

The Effectiveness of the SinergiSmart-Info Harga Application in Controlling Price Fluctuations of Essential Goods

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ABSTRACT

Objective: This study aims to analyze the effectiveness of the SinergiSmart-Info Harga Application in controlling price fluctuations of essential goods in Mojokerto Regency. The research focuses on four indicators of program effectiveness as proposed by Budiani, namely target accuracy, socialization, objectives, and program monitoring. **Method:** The method used is a descriptive qualitative approach, with data collected through observation, interviews, and documentation at the Department of Industry and Trade of Mojokerto Regency. Data analysis employed the interactive model of Miles and Huberman, which includes data reduction, data presentation, and conclusion drawing. **Results:** The research results indicate that the SinergiSmart-Info Harga application is quite effective in terms of target accuracy and program monitoring indicators. The application successfully reaches a wide range of users, including consumers, MSME actors, and policymakers, and serves as an early detection tool for price fluctuations that facilitates government interventions, such as market operations. However, its effectiveness in the areas of program dissemination and goal achievement remains suboptimal. The lack of formal dissemination efforts has resulted in a relatively low number of users, while limitations in features such as price trend graphs and commodity stock availability information restrict the application's ability to comprehensively support price fluctuation control. **Novelty:** The novelty of this research lies in its focus on analyzing the effectiveness of the SinergiSmart-Info Harga digital-based application at the regional level, involving direct perspectives from both government institutions and user communities. This study highlights the application's potential as a digital ecosystem that not only provides real-time price information but also serves as a strategic instrument for local governments in maintaining price stability and public purchasing power.

INTRODUCTION

The development of information technology has influenced all aspects of society, including the economy, politics, social life, culture, and education. Technological innovation continues to advance along with the progress of science. The internet plays a crucial role in government services for citizens in need of assistance. The public service sector is important because it directly relates to the community's need for government support. The government is expected to keep up with technological advancements to provide services that are more effective, efficient, fast, and accurate. With the presence of the internet, it is possible to create an electronic-based government service system, or E-Government [1]. In general, e-Government is defined as the implementation of digital technology in various governmental activities, both internal and external (public services), in order to achieve more effective, efficient, fast, and transparent performance [2].

E-government is one of the information technologies that plays a significant role in the Indonesian government's implementation of public services. It serves as a form of adaptation to global changes and developments in information technology, thereby

encouraging the Indonesian government to establish a digital system that will assist and simplify the implementation of governance now and in the future [3]. According to Indrajit, e-government is aimed at governmental affairs and the provision of public services to make them better and more focused on serving the community. E-government refers to the use of information technology by the government, which provides opportunities for the government to build relationships involving the public, the business community, and other stakeholders [4].

E-government aims to improve the quality of information, communication, and public services. This aligns with the provisions of Law Number 25 of 2009 concerning Public Services. The law explains that public service is an activity carried out to meet the needs of citizens and residents, whether in the form of goods, services, or administrative assistance provided by the government. The fulfillment of public services has been regulated through government policies, with the main objective of ensuring the fulfillment of basic needs and enhancing public welfare [5].

The implementation of E-Government is not merely about adopting information and communication technology to accelerate public services, but also requires a transformation in work culture and mindset within public administration. This change in work culture is reflected in how government officials are beginning to move away from rigid, slow, and bureaucratic patterns toward more adaptive, responsive, and collaborative ways of working. According to Grönlund and Horan, E-Government necessitates a paradigm shift in public service management—from manual and bureaucratic processes to systems that are more efficient and transparent. For instance, employees no longer rely solely on manual procedures, but actively utilize digital applications, integrated databases, and online service systems that enable faster and more accessible public services at any time [6].

Indonesia itself is a country with a very large demand for basic necessities due to its substantial population. However, as these needs continue to increase, the country faces situations where price fluctuations of essential goods occur. Such fluctuations arise when there is an imbalance between the availability of supply and public demand. This condition is often influenced by various factors, such as climate changes that affect crop yields, which in turn can disrupt people's purchasing power.

The issue of price fluctuations in essential goods in Indonesia occurs frequently, especially during festive periods such as Christmas and New Year. Toward the end of 2021, food prices in the period leading up to Christmas and New Year increased on average by 0.55 percent compared to November 2021, which was higher than Bank Indonesia's (BI) forecast of 0.49 percent for December 2021. The government has made various efforts through policies and programs to address this issue, such as designating champion locations for several commodities prone to price increases, including chili,

shallots, and garlic. The government has also provided technical guidance to farmers, particularly those engaged in horticultural agriculture. In terms of distribution chains, the government has improved infrastructure by developing a sea toll network to

facilitate the smooth distribution of raw materials across all regions of Indonesia, thereby helping to mitigate fluctuations in the prices of essential goods [7].

Meanwhile, one of the provinces in Indonesia, namely East Java, also experienced the same situation fluctuations in the prices of basic necessities. This can be seen in the graph below for the year 2024.

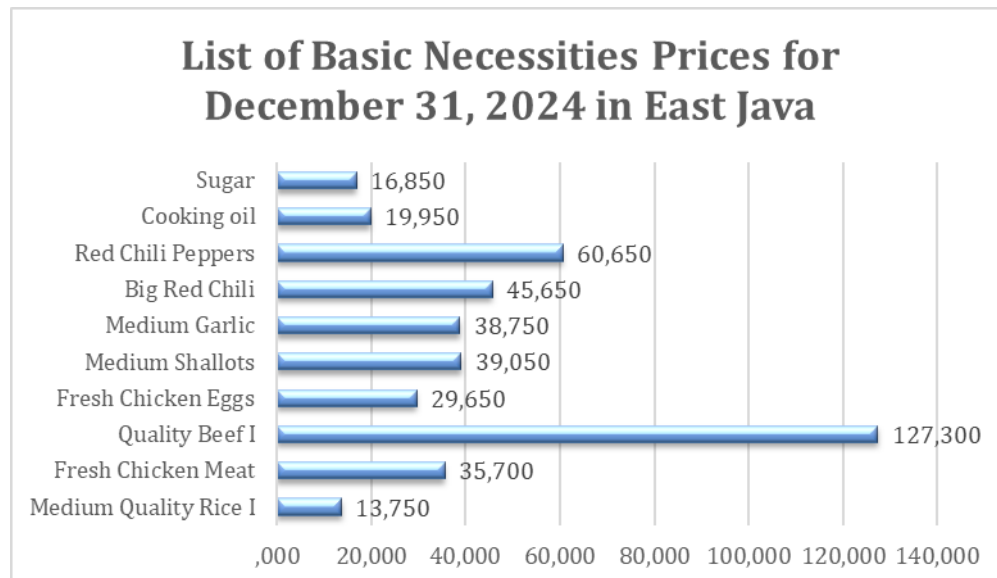


Figure 1. Basic Necessities Price Diagram on December 31, 2024, in East Java.

Source: National Strategic Food Price Information Center (PIHPS).

Based on the diagram above, it illustrates the prices of essential commodities in East Java as of December 31, 2024, according to data from the National Strategic Food Price Information Center (PIHPS). The chart shows price variations across several commodities, such as medium rice at Rp13,750/kg, large red chili peppers at Rp45,650/kg, red bird's eye chili peppers surging to Rp60,650/kg, shallots around Rp39,050/kg, garlic at Rp38,750/kg, cooking oil averaging Rp19,950/liter, chicken eggs at Rp29,650/kg, broiler chicken meat at Rp35,700/kg, and granulated sugar at Rp16,850/kg. The displayed price fluctuations reflect market dynamics toward the end of the year, when consumer demand typically increases significantly due to the Christmas and New Year festive period.

From the explanation above, it can be seen that horticultural commodities, particularly red bird's eye chili which normally costs around Rp30,000 per kilogram and large red chili which usually costs around Rp22,000 per kilogram have experienced a sharp price increase compared to other commodities, even reaching twice their usual price. This condition aligns with the seasonal pattern that often occurs at the end of the year, driven by high demand and, at times, limited supply due to weather factors or distribution constraints. Meanwhile, other commodities such as rice and cooking oil tend to remain relatively stable, although they still show slight price increases.

After examining the prices of basic necessities at the provincial level, it is important to further review how the dynamics of these price fluctuations occur more specifically at the regional level, particularly in Mojokerto Regency, as shown in the following figure.

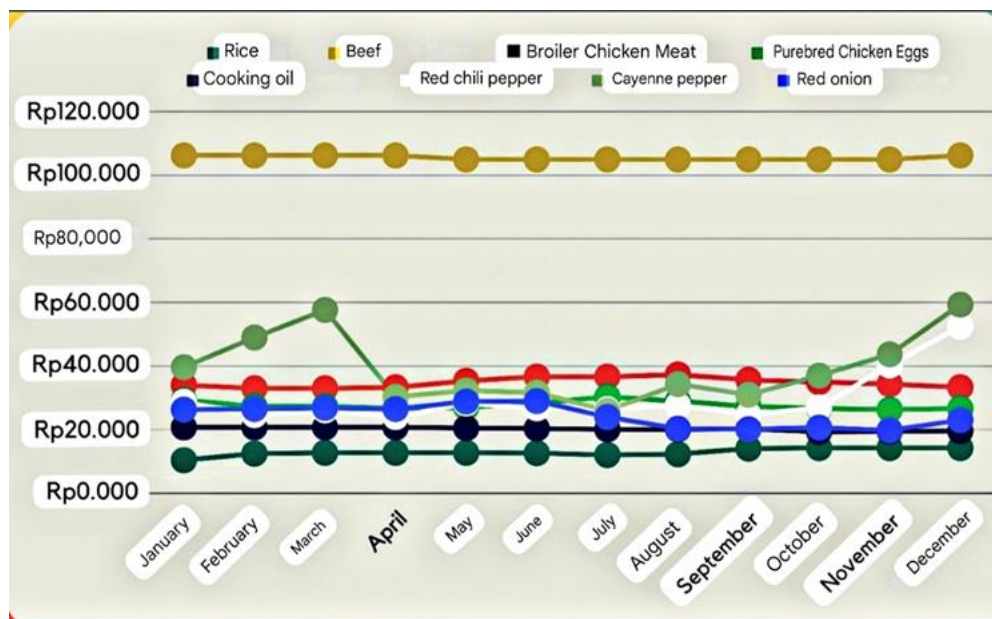


Figure 2. Graph of Fluctuations in Staple Food Prices in Mojokerto Regency Throughout 2023.

Source: BPS Mojokerto Regency.

Throughout 2023, the people of Mojokerto Regency faced various price dynamics in essential commodity markets. These price changes reflected fluctuations in supply and demand, weather conditions, as well as key periods such as religious holidays and the year-end season. One of the most notable commodities in terms of price fluctuations was bird's eye chili (*cabe rawit*). Its price experienced a significant surge in March, reaching Rp60,000 per kilogram, before dropping sharply in April. However, toward the end of the year specifically in December the price of bird's eye chili spiked again. This trend reflects the inherent characteristics of chili commodities, which are highly influenced by planting seasons and weather conditions. Increased demand toward the year's end also contributed to this price rise. A similar phenomenon occurred with red chili (*cabe merah*), which remained relatively stable throughout the year but showed a sharp increase in November and December. The price hikes in these two types of chili exerted pressure on household spending, especially for families that rely heavily on fresh spices for daily cooking. Meanwhile, beef showed a relatively stable price trend. Throughout the year, beef prices remained within the range of Rp105,000 to Rp110,000 per kilogram without any significant spikes. This stability indicates sufficient supply and effective distribution management.

Broiler chicken meat and eggs experienced slight fluctuations, with price increases tending to occur around the middle and end of the year. This pattern is reasonable, as it coincides with higher consumer demand during long holidays and major celebrations

such as Eid al-Fitr and Christmas. Nevertheless, the increases were not too drastic and remained within a reasonable range. Cooking oil was among the most stable commodities throughout the year. Its price consistently stayed within the range of Rp20,000–Rp25,000 per liter, indicating that price stabilization policies and supply monitoring have been quite effective in this region. Other commodities, such as shallots and rice, also showed relatively stable price patterns, with slight increases toward the end of the year. This suggests that the population’s basic needs are still largely being met at affordable prices, despite potential price pressures in certain months.

At the end of 2024, the prices of basic necessities in Mojokerto Regency showed a relatively stable trend, with several important notes that deserve attention, as illustrated in the following diagram.

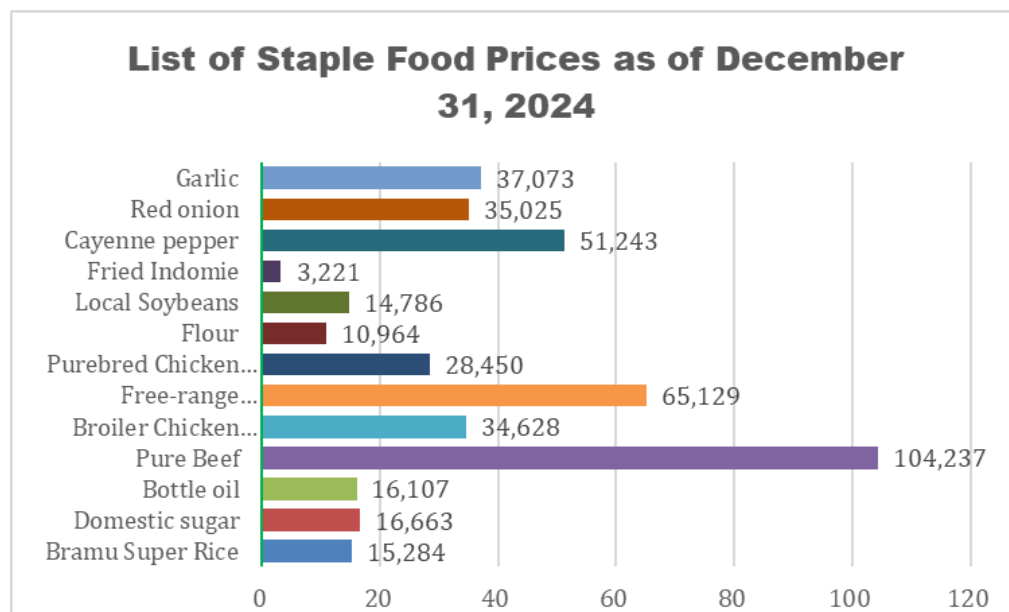


Figure 3. Basic Necessities Price Diagram on December 31, 2024 in Mojokerto Regency. Source: Smart Synergy (DISPERINDAG).

Key commodities such as rice, cooking oil, and beef have continued to show consistent price stability throughout the year, reflecting the success of supply chain management and the effective implementation of price control policies by the local government. The price of rice, as one of the main staple foods for the community, remains within an affordable range for most households. This stability is largely supported by adequate harvest yields, favorable weather conditions, and smooth, efficient distribution across various sub-districts. However, this stability is not entirely uniform across all commodities. Several other strategic staple goods have exhibited noticeable price fluctuations, particularly toward the end of the year. Bird’s eye chili and red chili once again experienced significant price surges, similar to the pattern observed in 2023. These increases are generally triggered by seasonal factors, reduced production due to extreme weather, and disruptions in distribution from production centers. This situation indicates that horticultural commodities remain highly vulnerable to external disturbances, highlighting the need for long-term strategies to strengthen supply resilience. In addition,

chicken eggs and broiler meat also experienced price increases ahead of major religious holidays such as Christmas and New Year. Although the rise was relatively moderate, it still affected household purchasing power especially among low-income families who are highly sensitive to changes in food prices.

To support efforts in providing digital-based public services and to facilitate the public in monitoring the prices of basic necessities, the mandate of Law Number 25 of 2009 on Public Services serves as a reference for the government to deliver services in an optimal and effective manner. Optimal and effective service provision becomes a benchmark for the public in receiving services. The public will feel satisfied with the services provided if those services are in accordance with existing laws and regulations. Public satisfaction with basic services fundamentally depends on how they are served, the quality of the service, and how it is delivered. According to Law Number 25 of 2009, Article 1 Paragraph 1, public service is defined as an activity or a series of activities aimed at fulfilling service needs in accordance with laws and regulations for every citizen and resident, concerning goods, services, and/or administrative services provided by public service administrators.

To address this, in 2022, the Department of Industry and Trade (DISPERINDAG) of Mojokerto Regency introduced a new application called SinergiSmart - Info Harga. This application can be accessed online by all members of the community. It has been operational since the end of 2022 up to the present. The application is designed to provide up-to-date information on the prices of various commodities in the markets, particularly within the Mojokerto area. Its goal is to enhance price transparency, help control price fluctuations, and support better decision-making for both consumers and business actors. This application allows users to compare prices across different markets in Mojokerto, as the prices displayed represent the average consumer-level prices from 20 markets within the regency. This enables users to choose shopping locations offering the best prices.

The SinergiSmart-Info Harga application can be accessed via Android smartphones by downloading it from the Google Play Store under the name SinergiSmart-Info Harga. The application displays several basic commodity prices, including bird's eye chili, red chili, chicken eggs, free-range chicken meat, garlic, local oranges, rice, cooking oil, tofu, tempeh, shrimp, shallots, and other commodities. A detailed view of the SinergiSmart-Info Harga application can be seen in the image below.

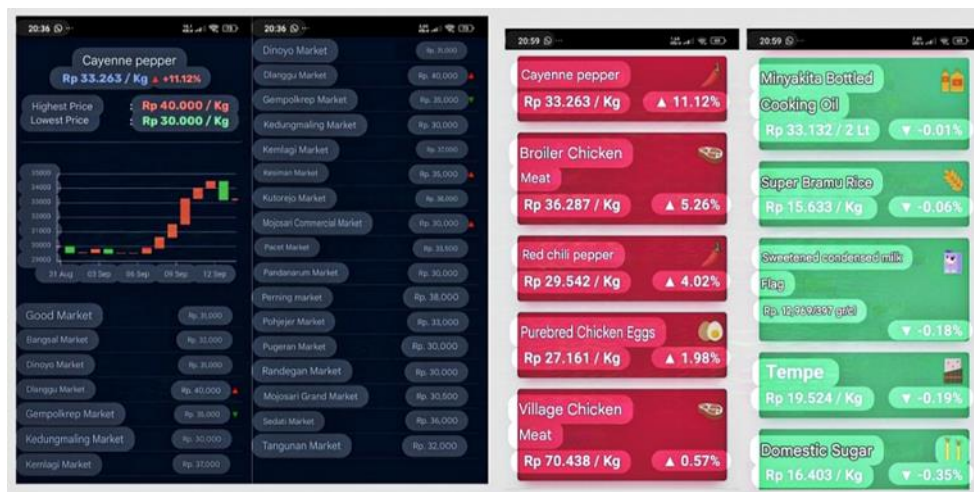


Figure 4. SinergiSmart In-App Display - Price Info.

Source: SinergiSmart Application - Price Info.

Based on the image above, the display of the SinergiSmart-Info Harga application shows detailed information about one of the commodities, namely bird's eye chili. The data present a price comparison of bird's eye chili across 20 traditional markets located throughout Mojokerto Regency. As shown in the image, there are noticeable price differences among markets, with the highest price recorded at Dlanggu Market at Rp40,000 per kilogram, while the lowest price is around Rp30,000 per kilogram in other markets. These price variations indicate market dynamics influenced by factors such as supply availability, consumer demand, and distribution conditions in each area.

In addition, in other display sections, visual indicators in the form of colors are shown to help users easily understand the price trends of each commodity. Red indicates a price increase or significant fluctuation, while green represents a downward trend. This feature provides a quick and practical overview for the public, allowing them to immediately grasp market conditions without having to examine each price data individually. However, the number of commodities displayed is still limited. Thus, the presence of this feature not only simplifies the decision-making process for consumers but also serves as a useful reference for traders and small business owners in formulating appropriate sales strategies according to market conditions.

The SinergiSmart-Info Harga application has been operating since 2022; however, data on its user base shows that by 2024, the number of users had reached 1,116. Furthermore, as of July 11, 2025, the number of users increased to 1,786. Although it is still considered a relatively new application with a limited number of users, SinergiSmart-Info Harga holds great potential to become one of the leading platforms for providing commodity price data. This application is not only beneficial for consumers who wish to compare prices before shopping but also for traders, distributors, and business actors who require market analysis for their business strategies. With features such as real-time price updates, SinergiSmart-Info Harga strives to offer an efficient and valuable user experience. Looking ahead, SinergiSmart-Info Harga aims not only to serve as a price monitoring tool but also to evolve into a digital ecosystem that connects

consumers, traders, and policymakers to foster market transparency. However, with only 1,786 users across Mojokerto Regency, this figure remains relatively low compared to the total population, which reaches hundreds of thousands.

There are several previous studies that align with this research. The first is a study conducted by Leni Gustina et al. in 2022, entitled "The Influence of E-Commerce on Increasing the Income of Micro, Small, and Medium Enterprises in Padang City." Based on the results of that study, it was found that the main issue was the low level of optimal e-commerce utilization by MSMEs in Padang City, which consequently led to less-than-optimal income growth. The similarity between the previous study and the current research lies in the role of digital technology as an instrument for strengthening the community's economy, while the difference lies in the focus of the study (basic commodity prices versus MSME income) [8].

Second, the study conducted by Muhammad Saleh et al titled "Utilization of the Siandini Application as a Tool for Monitoring and Controlling Inflation in the Prices of Basic Necessities and Essential Goods by the Regional Government of Sumbawa Regency" found a problem, namely the lack of an efficient system for collecting and processing price data of basic goods from traditional and modern markets. The similarity between the previous study and the current research lies in their shared finding that digital applications are effective tools for price monitoring and inflation control. Meanwhile, the difference is that the SinergiSmart-Info Harga study emphasizes the program's effectiveness from the perspective of the wider community, whereas the SIANDINI study focuses more on the use of the application as a policy-making tool for the local government [9]

Third, the research conducted by Herlianti Rahman in 2020 titled "Analysis of the Effectiveness of the Market Monitoring System for Basic Necessities (SP2KP) on the Price Stability of Basic Goods in Makassar City" found that the SEMBAKOTA application still faces issues with monthly server updates, which disrupts the smooth process of data input and access. The similarity between the previous study and the current research lies in their shared focus on the prices of basic necessities, which play an important role in economic stability and community welfare. The difference is that the previous study was conducted in Makassar, South Sulawesi, while the current research is carried out in Mojokerto, East Java [10].

Fourth, the research conducted by Sunardi in 2022, titled "Vegetable Vendor Application for Food Commodity Price List: Android-Based Application Subsystem for Vendors". Based on the findings of this study, the main problem identified was the low number of visitors to traditional markets, which led to a decline in sales among vegetable vendors. The similarity between the previous study and the current research lies in their shared goal of facilitating access to price information and supporting decision-making (by vendors, buyers, and the government). Meanwhile, the difference is that the previous study was aimed at buyers and vendors, whereas the current research is intended for the broader community, particularly in Mojokerto [11].

Fifth, the study conducted by Verawaty Situmorang in 2021 entitled “Design of the ‘Siappara’ Application for Reporting Market E-Retribution Deposits in Humbang Hasundutan Regency”. Based on the results of the study, it was found that the market retribution deposits lacked transparency, causing traders to have doubts about paying their retribution fees. The similarity between the previous study and the current research is that both examine digital-based applications designed to support public services. The difference lies in the research location – the previous study was conducted in Humbang Hasundutan Regency, while the current research is conducted in Mojokerto Regency [12].

Based on the previous studies, similar findings were also observed in the results of the observation conducted at the Department of Industry and Trade (DISPERINDAG) of Mojokerto Regency regarding the effectiveness of the SinergiSmart-Info Harga Application. The observation results indicated several issues, including the limited number of users and the restricted range of commodities available in the application. This condition occurred because the department had not yet carried out socialization activities for the community and had not further developed the application. To analyze these issues, the author employs the theory proposed by Budiani in Purnamawati, which states that there are four key factors in evaluating the effectiveness of a program, namely: (1) Accuracy of Program Target, (2) Program Socialization, (3) Program Objectives, and (4) Program Monitoring. These factors are believed to provide a comprehensive framework for evaluating and improving the effectiveness of the socialization efforts [13].

RESEARCH METHOD

The type of research used in this study is descriptive qualitative research, which aims to determine the effectiveness of the SinergiSmart-Info Harga application at the Department of Industry and Trade in Mojokerto Regency. The research was conducted at the Department of Industry and Trade in Mojokerto Regency. The focus of this study is on the effectiveness of the SinergiSmart-Info Harga application in controlling price fluctuations of basic necessities. To measure effectiveness, the study refers to Budiani’s theory as cited in Purnamawati, which states that effectiveness can be assessed through four approaches: 1) program target accuracy, 2) program socialization, 3) program objectives, and 4) program monitoring. The data collection techniques used include observation, interviews, and documentation. Data analysis in this study employs the interactive model of Miles and Huberman, which consists of data reduction, data display, and conclusion drawing or verification.

RESULTS AND DISCUSSION

Based on the results of the research and findings obtained in the field, in accordance with the study’s title regarding the effectiveness of the Sinergismart-Info Harga application in controlling price fluctuations of basic necessities in Mojokerto Regency, the data will be presented in a descriptive form. Effectiveness is defined as the comparison between the processes carried out and the objectives achieved. A program is considered effective when the actions taken align with the expected outcomes. To assess the

effectiveness of this program, the researcher refers to the theory of program effectiveness proposed by Budiani in Purnamawati, which identifies four stages to determine program effectiveness: (1) accuracy of program targeting, (2) program socialization, (3) program objectives, and (4) program monitoring, as explained below.

1. Program Target Accuracy

In Budiani's concept, it is explained that "the accuracy of a program's target refers to the extent to which the program participants align with the predetermined objectives." Every program is created with specific goals and targets in mind. In the context of public services, the primary target is the community. Public service is an effort carried out by individuals or certain institutions to provide assistance and convenience to the community or target groups in order to achieve specific objectives. These services are intended for all members of society who are entitled to receive them, without discrimination or unequal treatment. The same principle applies to programs designed to support public services, such as the SinergiSmart-Info Harga application, which is indeed intended for the community as the beneficiaries [14].

The target audience of the SinergiSmart-Info Harga application program encompasses the entire community of Mojokerto Regency. This program is described as a government initiative primarily aimed at controlling price fluctuations and ensuring price transparency for the public. In addition to the general public, the program also targets MSME actors and policymakers. As stated by Mrs. Iis Fitrianiingsih, a functional official and trade analyst at the Department of Industry and Trade of Mojokerto Regency, as follows:

"Yes, in my opinion, this program has been very well-targeted. The application is truly able to reach various segments of society who need price information quickly and accurately. For example, MSME actors who rely heavily on the stability of raw material prices can now directly monitor daily price changes just through the application." (interview, March 18, 2025)

The same findings were identified based on an interview conducted with one of the users of the SinergiSmart - Info Harga application in Mojokerto Regency, namely Satya Arya, as follows:

"I find this program very helpful. Through this application, I can directly see the prices of basic necessities, so I don't get confused when I want to shop. Sometimes, when I notice that prices are rising, I can think twice – either postpone my shopping or choose alternative items. I don't need to ask other people anymore; I just open the app, and everything is clearly displayed, even though the prices shown are average prices." (interview, July 18, 2025)

Based on the results of interviews with both institutional representatives and application users, it can be concluded that the SinergiSmart - Info Harga application has been quite effective in achieving its intended purpose. The program was designed to meet the need for real-time information on basic commodity prices and has proven capable of reaching various segments of society, ranging from household consumers and MSME

actors to market traders. This accessibility is reflected in user testimonials stating that the application is highly useful for planning purchases, determining the best time to buy, and avoiding purchases when prices are high. Information that was previously only available through conventional media can now be accessed directly via mobile devices, enabling faster and more data-driven decision-making processes. The application's ability to provide average prices from 20 markets across Mojokerto Regency further enhances user confidence in the accuracy and objectivity of the data presented.

2. Program Socialization

In Budiani's view, as explained in her concept, "program socialization refers to the ability of program organizers to disseminate information effectively so that details regarding program implementation can be conveyed to the public in general and to the program's target participants in particular." The socialization of public policies plays a crucial role in embedding development programs as part of the values and norms embraced by society, thereby encouraging public support and participation in national development. In the modern era, mass media serves as an essential means of socialization, both formally and informally. In an ever-changing environment, mass media often assumes an authoritative role when other institutions are unable to fulfill their functions. Moreover, the amount of time people spend accessing media has made it a dominant socialization institution [15].

The socialization activities are intended to ensure that the target recipients fully understand the objectives and benefits of the implemented program. The Department of Industry and Trade (DISPERINDAG) of Mojokerto Regency should conduct the socialization of the SinergiSmart - Info Harga application program in a more structured, intensive, and formal manner for all levels of society. This socialization is essential as a strategic effort to increase the number of application users. By implementing targeted outreach through various media channels, such as the use of social media, public awareness and understanding of the application's benefits are expected to increase significantly. The growth in the number of users will not only enhance the program's effectiveness in controlling price fluctuations but also support the realization of inclusive, transparent, and responsive digital public services in accordance with the principles of e-government.

Based on the results of an interview conducted regarding the issue of socialization of the SinergiSmart - Info Harga application with Sekar Syadila, a staff member in the Trade Business Division of the Department of Industry and Trade of Mojokerto Regency, the following information was obtained:

"There was no formal socialization to the public; however, referring to the main purpose of developing the application which is to facilitate the monitoring of staple food prices across 20 markets in Mojokerto Regency and is specifically intended for the TPID team only a formal launching of the application was conducted." (interview, July 21, 2025).

Meanwhile, the results of an interview with one of the users of the SinergiSmart - Info Harga application in Mojokerto Regency, namely Satya Arya, are as follows:

“I didn't find out about this application through an official government outreach, but from a friend. At that time, my friend was checking the prices of goods and recommended this app to me, saying it could help monitor the prices of basic necessities. I decided to give it a try, and it turned out to be quite useful. There should be banners in the market or direct public education so that people can learn about it more easily and be encouraged to use it.” (Interview, October 4, 2025).

Based on the results of the interview, it can be concluded that the program's socialization indicator has not been optimal. This is evident from the absence of formal or official socialization activities conducted by the Department of Industry and Trade (DISPERINDAG) of Mojokerto Regency for the wider community. The socialization carried out so far has been limited, targeting only the Regional Inflation Control Team (TPID). In fact, the general public such as household consumers, MSME actors, and market traders are the primary groups that should be the main target in disseminating this information.

The lack of efforts to disseminate information is also reflected in the testimonies of application users, who stated that they learned about the app not through government outreach, but rather through friends or acquaintances indirectly. This indicates that the spread of information about the SinergiSmart - Info Harga application still relies on word-of-mouth communication instead of innovative and inclusive socialization strategies from the government. The limited socialization efforts also highlight the absence of a well-planned and continuous public communication strategy. Ideally, socialization activities should adopt various approaches, such as utilizing social media, conducting outreach in traditional markets, collaborating with MSME communities, and distributing information through banners, brochures, and local media. Such efforts would be more effective in raising public awareness of the application's benefits as a real-time tool for monitoring staple food prices. Therefore, it can be concluded that the suboptimal implementation of the socialization program has directly affected the low number of application users.

3. Program Objectives

The purpose of a program relates to the reasons or intentions behind its creation. According to Budiani, “the objective of a program concerns the extent to which the results of its implementation align with the goals that were previously established.” The program's purpose explains the rationale for its existence and the targets it aims to achieve. The definition of a program refers to the detailed components of a plan. A program is an aspect of planning and is often understood as the main framework for implementing an activity [16].

The Department of Industry and Trade (DISPERINDAG) of Mojokerto Regency aims to control price fluctuations and further develop the SinergiSmart-Info Harga

application. One of the planned improvements is to include information on commodity stock levels, enabling the public not only to monitor prices but also to check real-time product availability. This initiative is expected to help consumers plan their shopping more effectively and prevent panic buying during price surges or product shortages. The enhancement also seeks to improve accessibility for all segments of society, including those less familiar with digital technology, ensuring that the application can be utilized optimally by everyone.

Based on the results of an interview conducted regarding the objectives of the SinergiSmart – Info Harga application program with Mrs. Iis Fitriarningsih, a functional trade analyst at the Department of Industry and Trade of Mojokerto Regency, the following information was obtained:

“The purpose of this program is clear to help control price fluctuations so that the public can access information more quickly and transparently. The application already includes a feature for daily price updates from markets across Mojokerto, allowing people to see which markets offer lower prices. However, it still has some limitations; there is no feature yet for displaying price trend graphs, and information on commodity stock levels remains incomplete, even though these aspects are crucial for anticipating potential price increases.” (Interview, October 2, 2025).

Meanwhile, the results of an interview with one of the users of the SinergiSmart – Info Harga application in Mojokerto Regency, namely Satya Arya, are as follows:

“In my opinion, the application is good for checking today’s prices, so people can choose which market to shop at. However, if the goal is to control prices, it should include additional features, such as a graph showing price changes over the past few weeks. With that feature, residents could monitor trends and be better prepared if prices are about to rise, instead of being surprised when things suddenly become expensive.” (interview, October 4, 2025).

Based on the results of the conducted interviews, it can be concluded that the indicator “Program Objectives Not Yet Optimal” remains an issue, as the implementation of the SinergiSmart–Info Harga application has not fully supported the achievement of its main goal comprehensive control of price fluctuations. Although the application provides daily price information from various markets in Mojokerto Regency, supporting features such as price trend graphs and product stock availability are still unavailable. These features are crucial for helping both the public and the government monitor dynamic price changes and anticipate potential price spikes. As a result, the community is unable to plan their spending strategically, and the local government lacks complete visual data to support effective decision-making in price control policies.

Based on the above explanation, although the SinergiSmart–Info Harga application has been able to provide daily price data from various markets and offers initial benefits to the public by enabling quick and transparent access to price information, the program’s objectives have not yet been fully achieved due to its limited features. To

comprehensively attain the main goal of controlling price fluctuations, the Department of Industry and Trade needs to implement further development measures, such as adding features for displaying price trend graphs, stock information, and product availability. These features would not only assist the public in managing their consumption patterns and purchase timing but also provide a stronger data foundation for local governments in formulating effective price control policies.

4. Program Monitoring

In Budiani's concept, it is explained that "program monitoring is related to activities carried out after the implementation of a program as a form of attention to its participants." Monitoring is defined as "the process of collecting and analyzing information based on systematically and continuously established indicators regarding an activity or program, so that corrective actions can be taken to improve the activity in the future." [17].

The Department of Industry and Trade (DISPERINDAG) of Mojokerto Regency has made several efforts to monitor programs aimed at ensuring that the SinergiSmart-Info Harga application operates in accordance with its original objectives. This was stated by Sekar Syadila, a staff member of the trade business division at the Department of Industry and Trade of Mojokerto Regency, as follows:

"We conduct price monitoring every day on a regular basis. Each traditional market has its own assigned monitoring officer. They are required to input price data before ten o'clock in the morning to ensure that the information in the application is always up to date. This has become our commitment at the Department of Industry and Trade to ensure that the information displayed is valid and trustworthy for the public." (interview, March 18, 2025).

Meanwhile, the results of the interview regarding how the Info Harga application can help control fluctuations in the prices of basic necessities were conveyed by Mrs. Iis Fitriyaningsih, a functional officer in trade analysis at the Department of Industry and Trade of Mojokerto Regency, as follows:

"This application is very helpful as an early detection tool for price fluctuations in the market. For example, when there is a surge in the price of certain commodities, we at the local government can immediately take action, such as organizing Market Operations or Affordable Market events. This way, prices can be quickly stabilized, and people's purchasing power can be maintained. Since the information we receive from this application is fast and accurate, interventions can be carried out promptly, making it more effective in preventing potential price increases." (interview, March 18, 2025).

Based on the results of the conducted interviews, it can be concluded that the Program Monitoring indicator in the implementation of the SinergiSmart-Info Harga application in Mojokerto Regency has been running optimally. This is evidenced by the presence of a structured and routine price monitoring system for essential commodities

carried out by the Department of Industry and Trade (DISPERINDAG). Each traditional market in the region has monitoring officers responsible for inputting daily price data before 10 a.m. This measure ensures that the price information displayed in the application is updated in real-time, providing accurate and reliable data for public users. DISPERINDAG also demonstrates a strong commitment to maintaining the validity and accuracy of the data presented. The monitoring process is not merely about collecting data but also serves as an early detection system for potential price fluctuations in the market. In practice, this application has successfully assisted the local government in identifying early signs of price surges in certain commodities. With timely and precise information, the government can immediately take intervention measures such as organizing market operations or low-cost markets to maintain price stability and safeguard the community's purchasing power.

The function of the application as a monitoring tool has proven to be beneficial not only for consumers but also for policymakers. The speed in obtaining price data enables the government to respond more swiftly to market dynamics, ultimately helping to curb potential fluctuations more effectively. This reflects that program monitoring is not merely carried out as a formality, but has become an integral part of an adaptive, information technology-based price control strategy.

CONCLUSION

Fundamental Finding : Based on the results of the study on the effectiveness of the SinergiSmart-Info Harga application in controlling price fluctuations of essential goods in Mojokerto Regency, it can be concluded that the application's effectiveness has not yet been fully optimal in stabilizing price fluctuations, as reflected in several indicators. Program Target Accuracy: The target accuracy of the SinergiSmart-Info Harga application is considered optimal, as it successfully reaches various segments of society, ranging from consumers to MSME actors. Interviews with both institutional representatives and users indicate that the application effectively helps the public obtain information on essential goods prices quickly. The inclusion of an average price feature covering 20 markets in Mojokerto Regency also enhances user trust in the data presented.

Implication : Program Socialization: The socialization aspect is deemed suboptimal, as the Department of Industry and Trade (DISPERINDAG) of Mojokerto Regency has not conducted formal or official outreach to the wider public. Information about the application has spread only in a limited manner, with many users learning about it from friends rather than official government channels. The lack of comprehensive socialization has led to a relatively low number of users compared to the total population of Mojokerto Regency. **Limitation :** Program Objectives: The achievement of program objectives is also considered suboptimal. While the SinergiSmart-Info Harga application has provided initial benefits by offering fast and transparent price information, it has not yet fully supported the main goal of the program—comprehensively controlling price fluctuations. This limitation is due to the absence of important features such as price trend graphs and stock availability information. Consequently, the public cannot yet plan their

spending strategically, and local governments lack strong visual data to analyze price patterns and make timely market intervention decisions. **Future Research** : Program Monitoring: The monitoring aspect, however, is considered optimal. DISPERINDAG conducts regular and structured price monitoring through officers stationed in each traditional market, who are required to input data before 10 a.m. The collected data serve as an early warning tool for price volatility, enabling the local government to promptly conduct interventions such as market operations or low-cost markets. With rapid and accurate monitoring, the application has proven effective in assisting the government in maintaining price stability and protecting the community's purchasing power.

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