Effectiveness of Implementing the TukuoYuk Platform in the Development of the MSME Sector in Sidoarjo Regency

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Abstract

The COVID-19 pandemic caused Indonesia to experience a crisis that had a broad impact and forced all levels of society to switch to the digital world. This encourages MSMEs as business actors to rise from the economic downturn by taking advantage of current technological developments. The Sidoarjo Regency Government is taking steps to develop MSMEs through an application that utilizes information technology called TukuoYuk. The TukuoYuk application is an online platform encouraging MSME players to perform promotions more intensively. This research aims to describe and analyze the application of the TukuoYuk platform in developing MSMEs in Sidoarjo Regency. This research uses a qualitative descriptive approach with data collection techniques through interviews, observation, and documentation. The data analysis technique in this research uses an interactive analysis model by Miles and Huberman, consisting of four components: data collection, data reduction, data presentation, and concluding. This research shows that the implementation of the TukuoYuk platform in Sidoarjo Regency is seen from five indicators. First, understanding the platform program still needs to be improved. Second, the platform's targeting accuracy could be more optimal because of clear procedures. Third, the platform's punctuality has yet to be yet to be achieved due to the absence of clear SOPs. Fourth, due to a lack of design, the platform's objectives have yet to be achieved optimally. Fifth, fundamental changes to the platform are still limited.
Keywords: program effectiveness, MSME development, digital innovation

1. Introduction

During the pandemic, the Covid-19 pandemic caused Indonesia to experience a crisis that had a wide impact and forced all levels of society to switch to the digital world, including Micro, Small and Medium Enterprises (MSMEs). Despite being the main actors in national economic development and the distributors of development benefits to the wider community, MSMEs faced serious challenges during the pandemic. According to the Director General of Domestic Trade, Ministry of Trade, MSMEs are one sector that has been really hit during the pandemic. Of the approximately 64 million MSMEs in the country, almost all of them experienced a significant decline in turnover, exacerbating the current economic crisis (Elsa Catriana, 2021). However, this crisis also showcased the resilience and adaptability of MSMEs, as they quickly adapted, especially by utilizing digital technology to survive.

This shift towards digital platforms has become increasingly vital, not only as a response to the immediate challenges of the pandemic but also as a long-term strategy for resilience and growth. Information technology, such as e-commerce, supports business development in the era of globalization. In the government sphere, the use of information technology to solve public problems is known as e-government. According to the World Bank,

e-government is defined as the use/utilization of information technology by government agencies to improve services to the public and business people and, at the same time, facilitate collaboration with other government agencies. This e-government includes four models, namely G2C (Government to Citizen), G2E (Government to Employee), G2G (Government to Government), and G2B (Government to Business).

The Indonesian government, through Presidential Instruction No. 3 of 2003, has been actively supporting the development of MSMEs. This instruction regulates National Policies and Strategies for E-government Development, which is an effort to develop the implementation of various electronic-based government facilities. The aim is to improve the quality of services to the community effectively and efficiently. Through the development of e-government, the government is structuring management systems and work processes throughout the government environment by optimizing the use of information technology. Sidoarjo Regency is one of the districts in East Java Province that experienced significant growth in MSMEs from 2015 to 2023. The number of MSMEs in Sidoarjo Regency in 2015-2023 reached a total of 44,509 MSMEs. The large number of MSMEs is in line with the increasingly stringent market mechanisms that MSMEs must face so that they are one of the regions that have an advanced economy. To overcome this, the Sidoarjo Regency Government uses e-government to revive MSMEs through a platform called TukuoYuk.

Sidoarjo Regency, which is often referred to as the "MSME City," seeks to maximize the implementation of e-government through the TukuoYuk platform, which was launched by the Sidoarjo Regency Cooperatives and Micro Enterprises Service to facilitate MSMEs in Sidoarjo Regency to market and sell their products globally. The TukuoYuk platform is expected to develop the competitiveness of MSME businesses in the Sidoarjo Regency area. This platform is an e-catalog for all MSME products, including food, drinks, fashion, raw materials, *furniture*, tourism services, handicrafts, and accessories. Since the TukuoYuk platform was implemented in 2019, a few MSMEs still use the TukuoYuk platform to market and sell their products. This can be seen in the data listed on the TukuoYuk platform as of 31 August 2024, which can be seen in Table 1.

Table 1. Number of MSMEs in Sidoarjo Regency as of 31 August 2024

Subdistrict	Number of MSME Actors
Tarik District	6
Prambon District	6
Krembung District	10
Porong District	9
Jabon District	1
Tanggulangin District	30
Candi District	15
Sidoarjo District	44
Tulangan District	5
Wonoayu District	9
Krian District	14
Balongbendo District	4

Taman District	7
Sukodono District	8
Buduran District	4
Gedangan District	31
Sedati District	6
Waru District	11
Amount	667

Source: TukuoYuk Platform (2024)

Table 1 shows that of the 18 sub-districts in Sidoarjo Regency, the number of MSMEs that utilize the TukuoYuk platform is 667. If we look at the data on the number of MSMEs in Sidoarjo Regency in 2023, there are 44,509 MSMEs; this shows that only 1.5% of MSMEs utilize the TukuoYuk platform. The Sidoarjo Regency Government created the TukuoYuk platform to encourage MSMEs to be more intensive in promoting their business products so that they can promote widely. On the TukuoYuk platform, MSMEs can display their products, as shown in Figure 1.

Figure 1. TukuoYuk Platform
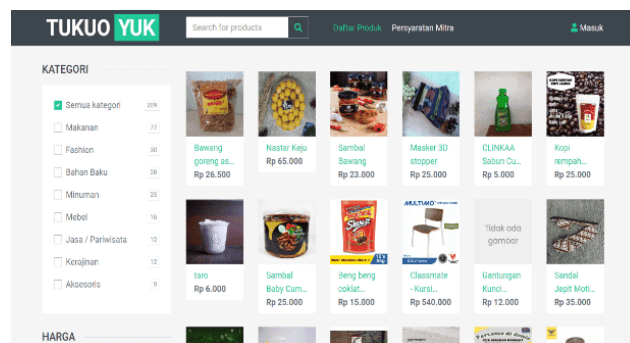
Source: TukuoYuk Platform, 2023

MSME development through the TukuoYuk platform is carried out based on Sidoarjo Regent's Regulation Number 31 of 2017 concerning Amendments to Regent's Regulation Number 81 of 2016 concerning Position, Organizational Structure, Duties and Functions and Work Procedures of the Sidoarjo Regency Cooperative and Micro Enterprise Service, Sidoarjo Regency Government as the basis of the Service Sidoarjo Regency Cooperatives and Micro Enterprises in carrying out coaching and development activities for the MSME sector, including programs used to encourage MSME players to be more active in carrying out promotions. The Sidoarjo Regency Cooperatives and Micro Enterprises Service also manages and provides products from MSMEs in Sidoarjo Regency. MSMEs, as targets of the TukuoYuk platform, not only use the platform to sell and market products but can also provide input or feedback regarding the use of the TukuoYuk platform. Even though the TukuoYuk platform offers many benefits for MSMEs, several problems are still encountered in its implementation, including a lack of socialization and limited understanding of MSMEs using the platform.

The same obstacles related to platform socialization were also found in the implementation of e-government in the AKU WARAS program in Denpasar City, where public understanding of the program still needs to be improved. There are difficulties accessing the internet (Sarifah et al., 2022). The same thing was also found in the implementation of the

Tangerang Gemilang application launched by the Tangerang City Government, where the public has not been able to utilize the application due to the lack of socialization to the community carried out by the government regarding the use of the application(Syaepudin & Nurlukman, 2022). Apart from the Tangerang Gemilang application, the need for more public understanding regarding the Tangerang Live application launched by the Tangerang City Government is also caused by a lack of socialization carried out by the government (Ramadhan et al., 2020).

Based on previous research on the implementation of e-government, which still needs to run optimally, it is necessary to measure the effectiveness of implementing the TukuoYuk platform as a form of e-government in Sidoarjo Regency. This effectiveness measurement is carried out to determine the extent to which the results are based on the previously established goals and objectives. Platform effectiveness can be measured based on the understanding of platform implementers and users. Platform effectiveness refers to the extent to which the platform's output and objectives are appropriate (Budiani, 2007). If the Tukuoyuk platform functions well to achieve the goals desired by users and implementers, then the platform can be effective. The effectiveness of a program can be assessed using five main criteria: program understanding, target accuracy, timeliness, goal achievement, and real change (Sutrisno, 2010).

Criteria influence the success or failure of the TukuoYuk platform, first in understanding the platform program, which still needs to be optimal. Second, the accuracy of the platform's targets has yet to be optimal because there are no clear procedures. Third, the platform's timeliness has yet to be achieved because there is no clear SOP. Fourth, the platform objectives have yet to be achieved optimally because there is yet to be a design. Fifth, fundamental changes to the platform are still limited. Moving on from these 5 criteria is based on analysis, which shows several important factors reflect the effectiveness of implementing e-government-based programs. The platform's success depends on user understanding, the correct targets, and operational planning and implementation accuracy. In addition, the platform's ability to achieve its initial goals, such as supporting the development of MSMEs, is also a critical factor in assessing its impact. With a clear structure and design, this program will be able to provide significant changes for MSMEs, so it requires improvements to fundamental aspects to achieve the desired results. Based on the description explained in the background above, the problem formulation that can be formulated in this analysis is how practical the application of the TukuoYuk platform is in developing MSMEs in Sidoarjo Regency.

2. Methods

This research is a qualitative descriptive research. Qualitative research aims to observe the natural state of an object (Sugiyono, 2015). The data collection technique used was through interviews, observation and documentation. The interviews, conducted with informants who had been determined previously because they were considered to have in-depth understanding (Sugiyono, 2015), were particularly thorough. The technique for determining informants was carried out using a purposive sampling method, namely the Sidoarjo Cooperative and UKM Service with the position of young policy analyst involved in

developing MSMEs, MSME actors who are members of the TukuoYuk platform, and users. The selection of informants was based on their relevance in providing in-depth and contextual information regarding the implementation and impact of the TukuoYuk platform. Thus, the data obtained is expected to provide a comprehensive picture of the effectiveness of the program. Apart from primary data, this research also utilizes secondary data obtained from several sources, including statistical data from government documents such as the annual reports of the Central Statistics Agency (BPS) and government policies. Other data includes research reports or academic publications used as literature studies, theoretical references, or comparisons of research results. Not only that, data from social media such as Instagram is also taken to enrich analysis regarding user perception and engagement. The data analysis technique adopts the interactive analysis model introduced by Miles and Huberman (1992), including four components, namely data collection, data reduction, data presentation, and drawing conclusions.

3. Results and Discussion

This research analyzes effectiveness through five criteria, namely program understanding, target accuracy, timeliness, goal achievement, and real change (Sutrisno, 2010). The use of Sutrisno's (2010) theory with these five indicators is based on its ability to provide a holistic view of program effectiveness:

Understanding of the Program

Program understanding is an individual's ability to understand the essence or meaning of the material being studied, reflected in their ability to summarize the essence of a text or change the data format from a specific form to another (Sutrisno, 2010). Regarding program understanding, the Sidoarjo Regency Cooperatives and Micro Enterprises Service has provided guidance to MSMEs aimed at increasing the growth of the economic sector through the use of the TukuoYuk platform, as in Figure 2.

Figure 2. Socialization of Online Training for MSMEs in Sidoarjo Regency

Source: Instagram TukuoYuk, 2024

Apart from outreach to MSMEs, introducing the TukuoYuk platform aims to increase the number of users of the TukuoYuk platform, both MSMEs and the public, namely through social media Instagram with the account @tukuoyuk. Even though the source of information quoted is from 2024, there are only two recent posts on TukuoYuk's Instagram, and both are from 2021. This shows that TukuoYuk's Instagram needs to be managed better. This aspect

has an impact on the number of Instagram followers ten as in Figure 3.

Figure 3. TukuoYuk Instagram

Source: Instagram TukuoYuk, 2024

Based on the data, even though the information quoted is from 2024, the latest post shows it was in 2021, which shows that socialization has not been carried out widely and needs to be updated. Most people do not recognize online services and websites because of their limited knowledge (Aprianty, 2016). This also happened in Cikarang District, Bekasi Regency, which shows a lack of interaction from the government to the community, resulting in the implementation of the e-waroeng program not being optimal (Kusrin et al., 2022).

Target Accuracy

Target accuracy refers to the suitability of the intended target with previously established regulations so that the program can be carried out effectively (Sutrisno, 2010). The implementation of the TukuoYuk platform is currently only used to display products owned by MSMEs. Buyers can only view products and make transactions via WhatsApp sellers or MSMEs without clear procedures that buyers can monitor through the platform. Buying and selling are still face-to-face, so buyers are less interested in using the TukuoYuk platform. The display of MSME products on the TukuoYuk platform is in Figure 4.

Figure 4. TukuoYuk Platform MSME Products
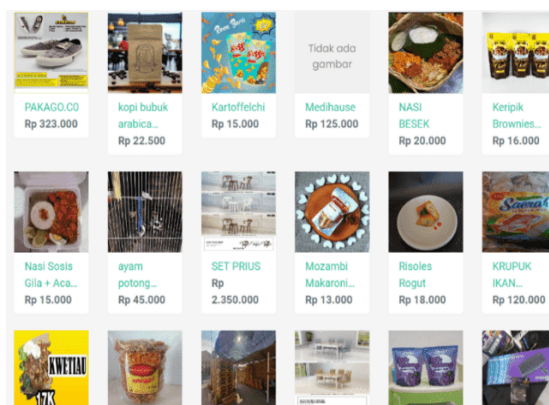
Source: TukuoYuk Platform, 2024

Based on the data, the target accuracy is that the program only displays products that do not meet user expectations and have minimal interaction. This is similar to research that has been carried out previously regarding the implementation *of e-government* in Sambutan District; they face problems in the functioning of the website, which can be seen from the lack of interaction between the government and the community, resulting in the majority of

services still being carried out online *offline* (Aprianty, 2016). A similar condition occurred in Merauke Regency, where there was a lack of outreach from the Regional Government (Pemda) of Merauke Regency regarding *e-government*, thus causing people to prefer manual systems over electronic-based ones because they feel more comfortable (Irawan, 2018).

Timeliness

Timeliness is using time by what has been previously determined without exceeding or falling short of the predetermined time limit. Implementing the TukuoYuk platform only relies on direct communication between sellers and buyers without any clear transaction monitoring on the platform. There is no Standard Operating Procedure (SOP) that regulates the mechanisms on the TukuoYuk platform. The SOP related to the TukuoYuk platform is only available for registration and legality for joining the Tukuoyuk platform. This has the impact of no standard time for completing buying and selling transactions via the TukuoYuk platform, making buyers uncomfortable. To increase effectiveness and timeliness in implementing the TukuoYuk platform, it must be supported by clear and structured SOPs covering all operational aspects, including buying and selling products, and monitoring transactions so that transaction times can be measured. The same thing happened at the Tangerang District Hospital, where there was no clear SOP (Standard et al.) for service flow in the SIMRS (hospital management information system) program, causing administrative procedural errors that could result in the patient examination process taking a long time.

Achievement of Goals

Goals are efforts to achieve targets that an organization or government entity wants to achieve (Mulgan, 2009). The TukuoYuk platform aims to promote superior MSME products in the Sidoarjo Regency, a broad target market, responsive admin, easy and fast transaction processes, and attractive promos available. However, so far, the TukuoYuk platform has only been limited to promoting MSME products and has not demonstrated the advantages of MSME products, which can be seen from the product categories sold as in Table 2.

Table 2. MSME Product Categories on the TukuoYuk Platform as of 31 August 2024

Category	Number of MSME
Food	198
Raw material	176
Fashion	72
Drink	68
Craft	49
Services/Tourism	42
Furniture	35
Accessories	26
Rice	1
Amount	667

Source: TukuoYuk Platform (2024)

Several users stated that this platform still needs improvements in terms of design in order to attract MSMEs to join and attract buyers' interest in making transactions via the

TukuoYuk Platform. The same results were revealed by (Husnul et al., 2022) in their research. The Jogja Center Web is still in development, and improvements are needed, especially in appearance design. This is necessary to meet the results expected by users in further development.

Real Change

Real change is defined as the extent to which the program is successful in realizing change (Sutrisno, 2010). MSMEs that are members of the TukuoYuk platform have not yet experienced any real changes in their business. The TukuoYuk platform is expected to provide economic change to MSMEs in the Sidoarjo Regency area. If we look at the GRDP of Sidoarjo Regency in 2019-2023 where the TukuoYuk platform was implemented, the GRDP of Sidoarjo Regency experienced an increase as in Figure 5.

Figure 5. Role and Growth of the Accommodation and Food and Drink Provision Sector in Sidoarjo Regency (Percent), 2019-2023
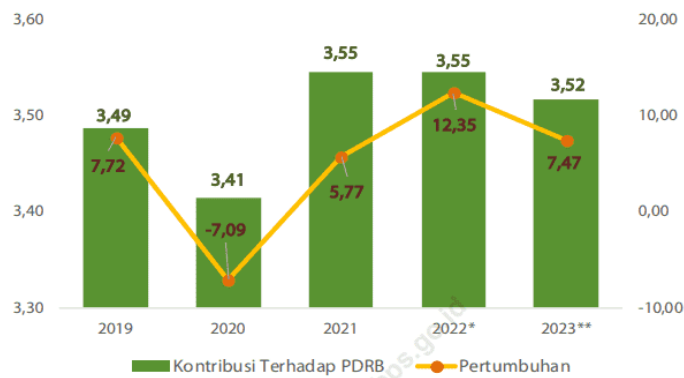
Source: Central Statistics Agency, 2024.

The data presented shows that there has been an increase in the GRDP of Sidoarjo Regency in the accommodation and food and drink provision sector in Sidoarjo Regency starting in 2019-2023. However, this growth cannot be guaranteed to be influenced by the implementation of the TukuoYuk platform because TukuoYuk platform users account for only 1.5% of the number of MSMEs in the Sidoarjo Regency area. Based on the results of interviews with MSME platform users, it is clear that the economic impact of the TukuoYuk platform still needs to be improved. Even though there has been an increase in product packaging variations and market expansion outside the region, this positive impact has yet to be felt evenly by all MSME players. This underscores the importance of MSME participation in digital technology, as their enthusiasm and active involvement are crucial in determining the success of its implementation.

A similar thing was also expressed by Fakhriyyah et al. (2021). Based on the results of interviews with MSME platform users, it is clear that economically, the impact of the TukuoYuk platform is still limited. Even though there has been an increase in product packaging variations and market expansion outside the region, this positive impact has not been felt evenly by all MSME players.

4. Conclusion

Efforts Based on the discussion regarding the effectiveness of implementing the Tukuoyuk platform in developing MSMEs in Sidoarjo Regency, the following conclusions can be obtained: 1) Understanding the program through the use and management of the Tukuoyuk platform is still not optimal, 2) The accuracy of the TukuoYuk platform's targets has not been achieved because it only displays products without clear transaction procedures, 3) The timeliness of the TukuoYuk platform is said to have not been achieved because there is no clear SOP so that the standard transaction completion time not well defined. 4) The goals of the TukuoYuk platform have not been achieved optimally because it only promotes MSME products without meeting user expectations regarding attractive designs. 5) Real changes from the TukuoYuk platform are still limited.

Based on the problems described above, the following suggestions and recommendations can be prepared: 1) The Sidoarjo Regency Government needs to increase training and outreach regarding the use and management of the TukuoYuk platform to ensure optimal use by MSMEs. 2) The Sidoarjo Regency Government must implement clear transaction procedures on the TukuoYuk platform to achieve better target accuracy. 3) It is hoped that the Sidoarjo Regency Government will prepare and implement detailed SOPs to set transaction completion time standards on the TukuoYuk platform. 4) There is a need to improve the design of the TukuoYuk platform to make it more attractive and in line with user expectations so that program objectives can be achieved optimally. 5) There needs to be regular evaluation and improvement of features.

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