

## Abstract

This study presents a literature analysis on ride-hailing services in Indonesia to enhance knowledge of the actions taken by Gojek as a super application in safeguarding user and partner data and to enlighten ride-hailing services efforts in delivering online transportation services with the complexity of ride-hailing services in Indonesia. This study employs a qualitative research method with a descriptive approach; data for this study is derived from digital data in the form of historical records. Gojek delivers features prioritizing data security for users and driver partners that aim to avoid crimes, mainly digital or cybercrime, by providing parts that are also Gojek's industry-leading selling factors. These findings contribute to developing research on ride-hailing services, particularly in privacy and security, and address shortcomings previously identified with ride-hailing services.