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EVALUATION OF THE E-PEKEN PROGRAM IN SUPPORTING THE SUSTAINABILITY OF UMKM IN SURABAYA

Annisa Mifthalia As-Zahra[1]*, Rizky Septian Agusti[1], & Rangga Wahyu Anugrah[1]
Universitas Pembangunan Nasional "Veteran" Jawa Timur, Indonesia[1]
Email: 22041010020@student.upnjatim.ac.id*

Abstract
This study aims to evaluate the Economic Empowerment and Economic Resilience Program of Surabaya (E-Peken) in supporting the sustainability of Micro, Small, and Medium Enterprises (MSMEs) in the city of Surabaya. Although MSMEs contribute significantly to the national Gross Domestic Product (GDP), the E-Peken program experienced a significant decline in turnover for three consecutive months in 2023. This study uses the CIPP (Context, Input, Process, Product) evaluation model to analyze the effectiveness of the program. The results show that this program still faces various obstacles, including low digital literacy, lack of infrastructure access, and inactivity of the State Civil Apparatus (ASN) in shopping through the platform. Therefore, a more adaptive and responsive strategy is needed to increase MSME participation and the effectiveness of the E-Peken program.
Keywords: E-Peken, MSMEs, Program Evaluation

A. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) in Indonesia have proven to be able to survive and thrive in various economic conditions (Al Farisi et al., 2022). Not only that, MSMEs are also significant contributors to the national Gross Domestic Product (GDP), with a contribution of around 45% (Sugiri, 2020). In Law No. 20 of 2008, the government plays an important role in empowering MSMEs through policies, financing, training, partnerships, and legal protection. The goal is to create a conducive business climate so that MSMEs are independent, competitive, and contribute to national economic development. MSMEs are considered the main driving force in creating jobs, reducing poverty, and equitable distribution of the local economy (Mahardhika et al., 2024). Surabaya City Regional Regulation (Perda) Number 1 of 2021 concerning Micro Business Empowerment also contains provisions aimed at strengthening the existence and competitiveness of micro business actors in Surabaya City. This regulation covers various important aspects, such as legal protection, increasing the capacity of business actors, easy access to capital, and providing supporting facilities and infrastructure (Abdi, 2024).

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Figure 1. E-Government Result
Source: detiknews.com

The city of Surabaya has successfully achieved e-government level 1 ranking among various cities and districts in East Java Province, which reflects a change in service innovation through e-government. In this case, the Surabaya City Government, in accordance with the 2021-2026 Regional Medium-Term Development Plan (RPJMD), has a mission to strengthen the transformation of a clean, dynamic, and responsive digital-based bureaucracy to improve the quality of public services. To support recovery and maintain economic growth after the COVID-19 pandemic, the Surabaya City Government launched a website called Pemberdayaan Ekonomi Lan Ketahanan Ekonomi Nang Suroboyo (PEKEN). The E-Peken application or website that was developed aims to advance the community's economy by empowering MSMEs (Micro, Small, and Medium Enterprises), grocery stores, and SWK (Culinary Tourism Centers) in the city of Surabaya.

However, the Surabaya City Government's initiative can be said to be in accordance with the objectives in the first 2 years since E-Peken was launched in 2021 and still holds the level 1 city with the best e-government in East Java. The Surabaya E-Peken platform for three consecutive months in 2023, there was a downward trend in turnover from month to month. In March 2023, E-Peken recorded the highest turnover of IDR 6,112,503,227. However, in April 2023, this figure decreased to IDR 5,419,332,758, indicating a decrease of around 11.3%. This downward trend continued in May 2023, where turnover decreased again to IDR 4,815,713,772, or decreased by around 11.1% compared to the previous month. This consecutive decline indicates the need for an evaluation of marketing strategies, service quality, or other external factors that affect consumer purchasing power and interest in E-Peken services.

Table 1. Types of businesses that utilize E-Peken

Description	Amount
Grocery Store	1.105
Traders Culinary Tourism Center	219
Micro, small, and medium business actors	3.360

Source: Surabaya City Communication and Information Service

Based on data on the types of businesses that utilize the E-Peken platform in Surabaya, it can be seen that Micro, Small, and Medium Enterprises (MSMEs) are the largest user group with a total of 3,360 business actors. This number shows the dominance of MSMEs in utilizing digital technology to market their products more widely. In second place, there are 1,105 grocery stores that also utilize E-Peken as a means of distribution and sales. Meanwhile, as many as 219 traders from the Culinary Tourism Center (SWK) also participate in this digital ecosystem. This data reflects that E-Peken has become an inclusive digital platform for various types of businesses, especially in supporting the digital transformation of the informal sector and encouraging local economic growth more evenly.

Table 2. E-Peken Users (Consumers)

Categori	Total Users	Active Users	Inactive User
State Civil Apparatus (ASN)	12.752	5.975	6.777
General public	7.901	5.992	1.909

Source: Surabaya City Communication and Information Service

Based on user data of the E-Peken Surabaya platform, there are two main categories of consumers, namely State Civil Apparatus (ASN) and the general public. Of the total 12,752 ASN registered as users, 5,975 of them are recorded as active users, while the rest, namely 6,777 people, are classified as inactive. Meanwhile, from the general public, 7,901 users were recorded with 5,992 of them actively using this platform, and 1,909 others were recorded as inactive. These data show that the level of active participation of the general public in utilizing E-Peken is slightly higher than ASN, both proportionally and in the absolute number of active users.

With the birth of E-Peken, several MSMEs in Surabaya actually face various difficulties in adapting to the e-PEKEN platform, especially related to the high level of competition and lack of understanding of technology. Many MSMEs still have difficulty in utilizing online potential to the maximum, thus hampering their growth in an increasingly competitive market.

Table 1. Obstacles to MSMEs in Surabaya City

Description	Hambatan	Statistik
Internet access	Lack of Digital Infrastructure	45% of MSMEs in Surabaya still do not have adequate internet access.
Digital skills	Low Digital Literacy	55% of MSME actors do not have the knowledge and skills to use digital technology.
Staff skills	Limited Human Resources	40% of MSME staff do not have the skills needed to operate digital technology.

Description	Hambatan	Statistik
Training costs	Cost of Digital Transformation	30% of MSMEs are constrained by the cost of participating in digital technology training and education.

Source: Sasmitha, Dwi & Safitri, Anis, 2024

Based on the obstacles faced by MSMEs in Surabaya in adopting the e-PEKEN platform, our study aims to evaluate the program initiated by the Surabaya City government in empowering MSMEs through the use of this technology. With data showing the challenges faced, such as unfamiliarity in operating online, the government is expected to take strategic steps to support MSMEs. Some possible interventions that can be done include providing training and workshops on the use of digital technology, developing mentoring programs to help MSMEs transition to online platforms, and providing better access to technology infrastructure.

B. LITERATURE REVIEW

When conducting research, researchers use previous research as a reference in writing. This is done to find the relationship between previous research and the latest research. The following is previous research related to the research conducted by the author:

Journal of Zalwa Navy Dindaputri, Vidya Imanuari Pertiwi (2024). The Effectiveness of the E-Peken Program in Empowering MSMEs in Surabaya City. Journal of Social Sciences and Humanities, Volume 5, Number 2

The purpose of this study is to determine and describe the effectiveness of the E-Peken Program for MSMEs in Surabaya City. This type of research is descriptive qualitative research with data collection techniques in the form of interviews, observations, and documentation. The location of the study is in Surabaya City and has a research focus using 5 (five) indicators to measure program effectiveness by Campbell JP (1989), namely: Program Success, Target Success, Satisfaction with the Program, Input and Output Levels, and Goal Achievement. Sampling in this study used the snowball technique. The data analysis techniques used are Data Reduction, Data Presentation, Conclusion Drawing and Verification (Wau et al., 2022). The results of this study indicate that the implementation of the E-PEKEN program for Micro, Small and Medium Enterprises (MSMEs) in Surabaya City has not been effective. This is because only the success of the target has been effective. Meanwhile, other indicators are still not effective because there are still many obstacles or inhibiting factors that make this indicator less than optimal.

Journal of Rokhmatun Nur Wakhidah, Sapto Pramono (2024). Analysis of the Policy of Using E-Peken as an Optimization of Empowerment of MSMEs in Kedungdoro Village, Surabaya City. Soetomo Journal of Public Administration, Volume 2, Number 1

This study uses a qualitative approach, namely interviews, documentation, and observation (Jailani, 2023). The results of the study indicate that the E-Peken policy analysis is running well for MSMEs, but there are several aspects in the analysis indicators that need to be improved. Inhibiting factors include: 1) Limitations in digital readiness, such as a lack of understanding of technology in its use can be an obstacle. 2) The high level of competition in the market can make it difficult for some MSMEs to gain adequate exposure and attract customers. 3) Limited cooperation with related parties can hinder MSME actors in carrying out their operations as a whole through the E-Peken platform. 4) Resistance to change, especially if they manage their business in the same way for a long time.

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C. RESEARCH METHODOLOGY

This study uses qualitative research with a descriptive approach, with the aim of further investigating a phenomenon or research study, namely the Evaluation of the E-Peken Application as an Effort to Develop Micro, Small and Medium Enterprises in the City of Surabaya through systematic scientific procedures (Ramdhan, 2021). The focus of this study is based on the theory according to Suharsimi Arikunto and Cepi Safruddin Abdul Jabar (2009), which refers to Cronbach (1963) and Stufflebeam (1971), program evaluation is a systematic process that aims to provide information that can be used as a consideration for decision makers. The CIPP model, developed by Stufflebeam and his team at Ohio State University in 1967, is the model applied in this study. CIPP is an acronym consisting of the initial letters of the following four terms:

Context Evaluation: Assessing the planning and decisions that influence the selection of program objectives, including analysis of issues related to the environment or objective conditions of the program.

Input Evaluation: Providing data to assess the use of resources in achieving objectives, including choices regarding program creation or organization.

Process Evaluation: Measuring the appropriateness of program implementation to planned strategies, including identification of procedural issues, monitoring activities, and recording changes that occur.

Product Evaluation (Result Evaluation): Assessing the program's achievement based on established criteria. The results of this evaluation will determine whether the program will be continued, modified, or terminated. Thus, this study will provide an overview of the evaluation of the E-Peken program in Surabaya City in supporting MSMEs, using a careful evaluation approach to the various aspects that have been mentioned.

D. RESULT AND DISCUSSION

Economic Empowerment and Economic Resilience of Surabaya (PEKEN) is a program designed by the Surabaya City Communication and Informatics Office and managed by the Surabaya City Cooperatives, SMEs, and Trade Office. This program is in the form of an application or website that has been regulated in Mayoral Regulation Number 87 of 2022. In this study, in accordance with the objectives explained previously, the main focus is to describe and investigate and describe the evaluation of the E-Peken program for Micro, Small, and Medium Enterprises (MSMEs) in Surabaya City. The researcher uses the most commonly used evaluation model, namely the CIPP MODEL (Context, Input, Process, Product). Furthermore, the discussion of this study will be presented through data analysis in a sequence that follows each of the predetermined study focuses.

Context Evaluation: Analyze and evaluate the birth of this program for what from a context perspective, although the government has provided substantive support through E-Peken policies and initiatives aimed at empowering Micro, Small, and Medium Enterprises (MSMEs) through e-government, the challenges faced in terms of understanding and adapting to digital technology are still obstacles. Many MSME actors do not fully understand the benefits and mechanisms of using the PEKEN digital platform, resulting in their inability to optimally utilize existing potential. This shows that although the initial objective of this program was to support digital transformation and increase the competitiveness of MSMEs, environmental conditions and the readiness of business actors still do not fully support the achievement of these goals.

Input Evaluation: Input and future plans with the birth of this program for what, the E-Peken program was initiated with the hope that State Civil Apparatus (ASN) would be required to purchase MSME products through this platform, so that they could provide direct

support to the local economy. However, data shows that the majority of ASN are no longer actively shopping at E-Peken, which creates a gap between the program's objectives and the reality on the ground. As many as 45% of MSMEs in Surabaya still have difficulty accessing adequate digital infrastructure, while 55% of them do not have sufficient knowledge and skills to use digital technology effectively. This condition is important input that the program needs to be accompanied by increasing access to technology and increasing digital literacy as a whole. Future plans must include efforts to provide training, technical assistance, and improve digital infrastructure so that MSMEs can take full advantage of this program in accordance with the goals of economic empowerment. The Surabaya City Government needs to formulate a strategy that not only focuses on providing tools, but also on developing the capacity and skills needed to use these tools effectively.

Process Evaluation: Evaluating the implementation of the ongoing program whether it is right according to plan, the process stage reveals that the implementation of the E-Peken program has experienced significant inconsistencies with the planned strategy. Many MSMEs still have difficulty adapting to digital platforms as a means of promotion and sales. The lack of adequate technical support and training has caused MSMEs to be unable to optimize the use of the technology provided. This indicates the need for evaluation and improvement in program implementation so that the steps taken are appropriate and effective in supporting MSMEs to transform towards digitalization. This process evaluation also highlights the importance of continuous monitoring and feedback to ensure that each element of the program can function synergistically and achieve the desired results.

Product Evaluation (Result Evaluation): Has the program been successful, the product evaluation shows that the results are not optimal. The decline in turnover for three consecutive months in 2023, with a decline of more than 11% each month, indicates that the success of the program in improving the economic welfare of MSMEs is still far from expectations. This decline is an important indication that even though the program has been implemented, the actual results achieved have not been in accordance with the initial objectives of empowerment and increasing economic growth in the city of Surabaya. Therefore, this product evaluation shows an urgent need to revise strategies and more appropriate interventions so that the E-Peken program can achieve the desired success. The Surabaya City government should focus on program failures, and formulate steps that can overcome existing obstacles, so that this program can function as a catalyst in encouraging sustainable economic growth among MSMEs in the city of Surabaya..

E. CONCLUSION

Based on the evaluation results of the Pemberdayaan Ekonomi Lan Ketahanan Ekonomi Nang Suroboyo (PEKEN) program using the CIPP (Context, Input, Process, Product) model, it can be concluded that the implementation of this program still faces various obstacles both in terms of context, input, process, and results. In terms of context, although the objectives of the E-Peken program are quite relevant in encouraging digital transformation and increasing the competitiveness of MSMEs in Surabaya, the readiness of business actors in understanding and adopting digital technology is still low. In terms of input, the involvement of ASN as the main users of the platform has not been consistent, and the majority of MSMEs do not yet have adequate digital access and literacy. The process evaluation shows that the implementation of the program is not in line with the initial planning, where training and technical assistance have not been optimal, thus hindering MSMEs in adapting digital platforms as a business medium. Finally, in terms of results, this program has not shown significant success, as reflected in the consistent decline in MSME turnover, which indicates that the program has not been able to provide the expected economic impact.

Thus, it is necessary to reformulate the implementation strategy that is more adaptive and responsive to real needs in the field, including strengthening the digital capacity of MSMEs, consistent support from ASN, and continuous monitoring and evaluation. The Surabaya City Government is expected to use these findings as a basis for formulating more effective and sustainable policies in empowering the MSME economy through a digital approach. The government should implement an evidence-based policy approach by utilizing data and evaluation results as the main basis for formulating policies to improve the PEKEN program. Information related to the number of active users, transaction volume, and economic impact on MSMEs must be analyzed comprehensively to produce a more targeted and responsive strategy. This approach is much more effective than policies based solely on administrative procedures, because it can reflect real needs in the field and increase accountability in public decision-making.

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