
Analyzing and Evaluating E-Participation Levels on the Websites of Indonesian Government Ministries: A Case Study of BKPerdag

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Abstract (Indonesian)

Penelitian ini mengevaluasi fenomena politik digital dalam penerapan e-participation publik melalui situs web BKPerdag Kementerian Perdagangan Republik Indonesia. Tujuannya adalah menganalisis efektivitas tingkat partisipasi elektronik dan dampaknya terhadap proses perumusan kebijakan perdagangan. Menggunakan pendekatan kualitatif deskriptif, pengumpulan data dilakukan melalui wawancara, analisis situs web, dan dokumentasi. Kerangka teoretis yang digunakan mencakup tiga level partisipasi dari MacIntosh (2004) dan Le Blanc (2020): e-information, e-consultation, dan e-decision-making. Hasil penelitian mengonfirmasi temuan terdahulu bahwa implementasi e-participation di Indonesia masih sebatas pada tahap pemantauan dan penetapan agenda. Secara spesifik, efektivitas partisipasi elektronik pada situs BKPerdag tergolong kuat pada tingkat e-information, mulai berkembang pada e-consultation, namun masih sangat terbatas pada e-decision-making. Penelitian ini berkontribusi pada diskursus ilmu politik mengenai inisiatif e-government dan e-governance, serta pengembangan konsep partisipasi publik dalam perumusan kebijakan di tingkat pusat dan daerah.

Kata Kunci: Tingkat E-Participation Levels; Efektivitas; Informasi Publik; Website Bkperdag; Pembuatan Kebijakan Elektronik.

Abstract (English)

This study evaluates digital politics concerning public e-participation via the BKPerdag website, Ministry of Trade of the Republic of Indonesia. It aims to analyze the effectiveness of electronic participation levels and their impact on trade policy-making. Using a descriptive qualitative approach, data was collected through interviews, website analysis, and documentation. The theoretical framework applies MacIntosh's (2004) and Le Blanc's (2020) three participation levels: e-information, e-consultation, and e-decision-making. The findings confirm previous studies that e-participation in Indonesia remains limited to monitoring and agenda-setting stages. Specifically, electronic participation on the BKPerdag website is strong at the e-information level, developing in e-consultation, but highly limited in e-decision-making. This research contributes to the political science discourse on e-government and e-governance initiatives, as well as the development of public participation concepts in policy-making at both central and regional levels.

Keywords: E-Participation Levels; Effectiveness; Public Information; Bkperdag Website; E-Policy Making.

INTRODUCTION

Digital transformation has changed the way governments provide information (Scholl, 2015), deliver services (Chen et al., 2021; Kitsios et al., 2023), and interact with citizens, utilizing websites that can be accessed via the internet (Chun & Cho, 2012). Citizens use government websites to access information and participate in the policy-making process (Lember et al., 2022). Government websites serve to provide public services such as e-information, e-consultation, and e-decision-making as electronic participation channels (Drobiazgiewicz, 2018; Khadzali & Zan, 2019). These e-participation channels collect public data and information related to service satisfaction levels. The level of public satisfaction with government services will influence citizen involvement in using e-government and trust in the government (Abdulkareem et al., 2022). This information serves as data for the government in the policy-making process (Barades, 2022).

E-government websites engage citizens by adopting an e-participation level. Several e-participation levels implemented by several countries can generally be grouped into three categories: e-information, e-consultation, and e-decision-making (active participation and collaboration). E-information is an e-participation level that emphasizes one-way communication from government websites provided to citizens. E-consultation is an e-participation level that emphasizes a two-way relationship, in which citizens are encouraged to provide input to the government on public services and policies. The e-decision-making level emphasizes the level of citizen involvement in the policy-making process in the form of collaboration, where the government involves citizens and citizens actively participate in determining and shaping policies (Akhyar et al., 2024; Bataineh & Abu-Shanab, 2013; Islam, 2008; Macintosh, 2004; Wirtz et al., 2023).

The practice and implementation of website-based e-participation in the policy-making process has been carried out by developed and developing countries (Bataineh & Abu-Shanab, 2013; Blanc, 2020). Several developed countries in Europe, like Portugal, have implemented e-participation levels on government websites to provide public services and policy-making at both national and regional levels (Ardielli, 2020; Fedotova et al., 2012; Filatova et al., 2017). Governments of developing countries have also begun providing e-participation channels on departmental, ministerial, and local government websites. The South African government has evaluated an e-participation level on government websites to involve citizens in policy-making

to minimize protests in public services (Okeke-Uzodike & Dlamini, 2019; Terrance, 2023) The Malaysian government has experience in implementing e-participation for its citizens. The Malaysian government website has initiated e-participation to engage citizens in digital discussions for both input and suggestions in the national development policy-making process (Manaf & Abdul, 2021) The Saudi Arabian government has initiated electronic participation through government websites to engage citizens in electronic participation on Saudi e-government websites. In the case of Saudi Arabia, it shows that key factors (Subjective Norms, Website Design, Attitude, Trust) have a significant impact on citizens' intention to engage in e-participation (Alharbi et al., 2016)

The use of government websites (e-governance) to increase citizen e-participation in policy-making has been carried out by the government and local governments in Indonesia. Several e-participation channels, such as e-aspiration, are used by citizens to influence government policies in local development (Akhyar, Redjo, Kartini, et al., 2025; Paramesti & Nurdin, 2025; Wirakusuma & Agus Riwanto, 2022). Other e-participation channels, such as e-petitions, are used by citizens to provide input on improving public services and policy-making to local governments (Ridlwan et al., 2023) The e-information channel is a medium for citizens regarding their right to gain access to public information and actively participate in the government policy-making process (Junaenah et al., 2022) In some cases, local governments involve citizens by providing electronic budgeting channels to receive input (support, criticism, and suggestions for improvement) in the preparation of regional development planning and budgets as policy outputs (Anggraini et al., 2025; Khaerah et al., 2026; Subagyo, 2018) Furthermore, in certain cases, the implementation of citizen e-participation has also transformed the process of creating legislation. The e-legislation channel on the National Legal Development Agency website is designed to involve citizens in lawmaking (Khusrini & Kurniawan, 2020)

However, the availability of a government website does not automatically guarantee meaningful public participation (Alqarni et al., 2024). Many government websites are still limited to one-way information delivery and administrative service access. Although these functions are important, they do not necessarily indicate that citizens are involved in consultation, feedback processing, or decision-making. This condition raises an important question in digital governance studies: to what extent do government websites genuinely support e-participation, and to what extent do they remain an information display or service gateway (Blanc, 2020)

Based on research on e-participation channels on government and regional government websites, this study will examine the research gap regarding the effectiveness of citizens' use of public e-information, e-consultation, and e-decision-making channels, which has not been widely researched, especially in government ministries. This issue is relevant in the case of the (Badan Kebijakan Perdagangan, 2026) (BKPerdag) website under the Indonesian Ministry of Trade. BKPerdag provides the website bkperdag.kemendag.go.id as a digital channel for disseminating trade policy analysis, public service information, research/interview services, internship information, audience requests, and access to public communication channels such as WhatsApp, PPID, HERO Kemendag, and SP4N-LAPOR!. Unlike licensing service units, BKPerdag primarily functions as a policy analysis and recommendation body. Therefore, public participation through its website should not be evaluated only from transactional service indicators, but also from the extent to which the website enables information access, consultation, feedback, and possible public involvement in improving services and policy-related communication.

There remains a gap in studies that specifically analyze the depth of e-participation in government websites that function as policy information and analysis platforms rather than licensing or transactional service portals. This study addresses that gap by analyzing the BKPerdag website using Macintosh (2004) and Blanc (2020) e-participation theoretical frameworks, which consist of e-information, e-consultation, and active participation or e-decision-making. This study does not treat e-government, e-participation, and public service as separate variables. E-government is positioned as the broader context of digital government transformation, while the BKPerdag website is treated as the digital channel being analyzed and evaluated. Based on this background, this research aims to analyze the effectiveness of e-participation levels implemented on the BKPerdag website, which impacts the trade policymaking process at the Ministry of Trade of the Republic of Indonesia. The main research question addressed in this study is how the level of e-participation on the BKPerdag website influences citizens' trust and intention to participate in the trade policy-making process.

METHODS

This study uses a descriptive qualitative approach to explain and analyze the social and political problems and phenomena under study (McNabb, 2017). This approach is used to analyze the models of public e-participation through the BKPerdag website. A qualitative approach was chosen to understand how digital participation is facilitated, experienced, and interpreted by both website managers and citizens. The object of this study is the BKPerdag website and its connected service channels, including WhatsApp, email, HERO Kemendag, PPID, SP4N-LAPOR!, research/interview services, internship services, audience requests, satisfaction surveys, and downloads of analytical reports.

The data were collected through interviews, documentation, literature study, and website analysis. Interviews are a systematic and theory-guided method of data collection in the form of questioning individuals who possess exclusive knowledge about political negotiation and decision-making processes or about strategies, instruments, and the effects of politics (Kaiser, 2023). Interviews as primary data were conducted with two groups of informants. The first group consisted of BKPerdag website officials and public information service officers, namely Andrika Sembiring, Kunardhi Saroso, Maulida Lestari, and Sri Rejeki Hutapea. These informants were selected because they understand the institutional function, service flow, website management, and public information mechanisms of BKPerdag. The second group consisted of student users, Zalfa and Fikran, who represented the public user perspective. They were selected because they had used the BKPerdag website for academic information, research/interview needs, internship information, and access to public service information.

The method of collecting data using documentation is a way of obtaining data by recording and analyzing written and recorded documents such as texts, images, films, or sounds, and more and more digital documents (Rapley & Rees, 2018). Documentation was obtained from service statistics, public information service reports, satisfaction survey data, and BKPerdag supporting documents. These sources were used to triangulate interview findings and to ensure that the analysis was not based only on subjective statements from informants. Data collection through literature studies was carried out to analyze and compare research findings from several journal articles that were relevant to the research conducted by the researcher (Creswell & Creswell, 2017). The data collected from the literature review is the result of an analysis of research findings on the use of e-participation channels on government websites to support research contributions. The website contains data and information,

including input such as specific issues and output such as public institutions' policies (De Spiegeleire et al., 2014). Website analysis data collection is conducted by examining the website structure, available menus, public service features, accessibility functions, publication access, and communication channels of the BKPerdag official website.

Data analysis was conducted through three stages: data reduction, data display, and conclusion drawing (Miles et al., 2014). In the reduction stage, interview and documentation data were selected based on their relevance to public e-participation. In the data display stage, the findings were categorized using Macintosh (2004) and Blanc (2020) framework: e-information, e-consultation, and e-decision-making. In the conclusion stage, the study evaluated the quality of e-participation by comparing the perspectives of website officials, citizens, and supporting service data. This analytical process allowed the study to assess whether the BKPerdag website functions merely as an information gateway or has developed into a more participatory digital governance platform.

RESULTS AND DISCUSSION

Theoretical Framework of the E-Participation Levels

Analisis efektivitas model e-partisipasi pada website BKPerdag didasarkan pada teori e-partisipasi MacIntosh (2004) dan Le Blanc (2020). MacIntosh (2004) explains the levels of e-participation as information, consultation, and active participation. Meanwhile, Le Blanc (2020) strengthens MacIntosh's (2004) e-participation argument with several digital governance concepts such as accountability, inclusivity, transparency, and communication. This theoretical framework serves as the author's reference in explaining the e-participation models implemented through the BKPerdag website (see Table 1 below).

Table 1. Levels of E-Participation as E-Government's Initiatives

Levels of E-Participation	MacIntosh (2004)	Le Blanc (2020)
Information	A one-way relationship in which the government produces and delivers information for use by citizens.	The government's accountability in providing access to public information and public services to citizens through government website portals.
Consultation	A two-way relationship in which citizens provide feedback to the government. It is based on the prior definition of information.	The government openly accepts inclusive citizen consultations without regard to certain groups in

	Governments define the issues for consultation, set the questions, and manage the process, while citizens are invited to contribute their views and opinions.	society regarding the provision of public services.
Active Participation/ Decision-Making	A relationship based on partnership with the government in which citizens actively engage in defining the process and content of policy-making. It acknowledges equal standing for citizens in setting the agenda, although the responsibility for the final decision rests with the government.	The government-managed website portal implements transparency and two-way communication to engage citizens in decision-making, policy-making, and public service.

Sources: MacIntosh (2004) and Le Blanc (2020)

MacIntosh's e-participation models emphasize government strategies to enhance citizen e-participation. There are three stages that governments can implement to involve citizens in policymaking: e-enabling, e-engaging, and e-empowering. At the e-enabling level, governments provide access to information and make it easily understandable to a wider audience, including those who typically have limited access to ICT. At the e-engaging level, governments consult with citizens and open up space for their contributions to policy, typically from the top down. At the e-empowerment level, participation becomes bottom-up: citizens act as producers, not simply users, of policy, and their input can influence the political agenda through mechanisms such as e-petitions and e-referendums. MacIntosh also emphasizes that e-participation should be placed within specific stages of the policy cycle: agenda setting, analysis, policymaking, implementation, and monitoring (Macintosh, 2004:3)

Le Blanc's (2020) e-participation models emphasize the intersection of participation and e-government. E-participation models are divided into information, consultation, and decision-making, with strengthening digital governance. The principle of transparency applies to e-participation, particularly in relation to government obligations to provide information, including through open government data. The principle of inclusion also applies to e-participation, particularly in relation to consultation and decision-making. Le Blanc explains and analyzes e-participation models for citizen engagement across the political spectrum. The spectrum of e-participation, according to political dimensions and levels of participation, Le Blanc categorizes it into more political and less political (Blanc, 2020:8).

According to Le Blanc, the more government websites do not involve citizens (less engagement and less political), the more the e-participation model focuses on providing public information and data, such as information on laws, regulations, strategies, budgets,

administrative processes, and so on. On the other hand, if the government website actively involves citizens (more engagement and more political) in providing e-participation channels for citizens through consultation and collaboration in policy making. These e-participation models range from consultation to collaboration between citizens and the government. At the consultation level, citizens can participate through government websites in public service delivery, such as customer feedback, and in policy-making processes, such as ideation forums, parliamentary inquiries, and policy drafts. Meanwhile, the more political approach involves engaging citizens in the development of public service innovations, the co-production of public services, the drafting of regulations, and participatory budgeting (Blanc, 2020:8).

Transformation of Government Website for E-Participation

E-government and e-governance practices have transformed the way governments improve public services for citizens. E-government and e-governance are two related concepts, but they have distinct meanings. E-government refers to the one-way dissemination of information from the government to citizens. E-governance, on the other hand, relates to two-way dialogue and interaction between the government and its citizens. In its implementation, e-government refers to the practice of online public reporting by the government to citizens. Meanwhile, e-governance represents initiatives where citizens can participate and provide their opinions on government websites. Both have provided open opportunities for citizens to participate in the democratic process (A. Manoharan, 2014).

The transformation of government website usage has impacted the digital governance of public services for citizens. This allows citizens to participate and provide regular feedback on policies and programs, both of which drive public value through e-democracy (A. P. Manoharan et al., 2023). The positive impact of digital governance initiated through government websites has transformed public services and citizen participation (Idzi & Gomes, 2022; Milakovich, 2012). The success of e-participation implementation can be measured by citizen engagement in using government websites to participate in the government's policymaking process. The website has a strong e-participation presence and expanded features for online consultation, including a separate e-government portal with a time frame to respond to citizens' queries and e-mails. The site also contains several news feeds and RSS to

continuously update citizens with information from media and blogs (Milakovich, M. E., 2012:237).

Citizen e-participation in actively participating in the policy-making process is evidence of the effectiveness of the implementation of e-government and e-governance (Akhyar, Redjo, & Kartini, 2025; Munir et al., 2024). The government's initiative to provide electronic participation channels on government websites is an innovation, utilizing information and communication technology to engage citizens in participating and influencing decision-making (Macintosh, A., 2004:1). E-participation practices in government policy-making and decision-making processes have been successfully implemented in several European countries. Several European governments have initiated e-participation channels, such as e-consultation (Hungary, Lithuania, Ireland), e-collaboration or e-decision and policy-making (France, Latvia, Belgium, Sweden), and e-lawmaking (Slovakia, Croatia), for citizens to actively participate at both national and local levels (Lember et al., 2022).

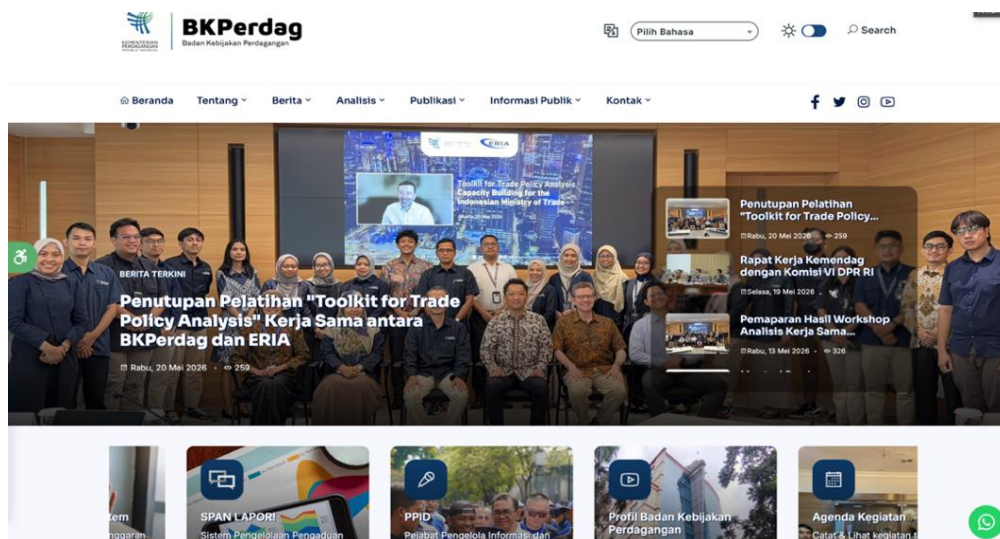
E-participation practices in several Asian countries, such as Malaysia and South Korea, can serve as a reference for implementing e-participation models, including e-information, e-consultation, and e-decision-making. The Malaysian government has initiated an e-participation model in developing smart city innovations, such as the Putrajaya and Petaling Jaya smart cities, although it has not been entirely successful (Khadzali & Zan, 2019; Lim & Yigitcanlar, 2022). South Korea has been the most successful country in providing e-participation for citizens in the policy-making process. E-participation models such as e-information, e-consultation, e-decision-making, and e-collaboration have been successfully implemented (Kim, 2020; Moon, 2018).

Analyzing and Evaluating E- Participation Levels of The BKPerdag Website

The BKPerdag (Trade Agency) differs somewhat from other units within the Ministry of Trade. Other echelon units provide licensing services to the public. BKPerdag's function is more focused on producing analysis and policy recommendations in the trade sector, with less direct contact with the public. It doesn't offer public licensing services, but rather focuses on identifying the services provided to the public. As of early 2026, a standard operating procedure (SOP) for public services will be listed on the website. The Indonesian Trade and Investment Coordinating Board (BKPerdag) does not issue permits directly related to public needs. The Ministry of Trade issues Import Identification Numbers (API) for importers of industrial products and export permits for restricted or prohibited products. BKPerdag does not handle

permits related to business permits or Indonesian business governance. BKPerdag only provides policy recommendations related to trade issues. However, if the public requires data, they can access it directly through the BKPerdag website (Results of interviews with BKPerdag employees, May 4, 2026).

Figure 1. Website Display of Badan Kebijakan Perdagangan



Source: <https://bkperdag.kemendag.go.id/>

The BKPerdag website operates under the Ministry of Trade of the Republic of Indonesia and features a Homepage, About Us, News, Analysis, Publications, Public Information, and Contact (see Figure 1 above). The substances provided by the BKPerdag website can be grouped into E-Information, E-Consultation, and E-Decision-Making. E-Information provides data and information access services to citizens. Meanwhile, e-consultation provides complaints, grievances, and citizen satisfaction surveys regarding public services on the BKPerdag website. Meanwhile, e-decision-making provides analysis results of trade policies, cooperation, and collaboration (see Table 1 below).

Tabel 2. E-Participation Model on the BKPerdag Website

E-Information	E-Consultation	E-Decision
		Making/Cooperation/ Collaboration
- Public Service information	- Public Service Satisfaction Survey	- Trade Policy Analysis
- News	- SP4N-LAPOR!	- Analytical Reports

- | | | |
|---------------------|---------------|------------------------------|
| - Agenda Activities | - Performance | - Public contribution (Trade |
| - Publication | reports | Post & Trade Policy Journal) |
| - Public | | - Cooperation/Collaboration |
| Information (PPID) | | |

Source: <https://bkperdag.kemendag.go.id/>

To examine the effectiveness of citizen e-participation models in using the BKPerdag website, the analysis will focus on three levels: effectiveness in public services, service improvement consultations through service satisfaction surveys, and citizen involvement in policymaking. The analysis of e-participation levels focuses on the effectiveness of public services, public service consultations and evaluation of citizen involvement in the trade policy-making process through the BKPerdag website.

Level 1: Analysis of the Effectiveness of Public Information Services

The provision of public information services on the BKPerdag website demonstrates a high level of effectiveness. Citizens, as website users, have access to information, reports, and publications on the Ministry of Trade's performance. This is evidenced by statistics showing the number of public information requests that were followed up on, amounting to 1,245 individuals/citizens in 2025 (see Figure 2 below).

Figure 1. Statistics of Analytical Report Downloads and Publication Access



Source: BKPerdag, 2025

As an analysis demonstrating the effectiveness of the public information services provided on the BKPerdag website in the first quarter of 2026, various social media platforms were available to the public as electronic information channels. Electronic information channels used by the public on the BKPerdag website included WhatsApp, email, and the Ministry of Trade's HERO app. Overall, 103 requests were followed up on, or access to

information was granted. These public service requests focused on trade information, internships, research, and trade policy outcomes (see Table 3 below for further details).

Tabel 3. Statistics of BKPerdag Public Information Services, Quarter I 2026

Media	Amount of Public Information Request	Followed up for Service Completion
Whatsapp	29	- Trade information requests: 11% - Technical trade information: 24% - Internship and research requests: 65%
Email	10	- 7 emails requesting internships and research. - 3 emails requesting invitations and other information.
HERO (We Help and Resolve) Kemendag	64	- The BKPerdag analysis results were downloaded 64 times by 22 students, 17 Ministry of Trade employees, 17 BUMN/business actors, 6 governments/regional governments, and 2 think tank institutions.

Source: BKPerdag Website, 2026

The effectiveness of e-information at this level is entirely the responsibility of the Ministry of Trade (BKPerdag), which produces and delivers information for citizens. The government enables access to information and makes it understandable for a wider audience, including those who normally have limited access to ICTs (MacIntosh, 2004). From a political perspective, e-participation on the BKPerdag website in providing public information on trade policies aligns with the principle of open access to public information. E-information refers to the government's ability to provide public information through digital channels so that citizens can know, understand, and access government services. The BKPerdag website has fulfilled this basic level by providing information, documents, publications, and service channels that can be accessed by the public. However, being an information gateway does not automatically mean that the website has achieved deeper public participation (Le Blanc, 2020). The e-participation level that emphasizes the provision of information services functions more as a

monitoring tool for citizens to ask questions and provide information to the government. (Aichholzer & Rose, 2020).

The BKPerdag website functions primarily as a public information gateway rather than a licensing or transactional service platform. This is important because BKPerdag is not a licensing service unit, but an institution within the Indonesian Ministry of Trade that focuses on trade policy analysis and recommendations. Therefore, the quality of public e-participation through the website should not be assessed from licensing transactions, but from the extent to which the website facilitates access to information, public communication, service requests, and feedback mechanisms. The BKPerdag website is positioned as the main digital channel for disseminating institutional information, analytical reports, service standards, and public service procedures. The website also connects users to several derivative service channels, including public information requests, research/interview services, internship services, audience requests, analytical report downloads, WhatsApp, PPID, HERO Kemendag, and SP4N-LAPOR!. This shows that the website acts as an entry point that directs users to different types of public information and services (Results of interviews with BKPerdag employees, May 4, 2026).

The BKPerdag website is considered useful because it helps them access information for academic needs, coursework, research, thesis preparation, research interviews, and internship information. The users' views are in line with the perspective of the website managers. Both groups agree that the website facilitates access to information and makes public service procedures easier to understand. This agreement between website managers and users indicates that the BKPerdag website has succeeded in performing its basic function as a digital gateway for public information. For student users, the e-information function is the most visible and directly experienced aspect of the website. Students can use the website to access trade analysis reports, understand current trade issues, search for academic references, and obtain information about research/interview, and internship procedures. This finding confirms that public information provided through the website is not only available formally, but is also actually used by the public. Therefore, the BKPerdag website does not merely display institutional information; it also supports public knowledge and academic use (Results of interviews with BKPerdag Users, May 4, 2026).

The strength of e-information is also supported by the high use of website-related services and publications. Public access to analytical reports, service information, and publication pages shows that the website has become an important digital channel for

disseminating policy knowledge. In this sense, the BKPerdag website contributes to public information openness by reducing the need for direct physical visits and by allowing users to access information online. However, the e-information function still requires usability improvement. Although information is available, the effectiveness of public access also depends on how easily users can find, search, and understand the information. The website needs stronger document search features, clearer menu organization, and simpler navigation to help users locate relevant reports, services, and procedures more efficiently. Usability is important because information openness is not only about providing documents, but also about ensuring that users can access and use them easily. Therefore, the quality of e-information on the BKPerdag website is strong, but it can still be improved through better interface design, document categorization, and user-oriented navigation.

Level 2: Analysis of the Effectiveness of Citizen Consultation on Public Services

At the e-consultation level, the BKPerdag website has provided several channels that enable two-way communication between the public and the institution. These channels include WhatsApp, email, HERO Kemendag, PPID, SP4N-LAPOR!, satisfaction surveys, research/interview services, audience requests, and performance reports. Through these channels, users can submit questions, request services, provide feedback, access public information, and contribute written materials.

The effectiveness of citizen e-consultation on public service satisfaction on the BKPerdag website can be analyzed from the level of social media usage, the results of the service satisfaction survey, and the number of respondents involved in the consultation. The interaction media most frequently used by citizens to communicate with the BKPerdag website administrators are the website and email, in addition to meetings, consultations, dissemination, and WhatsApp. The aspect of public information service satisfaction is very good and satisfactory, although the number of respondents is not representative due to the small number of respondents who answered the survey questions (see Table 4 below).

Table 4. Results of the BKPerdag Public Information Services Survey

Level of Use of Interaction Media	Survey Year, Mean Score, Satisfaction, and Number of Respondents					
	2025				2026	
	I	II	III	IV	I	Survey Questions
1. Website	3.64,	3.52,	3.63,	3.58,	3.71,	Q1: Ease of requirements
2. Email	Satisfied	Satisfied	Satisfied	Satisfied	Satisfied	Q2: Ease of procedures
3. Meeting	(19%), and	(68%), and	(45%), and	(44%), and	(9%), and	Q3: Speed of providing
4. Consultation	very satisfied	very satisfied	very satisfied	very satisfied	very satisfied	data/information
5. Dissemination	(81%)	(32%)	(55%)	very satisfied	very satisfied	Q4: Use of
WhatsApp	26	37	29	(56%)	(91%)	data/information
	Respondents	Respondents	Respondents	25	23	Q5: Accuracy/clarity of
				Respondents	Respondents	data/information
						Q6: Officer capabilities
						Q7: Officer behavior
						Q8: Complaint handling
						process
						Q9: Ease of access to
						data/information services

Source: BKPerdag Website, 2026

The existence of these e-participation channels shows that the BKPerdag website has moved beyond one-way information delivery. The citizens are not only positioned as a passive receiver of information, but also as a user who can communicate with the institution. This reflects the e-consultation level in Le Blanc's (2020) theoretical framework, where digital platforms allow citizens to provide input, ask questions, and participate in consultation processes. In this context, the BKPerdag website has created a basic consultation space through its connected service channels. Online consultation (e-consultation) is two-way communication between citizens and the government using communication technology. Governments define the issues for consultation, set the questions, and manage the process, while citizens are invited to contribute their views and opinions (MacIntosh, 2004). Electronic consultations between citizens and the government should include a political communication agenda, with the hope that citizen complaints regarding public services and policymaking can be resolved democratically. The government has established a political agenda that requires participatory citizen consultation in the policymaking process that can affect citizens' lives (Coleman et al., 2011).

The e-consultation through the BKPerdag website and its derivative channels is active, but still mostly administrative. The majority of public interactions are related to internships, research/interviews, analytical report downloads, technical information, and service requests. This means that e-consultation exists, but it is not yet dominated by substantive policy criticism or deliberative discussion on trade policy issues. Public participation is still more service-

oriented than policy-oriented (Results of interviews with BKPerdag employees, May 4, 2026). The availability of consultation channels is helpful because users do not have to visit the BKPerdag office directly to obtain information or submit requests. However, the service flow remains fragmented because citizens as users may be redirected from the website to WhatsApp, email, HERO, PPID, or other platforms. This condition provides flexibility, but it may also create confusion for users who do not clearly understand which channel should be used for specific needs. Therefore, the e-consultation function needs to be strengthened through better channel integration, clearer service guidance, a complaint hotline, and a more structured feedback mechanism (Results of interviews with BKPerdag Users, May 4, 2026).

Level 3: Analysis and Evaluation of the Effectiveness of Citizen Engagement in Policy-Making on the BKPerdag Website

At the e-decision-making level, public participation through the BKPerdag website remains limited. Although the website provides satisfaction surveys, complaint channels, public communication channels, dissemination activities, and opportunities to contribute writings through Trade Post and Trade Policy Journal. The BKPerdag website does not provide a clear mechanism showing how public input influences institutional decisions, policy agendas, or service changes. The most important aspect is how the BKPerdag website involves citizens in making trade policies for citizens in general and business actors in the export and import sectors. Analysis and evaluation of the existing state of the substance of this website is important to determine the extent of citizen and stakeholder engagement in the trade policy-making process (see Table 5 below).

Table 5. Citizen Engagement in Policy-Making Through the BKPerdag Website

Citizen Engagement in Policy-Making	Access of Citizen Engagement	Level of Engagement
Cooperation	- Limited cooperation between the Ministry of Trade and government agencies, foreign governments, academics, and practitioners.	Less Engaged
	- Limited cooperation in trade studies for policy purposes involving practitioners and academics.	Less Engaged
Collaboration	- Stakeholders in trade are only provided with public information regarding business opportunities in domestic and international trade.	Less Engaged and

		Less Political
Decision-Making	- The public can access information and submit feedback. - The absence of transparent feedback mechanisms for citizens to participate in the policy-making process. - The relationship between public (citizens) input and institutional decision-making is not clearly visible.	Less Engaged Less Engaged and Less Political Less Engaged and Less Political

Source: analyzed from the BKPerdag website by researchers, 2026

In Le Blanc's (2020) theoretical framework, e-decision-making represents the highest level of e-participation. At this level, citizens are not only informed or consulted, but are also involved in shaping decisions, co-designing policy options, or contributing to service improvement. He explains that the government-managed website portal should implement transparency and two-way communication to engage citizens in decision-making, policy-making, and public service (Le Blanc, 2020). This is reinforced by MacIntosh's (2004) argument, which explains that citizen involvement in the policy-making process must be based on a partnership with government, in which citizens are actively involved in determining the process and content of policymaking. This argument recognizes the equal standing of citizens in setting the agenda, although responsibility for the final decision rests with the government (MacIntosh, 2004).

Using this analysis and the two theories of e-participation in the policymaking process, the BKPerdag website has not yet fully achieved the level of electronic decision-making. The public can access information and provide feedback, but the link between public input and institutional decision-making is not clearly visible. This limitation is evident in the absence of a transparent feedback mechanism. User satisfaction and feedback surveys exist, but no publicly visible page or mechanism summarizes public input, explains which suggestions have been acted upon, and shows what service improvements have been made based on user feedback. As a result, users may know they can provide input, but they cannot easily see how their input contributes to institutional learning, service improvement, or policy communication.

However, this finding should be interpreted proportionally. BKPerdag is a policy analysis and recommendation body, not a licensing agency or direct regulatory service unit.

Therefore, e-decision-making in this context may not always mean direct citizen involvement in formal policy decisions. A more realistic form of e-decision-making for BKPerdag would be the availability of a transparent mechanism showing how public feedback, user needs, and service evaluations are used to improve public information services, analytical publication access, and policy communication. Thus, the limitation is not the absence of digital channels, but the lack of a visible connection between public input and institutional follow-up. To strengthen this level, BKPerdag can develop a more transparent feedback-loop system. For example, the website could display summaries of public input, categories of user suggestions, follow-up status, and service improvements made based on survey results or user feedback. This mechanism would help the website move from consultation toward more meaningful participation, because users could see that their input is not only received administratively, but also considered in improving public services and policy-related communication (Results of discussions with the BKPERdag website officials, May 4, 2026).

Levels of E-Participation of the BKPerdag Website: Effect on Trust and Intention of Citizens' Use of E-Government and E-Governance

Indonesia's e-participation practices, both at the national level (ministerial websites) and regionally (local government websites), have not shown significant progress. Data from the 2018 and 2019 United Nations Public Service Awards (UNPSA) on Indonesia's e-participation initiatives, both national and local, remain limited to providing information and consultation in the form of citizen feedback and complaint systems, and co-production, such as participatory maintenance of public infrastructure. Indonesia's participation rate remains weak in the efforts of ministries and local governments to actively engage citizens in policymaking and public services. The government, local governments, and political parties are weak in initiating citizen engagement in practicing cooperation and collaboration to achieve political agenda-setting. They are not yet ready to involve citizens in political policymaking, such as the implementation of e-voting and mobile voting, or participatory budgeting in open governance (Le Blanc, D., 2020:11).

Factors that influence citizen trust in public information, such as the results of public service satisfaction surveys, public consultation procedures, and citizen involvement in the policy-making process, play a role in increasing trust in e-government (Alharbi et al., 2016).

Citizen trust and interest in using government websites are also determined by several empirical factors. First, public perception of the responsibility of website managers in responding to and accepting input for improvement (Bataineh & Abu-Shanab, 2016). Second, citizens are given open access to public consultations (Abdulkareem et al., 2022). Third, the transparency and clarity of citizen engagement mechanisms in the government policymaking process (Chun & Cho, 2012). These empirical facts have an important impact on developing e-government both in developed and developing countries. The level of citizen e-participation in utilizing e-government is very important for success in realizing digital governance (Milakovich, 2012; Sadat, 2025).

The practice of providing e-participation channels on the BKPerdag website for citizens has a direct impact on citizens' trust and intention to use e-government. The analysis and evaluation of the e-participation level on the BKPerdag website indicates that citizens tend not to actively participate in public consultations and trade policymaking. At the e-consultation level, respondents' participation in answering questions regarding public information service satisfaction surveys remains low. This is due to the lack of clear e-consultation procedures from the BKPerdag website administrators. Users or citizens are not involved in public discussions regarding trade policy. Meanwhile, the e-decision-making level remains exclusive and top-down, as it does not involve trade stakeholders in the trade policymaking process (see and review Tables 4 and 5 above).

Table 6. Indonesian E-Government and E-Governance Index, 2018-2024

E-Government and E-Governance Index		Year and World Ranking			
		2018	2020	2022	2024
E-Government Development Index		107	88	77	64
Electronic Participation Index		92	57	37	35

Source: UN E-Government Knowledgebase, 2024.

The indirect impact of citizen e-participation practices at both the ministerial and regional government levels on the e-government development index and the e-participation index in Indonesia. Although Indonesia experienced an increase in the e-government and e-participation index scores, this increase was not significant (see Table 5 above). Indonesia still ranks 4th after Thailand, Malaysia, and Singapore in e-government development in Southeast Asia. A barrier to increasing e-consultation and e-decision-making or policy-making is the lack

of transparency and accountability in digital governance. This study corroborates research conducted by Le Blanc A (2020) based on data from the 2018 and 2019 United Nations Public Service Awards (UNPSA). Indonesia has yet to consistently implement all levels of e-information, e-consultation, and e-policy-making. Therefore, Indonesia's e-participation level remains in the monitoring phase, moving towards agenda-setting from a political perspective. This is due to the lack of citizen engagement, which generally leads to a lack of political influence in the policy-making process established by many ministries and local governments, as well as the BKPerdag in particular.

CONCLUSION

This research concludes that the effectiveness of public electronic participation through the Indonesian Ministry of Trade's BKPerdag website is relatively strong at the electronic information level, growing at the electronic consultation level, and still limited at the electronic decision-making level. At the electronic information level, the website provides public access to analytical reports, institutional publications, public service information, service standards, and accessibility features. Both website administrators and student users agree that the website facilitates information access and supports academic, research, internship, and public service needs. At the e-consultation level, the BKPerdag website has provided several communication channels, including WhatsApp, email, HERO Kemendag, PPID, SP4N-LAPOR!, satisfaction surveys, and public contribution channels such as Trade Post and Trade Policy Journal. These channels show that the website has moved beyond one-way information delivery and has enabled limited two-way communication between the public and the institution. However, the consultation process remains mostly administrative, as most interactions are related to internships, research/interviews, analytical report downloads, and technical information requests.

At the e-decision-making level, public participation remains limited. The study did not find a transparent mechanism showing how public input, complaints, survey results, or user feedback influence institutional decisions, policy agendas, or service changes. Therefore, the BKPerdag website should not be seen merely as an information display, because it already provides consultation channels and feedback mechanisms. However, it has not yet fully become a mature participatory governance platform. The level of citizen e-participation, which

is still limited to e-information and e-consultation, has resulted in low levels of trust and interest among citizens in utilizing the BKPerdag website to convey opinions, aspirations, and complaints. This is because citizens, and particularly trade stakeholders, are not provided with e-decision-making channels that would enable them to influence trade policy. This research contributes to political science by examining e-government and e-governance initiatives and implementation in the policy-making process. It also contributes to the development of concepts such as e-participation in examining public participation in the policy-making process at both the central (ministries) and regional (departments and agencies) levels.

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