

Positive Youth Development through Gig Economy among Food Panda Delivery Services in Malacca, Malaysia

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Abstract

Food delivery services have increased in popularity as a result of the rapid development of globalisation via internet facilities, since this service is a mean that consumers use to meet their basic needs and as a means of generating revenue for people who work in the gig economy. However, in Malaysia's economic sector, the phrase relating to these gig workers is still ambiguous, and comprehensive statistics on such data is still lacking at the policymaker level. This lack of data leads to a lack of detailed knowledge on their motives and needs, who is involved, how many hours they work and their voices in this field of work, which is likely to result in less effective policy formation. Furthermore, previous research on gig workers have only discussed it in broad terms, instead of focusing specifically on millennials, particularly youth, individual character, and interests of Gig workers. Gig jobs are predominantly populated by the younger generation, particularly students, the jobless, and new grads who are eager for employment but aren't worried about saving for retirement. Integrity and self-improvement, on the other hand, might help to the development of a positive personality in them throughout this period of work, even if they are unaware of it. This research used a qualitative case study. Document analysis and semi-structured interviews with four Foodpanda volunteers served as primary informants were used to collect data. As a result, the purpose of this research is to find out what drives young people to take part in food delivery services as part of their gig employment, and how the experience acquired can help to Positive Youth Development. According to the study's findings, there are four main motivations that motivate youths to participate in this service: meeting personal needs, psychology, developing social networks, and providing a flexible work system that ultimately strengthens self-development in a more positive direction through the development of 5C elements in Positive Youth Development (PYD).

Keywords: Youth, Gig Economy, Food Delivery Services, Positive Youth Development (PYD)

Introduction

Acceleration in the field of technology leads to changes that are responsive to the industry and the labour market in terms of benefits or otherwise, by modifying or closing the basic qualities of a job (Cascio, 1995; Cascio & Montealegre, 2016). These innovations have indirectly contributed to the expansion of the labour market, resulting in a framework that does not strictly adhere to employment rules (Ashford et al., 2007; Cappelli & Keller, 2013; Spreitzer et al., 2017) such as freelancing, contract job, part-time employment, and Gig Economy, a term coined during Malaysia's 2008-2009 economic crisis (Kassim et al., 2020). Gig Economy activities can be subdivided of approaches: Cloud Work (which entails using fully digital to complete each task) and Gig Work (which entails providing services in a specific location to meet a variety of tasks in specific sectors such as transportation, lodging, delivery, household services, and personalised services) (Kidd, 2020). Due to the rapid expansion of globalisation through digital technologies such as the internet and smartphones, the implementation of the Gig Economy is a strategy that can assist decrease unemployment, particularly among university graduates in Malaysia (Kassim et al., 2020).

Over the last several years, the fast expansion of online food delivery applications is seen to be the major link between restaurants and the development of this service through the Malaysian labour market (Hooi & Yee, 2021). According to Pang (2017); Chai & Yat (2019), Foodpanda was the first platform to offer meal delivery services in Malaysia since 2012, who were followed by DeliverEat, Honestbee, *Dahmakan*, and other services. The driving power of Malaysia's online food delivery service business is further enhanced by a study that indicates a growth of 18.6% in demand for this service from 2017 to 2020 (USD Million). Indeed, this platform also provides alternative side activities to persons who are experiencing financial difficulties as a result of the pandemic (Polkowska, 2021).

According to British youth experts, the emergence of a wave of gig economy development engages the young in a move toward non-standard labour, with a lack of employment options and alternatives being one of the drivers of this change (MacDonald & Giazitzoglu, 2019). The gig economy's offer of flexibility and continuous capability in the providing of jobs and learning opportunities (Graham et al., 2017) has developed a discourse that fosters the growth of the delivery platform. This adjustable feature set enables individuals to make and manage decisions about when and where they would like to work (Griesbach et al., 2019), as well as create chances for them to generate additional income (Rosenblat and Stark, 2016). As this process involves the development of individual assets and abilities to suit job demands, there are numerous perspectives on viewing this service as a partner platform that indirectly trains individuals such as micro-enterprises (Prassl, 2018).

Through this debate, activities involving youth are viewed as the primary platform for promoting the development of PYD for each youngster (Lerner et al., 2005; Roth and Brooks-Gunn, 2016). According to Persel (2018), participation in gig labour provides opportunities for individuals to develop their abilities and skills, and the youth are not excluded from being actively involved in this service industry (MacDonald & Giazitzoglu, 2019). When possibilities are offered, the PYD approach implies that every youth has potential that should be polished and emphasised for optimal growth (Wium & Dimitrova, 2019). This emphasis is consistent with PYD's objective of implementing a strategy based on the strengths of youth

development rather than the weaknesses or limitations of youth (Benson et al., 2006; Lerner et al., 2015; Burkhard et al., 2020).

Literature Review

Gig Economics, Gig Workers, Food Delivery Services and PYD

The COVID19 pandemic poses a significant challenge in terms of prevention, placing unmanageable pressure on global health and economic institutions (Ortiz-Prado et al., 2020) in order to preserve social distance and minimise the spread of this pandemic, partial or total shutdown of commercial hubs such as restaurants has been implemented. However, in this circumstance, demand for food delivery system has grown fast in tandem with the advancement of globalisation through the internet, because this service is a platform that consumers now rely on to satisfy their fundamental requirements and as a means of generating earnings for those engaged in the field of gig economy (Chang and Meyerhoefer, 2020). Gig economy is a concept of labour exchange in which individuals consider online application networks to offer their services (Taylor et al., 2017). According to Schmidt (2017), the Gig Economy has three branches of services namely accommodation (providing a market service facility or platform that offers accommodation facilities such as boarding houses or also known as homestay), delivery and transportation services (providing delivery and boarding vehicles or digital platforms directly to customers), and household and personal services (opening an online platform to customers to obtain personal and household services through Gig employees).

In response to rising employment demand, developments in globalisation through industrial diversification have resulted in the formation of a wave of online services and opened up additional work prospects (Kuek et al., 2015). Due to the obvious aspects of flexibility and suitability of their situations, these innovations focus on the engagement of young employees who may lose their careers (Kidd, 2020). Globalization in Malaysia's Gig Economy, fuelled by technological speed, incorporates numerous Millennials ("Chapter 3 Summary of Microeconomics: Malaysia's Economic Outlook," 2021) (referring to persons born between 1981 and 1996, (Michael, 2019)). According to the Employees Provident Fund (2019), during the next five years, roughly 40% of this group's employment will work as Gig employees. As these groups are no longer interested in the concept of security and permanent employment ("Chapter 3 Summary of Microeconomic: Malaysia's Economic Outlook," 2021), youth involvement in this field of work is viewed as an approach that allows Millennials to apply their diversity of skills and abilities (Hershatter & Epstein, 2010) a string of facilities offered by online platforms.

To explore more about what qualities and credibility lead to a more positive self-formation, the 5C model is the approach that will be utilised to accomplish the study's objectives. The 5C model defined in the Positive Youth Development may be viewed through the following: Competence (through cognitive, academic, social, and vocational); Confidence (positive self-worth and sense of self-efficacy); Character (respect the rules of culture and society, be integrity and moral); Connection (having a positive link between community and location); Caring (justice, sympathy and empathy, humanity), which will lead to the addition of a new '5' element, Contribution (Richardson et al., 2017). This contributing factor is a strategy that considers the individual's interaction with his or her family, society, and society (Ramey & Rose-Krasnor, 2012). The term Positive Youth Development (PYD) highlights how to promote

the process of youth development towards the well-being and their ability to contribute and benefit to self, family and society (Lerner et al., 2008; Worker et al., 2019; Geldhof et al., 2019). Exploration of PYD can be observed in several branches of knowledge (Tolan et al., 2016; Shek et al., 2019) including social work (Cheon & Canda, 2010) which focuses on problem solving techniques of daily life in order to promote more optimum function and quality of life of individuals (Sheridan, 2003, p. 256).

To support the study's findings, Herzberg's Two-Factor Theory will be used to explore deeply on what aspects that encourage youth participation in this Gig work. Herzberg et al (1959) developed the Two-Factor Theory by combining the elements of Motivation (referring to factors that increase job satisfaction) and Hygiene (referring to factors that decrease job dissatisfaction), also known as the Motivation-Hygiene Theory, which was adapted by Maslow's hierarchy of needs (Jones, 2011). This motivational factor, according to Herzberg et al (1959), consists of elements that lead to personal progress and development, independence, responsibility, recognition, and achievement, meanwhile the Hygiene factor refers to personal relationships, earnings, policy and administration, supervision, and working conditions. Both of these aspects refer to intrinsic and extrinsic elements that impact persons' attitudes and personalities in the workplace (Mukhopadhyay & Chatwin, 2020). As a consequence, in order to enhance the justification of the study's findings, this theory will be employed as a foundation to strengthen the findings of the study collected during the interview session.

Research Problem

Urban community developments and lifestyle changes have resulted in the formation of a system that can assist in addressing fundamental necessities such as food delivery services (Chai & Yat, 2019). Food and parcel delivery services (p-hailing) are two of the services that are accredited as the main key that supports the growth and rapidity of the Gig Economy (Dhesegaan, 2021). Job features such as flexibility and productivity have propelled gig work to the top of the youth's priority list compares to jobs that place a higher value on productivity and working time. According to the findings of an RSA (2017: 18) survey, about half a million young people aged 16 to 30 work in Gig employment, and the majority of them have a positive outlook toward this field of job as compared to other age groups (MacDonald & Giazitzoglu, 2019). However, in Malaysia's economic sector, the terminology relating to Gig workers is still vague, and detailed information related to their data is still lacking at the policymaker level. This lack of data leads to a lack of detailed knowledge on their motives and needs, who is involved, how many hours they work and their voices in this field of work (Boeri et al., 2020; Abraham and Houseman, 2019), which is likely to result in less effective policy formation (Kidd, 2020). Furthermore, previous research on Gig employment have only covered it in broad terms and have not focused directly on millennials, particularly youth, individual character, and Gig work preferences (Huws et al., 2016). As a result, the purpose of this research is to discover what motivates youth to participate in food delivery services.

According to Schmidt (2017), gig work can be divided into three categories: accommodation, delivery and transportation services, domestic services and personal services, with each of these sectors helping individuals in terms of supplemental revenue and self-development. According to data posted by Malaysia's Ministry of Human Resources' Policy Division (2019), the top five skills that have been fully known through this gig job are interactions and

business, communication, interpersonal and consulting skills, time management, and problem solving, which have involved as many as 66 % aged between 21-25. However, the participation of youth in this area has yet to be thoroughly discussed in terms of how the skills obtained can build the components of Positive Youth Development or whether there are additional skills that can contribute to the strengthening of youth development. Therefore, this research will explore into how the experience obtained through this delivery service might contribute to Positive Youth Development?

Research Questions

1. What motivates youth to be a part of food delivery service?
2. How might the experience gained through delivery services contribute to Positive Youth Development?

Methodology

This study used a qualitative technique to explore in more depth which would provide a crystallisation sites for practical insider knowledge" (Bogner et al., 2009: 2; Hill, 2012) among the interviewees. Data were gathered through an in-depth interview method and a semi-structured interview protocol that included four sections of questions: I introductory questions; (ii) questions to introduce the topic to be studied; (iii) key questions to answer the research questions; and (iv) closing questions (Ghazali & Sufean, 2016; Krueger, 2002). The participants were selected according through sampling approach as proposed by Teddie and Tashakkori (2009) in which numerous criteria are used to define sub-groups in order to ease sample selection. The informants chosen are of 21 to 30, who live in Malacca and work as part time and full-time. The interviews were conducted with 4 riders and each of interview lasted around 20-40 minutes. All of the data collected has been transcribed verbatim, and the researcher has provided verbatim interview transcripts for evaluation in order to confirm the validity of the qualitative data obtained (Ghazali & Sufean, 2016). After receiving the verbatim that has been agreed upon by the informants, the researcher arranges the data according to the code in order to expedite the process of analysis of themes and subthemes derived from (Ghazali and Sufean, 2016).

Results and Discussions

This study included four informants in above 21 to 30 years old who live in the state of Malacca and were chosen based on the predetermined criterion, which is to make a career as a food delivery as an alternative to side employment. The two informants chosen had permanent jobs, namely a teacher and an official in a private corporation, whereas the other two were university students. To ensure informant secrecy, as advocated by Silverman (2013), this study used pseudonyms such as informant 1, informant 2, informant 3, and informant 4, as agreed upon during the data collecting procedure. Table 1 provides a full description of the research informants' background information.

Table 1

Profile of the informants

Informant	Age	Gender	Permanent job	Experience as a Food Delivery (month)
1	23	Male	University Student	12
2	28	Female	Human Resource Officer in a private company	8
3	27	Male	Teacher	15
4	25	Female	University Student	12

Based on the information provided by the informants and the researcher's observations, all of these informants have been doing this work for more than 6 months and do it as a side job at different times depending on their availability.

What motivates youth to be a part of food delivery service?

The purpose of this question was to examine the motivations that drive informants to take on side activities such as food delivery. Based on the study's findings from interviews, participatory observations, and analysis of documents containing information and records of their involvement throughout the month, researchers can gain a better understanding of what inspires youth to engage in this sector. Based on the findings of this study, four themes may be created to describe what motivates youth to take a profession as a food delivery: addressing personal needs, meeting psychological requirements, creating social networks, and flexible work system options.

Personal needs

There are several theories that may describe how human motivation acts as the primary motivator to satisfy the requirements of individuals, which can relate to content theories or process theories depending on how the theory might work or effect an action (Bencsik et al., 2016). The researcher uses content theories to elucidate the substance of this study since the premise of this theoretical approach is to focus on what elements inspire a person to accomplish something based on (Herzberg's Theory, 1959).

Most informants who register as food deliverers using the Food Panda service do so for financial reasons. This service is one of the advantages provided in the gig economy (Belanche et al., 2021) and is a new wave that is now rapidly growing in the Malaysian industry (Chai & Yat, 2019) and has even become the choice among most youths to generate more income to meet survival, as acknowledged by informant 2:

"...the expense of living is really high right now. Despite the fact that my husband and I have a steady employment, it often feels insufficient because the school children's fees and everyday expenses are so high. Not to be wealthy, but to make family life simpler. I'm going for the weekend, but only for three hours. Husband does more, and thankfully he recognises

that. when I can get out of the house and running away from responsibility for a few hours, I can release tension with the female Food Panda gangs. It's so fun! ... ”

Having part - time work during this pandemic period is an endeavour and chance to create extra income that students must seize in order to satisfy the necessities of the learning process. This is due to the fact that the virtual learning process necessitates the use of more complex technology, such as fast internet and smartphone devices with a range of programmes, in order to complete the assignments assigned by the educators. According to informant 1, his participation as a Food Panda deliverer can benefit him in terms of *"... I'm delighted to be earning extra money through Food Panda. I got a new tab for my sister to study on. My parents work as security guards, and their wages are insufficient to purchase new gadgets..."* He also stated:

"... As a brother, I have to help my sister. I purchased a used phone for them, a speakers, tables, and installed Internet access, which I paid for with my own money. Every month, I would set a goal to buy something, so I would work more hours. It's exhausting, but it's well worth it..."

Informant 3's engagement in this line of work, on the other hand, is not to fulfil his personal demands, but rather to assist people in need. According to informant 3:

"... I have a permanent job, but out of compassion for students, I assist those who cannot afford it." I'm in a small group of teachers. There are both males and women. We raise some funds to assist students who cannot afford to purchase a tab. We do this job gladly and without any paperwork. However, Alhamdulillah our headmaster gave us the green light to carry out this charitable effort. We are still young and in good health. We believe that assisting students is preferable because many students are experiencing difficulties in the current circumstances..."

Looking at this, advancement of modern capitalism and the growth of information technology have led to a surge in gig employment where individuals are employed internationally through online platforms through local service delivery (Burtch et al., 2018; Lee and Lee, 2020). Developments in this work have brought new employment possibilities encompassing many domains such as food delivery, experience in managing online platforms, cooks and personnel in the administrative division who will manage all ordering concerns in online services (Li & Miroso, 2020).

Furthermore, one of the elements that drive informants to join this service is the creation of identity. Before engaging in a circumstance, each individual will consider their relationships and roles before selecting a situation that fits their identity (Cachia, 2017). According to this viewpoint, identity is a factor that will determine an individual's success in any activity or career they choose. Working as a food delivery person during this pandemic season is a difficult option because the risk of infection is considerable throughout the delivery process (Li & Miroso, 2020), but it is not an impediment for youngsters, particularly those still in educational institutions to gain new work experience in the real world. According to informant 4:

"... despite the fact that this is a part-time work, I have learnt a lot, particularly about identity development." I began to see a buddy join FoodPanda because he received a high pointer, while the edge was busy working part-time delivering food. How does he organise his time? So I began to question myself, "What do I want to be?" Can I face the realities of the workplace? When I join, I rediscover the purpose of life, begin to understand the meaning of appreciation, and begin to believe and believe in the impossible. If I feel tough and give up, there are many others who are working hard and performing a variety of outside jobs to make a living... "

Next, responsible values motivate informants to be apart of this work to fulfil their leisure time owing to the commitment that must be carried. In this scenario, identification promotes the informant to be more environmentally conscious since every action performed in life represents the informant's personality as acknowledged by the informant 1 "*... when the current circumstance makes me think forward. How to maximise the time available to handle personal and family obligations. I came from a difficult family. I need to do something to support my family. From this I learnt about needs, wants and how to tackle this problem one time. You have to educate and work to earn money to support your family ...*"

The study's findings also revealed that through this line of work, informants may reinforce their present identities while also forming new identities, allowing them to be more confident in the face of future obstacles. Informant 4 corroborated this by saying "*... I'm a woman, and I know this job is difficult for women, but I'd want to give it a shot.*" *When I'm doing this task, I can be myself. I don't have to be a hypocrite, and I'm more secure in my ability to handle things myself. I am more self-sufficient and self-assured...* ". This is related with Erikson's (1968) argument that identity reflects personality in conquering all problems and is related with goal setting, conduct, and self-understanding through every decision that was made in one's life (Eichas et al., 2015).

Psychological Needs

Although jobs in the Gig Economy offer an autonomous job market system by integrating the recruitment of employees in a short period of time (Techtarget, 2020) and more flexible working hours, but in reality, these jobs do not flee its main extreme pressure in terms of security, safety of employment acts, as well as payment of wages that can protect their rights as economic contributors to the country (Roy & Shrivastava, 2020). Nevertheless, this is not a deterrent to the youth, who engage this line of job to relieve the stress that were experiencing. According to Informant No. 4:

"... I realized there are so many risks in this job, but I joined FoodPanda to just get away from the actual world; I have to follow the regulations, and protocol." It's enjoyable for me to be myself while I'm doing this job. It's entertaining to see individuals acquire meals, serve important people, and flee their own troubles... "

According to the findings of the interviews, the informants participated in this field of work to alleviate tension by spending time performing social activities since participation in social activities is one of the strategies to cope with stress in life (Charta, N. P., & Khadafi, M. 2019). Social activities such as volunteering, exercising, and participating in activities that benefit us can help us balance our psyche (Sajida & Reba, 2021). As according Diener and Tay (2012),

well-being is frequently referred to as subjective happiness, which combines cognitive aspects (life satisfaction) and either negative or positive emotional experiences (Unanue et al., 2017). Job satisfaction, a successful career, and dedication to one's company are all elements that contribute to a person's sense of well-being (Diener and Tay, 2012). In this instance, informant 3 admitted that:

"... one thing I'd want to say." I'm pleased! I used to feel that life was meaningless, but when we discover the meaning of life, we become tranquil. I enjoy seeing happy folks. I'm desperate to raise funds to assist my students. However, if you are honest, this activity is a lot of fun since the panda gangs all supporting you. I can be myself, and I am grateful that I have a stable career that allows me to help people in need... "

According to Alonso (2006), life satisfaction is defined as an effective cognitive appraisal of work, feelings, emotions, and reactions, and it may be paralleled with the concept of job satisfaction, which includes a person's sentiments and ideas about his or her field of work. Smith et al (1969); Drafke (2009), as cited by informant 1:

"... I used to feel everything was unfinished and uncompleted. I feel like a robot since I have to learn to work for a long time. But when I look at the situation of the world now, I think I need to accomplish something in life. I feel like my life is being governed. When I began working to support my family, I felt that my life had become more meaningful most likely because of parents' blessings. I usually tell my siblings to start from the bottom; it's a wonderful approach to build self-confidence before we start doing actual job... "

According to these findings, job satisfaction is the most important component for informants who have been working as food deliverers for more than six months, indicating that job contentment leads to good consequences in life, which leads to satisfaction and an enhanced quality of life (Hakan, 2016). Furthermore, participation in freelance work involves a range of goals and objectives in a person that leads to professional skill development such as communication skills, problem solving, and the value of collaboration that may be implemented in the actual world of work without us recognising it. According to informant 1, good communication is essential in the workplace to guarantee the efficacy of job duties (Khambayat, 2017)

"... I'm still a student's." There is no certainty that I will acquire a permanent job after graduation. So, I took advantage of the chance to develop my communication and confidence. I learnt how to interact with others. Mentally and physically prepared. I previously had a customer with a higher status. I was already late in sending his order. He pissed me off very badly. But I'm fine with it, and I'm still in contact with him. This situation taught me how to react to unanticipated situations, and the most important thing is that I was able to handle it. ... "

The element of communication is crucial in daily life in today's increasingly sophisticated world since it facilitates the process of comprehending a scenario, helps cope with situational difficulties in life, and helps solve issues. In this instance, informant 3 stated;

"... I work as a teacher." But I'm sometimes embarrassed to speak. So, because this covid needs to wear a mask, I dare to join because no one can see my face, and I'm not embarrassed. I want to be courageous in order to manage the situation, and this communication might be due to the fact that I have to deal with a lot of people, from receiving orders to standing in front of the customer's house... "

In this case, effective communication may lead to consistency in all of our jobs and efficiency in issue solutions. Effective communication must be practiced in order to attain goals in any employment (Akua A. A.O. and Emmanuel A.B., 2016). According to informant 4:

"... my proficiency of the Malay language is really poor." It's been a long time in the UK. SO, I joined FoodPanda to meet new people and learn Malay. I used to be irritated with my aunt because she couldn't comprehend what I was saying. Haha. I don't mind giving a presentation without a script. But if I have to speak Malay, I become dizzy. Because I scribbled down a lot of words. So, I want to be constant in my job and strong enough to deal with issues...."

Flexible Work System

According to Mullen O'Keefe (2020), cultural differences and organisational system functions are clearly different and must be acknowledged in order to differentiate, giving meaning to flexibility in employment. This is due to the employment sector requiring employees' physical presence within a certain period of time to ensure the smooth operation of the organisation (Davidescu et al., 2020), which differs from the system offered in the Food Panda implementation, which allows employees to specify the duration of working time based on their availability. According to informant 3:

"... FoodPanda is enjoyable; you can plan your time." In my situation, I can go to school in the morning and join FoodPanda in the evenings or at night. As a teacher, I must be adept at time management. The fun part is that you can choose how many hours you want to spend. Previously, I had not memorised the route, but now I am familiar with all of the quicker routes...."

Job satisfaction and flexibility in work are connected factors that demonstrate that flexible temporary employment allows people to choose and manage life satisfaction (Origo & Pagani, 2006). This was supported by informant 4, whose obligations as a postgraduate student did not deter him from participating in FoodPanda delivery owing to the more flexible work environment. This is due to the fact that a flexible work environment may lower life stress while also improving job and life happiness and the interaction between family and work (Possenriede & Plantenga, 2014). Flexibility refers to the form or style of work available to employees in an organisation, but for the younger generation, particularly generation Z, it refers to a solution to the balance between professional job and personal life (Ludzki & Stankiewicz, 2020).

Furthermore, time management in this sphere of work indirectly contributes to a rise in productivity, as the individual is able to accomplish duties more effectively and with better calibre. High productivity leads to economic progress and the development of better social processes (Sharma & Sharma, 2014), and individuals with higher productivity can earn higher wages and work in better-quality environments (Hanaysha, 2016). According to the findings

of the interviews, the informants' motivation for participating in delivery service is to increase their productivity. This is due to the fact that defining goals and working more productive hours makes it simpler for them to meet each of the targets mentioned every day, as observed by informant 4:

"... our goal is to engage in this work because we want to earn money." That is why we opted to be riders: we can plan our time. When I know I have to work on the weekend, I'll taking care of home first before heading out. We may plan and aim for what we want to do that day, and every night we will prepare a checklist of what we want to accomplish the next day... "

In fact, the informants said that their former lives were unproductive since their life's purpose was still unknown. Nonetheless, the economic condition during this pandemic season has a significant influence on the significance of better life planning and having a more productive life plan in order to fill time with more pleasurable activities. As a consequence, informants' lives become more manageable when they take on more responsibilities at work.

How might the experience gained through delivery services contribute to Positive Youth Development?

This research inquiry delves into the experiences that informants have had as FoodPanda deliverers. The 5C elements in PYD will serve as the foundation for each theme, illustrating experimentally the extent to which the experience obtained may be applied to develop PYD. There are five primary elements that will strengthen PYD characteristics, including enhancing competence, confidence, character, connections, and Caring.

Enhance the Competencies

Planning and creating life goals is an aspect that must be present in the young in order to demonstrate dedication in the utilisation of knowledge and resources in order to enhance the PYD factor (Dotterweich, 2006; Vella, Oades & Crowe, 2011). According to the informants' experiences, their engagement in food delivery encouraged them in developing strategies. This is because the informants already have an important responsibility, and their willingness to work in this sector implies they are adding a new obligation that must be addressed. Thus, each decision they make indicates how competent they seem to be of managing daily life (Lerner et al., 2013) and how they apply and utilize resources around them in a more efficient and effective way (Geldhof et al., 2015). (Geldhof et al., 2015). As a consequence, it is crucial that they organise strategies to ensure that each commitment is managed to carry out well and perfectly. According to informant 2:

"... Everything changes when you decide to become a food rider. This is due to the fact that you added another responsibility. It's time to have a great conversation with your spouse. When one of us is not at home, we must split duties and responsibilities. This situation is also used in the workplace. "From here, I'll learn how to handle strategy in order to develop things... "

Simultaneously, the engagement of informants in food delivery may improve their youth's current abilities and personal qualities, which are fostered through the information and experience passed down. According to informant 1, engagement of informants in this field

of job is one of the experiences that might develop the abilities and competences of youth:

"... I employ the skills that I have gained while managing university projects throughout this job. we encounter all types of individuals and learn a lot of different things to make us stronger. I know how to split the job better, which ones to prioritise, which ones to balance, and which ones to be positive about... "

Elements of competence may be developed by productive behaviours made by a youth in optimizing productivity and skills acquisition (Troy Robert Bennett, 2019). This is because individuals who emphasise their existing achievements and talents in a good manner can improve self-competence (Lerner et al., 2005), which leads to the showcasing of self-confidence and positive self-worth, which in turn impacts other aspects of the youth's life (Lerner et al., 2005)

Boost the confidence

An outstanding youth personality necessitates the development of strong self-confidence since confidence relates to the essential attitude of the inner nature, which includes positive self-worth and self-efficacy. This is attributable to the fact that young people who trust in their own skills may build and prepare a more positive and constructive future. As mentioned by informant 4, self-confidence is a component that must be acquired throughout experience and accessible possibilities, because experience begins with a slight achievement that will ultimately drive youth to achieve better:

'At first, I was afraid since I am a woman and unfamiliar with Malaysian society.' The first two weeks were fuelled by anger. I am depressed because I undertook this work to help others; it took me a long time to be bold, and became accustomed to my surroundings...."

At the same time, informants' engagement in this activity might help them improve their communication abilities. Starting from the point of receiving the order until the point of shipping the ordered meal, as well as during interactions with other Food Panda buddies. Informant 1 admitted, "... I have difficulty communicating, I feel ashamed, and I have difficulty meeting new people." But now I'm brave enough to connect with others, to talk with people...". In this context, youths who effortlessly communicate with one another can instil confidence and trust in themselves (Hunter and Csikszentmihalyi, 2003; Agans et al., 2014), because confidence encourages youths to overcome any obstacle and make a positive contribution to themselves (Geldhof et al., 2015).

Optimize the Character

When young people work part-time, they have the potential to highlight their values and principles. According to the interview sessions, finances were the primary motivator for them to become a part of the food delivery service; however, without realising it, informants began to learn how to manage money effectively, such as allocating a specific budget to each expense and distinguishing between needs and wants. This can indirectly help to improve their character and help them become more responsible people. This was confirmed by the 2nd informant:

"... it is truly tough to manage when we have more money since there are things to buy." Things changed when I started working as a Foodpanda rider. Maybe it's because we're exhausted and having difficulty finding money. We don't look at anything that aren't required when we acquire the money since we know how hard it is to get money. My spouse and I contributed the money we received to our children's school fund... "

Furthermore, the informants' participation as FoodPanda deliverers emphasised their compassionate and self-reliant character while also strengthening the value of responsibilities, maturity, productivity, and autonomy within themselves. In this context, the informants claimed that they learned to recognise their obligations in relation to the duties and roles that must be performed in the family structure. As stated by informant 1; "... I began to understand my responsibilities, as a son and brother, I can't rely on my parents to make income. I know I'm a student, yet I can't be selfish because I have so much free time. I have to support my family as well, and I need to be conscious of the difficulty of generating money since this is the reality of life... "..

According to the informants interviewed, this part-time job allows them to make greater use of their leisure time and reduces their involvement in risky activities.

Emphasize the Network

The engagement of informants as FoodPanda rider enables them the potential to develop innovative connections and networks and at the same time enhance pre-existing friendships and relationships. Whereas the main goal for an individual is to meet his or her basic requirements, the desire for connectedness in the form of a peer interaction also influences their productivity.

The development of such a network is essential since it is a component of the community in society that supports their survival. According to informant 4:

"... it is necessary to genuinely comprehend the diversity of our society. When participating in this job, the network grows vast since our customers will be our friends, work friends will be our family. If you are lucky enough to meet someone who have power, but can be friends..."

According to Agans et al (2014), connections formed between informants and communities such as friends, family, educational institutions, and the general public can encourage the creation of healthier and more sustainable social networks, both of which contribute to life stability. As a consequence, a healthy network must be established to ensure the well-being of all individuals since it allows for the formation of a robust support network system. Networks, whether existing or new, can assist youths in engaging in a variety of other domains, particularly in the implementation of life skills. According to informant 3, "...at first it was difficult for me to talk to people, but this work taught me to be bold." my goal just like to help students, I've talked with the Panda group about my mission. and once they found this, they also contribute some money..."

According to Hon (2012), when compared to traditional corporations, the interaction among peers does not always materialize in a formal form for gig workers (Hon, 2012). Nevertheless,

based on the interviews, it appears that riders have a deep bond, which is one of the elements that might maximize their productivity. This argument is also corroborated by Singh et al (2019); Rousseau et al (2009) that excellent co-worker support is related to improved well-being. This finding is aligned with Lerner's (2009) viewpoint that the development of the network built between youth and the community would help each other to harmonize a better and more productive condition, and also being able to actualize the desires of the youth in order to attain positive goals.

Enhance the Caring Elements

The caring nature complements the internal element of the PYD, which may be generated out of empathy for the individual who wishes to be assisted. The situation of the world environment, according to informant experience, teaches them the meaning of gratitude and instils a sense of empathy for others. Informant 4 admitted:

"... my main goal is not to make wealth, but to learn more about our culture." Despite the fact that I am a student and always busy, I believe that this effort will benefit others. I feel close to those who are tough, whose income is affected, and who have children in school. There is no internet. Nobody is to blame here... "

According to Lerner (2009), this compassionate care youth feeling emerged from a sense of concern and empathy for the shortcomings of others, and it influences the youth to help those in need. This strong feeling of compassion also motivates to constantly consider the best strategy to assist needy people. Furthermore, as indicated by information 3, youth involvement in this domain of job might broaden the platform to include volunteer job participation:

"... If you're asking why I joined, it's because I'm a teacher and I feel obligated to assist my students in any condition. I smiled and spoke my true sentiments. Beginning that day, there are groups that genuinely want to help. Not only me, but some other teams have banded together with the same purpose in mind: to help others. This job is exhausting, but if you're good at splitting your time, you'll be OK..."

According to the study's findings, the commitment of informants in this line of work creates a platform for bringing out the value of volunteers to help other people in need. This is largely a consequence of the COVID19 virus, which has resulted in the closure of numerous economic sectors, affecting individuals of the community in a variety of ways. To assist alleviate the stress on the community, the informant took the initiative to become a food deliveryman, since work as a food deliveryman was viewed as a chance to grow owing to the strong demand for food services.

According to Willems and Dury (2017), youth will be motivated to continue their commitment in the future if they obtain volunteering job experience. Accordingly, the element of empathy that encourages youths to volunteer as food deliverymen is essential for bolstering the caring element in PYD.

Conclusion

Engaging in Gig employment is a strategy that may help individuals earn a side income, particularly for young people, since the platform can fill their time while also allowing them to utilise their natural abilities and talents (Hershatter & Epstein, 2010). In most advanced countries, gig jobs are considered a platform that is the basic employment relationship before the young workforce is in the real world of work because they oftenly move away from the reality of productive work bonded by rules and choose this job as the main option (Roy & Shrivastava, 2020). According to this research, food delivery services are one of the sorts of jobs available in the Gig Economy, which refers to hospitality services in the sphere of economic sharing or that need people to provide services purchased through online platforms to people (Lin et al., 2020). These services are not in responsible for supplying cuisine or expertise in a certain subject; instead, they are primarily concerned with processes and transactions in the provision of internet booking services (Pigatto et al., 2017).

According to the findings of the interviews, there are four key factors that encourage youths to participate in this job sector, including fulfilling personal needs, psychology, creating social networks, and more flexible system facilities. In Herzberg's (1959) Two-Factor Theory, two elements are identified as the drivers of an individual effort, namely motivation and hygiene. Motivation focuses on the internal factors that motivate people to work harder. Based on the interviews, the informants stated that they ended up choosing food delivery to meet personal needs because this field of work allows them to generate income and opportunities to those in financial difficulty in order to boost their income (Mark R. Gleima et al., 2019). Simultaneously, this job is regarded as a medium for informants to find peace and release tension because it provides flexible features such as not being forced to focus on one specific area and strict rules, making it the preferred choice of millennials, particularly youth, over full-time employment (Deloitte, 2017).

As stated by Herzberg (1959) work environment circumstances, status, and safety problems may sometimes become Hygiene or external factors that lead to feelings of un motivating among informants. Nonetheless, this sentiment was fleeting, as informants said that the economic conditions impacted by COVID19 transmission were the primary reason they joined, and that this work was a means of supplementing their income (Ravenelle, 2019). According to Herzberg (2003), there are four approaches to evaluating this theory, including Hygiene and High Motivation, where individuals with high motivation are better equipped to meet all possibilities and difficulties. As mentioned by Kowske et al (2010), the issue of workplace safety and having a permanent job in life, which has long been a way of life for a person, is no longer appropriate to apply in contemporary advanced environment. This is attributable to the fact that Millennials today have a different mentality than prior generations and are able to adjust to the job security difficulties presented by the majority of employment sectors (Adkins, 2016).

Technology capabilities contribute to economic development (Kalleberg, 2009), and there are three primary reasons why youth choose this line of work: a favorable economy, an increase in opportunities, and autonomy through technological innovation (Brown, 2017; Deloitte, 2017). In this situation, youth engagement in the Gig Economy, driven by motivational reasons and hygiene, indirectly leads to the development of the youth's capacity for Positive Youth Development (PYD). PYD emphasises youth engagement and action in the community

to guarantee that youth communication and mentorship occur on a continuous basis (Agans et al., 2014). The aspirations of youth must be considered in the creation of positive youth to guarantee that the expansion in youth values occurs in the context of the community (Lerner et al., 2005; Lewis, 2014). According to the informants, the incentives that prompted them to engage this sector of employment resulted in a higher quality of life in terms of the value of responsibility, time management, and superior identity formation than ever before. However, in general, youth engagement in this field of work provides a chance for them to produce cash, the recognition of this profession in terms of law and safety requires specific attention and a method that may ensure their future. This is related to the reasons that every youth has potential and should be given an opportunity to emphasise that potential, and the potential of each youth differs from one another based on their individual tendencies.

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