

Effectiveness of TukuoYuk Platform in the Growth of MSMEs in Sidoarjo

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ABSTRACT

Objective: The results of this study indicate that, to analyse the effectiveness of the TukuoYuk platform in the growth of MSMEs in Sidoarjo. **Method:** This type of research is qualitative descriptive research, using purposive sampling to select informants. Data collection techniques include interviews, observation, and documentation. The focus of this research is to analyse the effectiveness of the TukuoYuk Platform programme. The data analysis technique used is the interactive data analysis model from Miles & Huberman. **Results:** The results of this study show that: First, programme understanding, the TukuoYuk Platform has created significant transformative change by increasing the number of MSMEs with planned digital marketing strategies from 18% to 65%. Second, accuracy of target, the TukuoYuk Platform is highly accurate in its targeting, successfully reaching 70% of MSMEs that have never sold online. Third, timeliness, the implementation of the TukuoYuk Platform demonstrates good timeliness, exceeding expectations in achieving its targets. Fourth, achievement of objectives, the TukuoYuk Platform has successfully achieved its main objective by increasing the average turnover of MSMEs by 40%. Fifth, tangible change. The TukuoYuk Platform has created significant transformative change by increasing the number of SMEs with planned digital marketing strategies from 18% to 65%. This is evidenced by increased sales turnover, expanded market reach beyond Sidoarjo, and the creation of new jobs within a year. **Novelty:** In identifying local digital platform models capable of generating transformative impacts on traditional MSME ecosystems without dependence on national marketplaces, this is evidenced by changes in the business patterns of active merchants who now have planned digital marketing strategies compared to only 18% previously. This study also reveals the phenomenon of collaboration between MSMEs facilitated through local digital platforms, through the TukuoYuk network, which creates a symbiotic business ecosystem model on a local scale but with regional impact.

INTRODUCTION

Micro, Small and Medium Enterprises, commonly referred to as MSMEs, play a vital role in Indonesia's economy, particularly in increasing Gross Domestic Product (GDP) [1]. According to the Coordinating Ministry for Economic Affairs, 61% (Rp. 9,580 trillion) of Indonesia's Gross Domestic Product (GDP) is contributed by MSMEs [2]. In addition, MSMEs also play a significant role in economic recovery from the impact of the Covid-19 pandemic [3]. The significant contribution of MSMEs to the economy highlights the importance of developing MSMEs in Indonesia. MSMEs often face various challenges, such as income stability and fierce competition. [4]. Through the effective application of digital technology in MSME business activities, greater profits can be achieved [5]. The use of digital technology in marketing can serve as a means of communication with potential customers [6].

TukuoYuk is a platform that aims to facilitate Micro, Small and Medium Enterprises (MSMEs) in Sidoarjo Regency to sell their products online [7]. This platform is a facility provided by the Sidoarjo Regency Cooperative and Micro Business Agency.

TukuoYuk provides registered users with the opportunity to become sellers by opening shops and offering merchandise. MSMEs in Sidoarjo have great potential for economic growth and employment. Therefore, platforms such as TukuoYuk are expected to help MSMEs expand their markets and increase their competitiveness.

The legal basis for SME development through the TukuoYuk platform is guided by SPBE, which stands for Electronic-Based Government System. The Electronic-Based Government System (SPBE) is the administration of government that utilises information and communication technology to provide services to SPBE users [8]. This is as stipulated in Presidential Regulation No. 95 of 2018 concerning the Electronic-Based Government System [9]. SPBE is aimed at realising clean, effective, transparent and accountable governance, as well as high-quality and reliable public services. National electronic-based governance and management systems are also necessary to improve the integration and efficiency of electronic-based governance systems [10]. This is reinforced by the Sidoarjo Regency Cooperative and Micro Business Agency as the basis for the Sidoarjo Regency Cooperative and Micro Business Agency in carrying out activities to nurture and develop the MSME sector, including programmes used to encourage MSME players to be more active in promoting their businesses. This platform is governed by binding terms and conditions between users and TukuoYuk, which cover the rights, obligations, and responsibilities of each party in using the service. Users who register are deemed to have agreed to all applicable terms and conditions, which constitute a valid agreement under the law. In addition, TukuoYuk also operates within the framework of relevant Sidoarjo Regent Regulations, including regulations governing MSME development and the provision of digital services to support micro business activities. Thus, TukuoYuk exists not only as an e-commerce platform, but also as part of the local government's efforts to facilitate the growth and development of MSMEs in Sidoarjo.

The presence of TukuoYuk has had a positive impact on the local economy in Sidoarjo Regency. This platform not only provides online sales facilities, but also provides training in digital marketing, business management, and technical assistance for MSME players. This helps to increase the capacity and competitiveness of local products in a wider market. Data shows that MSMEs that have joined TukuoYuk have experienced an average increase in turnover of 30% in the first six months. The Sidoarjo Regency Government fully supports the existence of the TukuoYuk platform through various policies and assistance programmes. The collaboration between the government, the SME community, and TukuoYuk has created a digital ecosystem conducive to local economic growth. As an industrial city with many potential SMEs, Sidoarjo sees TukuoYuk as a catalyst for digital transformation that helps realise the vision of an inclusive and sustainable economy.

The effectiveness of the TukuoYuk platform in improving MSME businesses in Sidoarjo can be seen from several important aspects that support local business development. First, TukuoYuk functions as an online platform that facilitates the sale of MSME products, allowing businesses to reach a wider market without geographical limitations. This programme operates through a mechanism for partners or merchants,

including having a Sidoarjo ID card, being registered at ditakopum.sidoarjokab.go.id, filling out the Tukuoyuk Partnership Form, and having a business licence (NIB, PIRT). Tukuoyuk does not have an account or facilitate anything related to payment systems, etc. Payments are made independently by users and sellers manually, with direct sales transactions directed to the seller's WhatsApp number. Users who will act as sellers are required to choose to use the Tukuoyuk Seller service. After using the Tukuoyuk Seller service, users have the right to manage the items to be traded in their personal storefront.

The Cooperative and Micro Business Agency of Sidoarjo Regency plays an active role in providing facilities and support for business actors to utilise this platform. Although there are challenges in terms of understanding and using technology by MSMEs, the local government's efforts to support the transition to digital marketing show positive potential for the growth of the MSME sector in Sidoarjo.

Based on the product location data available in the Tukuoyuk application, it can be described in the table below:

Table 1. Number of products per subdistrict on the Tukuoyuk app

No	Subdistrict Name	Number of products
1	Tarik	12
2	Prambon	20
3	Krembung	21
4	Porong	57
5	Jabon	11
6	Tanggulangin	77
7	Candi	59
8	Sidoarjo	145
9	Tulangan	36
10	Wonoayu	36
11	Krian	93
12	Balongbendo	39
13	Taman	35
14	Sukodono	59
15	Buduran	31
16	Gedangan	60
17	Sedati	13
18	Waru	106
	Total	910

Source: Tukuoyuk Application (2025)

Based on the table above, it can be explained that of the 18 sub-districts in Sidoarjo Regency, the number of products offered in each sub-district varies considerably, indicating that there is still greater potential for the Tukuoyuk application to become a marketplace that serves as a platform for MSMEs to market and promote their products.

Previous research by Putri entitled Effectiveness of Implementing the Tukuoyuk Platform in the Development of the MSME Sector in Sidoarjo Regency concluded that the

implementation of the TukuoYuk platform in Sidoarjo Regency was assessed based on five indicators. First, understanding of the platform programme still needs to be improved. Second, the platform's accuracy could be optimised with clear procedures. Third, the platform's timeliness has not been achieved due to the lack of clear SOPs. Fourth, due to poor design, the platform's objectives have not been optimally achieved. Fifth, fundamental changes to the platform are still limited [11].

Research by Tanuwijaya, et al entitled 'Assistance in the Use of Digital Technology as a Marketing Strategy for Nurul Ismiati MSMEs' concluded that training activities on the use of digital technology as a marketing strategy have provided a number of benefits for Nurul Ismiati MSMEs. Nurul Ismiati MSMEs can also learn more about the use of various e-commerce platforms and how this has a positive impact on their businesses [7].

Based on the results of problem observation, there are several issues in the implementation of the TukuoYuk platform programme. The first is Limited User Understanding: The level of understanding of MSMEs regarding the TukuoYuk platform still needs to be improved. This indicates the need for more intensive socialisation and training so that MSMEs can optimally utilise the platform. The second issue is that the TukuoYuk website or application often experiences disruptions, which can affect the comfort of potential consumers when shopping on the application. The third issue is that TukuoYuk does not provide direct payment facilities, so transactions must be carried out manually between sellers and buyers. This can cause confusion and inconvenience for users.

This study analyses effectiveness through five criteria: programme understanding, target accuracy, timeliness, goal achievement, and tangible change [12]. The use of Sutrisno's theory with these five indicators is based on its ability to provide a comprehensive view of programme effectiveness, including: (1) Programme understanding, seen from the extent to which the community can understand programme activities. (2) Target accuracy, seen from what is desired to be achieved or realised. (3) Timeliness, seen from the extent to which the programme can influence the use of time in service delivery. (4) Achievement of objectives, measured by the achievement of the objectives of the programme that has been implemented. (5) Tangible change, measured by the extent to which the programme is able to provide an effect or impact and tangible change for the community.

Based on the description presented in the background above, the purpose of this study is to analyse the effectiveness of the TukuoYuk platform in the growth of MSMEs in Sidoarjo.

RESEARCH METHOD

The type of research used in this study is qualitative descriptive research, which provides an overview of the research object based on existing facts, so that the data produced is a portrait or description of the actual situation [13]. This study aims to analyse the effectiveness of the TukuoYuk platform in the growth of MSMEs in Sidoarjo. The location of the study was at the Cooperative and MSME Office. The informant

selection technique used was purposive sampling, or deliberate selection of several informants who were directly involved or who understood the research issues and could provide quality information [14]. Informants in this study included the Head of the Cooperative and SME Office, the TukoYuk application provider, merchants/traders registered with TukoYuk, and buyers. Data collection techniques included interviews, observation, and documentation. The data sources obtained were: (1) Primary data, data obtained directly, recorded and observed, such as interviews, observations, and documentation. (2) Secondary data, data obtained indirectly, secondary data sources were obtained through journals and data sources from the mass media.

This study focuses on analysing the effectiveness of the programme, including (1) programme understanding, (2) targeting, (3) timeliness, (4) achievement of objectives, and (5) tangible changes. Furthermore, the data analysis technique used is Miles & Huberman's interactive data analysis model, which includes: (1) Data Collection. Data collection can be done through interviews, observation, and documentation. (2) Data Reduction. According to Miles & Huberman, data reduction is the process of selection, focusing attention through simplification, abstraction, and transformation of raw data from written notes taken in the field to obtain a summary of important data and then discarding data that is not used or unnecessary. (3) Data Presentation. This involves combining all the data obtained in the field into a form that is easy to obtain or access. This makes it easier to conduct an overall review. (4) Drawing Conclusions. Drawing conclusions involves summarising all the data in accordance with the results of the data collected in the field by the researcher [15].

RESULTS AND DISCUSSION

Result

1. Understanding the Programme

The TukoYuk platform is designed as a digital solution to help MSMEs in Sidoarjo market their products online. The effectiveness of this indicator can be seen from how well MSME players understand how the platform works, the features available, and how to use them.



Figure 1. Socialization of the Tukuoyuk Application innovation

Based on the image above, it is explained that the Sidoarjo Regency Cooperative and Micro Business Agency held a Public Consultation Forum and socialisation of the Tukuoyuk Application innovation. This activity was held on Wednesday, 31 January 2024, at the Disperindag Meeting Room on the 1st floor. Guests invited included the Sub-district UM Coordinator, the Micro Business Association, and academic representatives. This activity was carried out as an effort to improve public services to the community and to obtain input from service recipients regarding what the community feels is lacking in the Agency's services.

MSME actors who understand the programme well are able to register easily, upload their products with attractive descriptions, set prices and stock, and manage orders. The training and assistance provided by the Tukuoyuk team is an important factor in ensuring adequate understanding of the programme among MSMEs.

The results of an interview with the Head of the Sidoarjo Cooperative and SME Agency stated that :

" We launched Tukuoyuk as a digital solution for local MSMEs struggling to adapt to market changes. The programme includes training and mentoring, so that MSME players not only gain access to the platform, but also understand how to use it optimally. We have held offline training sessions and webinars, but technological adaptation remains a major challenge, especially for older business owners.

The results of the interviews were supported by merchants/traders who stated that:

'At first, I was hesitant to join because I didn't understand the technology. But after attending training from the local government and the Tukuoyuk team, I came to understand how the application works. Now I can easily upload products, manage stock, and receive orders. The information session only explained how to upload products, there was no further guidance on sales optimisation.'

According to Sutrisno's theory of programme effectiveness, programme understanding indicators are the primary foundation for the successful implementation of a programme, where effectiveness can be measured by the extent to which the target audience understands the objectives, mechanisms, and how to optimally utilise the programme. In the context of the Tukuoyuk Platform, programme understanding is reflected in the ability of MSME actors in Sidoarjo to operate this digital platform after participating in a series of socialisation and training sessions organised by the Cooperative and Micro Business Agency. The implementation of the Public Consultation Forum held on 31 January 2024 demonstrated a systematic effort to build comprehensive understanding through a participatory approach involving various stakeholders, including Sub-district MSME Coordinators, Micro Business Associations, and academics. This is in line with the research by Ochinanwata & Ochinanwata in "The Impact of Digital Platforms on SMEs' Development and Performance. In Small Business and Entrepreneurial Development in Africa: A Route to Sustained Economic Development," which emphasises that structured training programmes and continuous mentoring are

critical factors in increasing understanding and adoption of technology among MSMEs [16].

2. Right on Target

This indicator measures whether the TukoYuk platform truly reaches and is utilised by its main target audience, namely MSME players in Sidoarjo who need access to the digital market. The TukoYuk platform is a strategic digital solution to help market MSME products in Sidoarjo. This platform functions as a geographically focused digital marketplace, bringing MSME players directly together with local consumers. By utilising features such as digital catalogues, centralised promotions, and an integrated ordering system, TukoYuk makes it easy for MSMEs to showcase their products – ranging from Sidoarjo specialties such as bandeng presto (milkfish) and shrimp crackers to handicrafts – to the most relevant audience, namely the people of Sidoarjo themselves. This reduces the digital marketing barriers often faced by MSMEs, such as difficulties in managing social media algorithms or high advertising costs.

The accuracy of the target audience is also assessed based on the platform's reach to potential consumers who could become buyers of Sidoarjo MSME products. An interview with the TukoYuk Application Provider stated that:

'Our data shows that 70% of TukoYuk users are MSMEs that have never sold online before, and 85% are from the micro and small categories. This shows that we have successfully reached the main target of this programme.' However, the platform only reaches 1.5% of the total 44,509 micro businesses in Sidoarjo.

These interview results are supported by merchants/sellers who stated that:

'Before TukoYuk, I only relied on customers who came to the physical store. This programme is well-targeted for small business owners like me who want to enter the digital market but lack the knowledge and capital to create their own website or join a large marketplace.'."

Tabel 2.

Performance Metrics	Average Before Joining TukoYuk	Average After Joining TukoYuk (6 Months)	Improvement
New Customer Reach per Month	15-20 customers (from the surrounding area)	45-60 customers (from various sub-districts in Sidoarjo & South Surabaya)	+200%
Online Sales Percentage	15% (only through WhatsApp/Instagram)	55% (mostly through the TukoYuk platform)	+40%
Average Order Value (AOV)	IDR 75.000	IDR 115.000	+53%
Promotion Frequency	2-3 times/month (high cost, limited reach)	8-10 times/month (featuring 'Today's Promo' on the app)	+300%
Local Brand Awareness Level	Low (only known within immediate circles)	High (listed as 'Top-Selling SMEs' on the app's homepage)	Significant

Source: interviews with several informants (2025)

The results of this study are in line with research by Iseal & Rahom. Entitled *The Role of Digital Platforms in Supporting Small Business Growth in the USA*, it concludes that geographically focused (hyperlocal) marketplaces are significantly more effective for small SMEs than national platforms. This study found that SMEs experienced a 30-40% increase in the number of online transactions after switching to hyperlocal platforms. This effectiveness is due to simpler algorithms, less intense competition than global platforms, and the platform's ability to build a community of buyers who are highly loyal to local products[17]. The positive impact is an increase in turnover and expansion of marketing reach for MSMEs in the most affordable way. This platform acts as more than just a place to buy and sell; it is a collective curation and promotion platform that strengthens the local economic ecosystem. With support from the government or local associations, TukoYuk has great potential to become the spearhead of SME digitalisation in Sidoarjo, turning marketing challenges into mutually beneficial collaboration opportunities between producers and consumers in one region.

Based on Sutrisno's theory of programme effectiveness, the indicators are on target. This programme is highly targeted because it was developed with the unique characteristics and challenges of MSMEs in Sidoarjo in mind. The focus on the local scale ensures that transactions are hyperlocal, supported by an efficient and fast delivery logistics system, even for fresh products. Additionally, the branding that highlights the 'Authentic Sidoarjo Products' identity not only builds community pride but also serves as a unique selling point that distinguishes it from national marketplaces. Thus, TukoYuk is highly targeted as it addresses two sides: facilitating SMEs that are not yet ready to compete at the national level and meeting the needs of consumers seeking trustworthy local products through an easy and fast process.

3. On Time

Timeliness relates to the implementation of the TukoYuk platform in line with the needs of MSMEs, especially in the context of increasingly fierce digital competition. This indicator also looks at the speed of response to new MSME registrations, the time required to confirm and process orders, the timeliness of product delivery to consumers, the speed of resolving issues faced by platform users, and the platform's ability to adapt to current market trends. A timely programme is able to respond to the needs of MSMEs at the right time, without delay in facing market changes.

The results of interviews with the Head of the Cooperative and MSME Office stated that:

"The implementation stages of TukoYuk are running according to schedule. We targeted 5,000 MSMEs in the first year and successfully reached 5,300 MSMEs. Training and socialisation were also carried out on schedule in 18 sub-districts in Sidoarjo."

The interview results were supported by merchants/traders who stated that:

'The registration process can be done quickly, only taking 1-2 days for verification. However, sometimes on weekends, the website is a bit slow to respond, perhaps due to the high number of users accessing it.'"

The timeliness and effectiveness of the TukoYuk platform is also reflected in the speed of its operational processes, which support MSMEs in the digital era. The registration process, which only takes 1-2 days for verification, demonstrates the system's

responsiveness, although there are still technical obstacles at certain times, such as slow server response at weekends due to high access volume. Digitalisation is an important requirement for MSMEs to survive in an increasingly competitive market, and the implementation of digital transformation can improve operational efficiency.

This study is in line with previous research entitled 'MSME Strategies in Facing Digitalisation'. The study supports the importance of timeliness in MSME digital platforms, emphasising that the speed of adaptation and response to market changes are critical factors in the success of MSME digital transformation. Platforms that are able to provide timely services not only increase user satisfaction but also encourage sustainable MSME economic growth [18].

Based on this, the timeliness of TukuoYuk's implementation is quite good in terms of programme planning and target implementation. From a technical perspective, the platform shows stable performance despite challenges during certain periods, such as when traffic is high.

Based on the programme effectiveness theory proposed by Sutrisno, timeliness is one of five important aspects in measuring the effectiveness of a programme. In the context of the TukuoYuk platform, the timeliness indicator shows the platform's ability to respond quickly to the needs of MSMEs in line with dynamic market conditions. Implementation data shows that the TukuoYuk platform has successfully met the timeliness aspect with achievements exceeding expectations - from a target of 5,000 MSMEs, it reached 5,300 MSMEs in the first year, as well as the timely implementation of training and socialisation in 18 sub-districts in Sidoarjo.

4. Achievement of Objectives

The main objective of the TukuoYuk platform is to boost the growth of MSMEs in Sidoarjo through the digitalisation of marketing and sales. This indicator measures the extent to which these objectives have been achieved by looking at the increase in the number of SME sales transactions, market reach expansion (from local to regional or national), increase in SME income, number of SMEs actively using the platform, user satisfaction levels (both sellers and buyers), and sustainability of platform use by SMEs.

Quantitative data such as revenue growth and customer expansion serve as concrete evidence of the programme's success. Interviews with the Head of the Sidoarjo Cooperative and MSME Office revealed that:

'Our data shows an average turnover increase of 40% for MSMEs that have been actively using TukuoYuk for at least 6 months. In addition, 62% of MSMEs reported market expansion outside Sidoarjo, which is one of the main objectives of this programme.'

These interview results are supported by merchants/sellers who stated that:

'Joining TukuoYuk has made my business grow rapidly. Previously, I only served customers around Sidoarjo, but now orders come from outside Sidoarjo and even outside East Java. My revenue has nearly doubled, and I have been able to hire two new employees.'"

This finding is supported by a study entitled 'Analysis of the Effectiveness of Social Media Use in Increasing Brand Awareness among MSMEs in South Tangerang City in the Digital Age,' which shows that the use of social media, online advertising, and

appropriate content strategies can significantly increase MSME sales in the context of digital marketing [19]. Testimonials from merchants who have experienced a nearly twofold increase in turnover and been able to expand their market reach beyond East Java are concrete evidence of the programme's success. This confirms that digital platforms can be effective instruments in transforming MSMEs from local to regional and even national scale. The effectiveness of digital marketing strategies in increasing brand visibility and expanding market share is evident in the ability of the TukuoYuk platform to facilitate MSMEs in reaching new consumers and increasing transaction volumes, which ultimately contributes to local economic growth and the empowerment of micro, small and medium enterprises in Sidoarjo Regency.

Based on the research findings, the indicators of the achievement of objectives show very positive results. Referring to Sutrisno's theory, the TukuoYuk platform has successfully achieved its main objective of increasing MSME growth in Sidoarjo through the digitalisation of marketing and sales. Quantitative data shows significant achievements with an average turnover increase of 40% for MSMEs that have actively used the platform for at least 6 months, as well as 62% of MSMEs reporting market expansion outside Sidoarjo. These goal achievement indicators are in line with Sutrisno's theory, which emphasises the importance of measuring real change as evidence of programme effectiveness.

Based on these results, TukuoYuk has demonstrated significant achievement in promoting SME growth. Indicators such as increased turnover, market expansion, and the creation of new jobs show a positive impact on the SME ecosystem in Sidoarjo.

5. Real Change

This indicator assesses the long-term impact of the TukuoYuk platform on the MSME ecosystem in Sidoarjo. Tangible changes can be seen in the transformation of SME players' mindset to become more adaptive to digital technology, increased digital capabilities and online marketing skills, the creation of new jobs in the SME sector, the strengthening of the competitiveness of local Sidoarjo products in a wider market, contributions to regional economic growth, and the long-term sustainability of SMEs.

Tangible changes are also evident in how this platform helps MSMEs survive and thrive, especially in the face of economic challenges and competition from products from outside the region. Interviews with the TukuoYuk Application Provider revealed that:

"We have seen significant changes in business patterns. As many as 65% of active merchants now have a planned digital marketing strategy, whereas previously only 18% had one. Collaboration between MSMEs has also increased, with 230 new partnerships formed through the TukuoYuk network."

These interview findings are supported by merchants/sellers who stated that:

"TukuoYuk has transformed how I run my business. I am now more structured in managing inventory and finances. I have also learned about product photography and writing engaging descriptions. Most importantly, I am no longer afraid of technology and am now enthusiastic about trying new features."

TukuoYuk has brought about real change, including the digital transformation of MSMEs, increased business capacity, and a shift in entrepreneurial mindset. These changes have had an impact not only on economic aspects but also on social and cultural aspects within the Sidoarjo MSME ecosystem. Based on the analysis of the five indicators above, the TukuoYuk platform demonstrates a high level of effectiveness in driving SME growth in Sidoarjo, although there are still several areas that require further development.

The tangible changes brought about by the TukuoYuk platform are also reflected in the improvement of the structural and operational capabilities of MSMEs, where business actors have evolved in terms of stock management, financial management, product photography, and copywriting skills. Studies on digital transformation in entrepreneurship show that MSMEs with digital skills experience a significant increase in competitiveness and business sustainability. This long-term impact is in line with research on the importance of MSME digital transformation in Indonesia's economic development, which emphasises the role of product innovation and business networks in economic performance. Furthermore, the tangible changes brought about by the TukuoYuk Platform are not limited to individual economic aspects, but have created a digital ecosystem that encourages collaboration between MSMEs, strengthens the competitiveness of local products, and contributes significantly to the economic growth of the Sidoarjo region.

Based on Sutrisno's programme effectiveness theory, tangible change indicators are fundamental measures that assess the transformative impact of a programme in creating conditions that are significantly different from the previous situation. Tangible change indicators in Sutrisno's theory measure programme effectiveness through concrete transformations that can be observed and felt by the target audience. In the context of the TukuoYuk Platform, real change is manifested through a fundamental transformation of the business patterns of MSMEs in Sidoarjo, where 65% of active merchants now have a planned digital marketing strategy compared to only 18% previously, as well as the formation of 230 new partnerships through digital networks. This transformation is not only quantitative but also qualitative, encompassing a change in the mindset of MSME players from initially being 'afraid of technology' to being 'enthusiastic about trying new features', indicating a fundamental paradigm shift in business management. Recent research shows that high internet access and strong digital literacy, together with government support, are crucial factors in increasing technology adoption and maximising the benefits of digital transformation [20].

Another study entitled 'The Importance of MSME Digital Transformation in Indonesia's Economic Development' concluded that MSME digital transformation in the Industry 5.0 era shows that technological changes not only improve operational efficiency but also create new business opportunities and strengthen competitive positions, as evidenced by the sustainability and adaptability of MSMEs in facing increasingly complex market dynamics [21].

Discussion

The findings of this study confirm that the *Tukuoyuk* platform has effectively driven the digital transformation of MSMEs in Sidoarjo by improving programme understanding and business capacity among participants. Through consistent training and mentoring, MSME actors have transitioned from limited technological literacy to active participation in digital marketing ecosystems. This aligns with Ochinanwata and Ochinanwata [16], who emphasized that structured digital literacy training enhances SMEs' capability to adopt technology efficiently. The *Tukuoyuk* programme's participatory approach—engaging subdistrict coordinators, micro business associations, and academics—has proven instrumental in ensuring that MSMEs understand not only the technical aspects but also the strategic benefits of online marketing. Consequently, the platform succeeded in elevating digital awareness and participation rates, marking a substantial milestone in Sidoarjo's local economic digitalisation.

Moreover, the *Tukuoyuk* platform demonstrated high accuracy in reaching its intended target group—MSMEs that had never engaged in online sales before. Data showed that 70% of the users were first-time digital sellers, validating the platform's success in empowering micro-scale entrepreneurs [17]. This hyperlocal marketplace model supports the findings of Iseal and Rahom [17], who revealed that geographically focused platforms foster stronger brand loyalty and faster growth for small enterprises than global e-commerce systems. By positioning itself as a regional digital marketplace, *Tukuoyuk* bridged the accessibility gap, allowing MSMEs to expand their customer base by more than 200% and increase their average turnover by 40%. These outcomes highlight how localized digital ecosystems can effectively address barriers such as high advertising costs, limited market reach, and inadequate digital infrastructure.

Furthermore, the study illustrates tangible and sustained impacts of *Tukuoyuk* on Sidoarjo's MSME ecosystem. Sixty-five percent of merchants now possess structured digital marketing strategies, up from only 18%, indicating a fundamental behavioral and managerial transformation among local entrepreneurs [20], [21]. The creation of 230 new inter-MSME partnerships demonstrates a collaborative economic network supported by shared digital platforms. This finding corroborates Astuti and Rosita [21], who argued that MSME digital transformation underpins long-term competitiveness and adaptability in the Industry 5.0 era. Overall, *Tukuoyuk* not only serves as a marketplace but also as a strategic enabler of local economic resilience, encouraging innovation, inclusivity, and sustainability within Sidoarjo's digital economy framework.

CONCLUSION

Fundamental Finding : The *Tukuoyuk* platform demonstrates a high level of effectiveness in encouraging MSME growth in Sidoarjo across five indicators: Programme Understanding (good understanding built through structured socialization and continuous training), Target Accuracy (successfully reaching 70% of first-time online sellers and 85% of micro/small category MSMEs), Timely (exceeding the target by reaching 5,300 MSMEs and ensuring fast verification of 1-2 days), Achievement of

Objectives (increasing average MSME turnover by 40% and enabling 62% of MSMEs to expand their market outside Sidoarjo/East Java), and Tangible Changes (increasing MSMEs with planned digital marketing strategies from 18% to 65% and forming 230 new partnerships). **Implication** : The platform's success in increasing turnover and market reach for a majority of its users validates the efficacy of digitalization as a core strategy for local economic development and MSME empowerment. The high rate of market expansion outside the local area suggests the platform is successfully building regional and potentially national competitiveness for Sidoarjo's MSMEs. **Limitation** : Despite its overall success, the platform faces limitations, including technological adaptation challenges for older business actors, technical problems during high traffic, and limited overall coverage, as it only currently reaches 1.5% of the total micro businesses in Sidoarjo. **Future Research** : Future studies should focus on developing targeted intervention strategies to enhance technological literacy and adaptation for older MSME actors. Research is also needed to address and scale the platform's infrastructure to resolve technical issues during high traffic and explore viable expansion models to significantly increase its coverage beyond the current 1.5% of Sidoarjo's micro-businesses.

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