
EFFECTIVENESS OF THE E-PEKEN PLATFORM AS A MEANS OF ONLINE MARKETING SUCCESS FOR GROCERY STORES UMKM IN WIYUNG DISTRICT, SURABAYA

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Abstract

This study aims to analyze the effectiveness of the e-Peken platform as an online marketing tool for MSME grocery stores in Wiyung District, Surabaya City. A descriptive qualitative approach was used, with data collection techniques through in-depth interviews with grocery store owners who use e-Peken and officials/employees of the Surabaya Department of Cooperatives, Small and Medium Enterprises, and Trade (Dinkopdag), accompanied by observation and documentation. The results show that e-Peken contributes to increasing business visibility and expanding consumer reach, although sales growth is not evenly distributed. The level of ease of use is relatively good for entrepreneurs who are familiar with technology, but limited digital literacy and devices remain obstacles. The socialization and mentoring program from Dinkopdag has been running, but its sustainability needs to be strengthened to optimize platform utilization. The findings also indicate the need for feature development, integrated promotional strategies, and technical support that adapt to MSME capacity. This study emphasizes the importance of synergizing local government digital policies to accelerate the marketing transformation of locally-based MSMEs.

Keywords: E-Peken, MSMEs, Digital Marketing, Effectiveness, Grocery Store

INTRODUCTION

Developments in information and communication technology have driven significant transformations in economic interaction patterns, including small-scale retail trade. Digital marketing is no longer solely the domain of medium-sized or large businesses. Micro-enterprises, including grocery stores, are now encouraged to utilize online channels to expand their markets, increase customer engagement, and maintain business continuity amidst modern competition. One of the internet's advantages is its ability to introduce and promote products and services. Financially, digital marketing holds significant potential for increasing profits.

Digital marketing, or online marketing, has recently become increasingly popular among businesses. Both large and small businesses have begun to expand their reach into the digital marketplace, enabling them to reach potential customers from various regions. Digital marketing itself is a technology-based marketing strategy that supports the trade of goods and services through e-commerce. The digital transformation has transformed the way Small and Medium Enterprises (SMEs) create and capture business value. (Sirodjudin & Sudarmiati, 2023).

Online marketing is also defined as the process of promoting products or services over the internet using various digital platforms. Online marketing aims to reach a wider audience in a more efficient and effective manner compared to conventional marketing methods. Online marketing allows for direct interaction between sellers and consumers, creating opportunities for building stronger relationships. (Tjiptono, 2023).

MSMEs are one of the sectors supporting the Indonesian economy, particularly in the culinary, fashion, and arts sectors. The development of micro, small, and medium enterprises (MSMEs) is not only linked to expanding employment opportunities and public welfare, but also can stabilize social disparities within local communities. One form of MSME development in Indonesia is the business model (Tambunan, 2023). At the same time, local governments across Indonesia are starting to actively drive inclusive digital ecosystems for MSMEs. Surabaya is one such city developing this initiative through the e-Peken platform.

E-Peken is a web-based digital marketing platform developed by the Surabaya City Government through the Department of Cooperatives, SMEs, and Trade (Dinkopdag) as a means to connect local MSMEs, including grocery stores, with a wider range of consumers. The platform provides product showcases, pricing information, and online ordering channels, expected to reduce geographic barriers while providing a cost-effective marketing alternative for small businesses. The launch of e-Peken is also inseparable from the experience of the COVID-19 pandemic, which has suppressed physical trading activities and demanded digital adaptation.

However, the mere existence of a platform does not automatically guarantee its successful utilization by MSMEs. Numerous studies have examined the adoption of innovation. In the context of traditional MSMEs such as grocery stores, limited digital literacy, technological resources, and operational time often hinder the consistent management of online sales channels. Therefore, an evaluation of e-Peken's effectiveness is necessary to ensure that policies implemented by local governments can be effectively improved.

Wiyung District was chosen as the study location because it boasts a diverse network of active grocery stores, both household-scale and micro-enterprises, serving the daily needs

of residents. Some have registered with e-Peken, but their utilization varies: some actively update their product catalogs, others remain passive, and still others have registered but have not yet fully utilized the feature. This diverse environment provides rich analytical opportunities to assess effectiveness.

The Surabaya City Government has an innovation in the field of e-commerce to develop and strengthen the economy of the Surabaya community by launching the Surabaya Economic Empowerment and Resilience mobile website (E-Peken Surabaya). E-Peken Surabaya is a mobile website used by Surabaya residents to make purchases of goods at grocery stores, MSMEs (Micro, Small, and Medium Enterprises), and SWK (Culinary Tourism Centers) available in each district in the City of Surabaya which was launched by the Surabaya City Government on October 31, 2021. The E-Peken Surabaya mobile website is used by the general public as an access to purchase goods/products from grocery stores, Micro, Small, and Medium Enterprises, and Culinary Tourism Centers online.

Initially launched in 2021, the E-Peken Surabaya website was intended for Civil Servants (ASN) within the Surabaya City Government. Since April 1, 2022, the E-Peken Surabaya website has been officially launched and opened to the public (Pemerintah Kota Surabaya, 2022). In the period from July 2021 to December 26, 2022, the total transactions made through the E-Peken Surabaya Website were recorded at Rp35.471.640.152,00 (Beritajatim.com, 2022) Since the E-Peken Surabaya website was launched in 2021, 4,034 businesses have joined E-Peken Surabaya, consisting of 2,835 MSMEs, 999 grocery stores, and 200 retail outlets SWK (JawaPos.com, 2022). The E-Peken Surabaya website offers many conveniences through features like product or store search and product sorting by sub-district. The following is a breakdown of the number of MSMEs in Surabaya from 2020 to 2023.

Table 1.
Amount of MSMEs in Surabaya in the Year 2020 - 2023

Tahun	Jumlah UMKM
2020	4.000
2021	4.083
2022	9.911
2023	12.320

In this study, effectiveness is understood as the level of achievement of program objectives. (Mahmudi, 2010) which in the context of e-Peken includes: (1) expanding marketing reach, (2) ease of access and use for business actors, (3) support for mentoring and outreach from the government, (4) changes to product marketing and sales, and (5) barriers to utilization that need to be addressed. These dimensions are compiled based on the results of a literature review of the effectiveness of public programs, innovation adoption theory, and initial field findings.

This research is significant because it provides an empirical overview of how local government digital policy interventions are received and implemented by micro-enterprises operating in the basic necessities sector. The findings are expected to serve as a basis for improving the e-Peken program, a reference for other regions seeking to develop similar

platforms, and an academic contribution to the study of local community-based digital marketing.

REVIEW OF LITERATURE

Management

According to Griffin (2020), Management is a series of activities (including planning and decision making, organizing, leading, and controlling) directed at organizational resources (human, financial, physical, and information). with the aim of achieving organizational goals efficiently and effectively. Based on the definition of management by the experts above, researchers conclude that management is an activity in a company in operationalizing what is planned and making decisions for the company.

Marketing Manajement

According to Djogo (2022), explains that marketing management is a process of activities to plan, implement (organize, direct, coordinate) and supervise the marketing activities of an organization to achieve organizational goals effectively and efficiently. From this understanding it can be concluded that marketing management is an action that analyzes, plans, organizes and manages the marketing activities of an organization to achieve the company's goals..

Digitalization of MSMEs

The digitalization of MSMEs is a change in the way micro, small, and medium enterprises (MSMEs) conduct their business by adopting digital technology in various aspects of their business, such as marketing, transactions, customer management, and financial record-keeping (Setiawan, 2023). By implementing digitalization, MSMEs can improve work efficiency, expand their market, and increase their competitiveness in the technology-based economy..

Online Marketing

In research by Sumarno (2024), Online marketing has been identified as a highly effective tool for MSMEs to increase competitiveness. By utilizing social media and e-commerce platforms, MSMEs can expand their market reach without having to spend large sums on traditional advertising. Sumarno also stated that online marketing allows MSMEs to interact directly with consumers, provide a more personalized experience, and build customer loyalty.

MSMEs

According to Haryanto & Nugroho (2023), MSMEs in Indonesia are identified as a highly diverse sector, ranging from businesses in trade, food and beverages, to handicrafts. They state that MSMEs play a significant role in creating jobs and reducing unemployment at the local level, especially in areas lacking large industries. Furthermore, MSMEs are considered a driving force of the local economy, supporting national economic growth and stability.

E-Peken

Accorfing to Rizal (2022) e-Peken is one example of a government initiative to support the digitalization of MSMEs. By utilizing digital platforms like e-Peken, MSMEs in Surabaya can improve market access, expand their sales reach, and introduce their products more efficiently. Meanwhile, according to Wahyuni & Budiarto (2023) stated that e-Peken is not only a platform for buying and selling, but also a tool for economic empowerment of

the people of Surabaya. Based on the definitions put forward by the experts above, it can be concluded that e-Peken plays a strategic role in the digital transformation of MSMEs in Surabaya, reducing barriers to marketing local products, and contributing to economic empowerment and the development of a more inclusive and sustainable digital ecosystem. Through e-Peken, MSMEs, previously limited by geography and infrastructure, can now reach consumers more widely, even at the national level. Furthermore, e-Peken also plays a crucial role in supporting the development of the digital ecosystem in Surabaya.

RESEARCH METHOD

This research uses a qualitative descriptive approach. This type of research is based on post-positivism philosophy and utilizes natural object conditions Sugiyono (2019). The goal of qualitative research is to deeply understand phenomena through exploration of perspectives. Qualitative research prioritizes data depth and detail. Therefore, the more detailed information collected, the better the research. This is because qualitative research methods focus on data depth rather than quantity, while quantitative research methods use fewer respondents or research subjects. Researchers must also be able to interact effectively during interviews and possess a broad understanding of the social environment in which they operate.

According to Miles & Huberman (2023) Data analysis techniques in qualitative research refer to a series of processes used to organize, classify, and interpret data obtained from the field. According to Miles & Huberman (2023) There are three stages of qualitative data analysis, namely data reduction, data presentation and drawing conclusions.

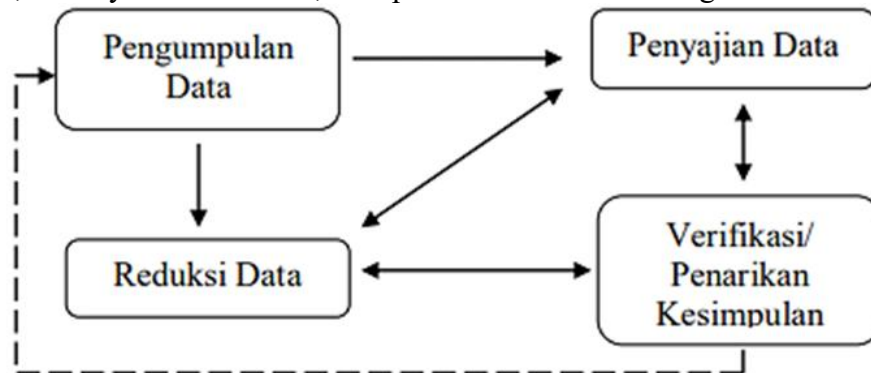


Figure 1.

Qualitative Data Analysis Techniques

The research was conducted over a two-week period to collect the necessary data and information related to the research object. The research was conducted at a grocery store MSME in Wiyung District, including the following:

1. Gmart Store, Karanganyar 2/34
2. Bodak Mart Store, Babatan 1/85
3. Yulia Store, Jl. Balas Klumprik Gempol 24B

In this study, the author collected data and tested its credibility by comparing various data collection methods and available data sources. Overall, triangulation serves to strengthen the validity of research findings, thus increasing the credibility of the results.

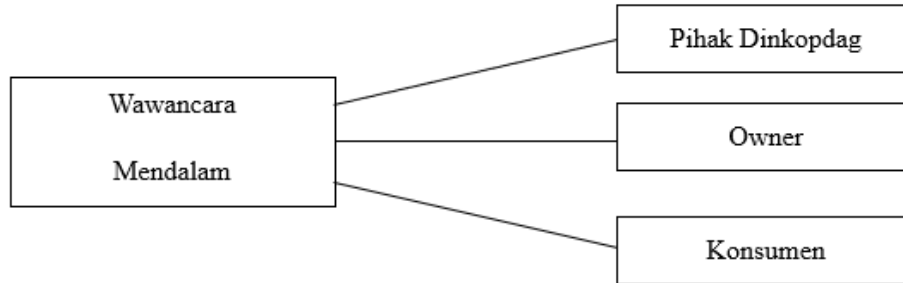


Figure 2.
Triangulation of Data Collection for Grocery Store MSMEs

RESULTS AND DISCUSSION

Effectiveness in the research refers to the extent to which the e-Peken platform is able to achieve its main objective, namely helping MSME grocery store players to increase their online marketing success. According to Fitriana (2023), The effectiveness of a digital program can be measured by the direct achievement of its objectives by target users and the ease of operating the services provided. In this regard, e-Peken is expected to open broader market access, accelerate transaction processes, and encourage MSME involvement in the digital ecosystem.

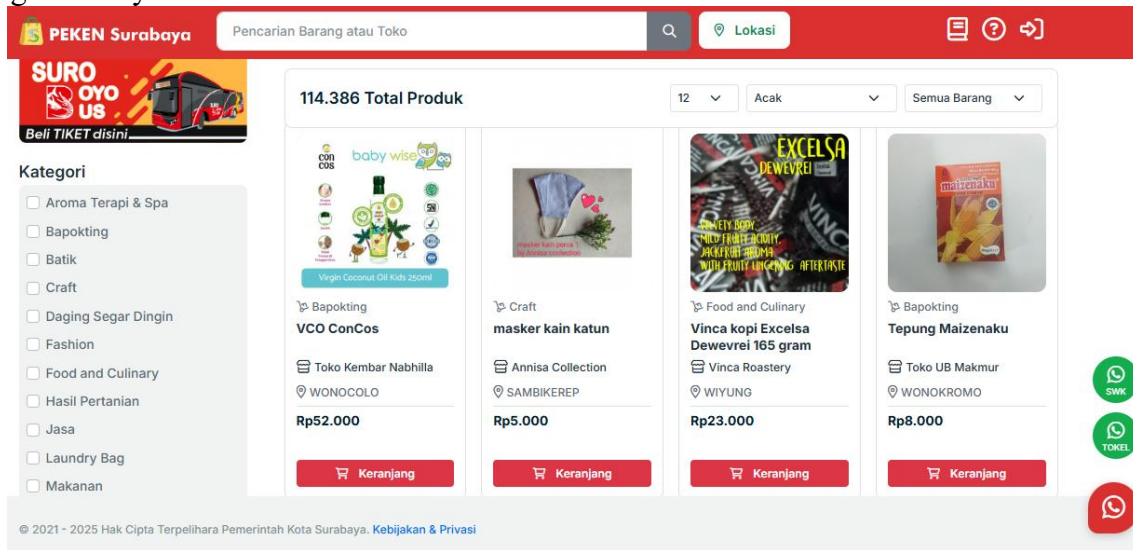


Figure 3.
E-Peken Platform View

Before joining e-Peken, most MSMEs relied solely on offline transactions, with the majority of their customers coming from the surrounding area. However, after using e-Peken, businesses began receiving orders from customers outside their residential or store areas. "Previously, only the local neighbors bought from me, but after joining e-Peken, I've sent orders to Lidah and Karangpilang," said the owner of Bodak Mart. This demonstrates the market expansion resulting from the use of digital platforms. MSMEs noted that the app's catalog and location-based search features make it easier for consumers to find their products.

When businesses face obstacles in mastering technology, providing training, technical guidance, and operational support is part of the government's efforts to help them

develop their capabilities. If difficulties arise in promotion or market access, the government's role is to create a digital ecosystem that is easily accessible to MSMEs. In this regard, the existence of e-Peken is a concrete example of this effort. As stated by Rahayu dan Putra (2022), Digitalization of MSMEs requires a system that not only provides technology, but also mentoring and simplification of processes for business actors who are not yet digitally literate.

However, several business owners stated that outreach was uneven and they were unaware of the training. "I didn't know there was training, and I was never informed," said the owner of a Gmart store. This highlights the need for improvements in the information distribution system to make training more inclusive and reach all MSMEs. Considering these findings, it can be concluded that the outreach and mentoring programs implemented thus far have provided initial benefits, but still have limitations in terms of sustainability and equity. Training activities need to be designed more systematically, with a wider range of participants, and tailored to the digital literacy level of each business owner. Research by Susanti (2022) states that adapting to digital technology among MSMEs requires a phased approach that takes into account the social, cultural, and economic characteristics of users.

Furthermore, the presence of e-Peken has also encouraged business owners to develop new skills, such as managing catalog displays, responding quickly to orders, and building consumer trust online. Although some MSME owners admitted they were unfamiliar with digital systems, they gradually began to learn through hands-on experience and support from fellow users. "I was initially confused when I signed up, but I gradually got used to it. Now I can update my own product photos," said Yulia, the owner of Toko. This demonstrates that e-Peken's effectiveness depends not only on technical features but also on social and community support. According to Astuti (2021), the successful implementation of digital technology in the small business sector is greatly influenced by collaboration between stakeholders and the availability of flexible learning spaces.

Furthermore, e-Peken increases business visibility and provides added value in the form of public trust. Consumers who were previously hesitant to shop online from small stores now feel safer because the platform is managed by the local government. Some store owners even report receiving repeat orders from customers who initially learned about their products through e-Peken. This phenomenon reinforces the notion that targeted digitalization can increase consumer loyalty and the sustainability of small businesses (Fadilah & Kurniawan, 2024).

However, e-Peken's effectiveness is not yet fully maximized. Technical obstacles such as limited devices, limited internet connections, and unfamiliarity with the application's optimal use remain. Furthermore, some stores face challenges in navigating price competition within the platform, which sometimes forces them to lower their profit margins to compete. "Sometimes I'm confused about whether to sell at a lower price because so many people are slashing prices," said the owner of a Gmart store. Therefore, further innovation is needed from platform managers to add educational features, scheduled online training, and a reward system for active stores. According to Prasetyo and Nugraha (2025), an inclusive digital system must be designed based on the real needs of users, not only from a technological perspective, but also from a social and economic perspective.

Overall, the findings indicate that e-Peken is on the right track as a digital marketing platform for MSME grocery stores. However, to achieve full effectiveness, a sustainable,

collaborative, and adaptive approach is needed to address the needs of businesses on the ground. Digital transformation is not just about providing an application, but also about empowering MSMEs to grow with technology.

CONCLUSION

Based on the results of research on the use of the e-Peken platform by MSME grocery stores in Wiyung District, it was found that e-Peken is quite effective as an online marketing medium, although there is still room for improvement.

1. Increased Marketing Reach

The e-Peken platform helps businesses expand their market reach from local to broader regions. This digitalization opens up growth opportunities for MSMEs that previously relied solely on offline sales.

2. Ease of Access and Use

Most users found e-Peken easy to access and operate. However, business owners with low digital literacy still encountered challenges, indicating the need for further training.

3. Effectiveness of Mentoring and Socialization

Training programs from the Cooperatives Office have helped improve user understanding. However, limited coverage and sustainability of the program pose major challenges to long-term implementation.

4. Impact on Sales and Marketing

E-Peken has contributed positively to grocery store visibility and order volume, although not yet significantly. However, this trend shows significant potential for further growth.

5. Barriers to Use

The main obstacles include limited digital access for businesses, minimal platform promotion, and suboptimal features. These obstacles impact the optimal utilization of e-Peken.

In general, e-Peken has the potential to become an effective tool for digital marketing for MSMEs if accompanied by increased user capacity, feature development, and equitable and sustainable socialization.

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