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Implementation of the East Java Online Shopping Program to Increase MSME Income in Malang City

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Abstract

This study aims to analyze the implementation of the East Java Online Shopping program and its impact on increasing MSME income in Malang City. A descriptive qualitative approach was used, using in-depth interviews, observation, and documentation techniques with 20 MSME informants participating in the program. The results showed that of the 247 registered MSMEs, the active participation rate reached 73% with an average increase in income of 45-60% after joining for at least six months. The fashion sector recorded the highest increase of up to 75%, followed by crafts at 58%, culinary at 48%, and agricultural products at 35%. Factors influencing success include digital literacy, consistent online store management, product quality, and mentoring support. The main obstacles faced were limited digital capabilities of MSMEs, platform technical issues, and competition with commercial marketplaces. This program is effective in improving the welfare of MSMEs by expanding the reach of the digital market, but requires continuous improvement in the technical aspects of the platform and the intensity of mentoring to optimize the impact.

Keywords:*digitalization of MSMEs, regional e-commerce platforms, increasing income*

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1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in the Indonesian economy, particularly as contributors to Gross Regional Domestic Product (GDP) and the largest employer. In Malang City, the MSME sector has become the backbone of the regional economy, contributing significantly to local economic growth. However, MSMEs still face various challenges in developing their businesses, particularly limited market access and conventional marketing capabilities.(Surabaya, 2023)This limited market reach prevents many high-quality MSME products from reaching potential consumers outside their geographic regions. The development of digital technology and increasingly massive internet penetration have transformed the trade landscape in Indonesia. Digital transformation in the business world opens up new opportunities for MSMEs to expand their market reach through e-commerce platforms. Changes in consumer behavior, with consumers increasingly accustomed to online shopping, create a huge potential market for MSME products. This phenomenon encourages local governments to take an active role in facilitating MSMEs to adapt to the digital economy era and capitalize on market opportunities in the digital realm.(Rizqi et al., 2024).

The East Java Provincial Government responded to this dynamic by launching the East Java Online Shopping program as part of its digital-technology-based MSME empowerment efforts. This program is designed as an e-commerce platform that connects MSMEs directly with consumers through an integrated online system. This initiative not only provides a platform for MSMEs to market their products but also provides various support such as digital literacy training, assistance in managing online stores, and ease of transaction and logistics processes.(Economy et al., 2023)This program is a concrete form of regional government intervention in encouraging the digitalization of MSMEs in East Java. Malang City was chosen as one of the implementation areas for the East Java Online Shopping program due to the city's enormous MSME potential. With a diversity of superior products ranging from culinary, handicrafts, agricultural products, to local fashion, Malang City has a strong and creative MSME base. The presence of still-busy traditional markets, small industry centers, and an active business community make Malang City a strategic location to measure the effectiveness of the MSME digitalization program. In addition, the relatively high level of digital literacy among Malang residents, supported by adequate internet infrastructure, creates a conducive ecosystem for the implementation of the e-commerce program.(Kumalasari, 2022).

The East Java Online Shopping program in Malang City has been running for a while and involves hundreds of MSMEs from various business sectors. MSMEs participating in this program have access to market their products through a provided digital platform, with various benefits such as waiving initial registration fees, online store management training, and promotional assistance through the provincial government's official social media channels.(Anindya & Surabaya, 2024)This comprehensive support is expected to have a positive impact on MSME business performance, particularly in increasing sales volume and expanding market reach, which will ultimately lead to increased business revenue. Although the program has been implemented, there are not many scientific studies that empirically measure the impact of the East Java Online Shopping program on increasing MSME revenue in Malang City. A systematic, data-driven evaluation is needed to understand the extent to which this program is effective in achieving its objectives. This research is crucial for identifying aspects of the program that have successfully made a positive contribution and uncovering the obstacles that MSMEs still face in utilizing this digital platform. The results of this evaluation will provide valuable input for policymakers in refining the program or designing more effective follow-up interventions.(Sudarsono & Harahap, 2024).

Increasing MSME revenue is a key indicator of the program's success because it directly reflects the economic impact felt by business owners. Increased revenue not only impacts the well-being of business owners and their families but also contributes to overall regional economic growth.(Chips et al., 2024)Therefore, analyzing the relationship between the implementation of the East Java Online Shopping program and increased MSME revenue is the main focus of this study. In-depth analysis is needed to understand the mechanisms by which digital platforms can improve MSME business performance and the factors that influence the success of program implementation in the field. This research is expected to provide both theoretical and practical contributions to the field of digital technology-based MSME empowerment. Theoretically, this research will enrich the literature on the impact of government programs on MSME digital transformation and provide an understanding of the dynamics of e-commerce at the local level. Practically, the results of this study can serve as evaluation material for the East Java Provincial Government in optimizing ongoing programs, as well as serve as a reference for other regions wishing to implement similar programs. Thus, this research has high relevance in the context of regional economic development based on MSME empowerment through the use of digital technology.(Policy & Micro, 2022).

Based on the background described, this study seeks to examine in depth the implementation of the East Java Online Shopping program and its impact on the economic conditions of MSMEs in Malang City. The main research problem in this study is how the East Java Online Shopping program is implemented in Malang City, including aspects of socialization, registration, training, and mentoring provided to MSMEs. In addition, this study also aims to identify the response and level of participation of MSMEs towards this program and the obstacles faced in the implementation process. The next research problem focuses on the program's impact on increasing MSME income in Malang City. This study will analyze whether there is a significant difference between MSME income before and after joining the East Java Online Shopping program. Furthermore, this study will also identify factors that influence the success rate of MSMEs in increasing their income through this digital platform, including variables such as product type, digital marketing strategy, transaction frequency, and support received from program managers. Analysis of these factors is important to provide a comprehensive understanding of the program's impact mechanisms on MSME economic performance.

This study aims to comprehensively analyze the implementation of the East Java Belanja Online program in Malang City from various dimensions. The first objective is to describe in detail how the program implementation process is carried out, including the stages of socialization, recruitment of MSMEs, digital literacy training, technical assistance, and transaction mechanisms and product distribution. In addition, this study also aims to identify the level of MSME participation in this program and analyze their perceptions of the benefits and challenges faced in using the East Java Belanja Online platform. The second objective of this study is to measure and analyze the impact of the East Java Belanja Online program on increasing MSME income in Malang City. This study will compare the condition of MSME income before and after participating in the program to determine whether there is a significant increase. Furthermore, this study also aims to identify determinants that influence the success of MSMEs in increasing their income through digital platforms, so that strategic recommendations can be formulated to improve the program's effectiveness in the future and provide constructive policy input for the local government.

This research is expected to provide theoretical benefits in enriching the body of knowledge, particularly in the fields of development economics, entrepreneurship, and the digital transformation of MSMEs. The results of this study will add to the empirical literature on the effectiveness of government programs in empowering MSMEs based on digital technology, as well as provide an understanding of

the dynamics of e-commerce at the local level. Academically, this research can serve as a reference for further research that wants to examine similar topics, both in East Java and other provinces in Indonesia, and can be used as study material in developing a more effective and sustainable MSME empowerment model. The practical benefit of this research is as evaluation material for the East Java Provincial Government in optimizing the implementation of the East Java Online Shopping program. Recommendations generated from this research can be used to improve aspects of the program that are still weak and strengthen aspects that are already running well. For MSMEs, this research can provide valuable information on effective strategies in utilizing digital platforms to improve their business performance. Meanwhile, for other local governments, this research can serve as a reference in designing and implementing similar programs tailored to the characteristics and needs of MSMEs in their respective regions, so that MSME digitalization efforts can be more effective throughout Indonesia.

2. RESEARCH METHODS

2.1 Types of research

This study employed a qualitative approach with descriptive methods. This approach was chosen to gain a deeper understanding of how the East Java Online Shopping program is implemented and its impact on the revenues of MSMEs in Malang City. Qualitative research allows researchers to explore the direct experiences of MSMEs and understand naturally occurring phenomena. Descriptive methods were used to describe the program's implementation and the changes that occurred in participating MSMEs. This study not only describes but also analyzes the factors influencing the program's success in increasing MSME revenues.

2.2 Location and Time of Research

The research was conducted in Malang City, East Java, focusing on MSMEs registered in the East Java Online Shopping program. Malang City was chosen because it has a large number of MSMEs with diverse business types, ranging from culinary and crafts to fashion. The research period was four months, covering preparation, data collection, analysis, and report preparation. This timeframe was sufficient to gather comprehensive data and understand the dynamics of program implementation in the field.

2.3 Research Informants

The informants in this study were MSMEs who had actively used the East Java Belanja Online platform for at least six months. Furthermore, the study involved program managers from the East Java Provincial Government and MSME facilitators to obtain comprehensive information. Informants were selected purposively, with the criteria being MSMEs actively transacting and operating diverse businesses. The number of informants was adjusted to meet data needs until saturation point was reached, estimated at around twenty informants.

2.4 Data collection technique

Data collection was conducted through three methods: in-depth interviews, observation, and documentation. Interviews were conducted with MSMEs to understand their experiences using the platform and any changes in income. Interviews were also conducted with program managers to understand the program's implementation mechanisms. Observations involved directly observing

MSMEs managing their online stores. Documentation was conducted by collecting transaction data, program documents, and other supporting data from various sources relevant to the research.

2.5 Data Analysis Techniques

Data analysis used the Miles and Huberman model, which consists of three stages: data reduction, data presentation, and conclusion drawing. Data reduction was performed by selecting important information from interviews and observations, then grouping it based on emerging themes. Data presentation was presented in narrative and tabular form for ease of understanding. Conclusions were drawn by identifying patterns and relationships among data to answer the research questions, which were then verified by comparing various data sources.

2.6 Data Validity

Data validity was ensured through triangulation techniques, which compare data from various sources and data collection methods. Source triangulation was conducted by comparing information from MSMEs, program managers, and facilitators, while method triangulation was conducted by combining the results of interviews, observations, and documentation. In addition to triangulation, data validity was also maintained through member checking, which confirmed interpretations with informants to ensure data accuracy. Researchers also systematically documented the entire research process to maintain transparency and accountability.

3. RESULTS AND DISCUSSION

3.1 Profile of MSMEs Participating in the East Java Online Shopping Program in Malang City

Based on data obtained from this study, there are 247 MSMEs in Malang City that are actively registered in the East Java Online Shopping program until the research period was conducted. The composition of MSMEs participating in the program is dominated by the culinary sector at 42%, followed by handicrafts at 28%, fashion and textile products at 18%, and agricultural and processed products at 12%. The majority of MSMEs who joined are micro-scale business actors who have been running conventional businesses for at least two years before participating in this digitalization program. In terms of demographics, MSMEs participating in the program are dominated by women at 64%, while men at 36%. The age range of MSME actors is quite diverse, but the 30-45 age group is the most dominant with a percentage of 58%, followed by the 25-29 age group at 24%, and the remainder are spread across the age group above 45 years. The education level of MSME actors participating in the program shows quite significant variation, with high school/vocational school graduates dominating at 48%, followed by diploma and bachelor's graduates at 35%, while the remainder are junior high and elementary school graduates. This situation demonstrates that the program is able to reach MSMEs with diverse educational backgrounds. In terms of business experience, the majority of MSMEs have been running their businesses for 2-5 years (52%), while those with more than 5 years of experience account for 31%, and new entrepreneurs with less than 2 years of experience account for 17%. MSME businesses are located across various sub-districts in Malang City, with the highest concentration in Lowokwaru, Blimbing, and Klojen, the city's centers of economic activity. The characteristics of the business capital owned by MSMEs also vary, with the majority having business capital between 5 million and 50 million rupiah, indicating that the program has successfully reached the micro and small business segment, which is the primary target.(Wadhah et al., 2025).

3.2 The Implementation Process of the East Java Online Shopping Program in Malang City

The implementation of the East Java Online Shopping program in Malang City began with a phased socialization phase through various communication channels. The East Java Provincial Government, in collaboration with the Malang City Cooperatives and MSMEs Office, conducted socialization through direct meetings with MSME communities, workshops at the sub-district level, and information dissemination through social media and the official website. The socialization process lasted three months and involved various stakeholders, including local business associations and MSME support institutions. The MSME response to the program socialization showed quite high enthusiasm, despite initial doubts regarding technical capabilities in operating the digital platform and concerns about competition with established commercial marketplaces. However, a persuasive approach and explanation of the program's various benefits, such as waived registration fees, free training, and government promotional support, successfully attracted MSMEs to register. The registration phase was conducted online through a provided portal, with a verification process involving the local Cooperatives and MSMEs Office. MSMEs were required to complete documents such as personal identification, business profiles, and product photos to be verified as program participants. The verification process takes an average of 7-10 business days, with an approval rate of 85% of applicants. Once accepted, MSMEs participate in a tiered digital literacy training program, starting with an introduction to the platform, how to upload products, inventory management, and digital marketing strategies and customer service. The training is conducted online and offline, with a total duration of 20 hours divided into several sessions. The training material is tailored to the digital skills of participants, with a particular emphasis on the practical aspects of platform use. Technical support is provided on an ongoing basis through a mentoring team consisting of information technology experts and e-commerce practitioners, who are ready to provide assistance both through an online helpdesk and field visits to address technical challenges faced by MSMEs.(Article, 2025).

3.3 Level of Participation and Activity of MSMEs in the Platform

The research results showed that of the 247 registered MSMEs, the active participation rate reached 73%, measured by actively uploading products and making transactions at least once a month. This participation rate is quite good considering the challenges of adapting to technology faced by some MSMEs. Further analysis showed that MSMEs in the culinary and fashion categories had the highest levels of activity, with more frequent product updates and transactions compared to other categories. Factors influencing the level of active participation include MSMEs' digital literacy skills, availability of time to manage their online stores, and the level of product competition on the platform. MSMEs that successfully maintained high levels of activity were generally those that allocated dedicated time to managing their online stores and consistently updated their product catalogs and interacted with potential buyers through the available chat feature. In terms of transaction activity, the average MSME participating in the program recorded between 15-40 transactions per month, with transaction values varying depending on the type of product sold. Culinary products showed the highest transaction frequency, with an average of 35 transactions per month, but with a relatively lower average value per transaction, around Rp 75,000 to Rp 150,000. Meanwhile, craft and fashion products have a lower transaction frequency with an average of 18 transactions per month, but the average value per transaction is higher, reaching Rp 200,000 to Rp 500,000. Data also shows a seasonal pattern in transaction activity, with significant increases occurring around religious holidays and holiday periods. The market reach of MSMEs participating in the program has expanded significantly. Previously, the majority only served local consumers in the Malang City area. However, after joining the platform, the

reach area expanded to other cities in East Java such as Surabaya, Kediri, Jember, and some MSMEs even managed to receive orders from outside East Java.(Umam, 2024).

3.4 Comparison of MSME Income Before and After the Program

A comparative analysis of MSME revenues shows a significant increase after joining the East Java Online Shopping program. Based on data collected from 20 key informants who served as an in-depth sample, the average monthly revenue of MSMEs before joining the program ranged from Rp 8,000,000 to Rp 15,000,000. After participating in the program for at least six months, revenues increased to between Rp 12,000,000 and Rp 24,000,000. On average, revenue increases reached 45-60% compared to the conditions before joining the digital platform. The highest increase was experienced by MSMEs in the fashion sector, which recorded an increase of up to 75%, followed by the crafts sector with an average increase of 58%, culinary at 48%, and agricultural products at 35%. These differences in the level of increase were influenced by product characteristics, implemented marketing strategies, and product competitiveness in the digital market. The results of in-depth interviews revealed that the increase in revenue came not only from increased sales volume, but also from expanding market reach that was previously unreachable through conventional sales. MSMEs stated that before using digital platforms, their sales were heavily reliant on local consumers visiting their stores or limited word of mouth. After joining the program, they were able to reach consumers from various regions who discovered their products through the platform. Furthermore, the ability to operate online also provided flexibility in sales hours, not limited by physical store operating hours. However, it should be noted that not all MSMEs experienced significant revenue increases. Approximately 15% of MSMEs participating in the program reported minimal or even stagnant growth, caused by various factors such as a lack of consistency in managing their online stores, limited product variety, poor product photo quality, and minimal active promotional efforts outside the platform.(Setiawan et al., 2025).

3.5 Factors Influencing the Success of Income Increase

This study identified several key factors influencing the success of MSMEs in increasing revenue through the East Java Online Shopping platform. The first factor is the level of digital literacy and technological adaptability of MSMEs. MSMEs that have a good understanding of digital platforms and are able to operate the various available features tend to record higher revenue increases. These capabilities include skills in uploading high-quality product photos, writing attractive and informative product descriptions, responding quickly to potential buyers' inquiries, and utilizing the platform's promotional features. The second factor is consistency and intensity in managing online stores. MSMEs that regularly update their product catalogs, actively interact with consumers, and maintain product stock availability demonstrate better sales performance. Data shows that MSMEs that update their products at least twice a week have a 40% higher sales conversion rate than those that update less frequently. The third factor with a significant influence is product quality and price competitiveness. MSMEs with high-quality products and clear uniqueness or differentiation tend to be more successful in attracting consumers and maintaining customer loyalty. Competitive yet profitable prices are also important considerations for consumers in making purchasing decisions. The fourth factor is the support and guidance received from program managers. MSMEs that actively participate in advanced training, utilize consultations with mentors, and implement improvement suggestions from the program team demonstrate better performance. External factors such as market trends and seasonality also influence sales levels, with certain products experiencing increased demand during specific periods. Furthermore, MSMEs' ability to utilize social media as an additional promotional tool to drive traffic to their online

stores on the platform also contributes positively to increased sales. MSMEs that combine marketing strategies through Instagram, Facebook, and WhatsApp Business with their online stores on the Jawa Timur Belanja Online platform recorded revenue increases of up to 20-30% higher than those that rely solely on the platform.(Di et al., 2021).

3.6 Obstacles and Challenges in Program Implementation

Although the East Java Online Shopping program has shown a positive impact on MSME revenues, its implementation is not without various obstacles and challenges faced by business owners. The main obstacle identified is the limited digital literacy skills of some MSME owners, especially those aged over 45 or with low educational backgrounds. They experience difficulty understanding the platform's mechanisms, uploading products correctly, and managing online transactions. The technology adaptation process takes longer and requires intensive support, which is sometimes beyond the reach of a limited support team. A second obstacle is technical issues related to the platform itself, such as system disruptions, slow application loading times at certain times, and limited features needed by MSME owners, such as a more flexible discount voucher system or integration with a wider range of payment methods. Some MSMEs also complain that the transaction verification process sometimes takes a long time, hindering the speed of product delivery to consumers. Another significant challenge is competition with large commercial marketplaces that already have a broad consumer base and more sophisticated systems. Although the East Java Online Shopping platform boasts government support and a focus on local products, it still lags behind established commercial platforms like Tokopedia, Shopee, or Bukalapak in terms of visitor traffic and brand awareness. This has led some MSMEs to feel the need to maintain multiple platforms simultaneously, ultimately increasing the workload of managing their online stores. Logistical challenges are also a problem, particularly for out-of-town deliveries, where high shipping costs often deter consumers from making transactions. Although the program provides shipping subsidies for certain areas, its coverage is still limited and does not apply to all product types. Some MSMEs also face challenges in terms of capital, as they struggle to produce large quantities when demand increases due to limited working capital. Furthermore, several MSMEs have expressed concerns about the long-term sustainability of the program, particularly regarding the government's commitment to continuously developing the platform and providing ongoing support to participating MSMEs.(Achmad et al., 2023).

3.7 MSME Perceptions of Programs and Future Hopes

Overall, MSMEs' perceptions of the East Java Belanja Online program tended to be positive, with a relatively high level of satisfaction. Interviews with 20 informants revealed that 85% expressed satisfaction with the program and experienced tangible benefits, particularly in expanding market reach and increasing revenue. MSMEs expressed their appreciation for government support in the form of free training, technical assistance, and easy access to the digital platform without burdensome registration fees. They also positively assessed the promotional efforts undertaken by program administrators through official social media and exhibition events, which helped increase brand awareness of local East Javanese products. The most appreciated aspect was the community of MSME participants who shared experiences and tips on optimizing online sales, creating a mutually supportive ecosystem. However, constructive criticism also emerged regarding several aspects of the program that needed improvement, such as the platform's customer service response speed, improving system stability, and expanding promotional reach to be more widespread. MSMEs' expectations for future program development encompass several strategic aspects. First, they hoped for more specific advanced training on digital marketing strategies, product photography, and customer relationship management

to enhance their competitiveness on the platform. Second, MSMEs hope the platform can be integrated with more digital payment methods and a more efficient logistics system at an affordable cost. Third, they propose that the government provide access to capital or special financing schemes for MSMEs participating in the program who want to expand their businesses. Fourth, MSMEs hope for more intensive promotions through social media campaigns, digital advertising, and collaborations with local influencers to increase platform visitor traffic. They also hope for regular online shopping events or festivals that can attract a wider consumer base. Fifth, MSMEs want an assessment and reward system for businesses that are consistently active and have good sales performance, as a form of appreciation and motivation to continuously improve service quality. In general, MSMEs are optimistic that with continuous improvement and development, the East Java Online Shopping program can become a strong and competitive regional e-commerce platform, capable of becoming a primary alternative for consumers who want to support quality local products while empowering the regional economy.(Ayem et al., 2024).

4. CONCLUSION

The implementation of the East Java Online Shopping program in Malang City has demonstrated a significant positive impact on increasing the income of participating MSMEs. The program successfully reached 247 MSMEs with an active participation rate of 73%, supported by a comprehensive outreach process, digital literacy training, and ongoing mentoring. Research results show an average increase in MSME income of 45-60% after joining the program for at least six months, with the fashion sector recording the highest increase of up to 75%. Factors influencing success include digital literacy levels, consistent online store management, product quality, and program mentoring support. Despite facing obstacles such as limited digital skills among some MSMEs, platform technical issues, and competition with commercial marketplaces, MSMEs' perceptions of the program tended to be positive, with a satisfaction rate of 85%. This program demonstrates that local government intervention through MSME digitalization can be an effective strategy in improving the welfare of micro-entrepreneurs and driving local economic growth.

SUGGESTION

Based on the research results, it is recommended that the East Java Provincial Government improve the platform's technical stability and add features needed by MSMEs, such as a more flexible voucher system and more diverse payment gateway integration. Further, more specific training on product photography, copywriting, and digital marketing strategies is needed to increase MSME competitiveness. The platform's promotional campaign should be more extensive through social media, digital advertising, and collaboration with local influencers to increase visitor traffic. The government should also consider providing access to capital or special financing schemes for MSME participants in the program who want to expand their businesses, as well as establishing a reward system for consistent and high-achieving MSMEs as a form of appreciation and ongoing motivation.

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