
ANALYSIS OF GENDER EQUALITY AND DISABILITY INCLUSION: BASED ON THE SUSTAINABILITY REPORT OF GOTO AND THE ESG REPORT OF GRAB IN 2022

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ABSTRACT

KEYWORDS

Gender Equality,
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Startups, Information
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GoTo, Grab,
Sustainability Report,
ESG Report

Amidst the changing times reflected in the rapid growth of the information technology industry in Indonesia driven by technology startups, there are still challenges regarding gender equality and disability inclusion. Data shows an increase in women's participation in technology, but their representation in leadership positions remains low. Additionally, people with disabilities still face barriers to entering this sector. Major companies like GoTo and Grab are paying attention to the importance of these issues and are starting to implement them in their operations, as depicted in the Sustainability Report of GoTo and the ESG Report of Grab for the year 2022. This research employs a qualitative descriptive approach to analyze these reports, focusing on gender equality and disability inclusion. The results are expected to provide insights into how major technology companies in Indonesia perceive and address issues of equality and inclusion.

INTRODUCTION

The information technology industry in Indonesia has experienced significant growth in recent decades, with the emergence of various technology startups that are the main drivers of innovation and economic growth in Indonesia (Helliwell et al., 2021). Behind this rapid growth and the development of the industrial revolution 4.0, there are challenges of inclusiveness, especially in aspects of gender equality and disability inclusion (Jones & Rahman, 2020).

According to data from the Indonesian Internet Service Providers Association (APJII) through the 2021 National Digital Literacy Index Survey, the percentage of women who use the internet is higher than men, which is 56.6%. The MSME sector, as one of the most important pillars in the Indonesian economy, found data that 64.5 percent or 37 million MSME actors out of 65.4 million MSMEs in Indonesia are women. Even according to a report from *e-Conomy SEA*, around 10% of *startup founders* in Indonesia are women. The figure shows that Indonesian women already have access to technology and are currently migrating and transforming digitally. With today's digital technology, women have gender equality as the breadwinner of the family.

The number of women working in the tech sector or utilizing technology in Indonesia has increased, but the proportion of women in leadership positions remains low. Based on data from the Central Statistics Agency, the proportion of women in managerial positions in Indonesia is 32.26% in 2022. The proportion of women in managerial positions is highest in North Sulawesi, at 46.09%, followed by Jambi at 45.68%. This phenomenon is not only limited to new startups, but is also seen in established technology companies in Indonesia (Hartono, 2018). According to a report from McKinsey (2007), companies that have a balanced gender representation are 21% more likely to have financial performance above the national average.

However, despite overwhelming evidence showing the benefits of gender equality, the tech industry, including in Indonesia, still faces a significant gender gap. Both in terms of representation in leadership positions, career opportunities, to an inclusive work culture. In addition to gender equality, disability aspects are also an important concern in the technology industry. Despite advances in assistive technology and digital accessibility, representation of people with disabilities in the technology industry is still lacking (Widodo et al., 2021). They often face barriers in access to education, training, and employment opportunities in the technology sector (Putra & Adriansyah, 2022).

Several major technology companies in Indonesia, such as GoTo, Bukalapak, and Traveloka, have begun to recognize the importance of gender equality and disability inclusion. *GoTo's Sustainability Report* and *Grab's ESG (Environmental, Social, and Governance) Report 2022* provide an overview of how these two companies are addressing these issues (GoTo, 2022; Grab, 2022). Analysing GoTo's Sustainability Report and Grab's ESG Report not only provides insight into their approach to gender equality and disability inclusion but also provides an overview of how the region's two largest technology companies can impact the industry as a whole in Indonesia in this regard.

Literature Review

Gender equality and disability inclusion are two crucial aspects of the Sustainable Development Goals (SDGs) set forth by the United Nations. Goal 5 of the SDGs, "Achieve gender equality and empower all women and girls," emphasizes the importance of eliminating all forms of discrimination against women and girls worldwide (UNDP, 2015).

In the context of the technology industry, gender equality is considered a key to enhancing innovation and creativity (Corbett & Hill, 2015). More broadly, according to the World Economic Forum (2020), gender equality can boost economic growth, economic diversification, and the well-being of children. Gender equality policies in technology companies reflect a global trend where major tech firms are beginning to acknowledge the importance of gender equality and are committed to achieving it (Winker & Degele, 2011). Despite increased awareness of the importance of gender equality, the technology industry worldwide, including in Indonesia, still faces challenges in achieving true gender equality (Ghafar & Manar, 2022). Some studies have indicated that women working in the technology industry often encounter career barriers, including gender bias, a lack of mentors or sponsors, and unsupportive work cultures (Ashcraft & Breitzman Sr, 2012; Singh et al., 2009). Additionally, women in the tech industry are often underrepresented in leadership positions, even though they possess similar or superior qualifications compared to their male counterparts (RAPP, 2018).

In the Indonesian context, gender equality in the technology industry is a complex issue influenced by various factors, including social and cultural norms, government policies, and company practices (Dzuhayatin & Edwards, 2010). Despite progress in recent years, much work remains to achieve true gender equality in the technology industry in Indonesia.

Apart from gender equality, disability inclusion is also a significant concern in the technology industry. Goal 10 of the SDGs, "Reduce inequality within and among countries," emphasizes the importance of empowering and promoting social, economic, and political inclusion for all, including persons with disabilities (UN, 2015). According to a report by the International Labour Organization (ILO, 2017), persons with disabilities often face barriers in accessing education, training, and job opportunities in the tech sector. Assistive technology and digital accessibility have provided opportunities for people with disabilities to more actively participate in the tech industry, but challenges remain in terms of representation and equal

opportunities (WHO, 2018). Major tech companies like GoTo and Grab play a significant role in promoting disability inclusion, both in the workplace and through their products and services.

GoTo is the entity resulting from the merger of Gojek and Tokopedia, two prominent tech giants in Indonesia. This merger, announced in 2021, created one of the largest digital platforms in Southeast Asia. Gojek, founded in 2010, initially provided motorcycle taxi (ojek) booking services via phone calls and later transformed into a super app offering various services from transportation, delivery, financial services, to food. Meanwhile, Tokopedia, established in 2009, grew into one of the largest e-commerce platforms in Indonesia. Both companies announced the merger in May 2021, creating an entity with a combined valuation of around \$18 billion. Following the merger, GoTo has reached several significant milestones in its expansion across Southeast Asia, including launching in several new countries and expanding financial services. GoTo has made significant contributions to Indonesia's digital economy, creating jobs, empowering SMEs, and fostering financial inclusion. As a leading tech company in the region, GoTo plays a vital role in advancing gender equality in the workplace and through supported initiatives. In the context of research on gender equality, GoTo, as one of the largest tech companies in the region, can serve as an example of how significant tech firms can influence norms and practices in the tech industry, particularly in Indonesia.

On the other hand, Grab is a technology company based in Singapore and is one of the leading on-demand service platforms in Southeast Asia. Founded in 2012 by Anthony Tan and Tan Hooi Ling, Grab initially began as GrabTaxi, an app for taxi booking aimed at enhancing passenger safety and comfort. Since its inception as a taxi booking platform, Grab has expanded rapidly and diversified its services. They now offer various services ranging from transportation (like GrabCar and GrabBike), food delivery (GrabFood), financial services (GrabPay), to logistics services. While based in Singapore, Grab has successfully expanded its services to various countries in Southeast Asia, including Indonesia, Malaysia, the Philippines, Thailand, Vietnam, and others. Grab has had a significant economic impact in the countries where they operate, creating jobs, empowering driver partners, and supporting SMEs through their platform. Grab has shown its commitment to gender equality through various initiatives, including training programs for female drivers and awareness campaigns to reduce sexual harassment. As a strong tech company in Southeast Asia, Grab can serve as an example of how significant tech companies commit to and contribute to gender equality issues in the tech industry.

In an increasingly transparent business era, sustainability reports have become essential tools for companies to communicate their social, economic, and environmental performance to stakeholders. The Global Reporting Initiative (GRI) is an international standard for sustainability reporting that offers a framework for companies to report on the economic, environmental, and social impacts of their activities. GRI emphasizes the importance of transparency, accountability, and effective communication with stakeholders (GRI, 2020). Besides GRI, the Sustainability Accounting Standards Board (SASB) provides industry-specific standards for sustainability reporting that help companies identify, manage, and report on the most relevant sustainability issues affecting their financial performance. SASB emphasizes the importance of materiality in sustainability reporting, focusing on issues most likely to impact a company's value (SASB, 2020). GoTo and Grab formally address gender equality and disability inclusion through Sustainability and ESG Reports that comply with international GRI and SASB standards.

RESEARCH METHOD

Research Methods

This research uses a qualitative descriptive approach to analyze GoTo's 2022 Sustainability Report and Grab's 2022 ESG Report. This approach is recognized as an effective method for understanding complex social phenomena such as gender equality and disability inclusion in the workplace (Creswell, 2013). Data is collected from these reports and analyzed using content analysis techniques. The main objective is to gain an in-depth understanding of how GoTo and Grab view and implement gender equality and disability inclusion in their operations and policies. The limitation of research is only to describe responses to situations or events, so it does not explain causality relationships or perform hypothesis tests. In other words, this method focuses on deciphering and interpreting data to understand the reality under study.

Data and Variables

The main data source in this study comes from the 2022 Sustainability and ESG Report. There are two main variables to focus on in this study. First is gender equality, which includes all efforts and policies implemented by GoTo and Grab to ensure equality between men and women in the workplace and in their services. The second is disability inclusion, which includes all initiatives taken by both companies to ensure that people with disabilities get equal access and opportunities. In addition, there are several supporting variables that are also considered, such as official policies related to gender equality and disability inclusion, as well as special programs or initiatives launched by the two companies to support both issues. Using qualitative descriptive methods and focusing on these variables, this study seeks to provide a clear and in-depth picture of how GoTo and Grab are committed to gender equality and disability inclusion.

RESULTS AND DISCUSSION

Implementation of Gender Equality

Both GoTo and Grab have made efforts and policies to ensure equality between men and women in their operational ecosystems. The summary of gender equality is presented in the following table:

Table 1. GoTo and Grab Comparison

Variable	GoTo (2022)	Grab (2022)
Gender Equality (Dependent)		
Proportion of Female Employees	36%	43%
1. Cambodia	n.a.	54%
2. China	n.a.	30%
3. India	17,2%	17%
4. Indonesia	39,2%	39%
5. Malaysia	n.a.	50%
6. Myanmar	n.a.	56%
7. Philippines	n.a.	59%
8. Romania	n.a.	44%
9. Singapore	31,5%	39%
10. Taiwan	n.a.	14%
11. Thailand	n.a.	65%

Variable	GoTo (2022)	Grab (2022)
12. USA	n.a.	23%
13. Vietnam	66,7%	60%
Proportion of Women in Leadership Positions	27,9%	34%
Proportion of Women on Board of Directors	33,3%	33,3%
Proportion of Women in the Board of Commissioners	-	
Gender Equality Initiative (The Average)	<ol style="list-style-type: none"> 1. Commitment to Zero Barries target by 2030. 2. Using the UN Women's Empowerment Principles (WEP) as a guiding framework for companies to achieve gender equality in the workplace and wider community. 3. Targeting 33% female representation in senior ranks by 2030. 4. Forming a team that has a function of social impact, diversity, and inclusion (SIDI). 5. Establish a <i>Diversity and Inclusion Council</i> that aims to promote gender equality and disability inclusion in their workplaces. 6. Adopt inclusive hiring practices by ensuring that their hiring process is non-discriminatory and considering candidates from diverse backgrounds. 7. Regular reviews of performance and career development. 8. Audit upah gender. 9. Events, workshops and sessions support women and facilitate gender equality in technology. 	<ol style="list-style-type: none"> 1. Targeting 40% female representation in senior ranks by 2030. 2. Have precautions against sexual harassment and assault. Track and look for ways to reduce sexual harassment and assault. 3. Organizing panel discussions, workshops 4. Placing an equal proportion of women with men on the Inclusion Committee, a committee set up to guide inclusion strategies, planning and priorities. 5. Monitor and review the development of an inclusive culture 6. Assisting the Diversity and Inclusion Council which aims to promote gender equality and disability inclusion in the workplace. 7. Ensure that their products and services are accessible to people with disabilities with attention to accessibility in their product design and development.

Variable	GoTo (2022)	Grab (2022)
	10. Promoting micro and small enterprises of women entrepreneurs.	8. Establish Employee Resource Groups (ERGs) that aim to promote inclusion and diversity in their workplaces.
	11. Forming <i>Employee Resource Groups</i> (ERGs) that aim to promote inclusion and diversity in their workplaces GoTo's ERGs are <i>Women in GoTo</i> .	
	12. Training for the Prevention of Sexual Harassment Act in the workplace and equality.	
Gender pay parity index	n.a.	0,98
Control Variables		
Company Size (Number of Employees)	9.381	11,934

Implementasi Inklusi Disabilitas

Having a job that generates profit has many benefits not only financially but also psychologically, socially, and health-wise (Chan et al., 2021). Having a suitable job allows productive adults to sustain themselves, access healthcare, connect with others, and contribute as productive members of society (Fryers, 2006). Having a job is a key part of one's identity and a necessary component for leading a meaningful and fulfilled life (Fryers, 2006). Conversely, unemployment, income inequality, and poverty are associated with poor physical and mental health, low self-esteem, and lower life satisfaction due to the loss of income, lack of access to healthcare, stigma, social isolation, and psychological pressure (Driscoll & Bernstein, 2009). People with disabilities have the fundamental right to work as well. When they work, it benefits the health and well-being of individuals with disabilities in general. However, the employment rate of people with disabilities is lower compared to those without disabilities, making individuals with disabilities vulnerable to the negative consequences of unemployment and poverty. Both technology companies, GoTo and Grab, have made efforts and policies to ensure inclusivity in their companies so that individuals with disabilities have opportunities to work.

GoTo has a *People and Culture* (PAC) team, which has a *Social Impact, Diversity and Inclusion* (SIDI) function. One of GoTo's main goals and priorities related to DEI is an inclusive workplace by conditioning everyone to feel safe, supported, valued. GoTo joined the Valuable 500 initiative as part of its commitment to encourage inclusion for people with disabilities in the GoTo organization and ecosystem. *The Valuable 500* is an initiative that aims to put disability on the global business leadership agenda. It seeks to ensure that businesses around the world recognize the importance of disability inclusion and take concrete steps to make their organisations more inclusive for people with disabilities. Companies that join The Valuable 500 commit to: 1) Publicize their commitment to disability inclusion, 2) Take concrete action within their organizations to advance disability inclusion, 3) Share their progress and actions with The Valuable 500 community.

Some of the things GoTo does specifically to improve accessibility for users and partners:

- Designing GoPartner applications using a new system with Web Content Accessibility Guidelines (WCAG) standards.
- Having automated messages to notify customers who will be served by drivers with hearing loss resulted in an increase in chat communication of approximately 4% and a reduction in calls by 5%.
- Conduct face-to-face training and workshops to help improve sign language communication for drivers with hearing impairments.
- Expanding drivers with disabilities.
- Provide communication aids for drivers with hearing impairments, stickers for jackets and helmets, manuals, and vehicle labels so as to help drivers communicate with consumers through sign language.
- Provides Tokopedia Voice Over feature to Android applications that were previously only available on iOS systems
- Expanded Talk Back feature to 95% of components from 60% previously.
- Create WCAG 2.0 standard-compliant color contrast features at AA levels in all applications for viewing by visually impaired users
- Includes Haptic with 100% compliance, allowing additional affirmative feedback for users with various disabilities (especially blind disabilities).
- Plans to add color blind mode features *for the* mobile and desktop versions of the Tokopedia platform for all users by the end of 2023.

At Grab, we set out our mission to move Southeast Asia forward by creating economic empowerment for everyone. Grab has a *triple bottom line company concept* that believes that what is good for the consumer community, driver-partners and merchants, and the environment, is good for their business. Grab facilitates income opportunities for people with disabilities. There are already more than 2,100 disabled people and marginalized individuals actively earning on Grab.

Grab partners with local NGOs to join forces and train people with disabilities and marginalized individuals to become partners and earn income. NGOs that Grab has partnered with include Gerkatin, the Indonesian Association of Women with Disabilities (HWDI), the Indonesian Sign Language Centre (Pusbisindo), and the Indonesian Association of Persons with Disabilities (PPDI) in Indonesia, the Malaysian Federation of the Deaf and the Malaysian Physical OKU e-Hailing Driver Association.

To help drivers with disabilities better drive partners, Grab is working with drivers with disabilities and related NGOs to develop in-app features that facilitate communication between drivers with disabilities and consumers. One of them is automated notifications sent to inform their consumers on how best to communicate between drivers with disabilities who are Grab partners.

As part of Grab's ongoing commitment, it has also launched GrabAccess programmes in Indonesia and Malaysia to systematically provide equal access to income opportunities from the digital economy. In this program, Grab provides special assistance such as 1) specially designed training sessions, 2) rebates in the form of vouchers for food, fuel and maintenance, and free boarding kits such as helmets and jackets for driver-partners. More than 100 people with disabilities and marginalized individuals have benefited from the program to date since its launch in late 2022. Disability inclusion in the workplace is not widely reviewed in Grab's

ESG report, so there is no additional information related to how people with disabilities play a role in Grab's work environment other than as partners.

CONCLUSION

GoTo and Grab report Sustainability/ESG Reports with GRI and SASB standards so that they have included indices that match their respective settings but lack of explanation in Grab's reports related to inclusion in the work environment. GoTo and Grab are companies that care deeply about gender equality and inclusion. They are committed to achieving SDGs 5 "Achieving gender equality and empowering all women and girls" and 10 "Reducing inequalities within and between countries", emphasizing the importance of empowering and promoting social, economic and political inclusion for all, including persons with disabilities to create sustainable lives for communities and support self-reliance. This is a positive step towards sustainable business practices and supports inclusive and efficient development for all communities and can promote to other technology companies.

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