

Digitalization of Public Services for Koperasi Merah Putih through E-Government: Platform MerahPutih.kop.id

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Abstract: The Indonesian government, through Presidential Instruction Number 9 of 2025, has launched a program to establish 80,000 Koperasi Desa/Kelurahan Merah Putih supported by the digital platform <https://merahputih.kop.id/> as an implementation of e-government in the community economic empowerment sector. This digital transformation aims to enhance transparency, accountability, and effectiveness in cooperative management throughout Indonesia through the utilization of information technology. This research is important for evaluating the readiness and effectiveness of e-government implementation in supporting the government's strategic program before its official launch on July 12, 2025. The study employs a literature review method with a qualitative descriptive approach and analyzes the platform based on Indrajit's (2006) theory of e-government implementation, which encompasses the dimensions of Support, Capacity, and Value. The research findings indicate that the MerahPutih.kop.id platform possesses very strong political and regulatory support, adequate technological infrastructure with self-declare features and a national dashboard, as well as the potential to deliver significant value in the form of enhanced transparency, administrative efficiency, and strengthening of people's economy. However, long-term success depends on the ability to overcome challenges related to the digital divide, digital literacy of rural communities, and platform management sustainability. This platform has the potential to become a successful e-government model for community economic empowerment if continuous improvements and long-term commitment from all stakeholders are undertaken.

Keyword: E-Government, Koperasi Merah Putih, Digitalization

INTRODUCTION

In the era of globalization and rapid information technology development, governments are required to undertake digital transformation in delivering services to society (Habibani & Frinaldi, 2025; Indrajit, 2006; Lappi et al., 2019). The 1945 Constitution of Indonesia, Article 33 (Undang-Undang Dasar 1945 Pasal 33), emphasizes that the Indonesian economy is structured based on cooperative endeavors founded on the principle of kinship. This serves as the philosophical foundation for establishing cooperatives as the pillar of the national economy based on the principles of mutual cooperation and togetherness. This cooperative is part of the government's policy to strengthen the people's economy.

In line with the government's commitment to strengthening the people's economy, various policies have been issued to promote accountability, transparency, and effectiveness in program implementation through service digitalization utilizing information technology in governance (Irfan & Anirwan, 2023; Yunaningsih et al., 2021). This service digitalization is implemented based on Presidential Instruction Number 3 of 2003 concerning National Policy and Strategy for E-Government Development (Instruksi

Presiden Nomor 3 Tahun 2003 tentang Kebijakan dan Strategi Nasional Pengembangan E-Government), which serves as the fundamental milestone mandating all government institutions at national and regional levels to implement e-government, including the implementation of Koperasi Merah Putih. This policy was subsequently strengthened by Law Number 11 of 2008 concerning Electronic Information and Transactions (Undang-Undang Nomor 11 Tahun 2008 tentang Informasi dan Transaksi Elektronik), aimed at improving the effectiveness and efficiency of public services through the utilization of information technology.

E-government represents the use of information technology by the government that enables the transformation of relationships with society, the business world, and stakeholders (Andayani et al., 2024; Ramadhani et al., 2024; Rozikin et al., 2020). In practice, e-government is the use of the internet to carry out government affairs and provide better, efficient, effective, transparent, and accountable public services (Arzewiniga, 2025a; AW, 2024; Doramia Lumbanraja, 2020; Gil-García & Pardo, 2005; Palvia & Sharma, 2007; Sabani et al., 2019; Twizeyimana & Andersson, 2019a, 2019b). The implementation of e-government provides opportunities to enhance and optimize relationships among government agencies, relationships between government and the business world, and society through the utilization of information technology, which represents a collaboration between computers and communication network systems (Andayani et al., 2024; Ramadhani et al., 2024; Rozikin et al., 2020). This e-government implementation is carried out across all lines of government execution, particularly supporting the implementation of government program policies, namely village or sub-district empowerment through the Koperasi Desa/Kelurahan Merah Putih program.

In the context of village economic empowerment, the Indonesian government, through Presidential Instruction Number 9 of 2025, has launched a program to establish 80,000 Koperasi Desa/Kelurahan Merah Putih distributed throughout Indonesia (Purnamawati, 2025). This program represents a strategic initiative of President Prabowo Subianto's administration in building village economic independence and strengthening Micro, Small, and Medium Enterprises (MSMEs), agribusiness, village-to-city logistics, and entrepreneurship. To support this program, the Ministry of Cooperatives launched the official digital platform <https://merahputih.kop.id/> on April 21, 2025, as a registration center for Koperasi Desa/Kelurahan Merah Putih (KDMP) through self-declaration and a national dashboard to monitor the cooperative formation process (Arzewiniga, 2025a).

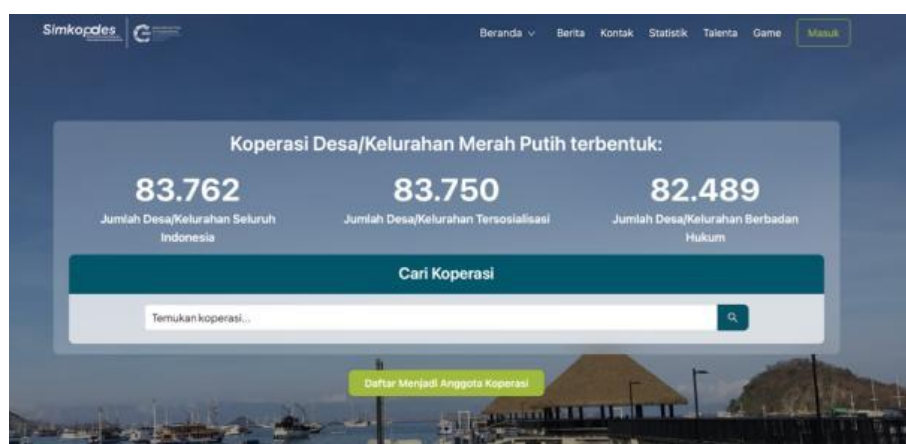


Figure 1. Platform MerahPutih.kop.id
Sumber : MerahPutih.kop.id, , accessed 2025

The importance of utilizing digital technology throughout the entire process of establishing Koperasi Merah Putih was emphasized, stating that digital technology must be used to make all business

processes transparent, professional, and accountable as the key to the success of the cooperative movement at the village and sub-district levels (Andayani et al., 2024; Arzewiniga, 2025b; Ramadhani et al., 2024). Therefore, based on existing policies, program implementation, and the importance of the principles of openness and efficiency in program implementation, <https://merahputih.kop.id/> was created. The <https://merahputih.kop.id/> platform is designed not only for registration but will also be developed into a KopHub Omnichannel Marketplace to monitor the supply chain of superior village products and comprehensively monitor the health and performance of village cooperatives.

This research is important for several reasons. First, the implementation of e-government in the village cooperative sector is relatively new and requires evaluation to ensure its proper implementation. Second, with the target of establishing 80,000 cooperatives to be launched on July 12, 2025, coinciding with National Cooperative Day (Irfan & Anirwan, 2023; Yunaningsih et al., 2021), an in-depth analysis is needed of the digital platform's readiness to support the government program in this new era of changing leadership. Third, the <https://merahputih.kop.id/> platform serves as a single data source that will determine the success of transparency, accountability, and professionalism in village cooperative management throughout Indonesia. Fourth, this research can provide recommendations for improvements to optimize the platform before its official launch and during its implementation phase.

Based on the above explanation, this research aims to analyze the implementation of e-government on the <https://merahputih.kop.id/> platform using Indrajit (2008) theoretical framework for e-government implementation, which encompasses three main indicators: Support, Capacity, and Value of e-government implementation in this policy. This analysis is expected to provide a comprehensive overview of the analysis of e-government implementation through the platform in supporting the digital transformation of Koperasi Desa/Kelurahan Merah Putih management in Indonesia.

RESEARCH METHOD

This research employs a literature review method with a qualitative descriptive approach. The literature review method is a research procedure that produces descriptive data in the form of written or spoken words from various relevant and observable sources (Moleong, 2017). Literature review is needed as a study to understand phenomena that occur through reviews of books, journals, articles, policy documents, and other scientific literature related to e-government and the MerahPutih.kop.id platform

Data were collected through literature studies, government policy documents, and references from expert theories on E-Government. According to Indrajit (2022) E-Government is an effort to utilize information and communication technology by the government to provide information and public services to citizens, business actors, and other government agencies in an efficient, transparent, and accountable manner. This theory has been widely used in various e-government research in Indonesia due to its relevance to the conditions of information technology application in the public sector. Indrajit (2006) said the success of e-government development depends on three elements of success are support, capacity, and value.

There are two data sources used in the literature review in this research: primary and secondary data. Primary data comes from specific information regarding features, functions, update dates, and target users of the MerahPutih.kop.id website, obtained from the analysis of platform descriptions in public media. Subsequently, secondary data were obtained from policy documents including Presidential Instruction Number 9 of 2025 and Presidential Instruction Number 3 of 2003 concerning National Policy and Strategy for E-Government Development, and academic journal articles discussing E-Government theory and the digitalization of Koperasi Desa/Kelurahan Merah Putih.

RESULT AND DISCUSSION

The implementation of e-government on the MerahPutih.kop.id platform represents a concrete example of how the Indonesian government utilizes information technology to transform public services and community economic empowerment. Based on analysis using Indrajit (2006), The implementation of e-government on the MerahPutih.kop.id platform represents a concrete example of how the Indonesian government utilizes information technology to transform public services and community economic empowerment. Based on analysis using Indrajit (2006) theory of e-government implementation, encompassing three main dimension indicators support, capacity, and value.

Support

One of the main strengths of this platform is the very high political support from the national leadership summit. In accordance with Indrajit's theory that political will is the most important element in the support dimension, the direct involvement of the President of the Republic of Indonesia in promoting this program provides strong legitimacy and momentum. This support is not merely rhetorical but is manifested through formal policy instruments (Presidential Instruction No. 9 of 2025) and the mobilization of government resources at various levels. The Minister of Cooperatives' commitment to making the platform an instrument of transparency, professionalism, and accountability demonstrates a paradigm shift in cooperative management in Indonesia. So far, cooperatives have often been associated with less professional and less transparent management. This digital platform is expected to change that stigma by forcing cooperative managers to adopt good governance practices from the very beginning of establishment.

The MerahPutih.kop.id platform receives very high political support from the highest level of government. President Prabowo Subianto directly promotes the establishment of 80,000 Koperasi Desa/Kelurahan Merah Putih through Presidential Instruction Number 9 of 2025. In a regional heads' retreat at the Military Academy in Magelang on February 21-28, 2025, the President emphasized the importance of establishing Village Cooperatives as an effort to improve food security. The President also stated that "Cooperatives are the tools of the weak, the tools of weak nations. But when united, they become a force. From a weak economy to a strong economy. That is the concept of cooperatives."



*Evidence of Political Support Shown on the PlatformSource: MerahPutih.kop.id, accessed 2025
source : MerahPutih.kop.id, accessed 2025*

Additionally, this website has very strong policy support. This is evidenced by the platform being supported by a very comprehensive regulatory framework. This layered regulation provides strong legal legitimacy for platform implementation and ensures long-term program sustainability. This is demonstrated by displaying all regulations or legal bases directly shown on the platform.



Figure 3. Evidence of Policy Support Shown on the Platform
Source: MerahPutih.kop.id, accessed 2025

The policy support basis on the MerahPutih.kop.id website represents the government's full support and cooperative management in realizing transparent, efficient, and easily accessible public services to the community. This policy is based on E-Government principles, where every policy, procedure, and service provided within the platform is structured according to applicable Standard Operating Procedures (SOPs). The objective is to ensure that all cooperative service processes can be carried out clearly, quickly, and accountably, while simultaneously strengthening the village or sub-district government's commitment to promoting cooperative service digitalization through integrated and sustainable system support. The following is evidence of the government's full support in supporting this website to succeed in implementing the digitalization of Koperasi Merah Putih.

Table.1 Policy Support Basis for MerahPutih.kop.id

No	Policy Basis
1	1945 Constitution Article 33 concerning the Indonesian economic system based on the principle of kinship (UUD 1945 Pasal 33 tentang sistem perekonomian Indonesia yang berbasis asas kekeluargaan)
2	Law Number 25 of 1992 concerning Cooperatives (Undang-Undang Nomor 25 Tahun 1992 tentang Perkoperasian)
3	Presidential Instruction Number 3 of 2003 concerning National Policy and Strategy for E-Government Development (Instruksi Presiden Nomor 3 Tahun 2003 tentang Kebijakan dan Strategi Nasional Pengembangan E-Government)
4	Law Number 11 of 2008 concerning Electronic Information and Transactions (Undang-Undang Nomor 11 Tahun 2008 tentang Informasi dan Transaksi Elektronik)
5	Law Number 14 of 2008 concerning Public Information Openness (Undang-Undang Nomor 14 Tahun 2008 tentang Keterbukaan Informasi Publik)
6	Presidential Instruction Number 9 of 2025 concerning the establishment of Koperasi Desa/Kelurahan Merah Putih (Instruksi Presiden Nomor 9 Tahun 2025 tentang pembentukan Koperasi Desa/Kelurahan Merah Putih)

Source: Compiled by authors, 2025

Capacity

The capacity of the <https://merahputih.kop.id/> platform is designed as an online system accessible through the internet and created so that the public can access the website independently. Available features include cooperative registration with three schemes building new cooperatives, developing existing ones, and revitalizing cooperatives.

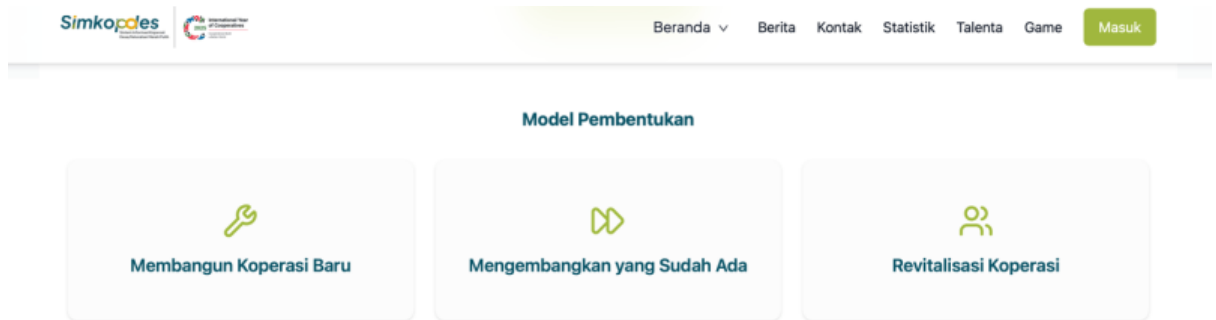


Figure 3. Bukti kapasitas platform dalam pelaksanaan skema akses
Sumber : MerahPutih.kop.id, diakses 2025

Subsequently, document uploading includes special village meeting minutes, member meeting minutes, information on types of cooperative businesses, and notary data for cooperative deed preparation. There is a dashboard to monitor the process of establishing Koperasi Merah Putih from socialization to cooperative establishment, a system that will be developed into a KopHub Omnichannel Marketplace to monitor the supply chain of superior village products and comprehensively monitor cooperative health. This platform is also integrated with the Legal Entity Administration System (SABH) for the ratification of establishment deeds, changes to articles of association, and cooperative dissolution.

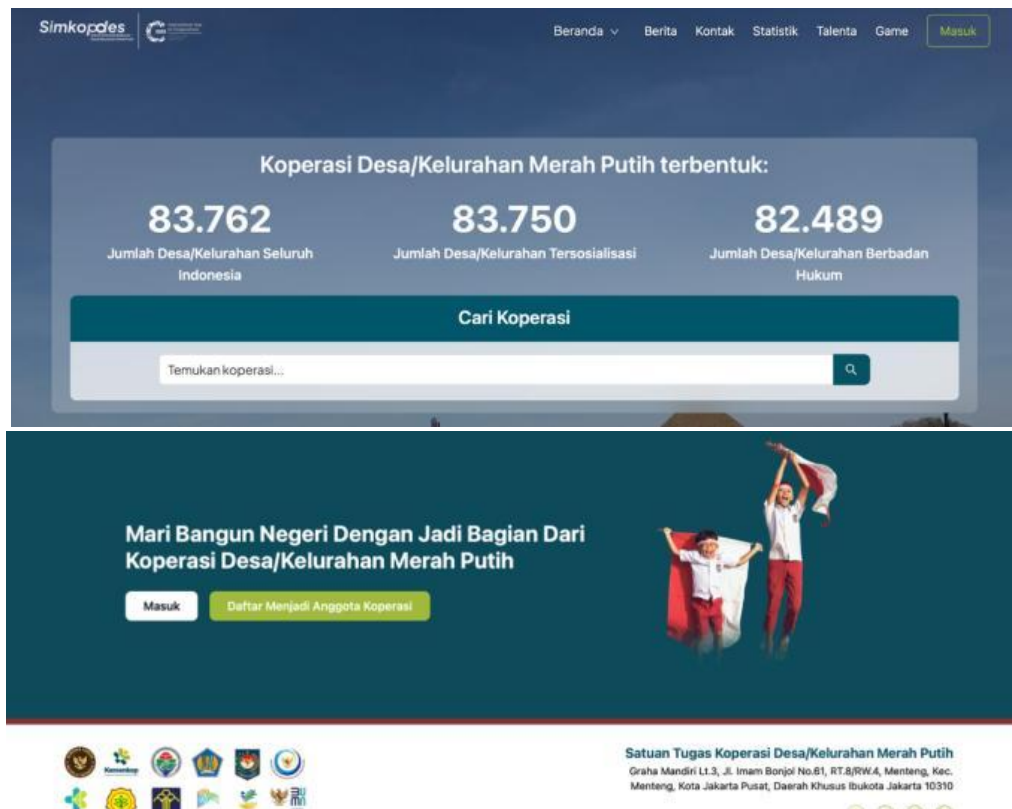


Figure 4. Evidence of Platform Capacity in Implementing Access Schemes
Source: MerahPutih.kop.id, accessed 2025

In implementing the digitalization of the Koperasi Desa/Kelurahan Merah Putih program through the <https://merahputih.kop.id/> website, these three capacity dimensions play crucial roles. From the human resource capacity perspective, this platform demands intensive training for cooperative administrators and members to access services such as savings and loan information, digital payments, and online monitoring of cooperative activities. The challenge is the digital capability gap among

cooperative members, the majority of whom are in village areas with varying levels of digital literacy. From the infrastructure capacity aspect, the platform's success depends on server stability, member database security, user-friendly interface, and internet coverage in village areas that may still be limited. Meanwhile, institutional capacity is reflected in how cooperative organizational structures integrate this digital system into daily operations, whether there are digital Standard Operating Procedures (SOPs), and how accountability and transparency mechanisms are managed through the platform.

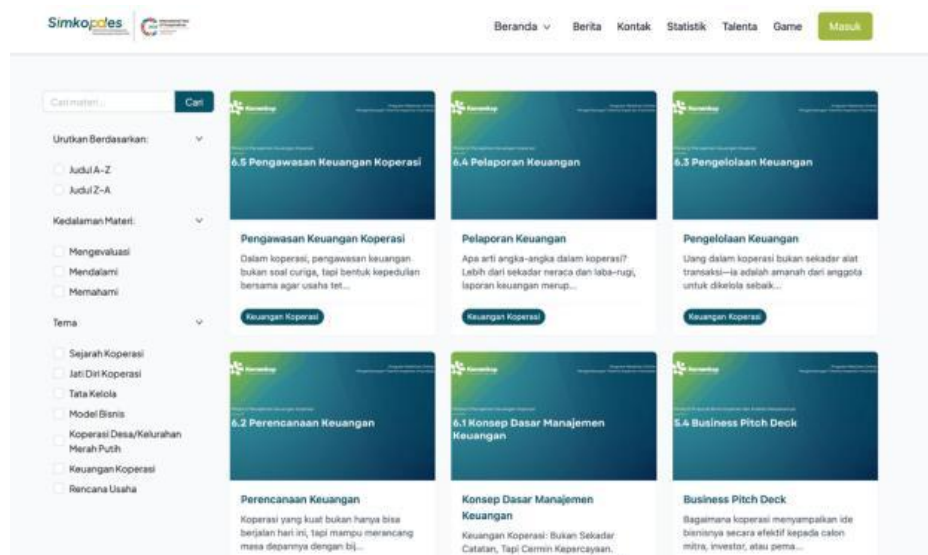


Figure 5. Evidence of Platform Capacity in E-Government Dimensions

Source: MerahPutih.kop.id, accessed 2025

However, infrastructure challenges still exist, particularly regarding internet connectivity in remote areas and the possibility of high server loads considering the target of 80,000 cooperatives that must be served. However, the success of this system depends on the digital literacy of village communities, which varies across different regions of Indonesia. The website capacity is already good, but the government must continue to provide assistance from cooperative facilitators, training, and support to enhance the capacity of cooperative management human resources and improve website usage capacity so that it can be utilized optimally.

Value

The MerahPutih.kop.id platform demonstrates significant value in the value dimension, particularly for the government, which obtains various strategic benefits from this system. The platform functions as a national dashboard and single data source that facilitates real-time monitoring of the entire cooperative formation process in Indonesia, thereby increasing transparency and accountability in national cooperative program management. The implementation of a self-declare system not only reduces bureaucratic burdens but also accelerates the overall cooperative registration process, creating better administrative efficiency. Furthermore, the availability of integrated data on village cooperatives enables the government to make more accurate and targeted data-based decisions in formulating cooperative development policies in Indonesia.

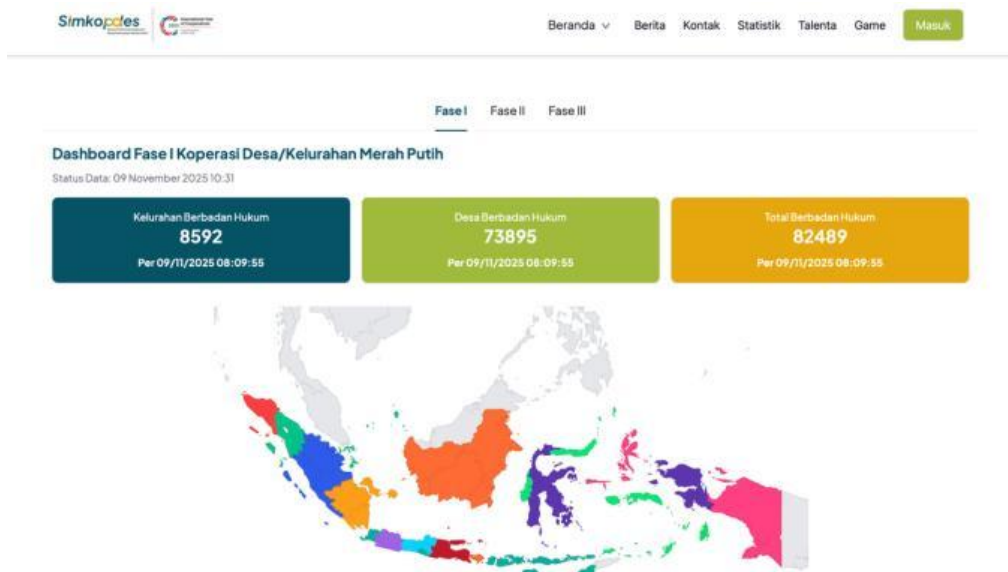


Figure 6. Evidence of Value of <https://merahputih.kop.id/> Platform for Real-time Decision Making Basis
Source: MerahPutih.kop.id, accessed 2025

Furthermore, the value dimension for users of this platform provides several important benefits for registered cooperatives, including ease of obtaining official establishment deeds and cooperative identification numbers through a faster and more efficient process, access to the Koperasi Merah Putih digital platform for operational management, assistance from government-provided cooperative facilitators, opportunities to participate in training and access to financing and capital assistance, market reach expansion through the KopHub Omnichannel Marketplace, and increased cooperative credibility and legality in the eyes of society and financial institutions. These matters have been explained directly and clearly within the platform in real-time.

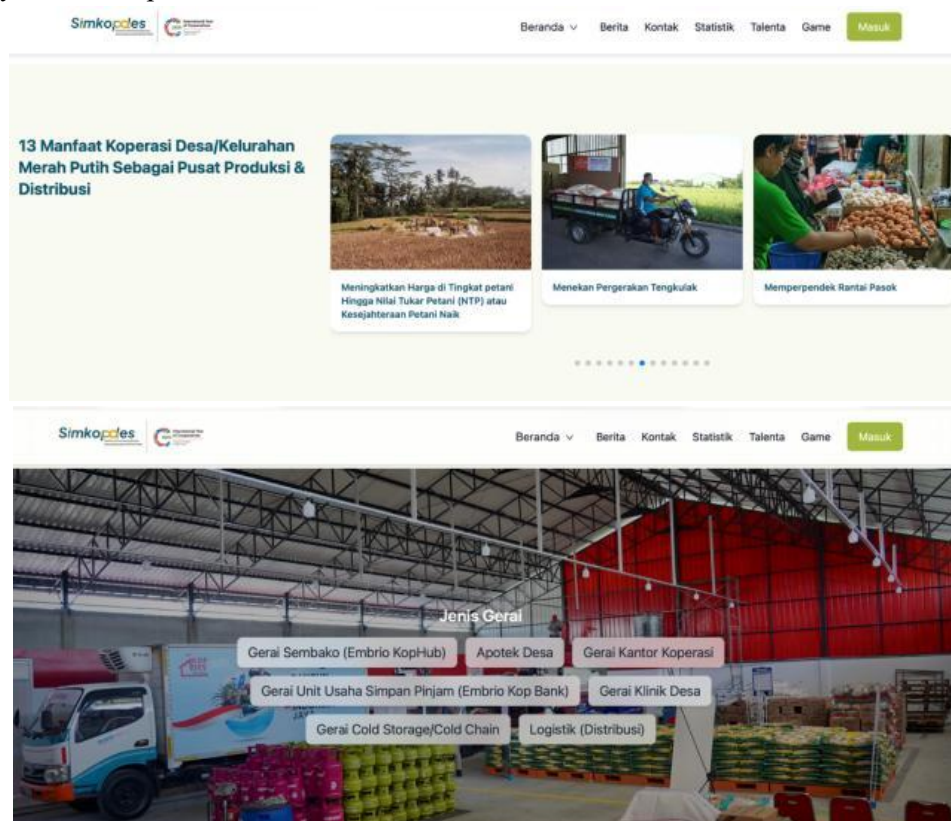


Figure 7. Evidence of Value of <https://merahputih.kop.id/> Platform Providing Relevant Information
Source: MerahPutih.kop.id, accessed 2025

Village communities as cooperative members and end-users obtain various significant benefits, including ease in establishing and developing cooperatives as a vehicle for economic empowerment, opportunities to break free from harmful economic practices such as loan sharks, middlemen, and illegal online loans, as well as increased exchange value of agricultural products and MSMEs through a more equitable distribution system. Additionally, the presence of cooperatives also promotes increased financial inclusion for village communities who have difficulty accessing formal banking services, creates new job opportunities at the village level through various cooperative activities, while simultaneously strengthening the people's economy based on the spirit of mutual cooperation and togetherness. These matters can also be seen directly within the platform. This proves that the <https://merahputih.kop.id/> platform provides high value for the government, cooperatives, and society in the form of enhanced transparency, administrative efficiency, broader market access, and strengthening of the people's economy.

CONCLUSION

using Indrajit's (2008) theory of e-government implementation on the Indrajit (2006) theory of e-government implementation on the MerahPutih.kop.id platform, it can be concluded that the implementation of e-government on this platform demonstrates fairly good results with several important notes. From the Support dimension, this platform has very significant strengths with high-level political support and a comprehensive regulatory foundation. From the Capacity dimension, the platform has adequate technological infrastructure. From the Value dimension, this platform has the potential to provide significant benefits for the government, cooperatives, and society in the form of enhanced transparency, administrative efficiency, broader market access, and strengthening of the people's economy.

Nevertheless, the long-term success of this platform will greatly depend on how the government addresses various existing challenges, particularly regarding the digital divide, platform management sustainability, cross-sectoral coordination, and data security. The MerahPutih.kop.id platform has the potential to become a successful e-government model in the community economic empowerment sector if continuous improvements and development are made based on implementation evaluation and user feedback. With the target of establishing 80,000 cooperatives to be launched on July 12, 2025, long-term commitment from all stakeholders is required to ensure that this platform not only successfully achieves quantitative targets but also provides tangible qualitative impact on improving the welfare of village communities throughout Indonesia.

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Peraturan Kebijakan dan dasar Hukum

1. Instruksi Presiden Nomor 3 Tahun 2003 tentang Kebijakan dan Strategi Nasional Pengembangan E-Government
2. Instruksi Presiden Nomor 9 Tahun 2025 tentang pembentukan Koperasi Desa/Kelurahan Merah Putih