



## Intrapersonal Communication Model and Self-Concept among Female Drivers as Heads of Household in Medan City

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### ABSTRACT

As Indonesia's third-largest city, Medan has witnessed rapid growth in ride-hailing services, providing employment opportunities for women who challenge traditional gender roles by working as motorcycle taxi drivers. In a predominantly patriarchal society, female drivers who also serve as heads of households face unique challenges in balancing professional responsibilities with cultural expectations. This study examines the intrapersonal communication processes and self-concept development of female motorcycle taxi drivers in Medan. Using a qualitative phenomenological approach, data were collected through observations, in-depth interviews, and focus group discussions with five primary informants—women who work as online motorcycle taxi drivers while serving as heads of households. Additional insights were gathered from five triangulation informants, including a Gojek task force member, a psychologist, the drivers' children, and fellow drivers. The findings indicate that despite experiencing gender discrimination and social stigma, these women construct positive self-concepts through self-talk and cognitive reframing. This study introduces the RISE Communication Model (Resilience, Insight, Self-Empowerment, Evolution), demonstrating how these women develop resilience while maintaining their cultural identity. The model provides a conceptual framework for understanding psychological adaptation mechanisms among women in non-traditional occupations within Medan's diverse urban landscape.

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## INTRODUCTION

The rapid advancement of technology has significantly transformed various aspects of human life, including the transportation sector. The introduction of ride-hailing services in Indonesia in 2015 revolutionized urban mobility (Fanani & Hidayah, 2021). Companies such as Gojek, Grab, Maxim, and Indriver now operate in over 50 Indonesian cities, providing car, motorcycle, and delivery services (Vickery et al., 2015). Medan, Indonesia's third-largest city, has experienced a surge in these services due to its high population density and severe traffic congestion (Alamianti et al., 2022; Muslimin & Jannah, 2019).

The expansion of online motorcycle taxi services has primarily created employment opportunities for men (Brandt et al., 2018). However, an increasing number of women are entering this profession, challenging traditional gender roles and societal expectations (Ningrum et al., 2023). This trend is driven by various factors, including economic necessity, career aspirations, and the pursuit of independence (Mochklas, 2022). Additionally, the women's emancipation movement and the growing acceptance of gender equality in the workforce have contributed to this phenomenon (Tumimbang et al., 2020).

Female motorcycle taxi drivers (female drivers), particularly those who serve as heads of households, face unique challenges (Lestari et al., 2022). They must balance their roles as primary breadwinners and caregivers while navigating social stigma and gender discrimination (Kurniawati, 2022; Mulyan, 2018). These women also encounter professional risks such as sexual harassment,



fraudulent orders, and safety concerns (Putri & Arsi, [2022](#)). Furthermore, they often experience gender-based inequality from family members, male colleagues, and passengers (Larasati et al., [2021](#)).

Indonesia's legal framework has evolved to accommodate changes in the transportation sector and women's rights (Permana et al., [2023](#)). Medan City Regional Regulations No. 8 of 2019 and No. 9 of 2018 provide guidelines on transportation services and women's empowerment, respectively (Ilham et al., [2023](#)). Additionally, Government Regulation No. 35 of 2021 offers legal protection for casual workers, including online motorcycle taxi drivers (Honeycutt, [2019](#); Larasati et al., [2021](#)).

Despite these challenges, female drivers who are heads of households demonstrate remarkable resilience and adaptability. Their ability to manage these complex roles depends significantly on effective intrapersonal communication and a strong self-concept (Aulia et al., [2022](#)). Intrapersonal communication, which involves internal cognitive processes such as sensation, perception, memory, and reasoning, plays a crucial role in how these women navigate their dual responsibilities (Panuju, [2018](#); Rakhmat, [2013](#)).

Previous studies have explored various aspects of female drivers' experiences. Lubis and Bimantara found that these women generally possess positive self-concepts and high self-confidence. However, these studies did not specifically focus on women who also serve as heads of households. Lestari and Hidayah examined the survival strategies of female heads of households working as online motorcycle taxi drivers, emphasizing their economic and social struggles. Ningrum et al. investigated the discrimination and harassment faced by these women in Jakarta.

Despite these contributions, a significant gap remains in understanding the intrapersonal communication processes and self-concept formation of female drivers who are heads of households. This study aims to address this gap by conducting an in-depth analysis of their intrapersonal communication models and self-concept development in Medan. By focusing on their unique experiences and coping mechanisms, this research seeks to provide a more comprehensive understanding of their lived realities.

The findings of this study have the potential to inform more gender-sensitive policies and programs in the online transportation industry. Furthermore, they contribute to the broader fields of communication and gender studies by offering new insights into how women navigate complex social and professional roles in rapidly evolving urban environments. By examining the intersection of technology, gender, and family dynamics, this research aims to illuminate the changing nature of work and family life in contemporary Indonesian society.

## METHODS

This study employs a qualitative approach with a phenomenological design to examine the lived experiences of female drivers who also serve as heads of households in Medan City (Sugiyono, [2017](#)). Through this approach, the research explores how these women construct meaning from their experiences and develop their self-concept through intrapersonal communication processes. The study involved five female drivers serving as heads of households, selected through purposive sampling based on their ability to provide rich, detailed narratives of their experiences (Creswell, [2010](#)). To enhance the depth of analysis, five triangulation informants were included: a task force member from an online motorcycle taxi company, a psychologist, a child and a mother of the main informants, and a fellow driver—each offering unique perspectives on the phenomenon.

Data collection methods included in-depth phenomenological interviews, allowing participants to articulate their experiences in their own words; participant observation in their natural work settings; and focus group discussions that facilitated collective meaning-making (Moeloeng, [2016](#)).

The phenomenological analysis aimed to capture the essence of participants' experiences through a careful examination of their narratives, identifying recurring patterns, and developing comprehensive descriptions of how they navigate their dual roles. Throughout the research process, trustworthiness was ensured through member checking and data triangulation, guaranteeing that the findings authentically represent the participants' lived realities.

## RESULT AND DISCUSSION

### **Intrapersonal communication among female drivers as heads of households**

Phenomenological analysis reveals that intrapersonal communication serves as a critical cognitive and emotional mechanism for female drivers who also act as heads of households in Medan City. This study demonstrates that these women engage in complex internal dialogues that help them navigate professional challenges while simultaneously managing household responsibilities. The ability to balance these dual roles requires sophisticated communication patterns, which manifest through four distinct phases: sensory-cognitive processing, perception development, memory-based reflection, and cognitive integration.

#### Sensory-cognitive processing

Female drivers in Medan exhibit advanced sensory-cognitive processing through structured internal communication strategies. Research indicates that they develop distinct self-talk patterns when interpreting environmental cues (Ningrum et al., [2023](#)). For example, when receiving late-night ride requests, they engage in rapid internal risk assessment, weighing financial benefits against safety concerns and family obligations. This process involves structured self-questioning regarding security factors, route familiarity, and the potential impact on morning family responsibilities (Putri & Arsi, [2022](#)).

Studies suggest that these drivers establish mental protocols for various situations. When entering unfamiliar areas, they engage in continuous internal dialogue that integrates past experiences with real-time environmental assessments. This process includes evaluating lighting conditions, identifying potential escape routes, and considering time constraints related to family schedules (Larasati et al., [2021](#)).

#### Perception development and integration

Findings indicate that these women actively reshape their perceptions through structured internal communication. When faced with order cancellations or difficult customers, they employ self-talk strategies to maintain emotional stability. Research documents that they develop standardized internal scripts for different scenarios. For instance, when encountering customer complaints, they engage in systematic self-dialogue: first acknowledging their emotions ("I feel frustrated"), then reframing the situation ("This is a learning opportunity"), and finally formulating an action plan (Kurniawati, [2022](#)).

The analysis further reveals that these drivers employ prioritization self-talk mechanisms to manage conflicting responsibilities. For example, when dealing with peak-hour demands while ensuring their children complete school assignments, they engage in structured self-communication: "First, confirm the children's homework is done, then focus on high-demand service areas." This cognitive process enables them to effectively balance income generation with family obligations (Fanani & Hidayah, [2021](#)).

#### Memory-based reflection

The study highlights specific patterns in how these women utilize past experiences through structured internal dialogue. They systematically categorize and retrieve past experiences when needed. For instance, when navigating unfamiliar locations, they engage in memory recall, reviewing previous similar experiences, recalling successful strategies, and adapting them to new circumstances (Aulia et al., [2022](#)).

Research further indicates that these drivers create mental repositories of scenarios and solutions through regular self-reflection. For example, they establish internal protocols for handling late payments or application malfunctions, drawing on prior experiences through structured cognitive processes. Studies suggest that this memory-based decision-making process becomes increasingly refined as they gain more professional experience (Lubis & Lubis, [2018](#)).

### Cognitive integration and self-regulation

Female drivers exhibit complex cognitive integration through structured internal communication strategies. When managing multiple orders while coordinating family responsibilities, they engage in systematic priority-setting dialogues. Research shows that they develop specific mental frameworks to handle different scenarios. For instance, during their children's examination periods, they adjust their internal decision-making processes to prioritize educational support while maintaining financial stability (Larasati et al., [2021](#)).

Studies also highlight that these women develop sophisticated emergency response strategies through internal dialogue. When encountering sudden family emergencies while working, they rapidly assess their current workload, calculate financial implications, and adjust their schedules accordingly. This structured cognitive process allows them to fulfill professional obligations while responding to immediate family needs (Ningrum et al., [2023](#)).

### Self-concept among female drivers as heads of households

Phenomenological analysis reveals that the self-concept of female drivers who also serve as heads of households in Medan City is shaped by sophisticated cognitive and social processes. This study demonstrates that their self-concept formation is uniquely influenced by their ability to balance professional responsibilities in the ride-hailing industry with their leadership roles within the family. Their self-concept reflects an adaptive response to the multiple demands of Medan's urban environment.

### Professional identity formation

Female drivers develop complex professional identities that integrate both their roles as service providers and primary family earners. Research indicates that, despite working in a male-dominated field, they construct positive professional self-concepts by overcoming workplace challenges and strengthening their self-efficacy through repeated success in their daily tasks (Larasati et al., [2021](#); Putri & Arsi, [2022](#)). This growing sense of competence significantly contributes to their overall self-concept, reinforcing their perception of themselves as skilled professionals.

The study further reveals that these women develop strategies for integrating their gender identity with their professional roles. While challenging traditional gender norms, they simultaneously maintain cultural connections, allowing them to navigate social expectations effectively (Fanani & Hidayah, [2021](#)). This ability to balance professional identity and gender expectations enhances their resilience and strengthens their self-concept as competent professionals despite structural barriers in their field.

### Family leadership and economic competence

Research shows that these women construct strong leadership identities within their family roles. They develop mechanisms for maintaining authority while nurturing familial relationships, actively shaping their self-concept as both caretakers and decision-makers (Kurniawati, [2022](#); Ningrum et al., [2023](#)). Their ability to manage household affairs effectively strengthens their sense of self-worth and leadership within the domestic sphere.

Furthermore, these women develop self-concepts as proficient financial managers, which play a central role in their identity formation. Studies indicate that their economic competence—particularly in balancing work demands with family welfare—becomes increasingly sophisticated over time (Tumimbang et al., [2020](#)). Their financial decision-making skills reinforce their self-perception as capable providers, further solidifying their self-concept as resourceful and independent women.

### Social and emotional identity development

The study highlights how these women develop their social identities within broader community contexts. Research indicates that they construct positive social identities within their professional networks while simultaneously challenging traditional norms (Aulia et al., [2022](#)). They adopt strategies that allow them to assert their independence while maintaining crucial social ties, particularly as single parents and working professionals (Lubis & Lubis, [2018](#)).

Additionally, these women demonstrate sophisticated emotional integration in their self-concept development. They manage the psychological demands of their dual roles through structured emotional regulation strategies, projecting confidence and competence in their professional environments (Kurniawati, [2022](#)). Studies indicate that their ability to maintain emotional stability under pressure becomes a defining component of their self-image, reinforcing their resilience and adaptability (Larasati et al., [2021](#)). This emotional self-regulation aligns with Rakhmat's (2013) work on psychological communication, emphasizing the role of cognitive processing in self-concept formation (Rakhmat, [2013](#)).

### Temporal and cognitive self-concept construction

Research identifies distinct patterns in how these women construct their self-concept across temporal dimensions—past, present, and future. They actively create personal narratives that connect past experiences with current challenges and future aspirations (Putri & Arsi, [2022](#)). This temporal integration aligns analysis of self-concept development, which highlights how individuals maintain a coherent sense of identity while adapting to changing circumstances.

Moreover, the study shows that these women develop cognitive frameworks to sustain positive self-concepts despite societal stigma and professional challenges. They employ advanced strategies to manage social biases while maintaining professional dignity, continuously negotiating between societal expectations and personal aspirations (Tumimbang et al., [2020](#); Fanani & Hidayah, [2021](#)). Their ability to assert agency in defining their own identity, rather than conforming to imposed gender norms, is a critical element of their self-concept construction.

### The impact of professional success on self-concept

Professional success significantly influences the self-concept development of these women. Studies suggest that successfully navigating workplace challenges enhances their sense of competence, autonomy, and self-worth (Ningrum et al., [2023](#)). This increased self-efficacy, as explored

research on interpersonal communication, integrates into their broader self-concept, influencing how they perceive themselves as decision-makers in both professional and personal contexts.

Additionally, female drivers exhibit remarkable adaptability in integrating cultural expectations into their self-concept. Research indicates that they develop unique approaches to maintaining cultural values while asserting themselves in non-traditional roles (Aulia et al., [2022](#)). This cultural negotiation process, as explored in studies on women in male-dominated professions, allows them to construct identities that harmonize traditional values with contemporary professional demands (Lubis & Lubis, [2018](#)).

### Relational self-concept and role integration

The study identifies complex patterns in how these women construct their relational self-concept. Research suggests that they develop an integrated understanding of themselves as both independent professionals and nurturing family leaders (Kurniawati, [2022](#)). This dual identity formation aligns work on communication theory, which highlights how individuals manage multiple role identities while maintaining a coherent self-concept.

## **RISE Communication Model**

The RISE Communication Model (Resilience, Insight, Self-Empowerment, Evolution) emerges from an analysis of how female drivers in Medan adapt to their dual roles through specific communication patterns. Each component manifests in distinct ways, enabling these women to navigate daily challenges while maintaining effectiveness as both professionals and heads of households.

### Resilience

Research indicates that resilience is expressed through structured self-talk patterns during challenging situations. For instance, when faced with order cancellations that disrupt daily income targets, these women engage in internal dialogues such as: “This is temporary; I have handled worse situations. I can compensate for this loss by adjusting my strategy.” Studies suggest that this form of internal communication helps them maintain emotional stability while focusing on practical solutions (Putri & Arsi, [2022](#)).

When encountering difficult customers or unsafe situations, they demonstrate resilience through systematic internal assessments. Their self-talk often follows structured patterns such as: “Stay calm, follow safety protocols, recall previous experiences.” This cognitive process allows them to manage immediate stress while maintaining professional composure (Larasati et al., [2021](#)).

### Insight

The insight component manifests through reflective internal dialogue, enabling these women to analyze and learn from their experiences. After handling difficult customer interactions, they engage in structured self-reflection, assessing their responses, considering alternative approaches, and integrating lessons learned into their work strategies (Ningrum et al., [2023](#)).

Research indicates that they develop distinct cognitive patterns for balancing their roles. During quiet moments between orders, they engage in evaluative self-talk: “How can I adjust my schedule to attend my child’s school event while maintaining a stable income?” This reflective process facilitates the development of more effective strategies for managing their dual responsibilities (Fanani & Hidayah, [2021](#)).

### Self-empowerment

Self-empowerment emerges through internal dialogues that reinforce their capability and independence. When confronted with gender-based challenges or societal skepticism, they engage in affirmations such as: “I am capable of this work. My children rely on me, and I am strong enough to provide for them.” Studies suggest that this form of self-talk strengthens their professional confidence while sustaining their focus on family responsibilities (Kurniawati, [2022](#)).

These women also develop situationally specific empowerment dialogues. For instance, when entering traditionally male-dominated spaces such as motorcycle repair shops, their internal communication is centered on asserting their professional identity: “I understand my vehicle’s needs. I can communicate effectively with mechanics.” This structured self-talk enables them to maintain professional authority while navigating necessary interactions (Tumimbang et al., [2020](#)).

## Evolution

The evolution component of the model illustrates how these women’s internal communication patterns develop over time. In the early stages of their careers, their self-talk may be survival-focused: “Just get through today.” However, as they gain experience, their internal dialogues become more strategic: “How can I optimize my routes to maximize earnings while staying close to my child’s school?” (Aulia et al., [2022](#)).

Research further indicates that their cognitive evolution includes developing structured protocols for managing various situations. For example, they create mental frameworks for handling emergencies: “If my child’s school calls, I have these options...” Over time, these planning strategies become increasingly sophisticated (Lubis & Lubis, [2018](#)).

## Integration of the RISE Model

The RISE Communication Model demonstrates how these components interact in daily practice. For example, when encountering a significant challenge, such as technical issues with the ride-hailing app affecting their income, the model activates sequentially: Resilience maintains emotional stability, Insight facilitates problem analysis, Self-Empowerment supports confident decision-making, and Evolution ensures that the experience contributes to improved future responses (Larasati et al., [2021](#)).

## CONCLUSION

The findings of this study highlight the critical role of intrapersonal communication in enabling female drivers who serve as heads of households to navigate professional and familial responsibilities effectively. Their self-concept formation is not a passive response to societal conditions, but an active psychological process shaped by structured internal dialogue. The RISE Communication Model (Resilience, Insight, Self-Empowerment, Evolution) provides a valuable framework for understanding how these women develop psychological resilience and professional efficacy through evolving communication strategies. This study demonstrates that despite systemic gender barriers, these women successfully integrate their cultural identities with their professional roles, illustrating how self-concept construction can support agency and adaptability in non-traditional work environments.

Future research should explore the applicability of the RISE Communication Model in other labor sectors where individuals must reconcile professional responsibilities with traditional societal expectations. Investigating how this model functions in different socio-cultural contexts, including other regions and professions dominated by gendered norms, could provide deeper insights into the broader implications of intrapersonal communication on psychological resilience and identity construction. Additionally, longitudinal studies could examine how internal communication

strategies evolve over time, offering a dynamic perspective on self-concept development and role adaptation in shifting labor landscapes.

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