of skills training, providing business capital, and access to education is also essential to create better job opportunities for vulnerable communities. Collaboration between the government, community institutions, and the private sector is needed to create long-term solutions that support prosperity and employment opportunities for all levels of society.</p>

### INTRODUCTION

Social phenomena are events or occurrences that arise in people's lives and influence various interactions between individuals and social structures. This phenomenon covers a variety of issues, such as changes in values and norms, behavior patterns, conflict, social movements, and group dynamics (Baharuddin et al., 2021; Gleeson et al., 2016; Karso et al., 2024; Sicora et al., 2022). For example, increasing urbanization in large cities indicates changes in people's living patterns, work, and social interactions (Cui et al., 2024; Jindra & Noret, 2011; Veeroja et al., 2024). Social phenomena are also often influenced by economic, political, cultural, and technological factors, which together shape the way of life and perceptions of individuals in society (Bauschke & Jäckle, 2023; Kim et al., 2022; Syahriyani et al., 2022).

The influence of social phenomena can also be seen in changes in communication patterns and social interactions in the digital era. Social media, for example, has changed how people

communicate, interact, and build social networks (Baharuddin et al., 2022; Idrus et al., 2024; Rifaid et al., 2023). Social phenomena can also be seen in social movements, such as protests and demonstrations that demand political or social change (Ahdan et al., 2024; Jubba et al., 2023; Yahya et al., 2024). These movements often respond to injustice or public dissatisfaction with the existing system. Social phenomena reflect the dynamics of society, which continues to develop and adapt to changing times and play an essential role in forming group identity and solidarity.

One of the reasons social phenomena emerge is also based on the absence or ineffectiveness of the formal system. Social phenomena such as "Pak Ogah" or unofficial road control are clear examples of how society adapts to the emptiness or ineffectiveness of the formal system. "Pak Ogah" is a term used in Indonesia to refer to people who informally take on the role of traffic controllers, especially at busy road intersections that do not have traffic lights or official officers (Lukra & Eriyanti, 2019; Satria, 2020). They help regulate the flow of vehicles with voluntary rewards from motorists. This phenomenon arises due to the practical need for smooth traffic in certain areas, which requires sufficient attention from the relevant authorities. The emergence of "Pak Ogah" reflects the inability of the formal system to meet all of society's needs, especially in traffic management in dense urban areas.

The "Pak Ogah" phenomenon is also related to other social problems such as unemployment and economic inequality (Adhi, 2022). Many of these unofficial road organizers come from economically disadvantaged groups and seek ways to earn an income. In this context, "Pak Ogah" not only plays a role in overcoming traffic problems but also becomes a form of informal economy developing in urban areas. Their presence shows how society can innovate and find alternative solutions to overcome everyday problems, even though these are outside the formal framework and can sometimes give rise to other problems, such as road safety and law and order. This phenomenon describes complex social dynamics and interactions between community needs and existing social and economic structures.

Social phenomena such as "Pak Ogah" or unofficial road control are clear examples of how society adapts to the emptiness or ineffectiveness of the formal system. "Pak Ogah" is a term used in Indonesia to refer to people who informally take on the role of traffic controllers, especially at busy road intersections that do not have traffic lights or official officers. They help regulate the flow of vehicles with voluntary rewards from motorists. This phenomenon arises due to the practical need for smooth traffic in certain areas, which often does not receive sufficient attention from the relevant authorities. The emergence of "Pak Ogah" reflects the inability of the formal system to meet all of society's needs, especially in traffic management in dense urban areas.

On the other hand, the "Pak Ogah" phenomenon often disturbs the public and the authorities for various reasons (Lukra & Eriyanti, 2019). Their presence not only indicates the inability of the official traffic system to handle road congestion but also raises security and order problems. Some "Pak Ogah" may not understand traffic rules adequately, thereby endangering motorists and pedestrians. Additionally, asking for rewards voluntarily can escalate into coercion, creating a sense of discomfort and injustice for drivers. Their informal status also means that their actions are not monitored or regulated, which can cause tensions between them and official authorities and other road users. This phenomenon shows the need for a more structured and formal solution to overcome traffic problems and improve the economic welfare of society.

Social phenomena such as "Pak Ogah" can be found in Indonesia, especially in big cities like Makassar, reflecting society's adaptation to the emptiness or ineffectiveness of formal systems in managing traffic (Nursalam & Akhir, 2017; Sopian Tamrin, Musfira Putri Irawan, Najamuddin, 2023). The emergence of these unofficial road regulators shows community innovation in overcoming daily problems, especially in the informal economy. However, this phenomenon also causes concern because it can cause security issues, order, and injustice for motorists. The unofficialness and lack of regulations make the presence of "Pak Ogah" controversial, so a more effective formal solution is needed to overcome traffic problems and improve the community's economic welfare.

This research offers a new contribution by identifying and filling existing research gaps related to the social phenomenon "Pak Ogah" in Panakkukang District, Makassar City, from a sociological to a policy perspective. Specifically, this research explores the social and economic

dynamics that drove the emergence of "Pak Ogah" and its impact on society and local traffic systems. The novelty of this research lies in its holistic approach, which examines sociological aspects such as social interactions and informal economic structures, analyzes policy implications, and recommends policy interventions that can integrate these informal solutions into formal traffic systems. Thus, this research provides a more comprehensive insight into the "Pak Ogah" phenomenon and offers more effective and inclusive policies for managing traffic and improving community welfare.

This research aims to understand in depth the reasons behind individuals' choices to become "Pak Ogah" in Panakukang District, Makassar, as well as other driving factors influencing their decisions. This research also aims to analyze this phenomenon from a sociological perspective to identify the social and economic dynamics involved and develop responsive and inclusive adaptive policy recommendations. Thus, it is hoped that this research can provide comprehensive insight into the socio-economic conditions of people involved in informal work and offer practical solutions to improve welfare and more stable employment opportunities.

## **RESEARCH METHODS**

This research uses a qualitative method with a case study approach. In this method, researchers carry out specific procedures such as collecting data through observations and interviews, producing descriptive research data in written words, and licensing from people observing behavior. This method aims to obtain information and produce specific data in accordance with the facts in the field regarding the things that cause teenagers to become "Pak Ogah" and their lives.

This research also uses Nvivo 12 Plus software for qualitative data analysis. Nvivo 12 Plus is a software commonly used in qualitative research to manage, analyze, and explore data systematically. With features such as the ability to code data, identify patterns, and compile findings, Nvivo 12 Plus allows researchers to conduct in-depth analyses of the collected data, thereby facilitating a deeper understanding of social phenomena. "Pak Ogah" in Panakkukang District, Makassar City.

This study chose a case study in Panakkukang District, Makassar City because this area is one of the centers of economic activity and heavy traffic, which makes the "Pak Ogah" phenomenon very prominent and relevant to research. Panakkukang District is an area with high levels of congestion, where many individuals are involved in informal work as traffic controllers to help relieve congestion. These conditions reflect unique social and economic complexities, allowing researchers to dig deeper into the factors that drive people to choose to become "Pak Ogah," as well as how these dynamics affect their daily lives. By focusing on Panakkukang, this research can provide specific insights that can be applied to local policy while contributing to a broader understanding of similar phenomena in other urban areas.

## **RESULTS AND DISCUSSION**

The "Pak Ogah" activity in Panakukang District, Makassar, is a phenomenon that often occurs and is part of the daily life of the local community. These individuals informally take on the role of traffic controllers at busy road intersections and need official traffic lights or officers. This activity also reflects the inability of the formal traffic system to meet all traffic management needs in dense urban areas, indicating a gap that is exploited by the community to earn income while providing needed services.



**Figure 1.** "Pak Ogah" activities in Panakukang District, Makassar

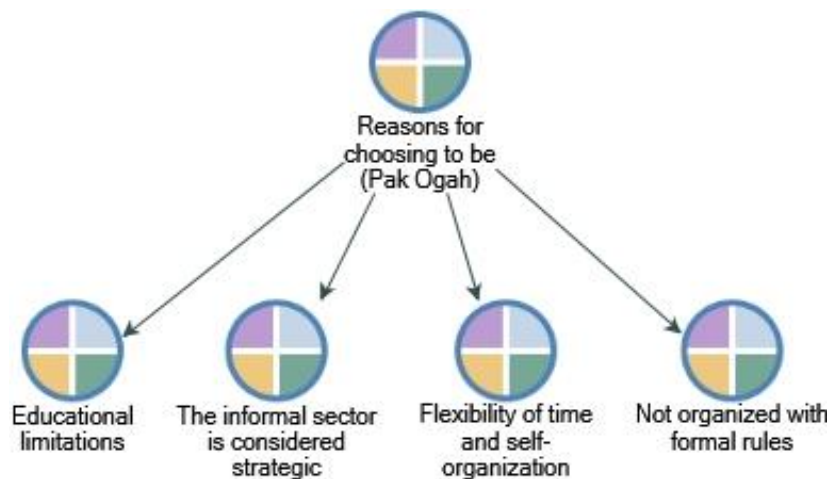
*Source: Author documentation, 2024*

The "Pak Ogah" activity in Panakukang District, Makassar, is an integral part of urban life in the area (Kabarnusantaranews, 2020). The "Pak Ogah" usually operates at busy road intersections, especially in areas that do not have traffic lights or official regulations. They take on traffic controllers' roles, helping direct vehicles, especially during morning and evening rush hours. These "Pak Ogah" work voluntarily by expecting compensation from motorists who feel helped by their services. Many motorists consider their presence very helpful, especially in locations prone to traffic jams and chaos.

However, although their activities have a positive side, the existence of "Pak Ogah" also brings several challenges and concerns. Because they have yet to receive formal training in traffic control, sometimes their actions can confuse or even endanger road safety. In addition, because they operate informally, there is no regulation or supervision to ensure that all "Pak Ogah" act by applicable traffic rules. This phenomenon reflects gaps in the city's traffic management system, which still needs to be fully able to address the community's needs and demonstrate these individuals' efforts to earn a living in challenging economic conditions.

### ***Reasons for choosing to be "Pak Ogah"***

Knowing the reasons behind an individual's choice to become "Pak Ogah" is important because it provides an in-depth understanding of the social and economic factors that influence their decision. This makes it possible to design policies that are more effective in overcoming the socio-economic challenges faced by society, as well as providing more inclusive and sustainable solutions in urban development.



**Figure 2.** Reasons for choosing to be “Pak Ogah”

*Source: Processed from informants using Nvivo 12 Plus, 2024*

The reasons for choosing to become "Pak Ogah" reflect the complex dynamics in people's lives, influenced by various social, economic, and structural factors. First, limited education is one of the main factors that encourages individuals to choose this path. Most of them have limited educational backgrounds, making it difficult for them to compete in the formal sector requiring higher qualifications. Furthermore, the informal sector is considered a strategic choice because of the need for more opportunities in the formal sector. In challenging economic conditions, becoming "Pak Ogah" becomes a more viable alternative for earning income.

Flexibility of time and self-organization are also attractions, as they can organize their work time according to personal needs and preferences without being bound by rigid formal rules. In addition, disorganization with formal rules offers a more accessible and less pressured work environment, giving freedom to carry out work without rigid boundaries. A deep understanding of these reasons is essential for designing more responsive and inclusive policies supporting welfare and employment opportunities for people who become "Pak Ogah."

Sociologically, being "Pak Ogah" reflects the complexity of social dynamics, which are influenced by social structures and interactions. Limited education is the starting point for understanding an individual's inability to meet the demands of the formal sector, which in turn gives rise to the choice to enter the informal sector. Economic factors also play an important role, where the lack of opportunities in the formal sector encourages individuals to look for alternatives that are more likely to earn income, even in an irregular manner. Time flexibility and disorganization with formal rules offer the freedom that individuals desire in carrying out their lives and work. A deep understanding of these dynamics is an essential basis for designing responsive and inclusive policies, which can address the social and economic challenges the "Pak Ogah" community faces while considering their needs and aspirations.

In addition, a deeper understanding of these reasons allows further identification of the social patterns underlying this phenomenon, such as patterns of poverty, unequal access to education, and unequal economic structures. Sociological analysis also considers the broader social impacts of the "Pak Ogah" phenomenon, including the consequences for social stability, interactions between individuals, and overall patterns of societal life. Thus, a deeper understanding of the reasons for choosing to be "Pak Ogah" becomes a strong basis for designing policies that not only overcome this problem but also positively impact broader social transformation.

It is essential to recognize that the "Pak Ogah" phenomenon reflects certain societies' structural inequalities and economic challenges. Therefore, responsive and inclusive policies are needed to improve this condition. Policy steps that can be taken include skills training and education programs that enable individuals to increase their access to the formal sector and provide social support and assistance to help those trapped in the cycle of poverty. It is also

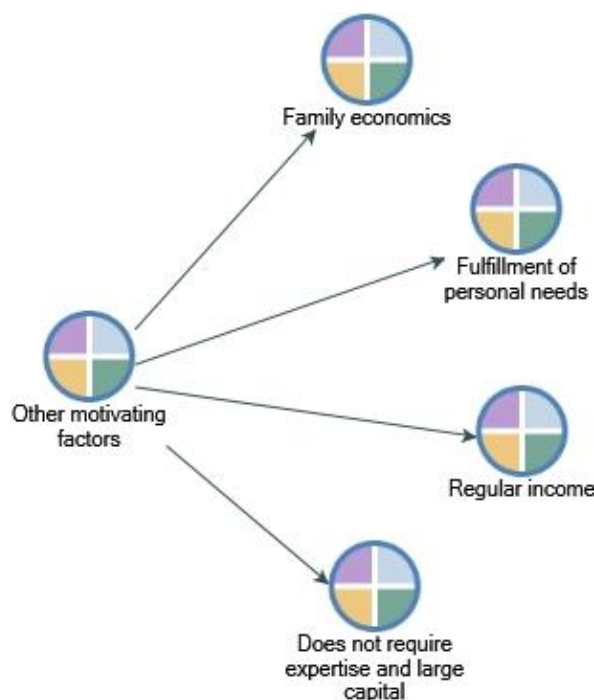
necessary to strengthen cooperation between the government, community institutions, and the private sector to create more inclusive economic opportunities for all levels of society.

Furthermore, it is essential to note that understanding the "Pak Ogah" phenomenon is vital in the local context and has broader implications for understanding social and economic dynamics in various regions. By understanding the roots of this problem in more depth, society and stakeholders can work together to design more effective and sustainable solutions to create a more inclusive and just society. Awareness of the complexity and impact of the "Pak Ogah" phenomenon is also critical to open a more expansive space for discussion and broaden insight into the social challenges faced by society today.

Thus, choosing to become "Pak Ogah" in Panakkukang District, Makassar, reflects society's complexity of social, economic, and structural dynamics. The main reasons behind this choice include limited education, lack of opportunities in the formal sector, and the appeal of time flexibility and disorganization in the informal sector. Sociological analysis shows that limited access to education and fair economic opportunities drives individuals into this informal work. To overcome this phenomenon, responsive and inclusive policies, such as skills training programs, increasing access to education, and economic support for vulnerable communities are needed. This approach will help reduce dependence on informal work and encourage broader and more equitable social transformation.

**Another driving factor for people to become "Pak Ogah"**

Other driving factors that encourage people to become "Pak Ogah" are very important to understand because they provide a more holistic understanding of the complexity of social and economic problems faced by society, make it possible to design policies that are more targeted and effective in addressing the root of the problem, and create solutions that more inclusive to improve the welfare of society as a whole.



**Figure 3.** Other factors in becoming "Pak Ogah"

Source: Processed from informants using Nvivo 12 Plus, 2024

Other driving factors that encourage people to become "Pak Ogah" reflect economic dynamics and societal needs. First, helping the family economically is the primary motivation for many individuals to choose this path. Amid challenging economic conditions, being "Pak Ogah"

can significantly support their family's daily economic needs. Apart from that, fulfilling personal needs is also a driving factor, where they choose this path to obtain a source of income sufficient to meet their own living needs.

Then, the aspect of regular income is also an attraction in itself. Informal workers can generate income regularly without being bound by rigid rules and work schedules like those in the formal sector. This flexibility allows them to organize their work time and efforts according to personal needs and preferences. Furthermore, not requiring considerable skills and capital to be able to work is another factor that encourages participation in work as "Pak Ogah." In conditions where access to formal employment opportunities is limited, this pathway becomes a more accessible alternative for individuals who do not have sufficient qualifications or capital to compete in the formal sector. In this context, understanding these driving factors is essential for designing appropriate policy strategies to support society's welfare and employment opportunities.

Sociologically, the driving factors that encourage people to become "Pak Ogah" illustrate the complex dynamics between social, economic, and individual societal structures. The concept of livelihood can help us understand how individuals carry out their survival strategies in complex and limited economic contexts. Factors such as helping the family economically, fulfilling personal needs, and having regular income are adaptation strategies that individuals use to earn a decent living in difficult situations. About sociology, this phenomenon reflects the complex interaction between social structures that regulate access to formal employment, social norms in society, and individual agency in choosing available paths to achieve economic prosperity.

Furthermore, a sociological perspective highlights the social impact of being "Pak Ogah." Choosing informal work can influence family dynamics, social relationships, and social structures at the community level. For example, the economic role assumed by an individual as "Pak Ogah" can influence power dynamics and gender roles in the family. Moreover, in the context of livelihoods, it is essential to consider how these individual choices are integrated with the broader economic system and how social policies and interventions can help improve the economic and social conditions of vulnerable communities.

Findings regarding the driving factors that encourage people to become "Pak Ogah" can be linked to Habermas' Critical Theory, which analyzes the social structure and interactions between individuals and society. Habermas's Critical Theory highlights the importance of communication and interaction in shaping the views and actions of individuals in society. In this context, factors such as the formation of economic identity, satisfaction of personal needs, and flexible working time arrangements can be understood as the result of complex interactions between individuals and existing social and economic structures.

Furthermore, Habermas's Critical Theory emphasizes the importance of understanding how individual interests are reflected and formed in the public sphere through dialogue and discussion (Dababseh, 2023; O'Mahony, 2023). In the case of "Pak Ogah," the individual's decision to choose an informal employment path also reflects an internal dialogue process influenced by social norms, cultural values, and existing economic dynamics. However, this phenomenon also indicates imbalances in social structures that limit individuals' access to formal employment and create inequalities in access to economic resources. Thus, the connection between the findings regarding the driving factors of becoming "Pak Ogah" and Habermas' Critical Theory illustrates the complexity of the interaction between individuals and society in determining economic choices and actions. This underscores the importance of understanding this phenomenon's social and structural dynamics to design more inclusive and sustainable policies.

### ***Adaptive policy: Overcoming the phenomenon of the emergence of "Pak Agah"***

To overcome the phenomenon of the emergence of "Pak Ogah" in Panakukang District, Makassar, adaptive policies are needed that can answer community needs while improving traffic safety and order. First, local governments must improve traffic infrastructure by installing adequate traffic lights and signs in congested areas. With better traffic management, the need for informal traffic controllers can be minimized while ensuring traffic flows more safely and

regularly. Besides improving infrastructure, training and empowering local communities are also essential parts of this adaptive policy. The government can organize a training program for "Pak Ogah" to become official traffic controllers with the appropriate skills and knowledge. This program not only improves the quality of traffic management but also provides them with more stable and legal employment opportunities. Integrating them into the formal system allows them to work in more secure and orderly conditions while positively contributing to society.

Furthermore, developing inclusive economic policies is necessary to address the root of the problems that led to the emergence of "Pak Ogah." Economic empowerment programs, such as skills training, providing business capital, and support for small businesses, can help create better employment opportunities for vulnerable communities. This way, they can rely on something other than unstable and risky informal jobs. Increasing access to education and skills training is also vital to giving them wider opportunities in the formal sector. Finally, there needs to be cooperation between government, community institutions, and the private sector to create a supportive environment for long-term solutions. Public awareness campaigns about the importance of road safety and traffic rules can also help reduce dependence on "Pak Ogah." With comprehensive, adaptive policies, it is hoped that the "Pak Ogah" phenomenon can be overcome effectively, creating safer traffic conditions and fairer economic opportunities for all levels of society.

Thus, adaptive policies to overcome the "Pak Ogah" phenomenon in Panakukang District, Makassar, must involve a multifaceted approach that includes improving traffic infrastructure, training, community empowerment, and inclusive economic development. These efforts should be directed at reducing dependence on informal work and creating more stable and legal employment opportunities for the communities involved. By ensuring that people have access to education, skills training, and business capital, this policy can help address the root causes of the "Pak Ogah" phenomenon, namely poverty and economic inequality. Collaboration between government, community institutions, and the private sector is also needed to create a supportive environment for long-term solutions.

From a sociological perspective, this adaptive policy is an effort to overcome unjust social structures and improve complex social dynamics. By providing greater access to economic and educational resources, these policies help create greater equality in society. Training and community empowerment improve an individual's ability to get better jobs and strengthen social cohesion by integrating individuals into the formal system. Public awareness campaigns about road safety and traffic rules can also change social norms and behavior, creating a safer and more orderly environment. Overall, this adaptive policy reflects a holistic approach to understanding and overcoming social problems, with the ultimate goal of increasing prosperity and justice for all levels of society.

## **CONCLUSION**

The "Pak Ogah" phenomenon in Panakukang District, Makassar, illustrates complex social and economic dynamics. The main reasons behind an individual's choice to become "Pak Ogah" include limited education, which hinders access to the formal sector, and the lack of job opportunities in the formal sector, pushing them to the informal sector. Time flexibility and work arrangements free from formal rules are an additional attraction, giving them freedom in carrying out their work. These reasons show the importance of understanding the social and economic factors that influence individual decisions so that policies can be designed to be more responsive and inclusive and support welfare and employment opportunities for vulnerable communities.

Apart from these main reasons, other driving factors play a role, such as the need to help the family financially, fulfilling personal needs, regular income, and the ease of starting work without requiring considerable skills or capital. Adaptive policies are needed to overcome this phenomenon, including improving traffic infrastructure, training, empowering communities, and developing inclusive economic policies. Training "Pak Ogah" to become official traffic controllers could provide them more stable and legal employment. Economic development through skills training, providing business capital, and support for small businesses can also help reduce



dependence on informal work. Collaboration between government, community organizations, and the private sector is needed to create long-term solutions that support road safety and fair economic opportunity for all. With this holistic approach, it is hoped that the "Pak Ogah" phenomenon can be overcome effectively, improving welfare and social justice for all levels of society.

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