

ABSTRACT

As in these past 15 years Indonesians are starting to be more aware to religious matters, the recent growing phenomenon of *syar'i* has caught huge attention in society. *PT Ojek Syar'i Indonesia* as the only one online-based transportation which promote *syar'i* service through its drivers has an important role in creating *syar'i* image in society recently. This present study intends to examine the “*Syar'i*” identity performed by the drivers of *PT Ojek Syar'i Indonesia* based in Surabaya and the existence of exchange value produced by the drivers. Qualitative method followed by interview and field observation were used in collecting the data. 6 participants were observed and interviewed from March to May 2016. The writer analyzed the data using the theory of identity and Muslim identity followed by Baudrillard's theory of exchange value to identify value exchange in the “*Syar'i*” identity performed by the drivers. The writer found that most of the drivers are negotiating the *syar'i* identity proposed by *Ojesy* while giving services to the passengers. After analyzing the data, the result shows that *Syar'i* image promoted by *Ojesy* is not fully accepted by the drivers. There is a negotiation happened between *Ojesy's syar'i* identity and the drivers' *syar'i* identity. Thus it resulted in the exchange value of *syar'i* identity become the symbol which later on will be consumed by the passengers. It is also found that multiculturalism in Surabaya takes part as one of the cause of varied representation of *syar'i*.

Keywords

syar'i identity, *PT Ojek Syar'i Indonesia*, exchange value