LOCAL GOVERNMENT INNOVATIONS IN THE COVID-19 PANDEMIC:
Public Perceptions of the Implementation of the Behambinan Local e-Commerce Application in Samarinda City

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ABSTRACT
In this study, the authors looked at local government innovations that focused on the Samarinda City Government in the midst of the Covid-19 pandemic. The focus of this research is on people's perceptions of local e-commerce applications which are the innovations of the Samarinda City Government in Handling Covid-19. This research is qualitative research using a qualitative descriptive approach. The data used in this study are premiere data obtained through online surveys and the play.google.com website as support. In addition, the author also made observations on the Behambinan application to obtain more in-depth data. The results showed that only 24 percent of respondents knew about the Behambinan e-commerce application. This is because the socialization carried out by the Samarinda City Government is not optimal. The lack of socialization affects people to prefer e-commerce that is familiar in society. In addition, the local e-commerce application Behambinan is not only used as innovation during a pandemic, but its realization must touch and have an impact on society.

Keywords: *Local government innovation, Local e-commerce, Covid-19, Behambinan*

A. INTRODUCTION

In the second quarter of 2019/2020, the results of a survey by the Indonesian Internet Service Providers Association (APJII) recorded that the number of internet users in Indonesia reached 196.7 million (Katadata, 2020), this illustrates the rapid growth of information technology in Indonesia. The rapid growth of information technology has contributed to the transformation of activities in various areas of human life. The role of technology is becoming increasingly important and forces us to act fast, technically, effectively and efficiently at all times, especially in the implementation of the transaction process (Firmansyah, 2018). The use of technology has driven rapid business growth, because various information can be

presented through long-distance relationships and parties who wish to transact do not have to face to face, but simply through computers and telecommunications equipment (Lukito, 2017). This innovative phenomenon of internet growth, according to Don Tapscott, will change future business processes into economic operations that are different from conventional economies in a format or create a phenomenon known as the digital economy (Firmansyah, 2018). Along with the increasing number of internet users who show the greater benefits of internet existence, it is very possible that different digital economic practices will gradually color the evolution of the business world in the future (Firmansyah, 2018; Stahl, 2007).

Electronic transactions in today's world of global trade is something that cannot be avoided. Electronic Commerce (E-Commerce) is an example of advances in information technology where business transactions are no longer carried out conventionally, where buyers are required to communicate directly with sellers, or where cash needs to be used. However, the vendor is represented by a system through the media network that serves online buyers. A customer faces and interacts with a device that represents the seller when making transactions (Lukito, 2017). Because it takes a long time, the conventional traditional economic approach where consumers come to the store to make purchases of groceries is considered inefficient, such as visiting a store and queuing. In the future there will be a digital economy where consumers do not have to bother coming to the store and waiting while making purchase transactions, it is enough to use a computer or cellphone connected to the internet in one of these places so that buyers can make purchases comfortably and efficiently (Firmansyah, 2018). E-commerce not only optimizes existing markets but also creates new markets (Stahl, 2007).

Laudon & Traver (2016) then distinguishes the types of e-commerce into the following categories from the various types of e-commerce activities that occur: first, Business to Consumer E-commerce (B2C). The B2C category is a common and common form of e-commerce, from business units (companies) to individual customers, including online sales companies. The second is E-commerce Business to Business (B2B), type B2B is a form of e-commerce that runs from a business unit (company) to another business unit of the online sales business (company). Third, the category of C2C consumer to consumer e-commerce (C2C) is a form of e-commerce that runs an online sales business from customers to other customers. Fourth, social e-commerce is a type of e-commerce that allows the occurrence of online social networks and social relationships. Online E-Commerce is the fifth. Mobile e-commerce is a type of e-commerce that allows mobile devices to be used to make online purchases (Iphone, Android, Blackberry). Lastly, local e-commerce is a type of e-commerce that focuses on customer connections based on the current geographic location of the consumer.

In the Covid-19 pandemic situation, which is not possible to conduct face-to-face commercial transactions, the existence of e-commerce is a wise alternative in meeting needs. This is evidenced by the report on the development trends of e-commerce in Indonesia during the Covid-19 pandemic, entitled "Navigating Indonesia's E-Commerce: Covid-19 Impact and The Rise of Social Commerce". The report was prepared by an E-commerce company in Indonesia called SIRCLO. The report states that the high acceleration of e-commerce adoption during the Covid-19 pandemic and the rising trend of social commerce, namely online buying and selling transactions through chat applications and social media, are the two main things of SIRCLO's discovery. In fact, the existence of the pandemic has activated the

Indonesian e-commerce industry which is projected to increase by 91 percent. In addition, SIRCLO also estimates that since the pandemic, there are an estimated 12 million new e-commerce users, 40 percent of whom say they will continue to rely on e-commerce even after the pandemic is over. This acceleration of increasing the number of users, under normal conditions, can be achieved for 1.5-2 years (Jamaludin, 2020). The presence of E-commerce also indirectly helps business actors, especially MSMEs, to continue to peddle their products.

To simplify and reduce the scope of E-commerce work to make it more effective and efficient, the Samarinda City Government through the Samarinda City Communication and Information Agency has made public service innovations in the form of a Local E-commerce application named "Behambinan". The Behambinan application is based on the policy of the Samarinda City Government which eliminates the activities of the Ramadahan market (a market that only operates during the month of Ramadahan) with the aim of preventing the acceleration of the transmission of Covid-19. Therefore, the Samarinda City Government made the Behambinan E-commerce application as a replacement medium for the Ramadahan market. However, in its development the Behambinan application does not only provide the unique needs of the month of Ramadan, but there are several options available, ranging from food, fashion, handicrafts, to books. Besides that the Behambinan application is designed with features that are very easy to use (Karja, 2020).

The Behambinan application belonging to the Samarinda City Government is basically a smart economy innovation from the vision of Samarinda Samrt City. This is based on the opinion of Rudolf & Haindlmaier (2010)that innovation, marketing, growth, entrepreneurship that grows due to technological advances are part of the digital economy or smart economy. This is the right step for Samarinda City Government to prepare a smart city concept. Behambinan's e-commerce business activity is said to be relatively new. So that there are still many shortcomings found in its implementation. Therefore, in this study the author will see how the implementation of Local E-commerce Behambinan in Samarinda City.

B. LITERATURE REVIEW
a. E-commerce and Local E-Commerce

Since the introduction of the website, more and more business organizations have started their business on the internet by utilizing WWW (Worid Wide Web) technology. Large companies or individuals can create a website to offer their products or services through addresses that have the domain "dot com" (.com). The domain address is designed based on the company's needs as a channel for buying and selling activities and is often referred to as e-commerce sites (Rahmidani, 2015). Since its inception in 1995, global e-commerce has grown from its beginnings into a business-to-consumer (B2C) and business-to-business (B2B) giant, bringing about major changes in enterprise business, markets and consumer behavior (Laudon & Traver, 2016). The development of e-commerce sites is getting more intense with the many e-commerce sites originating from abroad or locally. These sites compete with each other to attract the attention of sellers and buyers. As for e-commerce sites originating from abroad, including Amazon.com, Ebay.com, Lazada.com, Gmarket.com, Reveneve.com, and others. While local e-commerce sites, including TokoBagus.com, Belanja.com, Bukalapak.com, Berniaga.com and many more (Rahmidani, 2015).

Furthermore, according to Marakas and O'Brien E-commerce is the activity of buying, selling, marketing and servicing products, services, and information through various computer networks. Businesses today use the internet, intranet, extranet, and other networks to support every step of the commercial process, including everything from advertising, sales and consumer support on the web to payment security mechanisms to ensure delivery and payment processes are completed (Bunardi, Naga, & Arisandi, 2019). Manzoor (2010) explains that e-commerce refers to the use of electronics and technology to carry out commercial transactions, including business activities with businesses, as well as business with consumers. Delivery of products or services can occur within or outside of the service. Hence the central theme of the last section is that e-commerce makes good business sense by increasing efficiency and reducing costs. For the company, this means higher revenue which, given the company's supposed purpose, which is to create profit, does not require further justification. (Laudon & Traver, 2016).

Furthermore, Laudon & Traver (2016) categorizes into eight unique identities from the application of e-commerce technology, namely as follows:

1. Ubiquity E-commerce technology is a technology that is always available in all places and at all times. This is what distinguishes it from traditional trading which refers to the existence of a physical place to visit to be able to conduct trade transactions.
2. Global Reach E-commerce technology enables cross-cultural trade transactions, regional and national boundaries and is cost effective compared to traditional trade. In addition, the total consumers of e-commerce businesses can be calculated.
3. Universal Standards Standards for implementing e-commerce technology are universal throughout the world. This is of course different from traditional trade where it will vary from one country to another.
4. Richness of information available in e-commerce technology is more complex and varies in content compared to traditional markets.
5. Interactivity The available technology allows for communication interactions between sellers and consumers.
6. Information Density The available technology reduces processing, storage and communication costs and improves the quality of available information both in terms of quantity, timeliness, and accuracy.
7. The personalization and customization technologies available make it possible to personalize the messages conveyed to individuals and groups. In other words, setting a tag for marketing messages to a specific individual can be done by adjusting the message to the name, wishes and previous purchase history of an individual. Customization is changing the product or service that is sent based on previous choices or behavior.
8. Social Technology E-commerce technology develops its users to be more social by providing its users to create and share information content with the virtual world community.

In addition, Laudon & Traver (2016) in the same paper divides e-commerce into several types including B2C e-commerce, B2B e-commerce, C2C e-commerce, Social e-commerce, mobile e-commerce and local e-commerce. . B2C e-commerce is a common and common type of e-commerce, namely online sales businesses from business units (companies) to individual consumers. Furthermore, B2B e-commerce is a type of e-commerce that runs the online sales business from business units (companies) to other business units (companies). C2C type e-commerce is an e-

commerce that runs an online sales business from consumers to other consumers. Fourth, there is a type of social e-commerce, this type allows the occurrence of social networks and social relationships online. The fifth is a type of mobile e-commerce that emphasizes the occurrence of online transactions through the use of mobile devices (Iphone, Android, Blackberry). Finally, local e-commerce, where this type focuses on consumer ties based on the current geographic location of the consumer. Purbo and Wahyudi said that companies that use e-commerce will get benefits, namely (1) opening up more promising new revenue streams that cannot be found in traditional transaction systems, (2) increasing market exposure, (3) reduce operating costs, (4) widen global reach, (5) increase customer loyalty, (6) improve supplier management, (7) shorten production time and (8)) improve the value chain (Rahmidani, 2015).

b. Development of E-Commerce and Local E-Commerce in Indonesia

The potential for the development of e-commerce in Indonesia is enormous. This can be seen from the development of buying and selling transactions through e-commerce which has increased from year to year. With the increasing volume of transactions in e-commerce, it will affect the Indonesian economy, both directly and indirectly. In view of the large potential contribution of the ecommerce sector to the country's economy, the government should pay more attention to building and developing its ecosystem (Firmansyah, 2018). However, e-commerce activities in Indonesia still have limitations. These limitations include limitations in terms of technology, including the absence of a standard standard regarding the quality, security and reliability of systems used in e-commerce, bandwidth issues, and the need for a web server, especially to deal with network problems. Other limitations are in terms of non-technology, including the absence of government regulations regarding trade transactions through e-commerce, the perception that e-commerce is unsafe and expensive, and many buyers and sellers are waiting for the e-commerce ecosystem to become stable so they can participate (Julisar & Miranda, 2013).

Several obstacles related to the implementation of e-commerce that are still relatively new in Indonesia include technical and non-technology issues. Technical problems such as the absence of a standard that regulates the quality of e-commerce, security and reliability of the system being built, bandwidth issues, and web server specification criteria. Limitations in terms of non-technology include the absence of government regulations regarding the mechanism of trade transactions through e-commerce, the perception that e-commerce is unsafe and expensive, and many business people are waiting for e-commerce to stabilize before participating. These constraints are the duty and responsibility of the Indonesian government to be addressed if it wants to advance the ecommerce sector and increase its contribution to the country's economy (Firmansyah, 2018).

Basically for business people, e-commerce has a positive impact in the form of reducing operational costs and can widen market share, so that profits can be maximized and easier in terms of business development. The development of e-commerce is very much influenced by the level of regional development in which several factors that determine the development of e-commerce in Indonesia include human resources as reflected in the human development index (HDI), internet network infrastructure and electricity infrastructure. These three factors are directly proportional to the development of e-commerce in Indonesia, especially when compared between Java and other islands (Widagdo, 2016). In addition, based on research from Hidayat et.al (2017) that social media, especially Facebook, plays an important role in the development of e-commerce in Indonesia, with some of the

features provided by Facebook and supported by data from various survey institutions showing that Facebook is not only a medium for making friends but can also be used as a media. media to help improve the economy, because of its easy-to-connect nature, making Facebook a powerful medium for promoting products or services.

The implementation of E-commerce in Indonesia is regulated by several ministries, namely the Ministry of Communication and Information (Kominfo), the Ministry of Trade (Kemendag) and the Ministry of Finance (Kemenkeu) under the coordination of the Coordinating Minister for the Economy (Febriantoro, 2016). Each ministry has regulations related to the implementation of e-commerce in Indonesia, more details can be seen in the following table:

Table 1 Regulations Related to E-commerce in Indonesia

Kominfo	Kemendag	Kemenkeu
The *UU No. 11 Tahun 2008* regarding Electronic Information and Transactions	The *UU No 8 tahun 1999* on Consumer Protection (Consumer Protection Law)	The *SE-62/PJ/2013* regarding the Affirmation of Taxation Provisions for e-commerce Transactions
The *PP No. 82 Tahun 2012* concerning the Operation of Electronic Systems and Transactions	The *UU No. 7 Tahun 2014* about Trade	The *Peraturan Pemerintah Nomor 71 Tahun 2019* concerning the Operation of Electronic Systems and Transactions
The *Peraturan Pemerintah Nomor 80 Tahun 2019* concerning Trading through Electronic Systems (PP PMSE)		

Source: By authors

The Peraturan Pemerintah Nomor 80 Tahun 2019 concerning Trade through Electronic Systems in general regulates the parties who carry out, requirements, implementation, obligations of business actors, advertisements, offers, acceptance, confirmations, contracts, payments, delivery of goods, exchange of goods in Trading with the System. Electronics, protection of personal data, settlement of PMSE disputes to supervision and guidance of Trading Through Electronic Systems. Trade arrangements in general have been regulated in The Undang-Undang Nomor 7 Tahun 2014 concerning Trade and on Trading activities through Electronic Systems it is mandated to make further arrangements in Government Regulations regulating these electronic commerce activities for the sake of maintaining a fair and reliable Trading system and protecting interests. national. In contrast to the regulations in The Peraturan Pemerintah Nomor 71 Tahun 2019 concerning the Implementation of Electronic Systems and Transactions, the Government Regulation concerning Trading through Electronic Systems regulates the legal aspects of Trade in the operation and utilization of Electronic Systems specifically intended for Trade. The scope of regulation of The Peraturan Pemerintah Nomor 80 Tahun 2019 concerning Trade through Electronic Systems includes all trading activities carried out using various modes and types of electronic communication systems, both online and off-

line. This will cover legal relations in the context of business to business and business to customer.

C. RESERCH METHOD

In this study, the authors analyzed user ratings related to the Local E-Commerce Behambinan application belonging to the Samarinda City Government. This study uses a qualitative approach, with qualitative descriptive research methods. Qualitative research is a distinctive research process, which examines the phenomenon of human and community problems (Sugiyono, 2016). The data used in this study are premiere data obtained through online surveys and the play.google.com website as a support. In addition, the author also made observations on the Behambinan application to obtain more in-depth data.

D. RESULT AND DISCUSSION
a. Behambinan Local E-Commerce App

The Behambinan application is an application issued by the Samarinda City Government in helping people who have Micro, Small and Medium Enterprises (MSMEs) which are currently in the Covid-19 pandemic era (Riduan, 2020). The Behambinan application was first introduced in April 2020. At first the Behambinan application was launched as a solution to the Samarinda City Government policy to eliminate Ramadan market activities in Samarinda City. The word "behambinan" comes from the Banjar language which is the language of the majority of the people of Samarinda City. Behambinan means that the people of Samarinda City carry each other and support one another(Karja, 2020).

Figure. 1 Behambinan App Home Page
Source: play.google.com

Initially, in the Behambinan application there were only 12 stores that joined. The 12 shops include Catering Snackoverflow, Three Brothers, Sekar Sari, UPPKS Sekar Tanjung, UPPKS Harlen Crochet, Bhea Rajut UPPKS Samawa, Salsha Dara, Dwi Manik, Nur Dwijati, UPPKS Bunga Bangsa, UPPKS Merdeka and UPPKS Garuda (Karja, 2020) . However, in the next few months there were 83 stores, 40 of

which had passed verification (Haidir, 2020a). One form of support from the Samarinda City Government for the development of the Behambinan application is by requiring all Samarinda City Government officials to purchase through the Behambinan application (Haidir, 2020).
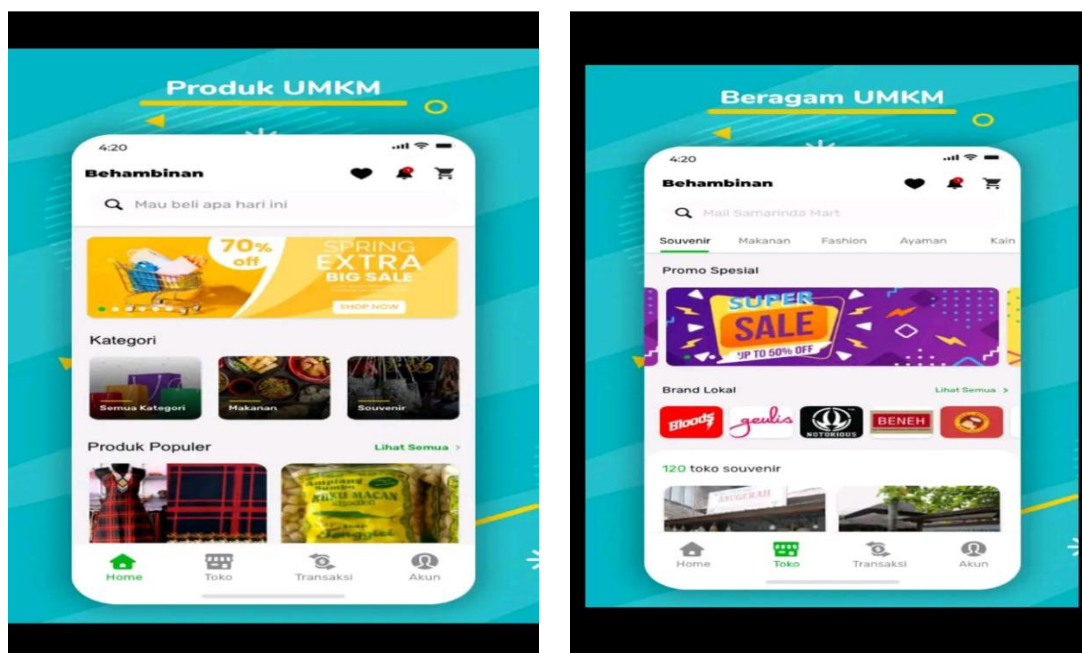

Figure. 2 Behambinan App Main Menu
Source: play.google.com

The Behambinan e-commerce application can be accessed and downloaded widely via the Google Play Store. After downloading the application, users will enter the home page which contains the login or registration options (see figure 1). Users can use the registration menu if they don't have an account. The registration process is easy, and there is not much to fill out. After that, the user will receive an SMS with a verification code (Short Message Service). On the home tab, after logging in the user will be presented with a variety of menu choices and food choices. The display from the main page of the Behambinan application is very interesting to look at (see Figure. 2).

Apart from the main menu, you can also see several other menus (see figure 3), including the home menu, store, purchase, and profile. In addition to the personal details of the account owner, we can build My Shop in the profile menu, where we can sell easily. Just choose to open a shop, and the account holder can determine the form of business. The Behambinan app is a versatile software that meets all the needs of a Rural Town. There are a wide variety of options available, including food, fashion, handicrafts and books. The application presented is very easy to use.

For payment methods, the Behambinan application has provided a transfer system, such as Gopay, and COD (Cash On Delivery). Meanwhile, the delivery service collaborates with other local applications, namely the circle application. The circle application is managed by a native of Samarinda City, besides that the delivery officer is also a community of Samarinda City (Riduan, 2020). Apart from

helping the economy of the community, it also makes the economy turnaround in Samarinda City.
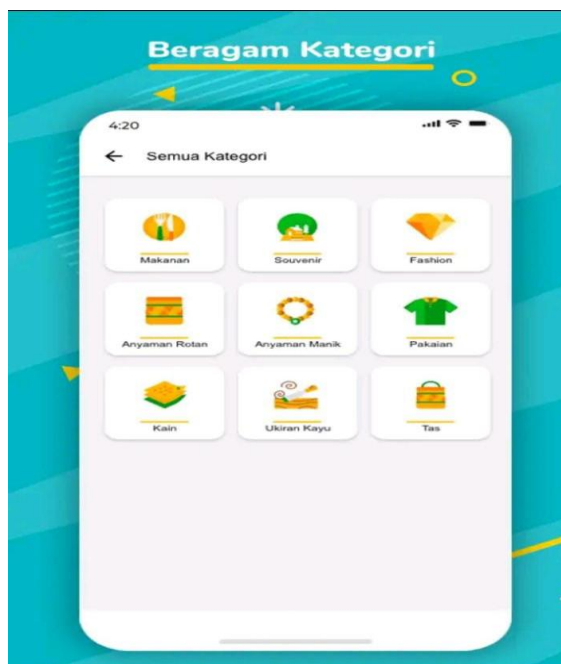

Figure. 3 Other Menu Behambinan Application
Source: play.google.com

b. Public Perception of Behambinan Local E-Commerce Application Innovation

Perception is the experience of objects, events or relationships obtained by inferring information and interpreting messages. Perceptions of each individual can be very different even though what is observed is the same. The development of ICT has changed people's perceptions regarding social, economic and development realities. This also applies to the way people do transactions. Behambinan application is one form of actualization of ICT development in the economy.

Furthermore, this study will classify people's perceptions related to the implementation of the Behambinan e-commerce application in Samarinda City. But beforehand the writer will display the classification of the respondents who have filled out the online questionnaire. The online survey which was conducted during the week resulted in 71 qualitative responses from the respondents. The number of male respondents has a greater number, namely 36 respondents, while the number of female respondents is 35 respondents (see table. 2). Furthermore, the authors classified respondents by age (see table. 3). Respondents under 25 years of age are much more dominant with the number of respondents reaching 51 people. Meanwhile, respondents who were more than or equal to 25 years old were only 20 respondents. Table. 4 shows the classification of respondents by occupation. Respondents with student occupations dominated with 35 people, followed by respondents with self-employed jobs and private employees with 12 and 11 people. There were nine respondents with jobs as government employees, two as influencers, and one respondent who did not have a job.

Table. 2 Classification of Respondents Based on Gender

Classification	Number of Respondents
Male	36
Female	35
Total	71

Source: By authors

Table. 3 Classification of Respondents by Age

Classification	Number of Respondents
< 25 years old	51
≥ 25 years old	20
Total	71

Source: By authors

Table. 4 Classification of Respondents Based on Profession

Classification	Number of Respondents
Entrepreneur	12
Government Employees	9
Private Employees	11
Student	35
Influencer	2
Unemployment	1
Total	71

Source: By authors

Before asking questions related to respondents' perceptions regarding the local e-commerce application Behambinan, the author first asks questions related to the respondent's knowledge of the application's existence to help people make transactions during the Covid-19 pandemic. Of the 71 respondents, only 17 respondents or only 24% knew about the Behambinan application. Conversely, most respondents did not know the application or as many as 54 respondents. This is of course an important note for the Samarinda City Government as an evaluation material.
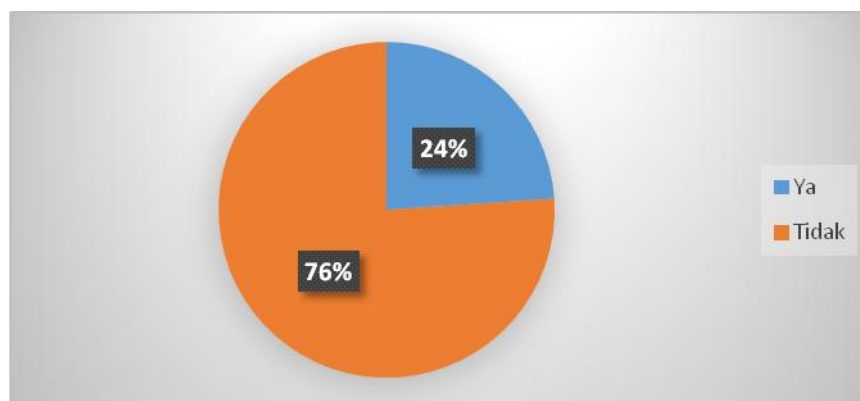

Figure. 4 Percentage of Respondents' Knowledge of the Behambinan E-Commerce Application
Source: By authors

This affects people's perceptions regarding the Behambinan application. Almost all respondents think that the behambinan application has shortcomings in

socialization in the community, as conveyed by a respondent with the initials NAJA, a Social Media Influencer (22 years) from Loa Janan Ilir District:

> "This Behambinan application still needs to be socialized to the public regarding the benefits of this application and the ease of using the application, because until now there are still many people who do not know about the application"

The same opinion was expressed by a respondent with the initials DAV a student of a state university in Samarinda City who is domiciled in Sambutan District:

> "What needs to be developed in this application is that there needs to be a lot of promotion and socialization so that the public knows about the existence of a new Behambinan application or site which is linked to an online shopping site, so that the public knows and starts using the application to shop online to break the chain of transmission of the Covid-virus".

From the two opinions above, it can be concluded that socialization is indispensable as a support step for the implementation of Behambinan local e-commerce. Borrowing an opinion from Herdiana (2018) that socialization is an effort to socialize something so that it becomes known. The resulting policies need to be understood by the community so that in addition to being implemented properly, they also receive support from the community. Therefore, socialization plays an important role as a medium for introducing government policies. This also applies to the behambinan application, because basically the behambinan application is a product of the policy for handling Covid-19 of the Samarinda City Government. socialization has a strategic position in the implementation of correct policy implementation in line with the policy objectives that have been made in the policy formulation process. This is based on several reasons, namely: First, the content or substance of the policy needs to be known by various parties involved including the target group, in this context socialization plays a role in disseminating the content or substance of the policy to various related parties including the target group. Second, every party that is bound and regulated in a policy that has been made requires knowledge and understanding of the aims and objectives of the policy. On this basis, socialization is aimed at providing knowledge and understanding to the parties concerned as well as providing guidance on the roles that must be given. Third, before a policy is implemented and enters the policy implementation process, it is necessary to know the response, readiness and capability of the various parties involved, on this basis the socialization will provide an overview of the response, readiness and capability of the various parties involved as well as providing predictions of the success rate of the implementation of the policy to be implemented (Herdiana, 2018).

Socialization is an initial step and effort so that the program can be understood and carried out by all stakeholders and the community (Widodo & Permatasari, 2020). This means that if the initial steps do not run optimally, it will affect other things. This is evident in the respondents' knowledge regarding the local e-commerce application Behambinan. Basically, there are many factors that contribute to the effectiveness of government policy implementation, including human resource support for government resources (related to the function and understanding of programs and regulations, policies, and implementation tools), as well as financial support (budget support for program implementation) (Zulaikha & Paribrata, 2016). In addition, what is no less important than the implementation of government programs is communication. In program implementation, communication is

positioned as a way or strategy to make all parties understand the program and run it well. Communication is positioned as a method or strategy. A method or strategy that puts forward the principles of communication is known as a communication strategy. Furthermore, the deliberate communication strategy of an organization or institution requires actors and objectives, actors as decision makers and program implementers, and goals as a rational and deliberate measure of achievement, in a communication strategy. (Hallahan, Holtzhausen, Ruler, Vercic, & Sriramesh, 2007).

Lack of socialization will also affect people's choices. Some respondents are even more interested in using e-commerce which is more familiar than the e-commerce application Behambinan. The reason respondents chose e-commerce that was more familiar was not based on their lack of trust in the Behambinan application, but rather unvaried choices. This is what underlies the people of Samarinda City preferring to shop at other e-commerce or keep doing it conventionally. In addition, respondents also gave notes related to the business mechanism of E-commerce Behambinan. One of them is FR (26), a Loa Janan Ilir community who works freelance at a technology company in Indonesia. FR states that the distribution of users of the Behambinana e-commerce application has not yet touched the suburbs of Samarinda City, so the impact of this policy is not felt by MSMEs operating on the outskirts of Samarinda City. FR also believes that there is still much that needs to be developed from the Behambinan e-commerce application, starting from application development, its products, promotions, developing its business analysis and providing a place for all MSMEs in Samarinda City.

However, the Behambinan application also received appreciation from respondents. Most of them considered that this was a good innovation in the context of efforts to prevent and break the chain of spread of the Covid-19 virus. In addition to being innovative, the behambinan application is also considered as a solution for the Samarinda City Government. For example, a respondent with the initials ES (20) who works as an entrepreneur thinks that the mobilization of the people of Samarinda City in the midst of the Covid-19 pandemic which is still quite dense makes the Behambinan application a community solution to shopping, so that community mobilization is reduced and can accelerate the breakdown of the Covid-19 virus chain. Policy implementation links between policy objectives and their realization with the results of government activities. This is in accordance with the views of Van Meter and van Horn that the task of implementation is to build a network that allows public policy objectives to be realized through the activities of government agencies that involve various interested parties (Akib, 2010). This is a major concern for the Samarinda City Government, the policy of Behambinan's local e-commerce application is not only an innovation in handling Covid-19 in Samarinda City. More than that, the realization must touch and have an impact on society.

E. CONCLUSION

As a response to the prevention and acceleration of breaking the covid-19 distribution chain in Samarinda City, the Samarinda City Communication and Information Agency has made public service innovations in the form of a Local E-commerce application called "Behambinan". The Behambinan application is based on the policy of the Samarinda City Government which eliminates several community activities with the aim of preventing the acceleration of the transmission of Covid-19. However, up to one year after the launch of the local e-commerce

application Behambinan, it is felt that it has not had an impact on all levels of society.

Some respondents think this is due to the lack of socialization carried out by the Samarinda City government. In fact, socialization is an initial step and effort so that the program can be understood and carried out by all stakeholders and the community. It is evident that of the total respondents only 24 percent know about the local e-commerce application Behambinan. The lack of socialization affects people to prefer e-commerce that is familiar to society. Therefore, a communication strategy from the Samarinda City Government is needed as a capital to develop this local e-commerce application. In addition, the local e-commerce application Behambinan is not only used as an innovation during a pandemic, but its realization must touch and have an impact on society.

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