

**ANALISIS METODE PENGADAAN PENGELOLAAN MEDIA SOSIAL  
KEMENTERIAN PERHUBUNGAN DITINJAU DARI PRINSIP  
PENGADAAN BARANG DAN JASA**

**INTISARI**

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Penelitian ini bertujuan untuk mengetahui dan menganalisis metode pengadaan pengelolaan media sosial di Kementerian Perhubungan ditinjau dari prinsip pengadaan barang dan jasa, serta perbandingan dengan pengadaan pengelolaan di Kementerian Pariwisata dan Ekonomi Kreatif dan Kementerian Perdagangan.

Penelitian ini menggunakan metode penelitian yuridis empiris dengan sifat penelitian deskriptif kualitatif dan teknik pengumpulan data yaitu wawancara mendalam (in depth interview) dengan responden dan narasumber. Dalam penelitian ini peneliti melihat adanya perubahan metode pengadaan pengelolaan media sosial di Kementerian Perhubungan yang sebelumnya menggunakan metode tender, kemudian berdasarkan hasil evaluasi berubah menjadi pengadaan langsung. Apakah pelaksanaan pengadaan pengelolaan media sosial di kementerian perhubungan sudah sesuai dengan asas pengadaan barang dan jasa atau belum. Apakah dengan melihat pengadaan pengelolaan media sosial di Kementerian Pariwisata dan Ekonomi Kreatif serta Kementerian Perdagangan dapat diterapkan di Kementerian perhubungan atau tidak.

Hasil penelitian ini menunjukkan bahwa pada tahun 2019 sampai dengan tahun 2021 di pengadaan pengelolaan media sosial di Kementerian Perhubungan menggunakan metode tender. Dalam pelaksanaan pengadaanya Kementerian Perhubungan tidak mendapatkan penyedia terbaik untuk pengelolaan media sosial. Sehingga berdasarkan evaluasi diputuskan untuk merubah metode pengadaan pengelolaan media sosial menjadi pengadaan langsung. Metode pengadaan langsung diterapkan mulai tahun 2022 sampai dengan tahun 2024. Pelaksanaan pengadaan pengelolaan media sosial dianalisis menggunakan prinsip pengadaan barang dan jasa. Terdapat kesamaan pelaksanaan pengadaan pengelolaan media sosial di Kementerian Pariwisata dan Ekonomi Kreatif serta Kementerian Perdagangan yaitu menggunakan metode pengadaan langsung. Yang membedakan dengan Kementerian Perhubungan yaitu detail dan teknis pelaksanaan pekerjaan. Pada keadaan tertentu, Kementerian Perhubungan dapat mengambil pelajaran dari proses pengadaan pengelolaan media sosial di Kemenparekraf dan Kemendag yang sesuai dengan prinsip pengadan barang dan jasa.

**Kata Kunci :** Metode Pengadaan, Media Sosial, Prinsip Pengadaan Barang dan Jasa.

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***ANALYSIS OF PROCUREMENT METHODS FOR SOCIAL MEDIA MANAGEMENT OF  
THE MINISTRY OF TRANSPORTATION REVIEWED FROM PRINCIPLES OF GOOD  
PUBLIC PROCUREMENT***

**ABSTRACT**

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This research aims to understand and analyze the procurement methods for social media management at the Ministry of Transportation in terms of Principles of Good Public Procurement, as well as a comparison with procurement management at the Ministry of Tourism and Creative Economy and the Ministry of Trade.

This research uses empirical juridical research methods with descriptive qualitative research characteristics and data collection techniques, namely in-depth interviews with sources. In this research, researchers saw a change in the procurement method for social media management at the Ministry of Transportation, which previously used the tender method, then based on the evaluation results it changed to direct procurement. Whether the implementation of social media management procurement at the Ministry of Transportation is in accordance with Principles of Good Public Procurement or not. Whether looking at the provision of social media management at the Ministry of Tourism and Creative Economy and the Ministry of Trade can it be implemented at the Ministry of Transportation or not.

The results of this research show that from 2019 to 2021 the procurement of social media management at the Ministry of Transportation used the tender method. In implementing its procurement, the Ministry of Transportation did not get the best provider for social media management. So, based on the evaluation, it was decided to change the procurement method for social media management to direct procurement. The direct procurement method is applied from 2022 to 2024. The implementation of procurement for social media management is analyzed using Principles of Good Public Procurement. There are similarities in the implementation of social media management procurement in the Ministry of Tourism and Creative Economy and the Ministry of Trade, namely using the direct procurement method. What differentiates it from the Ministry of Transportation is the detail and technical implementation of the work. In certain circumstances, the Ministry of Transportation can take lessons from the procurement process for social media management at the Ministry of Tourism and Creative Economy and the Ministry of Trade which is in accordance with Principles of Good Public Procurement.

**Keywords:** Procurement Methods, Social Media, Principles of Principles of Good Public Procurement

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