

ABSTRACT

Transportation is the most important thing for people who lives in a city. With the function to increase their accessibility. Traffic is the general phenomenon which happens to almost every big cities. To simplify people activity, they need a quick, safety, easy, effective, and affordable transportation. GO-JEK is a company to provide the transportation, logistic, and lifestyle needs based on application which facilitate the consumer to access and use its service. It required a fresh and new idea to create something new and different. The innovation that created must be balanced to four dimensions of innovation; product innovation, process innovation, position innovation, and paradigm innovation. The purpose of this study is to identify how far GO-JEK has applied four dimensions of innovation by Joe Tidd in its business process using qualitative research method. The result is GO-JEK has already applied those four dimensions of innovation, for example; it has many kind of service that customers can choose, it has a different business process from its competitors, the company positioned itself to fulfill every needs of its customers, and change the paradigm that developed in people's head about transportation business.

Keywords: *4 dimensions of innovation, product innovation, process innovation, position innovation, paradigm innovation.*