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REGENT SUKOHARJO
PROVINCE OF CENTRAL JAVA

SUKOHARJO REGENCY REGULATIONS
NUMBER 47 OF 2022

ABOUT
GO DIGITAL MARKET

BY THE GRACE OF GOD ALMIGHTY

REGENT SUKOHARJO,

- Considering: a. that to improve the welfare of the community, especially traders in the market, it is necessary to use sales methods using digital technology;
- b. that in order to facilitate market development in Sukoharjo Regency to become independent and competitive, a go digital market is needed;
- c. that based on the considerations as intended in letters a and b, it is necessary to establish a Regent's Regulation on the Go Digital Market;

Bearing in mind: 1. Law Number 13 of 1950 concerning the Establishment of Regency Regions within the Province of Central Java as amended by Law Number 9 of 1965 concerning the Establishment of the Batang II Level Region by amending Law No. 13 of 1950 concerning the Establishment of Regency Regions within the Province of Central Java (State Gazette of 1965 Number 52, Supplement to State Gazette Number 2757);

2. Law Number 23 of 2014 concerning Regional Government (State Gazette of the Republic of Indonesia of 2014 Number 244, Supplement to State Gazette of the Republic of Indonesia Number 5587) as amended several times, most recently by Law Number 11 of 2020 concerning Job Creation (State Gazette Republic of Indonesia Year 2020 Number 245, Supplement to the State Gazette of the Republic of Indonesia Number 6573);

3. Government Regulation Number 71 of 2019 concerning Implementation of Electronic Systems and Transactions (State Gazette of the Republic of Indonesia of 2019 Number 185, Supplement to State Gazette of the Republic of Indonesia Number 6400);

4. Sukoharjo Regency Regional Regulation Number 12 of 2016 concerning the Formation and Structure of Regional Apparatus (Sukoharjo Regency Regional Gazette of 2016 Number 12, Supplement to Sukoharjo Regency Regional Gazette Number 236);
5. Sukoharjo Regency Regional Regulation Number 7 of 2017 concerning the Arrangement and Development of People's Markets, Shopping Centers and Supermarkets (Sukoharjo Regency Regional Gazette of 2017 Number 7, Supplement to Sukoharjo Regency Regional Gazette Number 250);

DECIDE:

To stipulate: REGENT'S REGULATION CONCERNING THE GO DIGITAL MARKET.

PIG

GENERAL REQUIREMENTS

article 1

In this Regent's Regulation what is meant by:

1. The region is Sukoharjo Regency.
2. Regional Government is the Regent as the organizing element of Regional Government which leads the implementation of government affairs which are the authority of the autonomous region.
3. The Regent is the Regent of Sukoharjo.
4. Service is the Department of Trade, Small Business Cooperatives and Intermediate Sukoharjo Regency.
5. The Head of Service is the Head of the Trade Service, Small and Medium Enterprise Cooperatives of Sukoharjo Regency.
6. Digital Marketing is a product marketing strategy using digital media and internet networks.
7. Market is an economic institution where buyers and sellers meet, either directly or indirectly, to carry out trade transactions.
8. Go Digital Market, hereinafter referred to as PAGODA, is a digitalization program that can make it easier for traders to promote/market products to the wider community by optimizing internet technology.
9. Traders are market traders who carry out trade, buying and selling goods that are not produced themselves, to gain a profit

markets in the Region.
10. Products are goods that are bought and sold in the market.

11. An on demand service platform is a forum for activities to fulfill the demand for products or services required by consumers created by information technology companies.
12. Online courier is a driver/officer as a working partner of an on demand service platform company whose job is to take goods ordered by buyers to market traders who receive orders and make deliveries to buyers.

Section 2

PAGODA's innovation aims to increase merchant income through digital marketing.

CHAPTER II

SCOPE

Article 3

The scope of this Regent's Regulation includes:

- a. goals, objects, requirements and registration procedures;
- b. digital marketing system;
- c. synergy;
- d. facilitation;
- e. person in charge of organizing;
- f. coaching and monitoring; And
- g. funding.

CHAPTER III

GOALS, OBJECTS, REQUIREMENTS AND REGISTRATION PROCEDURES

Article 4

PAGODA's target is regional markets.

Article 5

PAGODA objects are market traders in the region.

Article 6

Traders who will register on the *on demand* service platform must meet the following requirements:

- a. Indonesian citizens;
- b. Active traders in the market;
- c. aged over 17 (seventeen) years;
- d. photo of Identity Card;
- e. have a smartphone;
- f. have an active account;
- g. e-mail; And
- h. mobile phone number.

CHAPTER IV

FACILITATION

Article 7

The Regional Government provides facilitation to traders in the form of:

- a. enter into a joint agreement with the *on demand service platform* ;
- b. draw up a cooperation agreement with the *service platform on demand*; And
- c. provide guidance and monitoring of implementation
PAGODA.

Article 8

Procedures for registering on the *on demand service platform* include:

- a. Traders register with the Department by attaching a photo of their KTP, active account, email and cellphone number;
- b. The Department registers traders as intended in paragraph (1) to the on demand service platform; And
- c. The *on demand* service platform goes through a registration process to become a partner.

CHAPTER V

DIGITAL MARKETING SYSTEM

Article 9

- (1) Traders offer products to consumers by uploading product types, product details and prices to the *on demand service platform application*.

- (2) Merchants receive orders from buyers through the *on demand* service platform application system that is installed on the merchant's *smartphone* .
- (3) Traders prepare products or orders according to those in the *on demand service platform application system*.
- (4) The online courier will come to the trader's stall and take the order to be sent to the buyer.
- (5) Merchants will receive payments/income via system.
- (6) Traders can disburse/withdraw funds from the system to the Trader's account.

Article 10

In the event of a disturbance in the *on demand service platform system*, the trader reports it to the *on demand* service platform through the facilities in the application.

CHAPTER VI

SYNERGITY

Article 11

In order to support the implementation of PAGODA, the Regional Government can collaborate with the Provincial Government, other regional governments and third parties.

CHAPTER VII

RESPONSIBLE ORGANIZER

Article 12

The Head of Service is responsible for the administration of PAGODA.

Article 13

- (1) In supporting the implementation of PAGODA, an Implementation Team is formed which is determined by the Regional Secretary's Decree.
- (2) Duties of the Implementing Team as intended in paragraph (1) as follows:
 - a. coordinate and provide guidance to traders to register on the *on demand service platform*;
 - b. socialize the *on demand service platform*; And
 - c. monitor traders in *on demand service platforms*.

- (3) The composition of the Implementing Team as intended in paragraph (1) consists of:
- a. Regional Secretary as director;
 - b. Head of Service as the person in charge;
 - c. Head of Markets as chairman;
 - d. Functional Young Expert Trade Supervisor at the Service as secretary;
 - e. Head of the Sukoharjo Regency Communication and Information Service as a member;
 - f. Functional Young Expert Trade Analyst at the Service as a member;
 - g. Head of Region I and II Market Unit at the Service as member;
 - h. Head of Market Administration Sub-Division for Regions I and II at the Department as member;
 - i. Market Heads throughout Sukoharjo Regency at the Department as members; And
 - j. Manager of the Realization of Regional Retribution Receipt Reports at the Department as a member.

CHAPTER VIII

COACHING AND MONITORING

Article 14

- (1) The Department carries out guidance and monitoring of the implementation of PAGODA.
- (2) The Service reports to the Regent through the Regional Secretary regarding the implementation of guidance and monitoring.

CHAPTER IX

FUNDING

Article 15

Funding for the implementation of PAGODA can be sourced from:

- a. Regional Revenue and Expenditure Budget; And
- b. Other legitimate and non-binding sources of funds.

CHAPTER X

CLOSING

Article 16

This Regent's Regulation comes into force on the date of promulgation.
So that everyone is aware, this Regent's Regulation is ordered to be promulgated by placing it in the Regional Gazette of Sukoharjo Regency.

Stipulated in Sukoharjo on
October 27 2022
REGENT SUKOHARJO,

signed.

ETIK SURYANI

Promulgated in Sukoharjo on
October 27 2022

REGIONAL SECRETARY
SUKOHARJO DISTRICT,

signed.

WIDODO

REGIONAL NEWS SUKOHARJO DISTRICT
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The copy corresponds to the original
HEAD OF LEGAL SECTION,

signed.

RETNO WIDIYANTI B, SH
NIP

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