



## **East Java Online Shopping at the Regional Secretariat of East Java Province**

**Ananda Rika Satria, Ananta Prathama.**

*Department Public Administration, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Surabaya, Indonesia.*

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### **ABSTRACT**

Government procurement of goods and services has an important role in the implementation of national development for the improvement of public services and economic development. To realize this requires the application of E-Government, one form of application of E-Government in the procurement of goods and services is *JATIM BEJO*. The purpose of this study is to determine the success of the implementation of East Java Online Shopping (*JATIM BEJO*) at the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province. This research uses qualitative research methods with a descriptive approach. Data collection techniques include interviews, observation, and documentation. The theory used in this research uses the results of studies and research by Harvard JFK School of Government regarding the elements of success in implementing E-Government consisting of support, capacity, and value. The results show that the application of *JATIM BEJO* for the procurement of goods and services under 50 million online can be said to be successful because it has fulfilled three elements of success, namely support, capacity, and value.

*Keyword:*

Government  
procurement, E-  
Government, JATIM  
BEJO

### **INTRODUCTION**

Under regional autonomy, the quality of services carried out by the government to the community will increase, both services that are directly provided to the community and services that are not directly provided, such as the creation of public facilities and other social facilities (Christia & Ispriyarso, 2019). One way to prosper for the community is through improving public facilities such as facilities and infrastructure to improve the standard of living of the community. Using the planned budget can help the government to improve the quality of life of the community by allocating funds for various programs that can improve infrastructure, health, education, and others. For this reason, the government needs quality goods and services that can be used to improve services to the community. Therefore, the

*E-mail address: anandarikasatria@gmail.com*

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existence of procurement of goods and services is very important in providing services to the community (Pratama, 2022).

The East Java Provincial Government is one of the provincial governments that is considered capable of increasing the capacity of human resource capabilities for the procurement of goods and services (Maulana et al., 2020). Evidenced by the award obtained by the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province, namely the Indonesia Government Procurement Award 2020. In improving the performance of the Bureau of Procurement of Goods/Services, the East Java Secretariat continues to digitize, one of which is by utilizing the B2B (business to business) platform which is now starting to become a standard within the government, especially to meet the government's needs for goods and services (Nafiah et al, 2021). The implementation of E-Government in order to implement good government is one form that must be realized so that the quality of public administration services continues to improve (Laili & Kriswibowo, 2022). E-Government is the use of information technology used to facilitate the public interest which aims to organize government electronically to improve the quality of public services (Indrajit, 2016). E-Procurement is a government procurement process whose implementation is carried out electronically and web-based or internet by utilizing communication and information technology facilities which include electronic public auctions organized by Electronic Procurement Services (LPSE) (Alfiandri, Heriyanto, & Yuliani, 2021) . The purpose of this E-Procurement is to create transparency and accountability in the procurement of goods and services by utilizing internet technology, building good and healthy business competition, increasing the efficiency of the procurement process of goods and services, facilitating the audit and monitoring process and the need for access to information can be met in real time (Damayunita, 2022).

East Java Online Shopping (*JATIM BEJO*) is an integrated internalization of a change in work culture towards digitizing the procurement process of goods and services by utilizing E-Marketplace in the form of Online Stores for Procurement of Government Goods/Services in East Java Province. All types of procurement of goods and services with the highest value of IDR 50,000,000.00 (fifty million rupiah) per transaction, without the intention of avoiding Tender/Selection are carried out through *JATIM BEJO*. The *JATIM BEJO* program was officially launched by Mrs. Khofifah Indar Parawansa, Governor of East Java on November 19, 2020 in an event which was also attended by the Deputy Chairman of the KPK (Dr. Nurul Ghufro, MH) and the Main Secretary of LKPP (Setya Budi Arijanta, SH., KN). East Java Online Shopping is an integrated internalization of a change in work culture towards digitizing the procurement process of goods and services by utilizing E-Marketplace in marketplace form for Procurement of Government Goods/Services in East Java Province. The implementation of E-Government in order to implement good government is one form that must be realized so that the quality of public administration services continues to improve (Laili & Kriswibowo, 2022).

Based on data released by the Government Procurement Policy Institute (LKPP) in mid-2021, since the implementation of *JATIM BEJO*, the East Java Provincial Government has made the highest goods/services procurement transactions through online stores throughout Indonesia (Jawapos.com, 2022). Based on data obtained in website ([www.jatimbejo.jatimprov.go.id](http://www.jatimbejo.jatimprov.go.id)) the number of transactions and the total value of transactions year by year at *JATIM BEJO* has increased significantly. In 2021, the number of transactions was 15,485 transactions with a total transaction value of IDR 47,263,546,335. In 2022, as of November 17, the number of transactions was 30,869 transactions with a total transaction value of IDR 194,514,936,840. Therefore, if the accumulated number of

transactions and the total value of goods/services procurement transactions through *JATIM BEJO* as of November 2022 are 46,354 transactions with a total transaction value of IDR 241,778,483,175. The author is interested in knowing the success of the implementation of *JATIM BEJO* which is measured using the results of studies and research by Harvard JFK School of Government (Indrajit, 2016) regarding the elements of success in the implementation of E-Government consisting of support, capacity, and value.

## **METHODS**

This research uses qualitative research methods with a descriptive approach. This research was carried out at the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province with the object of research East Java Online Shopping (*JATIM BEJO*). This study used informant withdrawal techniques, namely purposive sampling and snowball sampling. Purposive sampling is a sampling technique for data sources with certain considerations. These considerations are like someone who is considered to know best about what to expect, or perhaps as a ruler so that it will make it easier for researchers to explore the object or situation under study. Snowball sampling is a sampling technique of data sources, which were originally small. This is done because the small number of data sources has not been able to provide satisfactory data. In this procedure, the initial informant is required to provide information and identify other informants to supplement the information. So that the number of informants that were originally minimum will increase. The supporting informant must be in accordance with the criteria in the research related to the application of *JATIM BEJO*. There are two types of data sources used in this study, namely primary data and secondary data (Sugiyono, 2019). Primary data, obtained from direct observation and interviews to selected research subjects on the basis of people directly involved with the implementation of *JATIM BEJO* at the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province. while secondary data is data obtained to be used as support in analyzing research problems, in the form of laws and regulations, literature, documents, reports, and archives issued by the government related to the application of *JATIM BEJO*. Data collection techniques used in this research are through interviews, observations, and documentation.

## **RESULT AND DISCUSSIONS**

East Java Online Shopping or *JATIM BEJO* is one form of E-Government manifestation using E-Marketplace for the procurement of East Java government goods and services with the highest value of Rp50,000,000.00 per transaction online. In implementing E-Government, one thing that needs to be considered is socialization related to the E-Government program, both socialization for government circles and socialization to the community. To optimize the *JATIM BEJO* program, the East Java Provincial Government also disseminates *JATIM BEJO* to district/city governments to jointly change the work culture towards digitizing the procurement process of goods and services. Thirty-two district/city governments have joined *JATIM BEJO*. However, there has been a significant increase in 2021 and 2022 related to the district/city government joining *JATIM BEJO*. The number of district/city governments in East Java Province is 38 district/city governments, which means there are still 6 district/city governments that still need to be incorporated into *JATIM BEJO*. The 6 district/city governments include the Bojonegoro Regency Government, Kediri Regency Government, Madiun Regency Government, Ngawi Regency Government, Ponorogo Regency Government, and Sampang Regency Government. Therefore, further socialization related to

JATIM BEJO for procuring goods and services worth 50 million online at the district/city government in East Java Province is needed.

In the procurement of goods and services, the government must use local products because with the participation of MSMEs in the procurement of government goods and services, it can increase income from MSMEs which can automatically encourage economic growth in the region. One of the objectives of JATIM BEJO is to increase the involvement of MSMEs in procuring goods and services. The following is data on MSMEs that become vendors in JATIM BEJO year by year. In 2021, as many as 1,804 MSMEs joined as vendors at JATIM BEJO. In 2022, 3,114 MSMEs joined as vendors at JATIM BEJO. So as of November 2022, as many as 4,918 MSMEs have become vendors at JATIM BEJO. However, there has been much increase from year to year related to the number of MSMEs that become vendors at JATIM BEJO. However, compared to the number of MSMEs in East Java, as many as 1,153,576 (Kemenkop UKM, 2023) are far from enough. Although not all MSMEs registered with the Ministry of Cooperatives and SMEs can meet the criteria to become a vendor at JATIM BEJO, such as having a company Deed of Establishment. To find out the success rate of implementing *JATIM BEJO*, the author measured using the results of studies and research Harvard JFK School of Government (Indrajit, 2016).

### Support

The support provided by the government in implementing E-Government is one of the important elements, without support from the government the success of an E-Government will be difficult to achieve (Indrajit, 2016). The support provided by the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province in the implementation of *JATIM BEJO* is one of the elements of success needed. In the support element, there are several points that must be achieved, including:

First, It was agreed that *JATIM BEJO* is one of the keys to the success of the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province in achieving transparent, accountable and credible procurement of goods and services so as to create good governance and clean government. Based on the results of the study, it shows that after the implementation of *JATIM BEJO*, the procurement of goods and services under 50 million in East Java Province can be recorded and monitored by all groups, both government and community through <https://jatimbejo.jatimprov.go.id/> website. By implementing *JATIM BEJO* directly, it has created transparent, accountable, and credible procurement of goods and services so as to facilitate the creation of good governance and clean government which is the vision and mission of the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province. Almost all district / city governments in East Java have joined *JATIM BEJO*, although there are still some district / city governments that have not been incorporated so that they automatically still procure goods and services below 50 million outside *JATIM BEJO*. However, this does not affect the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province in monitoring the area, the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province will monitor through the SIRUP of the area. The Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province expects the regions that have not yet joined to immediately join *JATIM BEJO* so that later it is expected that all procurement of goods and services under 50 million online in East Java can have the same procedures through one forum and facilitate the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province in monitoring all procurement of goods and services under 50 million online in Java The East is only by hammering *JATIM BEJO*.

In achieving its vision and mission, the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province agreed to implement *JATIM BEJO* for the procurement of goods and services under 50 million. The approval of the E-Government framework as one of the keys to success in achieving the vision and mission (Indrajit, 2016). With the implementation of *JATIM BEJO*, it is one of the keys of the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province in achieving its vision and mission, namely the procurement of goods and services transparent, accountable, and credible to create good governance and clean government.

Second, the creation of clear laws and government regulations to support the running of *JATIM BEJO*. Based on the results of the study, it shows that there are regulations made by the government to regulate the implementation of *JATIM BEJO*. From the highest regulation, namely Presidential Regulation Number 16 of 2018 and its amendments, continued with Institution Regulation Number 9 of 2021, continued again to East Java Governor Regulation Number 76 of 2020 and its amendments. Followed by a percentage that really focuses on regulating the implementation of *JATIM BEJO* through the Governor's Letter Number 027/2337/022.1/2021 concerning the implementation of the *JATIM BEJO* program. The circular regulates all procedures for implementing *JATIM BEJO* including the scope of *JATIM BEJO*, risks if you do not implement *JATIM BEJO*, procedures for implementing *JATIM BEJO*, and follow-up implementation of *JATIM BEJO*. However, in the implementation of *JATIM BEJO*, it is still not one hundred percent in accordance with existing regulations because in the field there are still discrepancies such as the discovery of the procurement of goods and services carried out manually so that it still takes time and process so that the implementation of *JATIM BEJO* is really in accordance with existing regulations.

With the regulations made by the government for the implementation of *JATIM BEJO*, it proves the support of the government. Support for the implementation of effective E-Government must start from the highest level to the lowest level (Indrajit, 2016). The creation of special regulations based on higher regulations as a legal umbrella shows the support provided by the government in implementing *JATIM BEJO*.

Third, the socialization of *JATIM BEJO* evenly, sustainably, and consistently to all bureaucrats and to the community in various interesting ways. Based on the results of the study, it shows that at the beginning of the implementation of *JATIM BEJO*, the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province, as the one with full authority related to the implementation of *JATIM BEJO*, has carried out socialization gradually and routinely to all circles of the provincial government, city and district governments in East Java Province through technical guidance related to the implementation of *JATIM BEJO*. The government as users are taught about the procedures for procuring goods and services through *JATIM BEJO* and creating an account at *JATIM BEJO*. Not only the government as users are given socialization or understanding related to *JATIM BEJO*. MSMEs as providers of goods and services also receive education related to *JATIM BEJO*. By means of the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province, writing to the government as users to send data on which MSMEs they often use in the procurement of goods and services. After that, the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province invited MSMEs that had been recommended by *JATIM BEJO* users to come to the office of the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province for education related to *JATIM BEJO*, just like socialization to users, MSMEs were also given explanations related to *JATIM BEJO* through technical guidance related to account creation and procedures for using *JATIM BEJO*. In addition to recommendations from the government as users, the Bureau of



Procurement of Goods/Services of the Regional Secretariat of East Java Province also asked for information related to MSMEs in East Java that have met the criteria as providers of *JATIM BEJO* at the Cooperative and MSE Office for further socialization related to *JATIM BEJO*.

One form of support provided by the government is through the socialization of the concept of E-Government evenly, continuously, consistently and comprehensively to all bureaucrats in particular and the community (Indrajit, 2016). In the implementation of *JATIM BEJO*, the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province has carried out socialization and workshop regularly and continuously both to the government as users and MSMEs as providers

### Capacity

The second element is capacity or capacity is an element of the ability possessed by the government in implementing E-Government. The ability of the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province in realizing the success of *JATIM BEJO*. In the capacity element, there are several points that must be achieved, including:

First, have a budget for maintenance and development in the application of *JATIM BEJO*. Based on the results of the study, it shows that in the implementation of *JATIM BEJO*, the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province does not require a large budget for the maintenance and development of *JATIM BEJO*. This is in its application the government cooperates with third parties. So all budgets related to maintenance and development of *JATIM BEJO* are handed over to third parties. The budget needed related to maintenance and development is only limited to mirroring from third parties and the budget for technical guidance related to the socialization of *JATIM BEJO* so that the budget here functions more to increase user and provider resources at *JATIM BEJO*.

The availability of sufficient financial resources to implement various E-Government initiatives is one of the capabilities that must be possessed in implementing E-Government (Indrajit, 2016). In implementing *JATIM BEJO*, the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province already has a very sufficient budget because the budget needed for the maintenance and development of *JATIM BEJO* is not too large.

Second, having information technology infrastructure in the form of adequate software and hardware for the successful implementation of *JATIM BEJO*. Based on the results of the study, it shows that the application of *JATIM BEJO* already has an adequate technological infrastructure. The system used in *JATIM BEJO* is provided by a third party who is experienced in the field of technology so that the system can be used easily and reliably. However, every system created certainly still has flaws. Therefore, third parties and the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province continue to strive for coordination and evaluation so that they can continue to improve the technology infrastructure used in *JATIM BEJO*.

The availability of adequate information technology infrastructure is an important factor for the successful implementation of the E-Government concept (Indrajit, 2016). In the application of *JATIM BEJO*, information technology infrastructure is handed over to third parties who are already experienced in the field of technology so that it can be ascertained that the technology used is adequate for the application of *JATIM BEJO*.

Third, have competent human resources and have the expertise needed so that the implementation of *JATIM BEJO* can be as expected. Based on the results of the study, it shows that in the application of *JATIM BEJO* has used competent human resources and in accordance with their expertise. This can be proven from the division in accordance with

placing competent human resources in their respective fields. For socialization and data processing related to the procurement of goods and services online through *JATIM BEJO*, it is handled by the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province, while for *JATIM BEJO* system problems are handed over to third parties who do work in the field of technology.

Fourth, the availability of human resources who have competencies and expertise in accordance with their fields is one form of ability that must be possessed in the application of E-Government (Indrajit, 2016). In the application of *JATIM BEJO* already has competent human resources and in accordance with their expertise.

### Value

The previous two elements are aspects that can be seen from the government side as the service provider (supply side). The third element is value or value that is intended is benefit. There must be benefits felt by the government and the community after the implementation of E-Government. The value element is divided into the following:

First, the benefits felt by the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province with the implementation of *JATIM BEJO*. Based on the results of the study, it shows that after the implementation of *JATIM BEJO*, the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province felt many benefits, including making it easier to monitor the procurement of goods and services under 50 million, creating transparency, preventing mark-ups and fictitious transactions, efficiency and effectiveness in the procurement of goods and services, minimizing corruption, facilitating reports to the inspectorate/BPK and the Governor, Make it easier for employees so that their work becomes more focused and not overloaded.

Various E-Government initiatives will be useless if no party feels benefited by the implementation of the concept (Indrajit, 2016). After the implementation of *JATIM BEJO*, there are many benefits and conveniences felt by the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province.

Second, The benefits felt by *JATIM BEJO* users and providers/MSMEs with the implementation of *JATIM BEJO*. Based on the results of the study, it shows that after the implementation of the benefits felt by the government as users of *JATIM BEJO*, namely facilitating the procurement of goods and services needed. The benefits felt like MSMEs that are members of *JATIM BEJO* can be known by the government so that there is an increase in orders for these MSMEs.

Various E-Government initiatives will be useless if no party feels benefited by the implementation of the concept (Indrajit, 2016). After the implementation of *JATIM BEJO*, it can create positive benefits that can be felt by the government as users of *JATIM BEJO* and MSMEs as providers of goods and services in *JATIM BEJO*.

### CONCLUSION

Based on the explanation above, it can be concluded that the implementation of *JATIM BEJO* at the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province is measured by indicators of success elements according to the results of studies and research from Harvard JFK School of Government can be said to be successful or successful. This is evidenced by the support provided by the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province in implementing *JATIM BEJO*, namely the approval of *JATIM BEJO* as one of the keys of the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province in achieving its vision and mission, the creation of special regulations based on higher regulations as a legal

umbrella contained in the Governor's Letter Number 027/2337/022.1/2021 concerning the implementation of *JATIM BEJO*, there is socialization and workshop held regularly and continuously both by the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province to the government as users and MSMEs as providers.

Emphasize the capacity element, the ability possessed by the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province in implementing *JATIM BEJO*, namely having a very sufficient budget because the budget needed for the maintenance and development of *JATIM BEJO* is borne by a third party, having adequate information technology infrastructure because it is handed over to a third party who is already experienced in the field of technology, Have competent human resources and in accordance with their expertise.

The benefits (value) felt by the Bureau of Procurement of Goods/Services of the Regional Secretariat of East Java Province after the implementation of *JATIM BEJO* are making it easier to monitor the procurement of goods and services below 50 million, creating transparency and preventing markup and fictitious transactions, efficiency and effectiveness in the procurement of goods and services, minimizing corruption, facilitating reports related to the procurement of goods and services to the inspectorate/BPK and the Governor. The benefits felt by the government as users of *JATIM BEJO* are to facilitate the procurement of goods and services needed. The benefits felt like MSMEs that are members of *JATIM BEJO* can be known by the government so that there is an increase in orders for these MSMEs.

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