

Electronic Business Licensing Service in Doko District Blitar Regency, East Java Province

(Study on the Implementation of Permenkop No.2 of 2019 concerning Electronically Integrated Business Licensing for Micro and Small Businesses)

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ABSTRACT

In the context of accelerating and increasing investment and business, a Government Regulation Number 2 of 2019 concerning Business Licensing Services is Integrated Electronically. Based on this policy, all business licensing services become integrated by the center through one system, Online Single Submission (OSS). OSS is a licensing service system that aims to simplify business licensing and create a model of integrated licensing services that is fast, inexpensive and provides certainty Doko District Blitar Regency's One-Stop Integrated Service and Investment Service Doko District Blitar Regency's is one of the regional government apparatus in Doko District Blitar Regency's that implements a one-stop service system as a service agency that is specifically tasked with providing licensing services that directly intersect with the community, one of which is Business Licensing Services through OSS. The purpose of this study is to describe in depth and analyze the Implementation of Electronic Single Submission (OSS) Integrated Business Licensing Services in Doko District Blitar Regency's. This type of research is descriptive with a qualitative approach. The results of the Integrated Electronic Business Licensing Services Implementation Online Single Submission (OSS) at Doko District Blitar Regency's have been implemented, but there are still obstacles in the delivery of information that is not fully acceptable to the community. The use of a business licensing system through OSS resulted in the public being afraid of inputting data related to the files needed so that there were still many Doko people as potential individuals who went directly to Doko District Blitar Regency's in managing business permits. Human resources at the service level are sufficient in their implementation. Supporting facilities for the implementation of licensing services through OSS in Nganjuk Regency DPMPSTP are quite good, which consists of computers, printers and internet networks, but during the implementation of services sometimes the internet network experiences errors or bad connections. The bureaucratic structure has been carried out in accordance with the main tasks and functions that exist. Through OSS services, the benefits provided, namely Doko District Blitar Regency's, can easily access licensing, trying to directly complete one day.

Keywords: Implementation, Online Single Submission (OSS)

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1. INTRODUCTION

In this era of globalization, rampant developments, especially in the field of technology, make it something that must be followed by every individual. This is what makes each individual have to adjust to the advances in technology which are increasingly developing. This is very influential for each individual in fulfilling their needs because the conveniences in technology will make it difficult if they are not matched by adjustments to the technological developments. The process of growth and development of

information technology is implemented by the government in the form of government administration which is intended to be accessible to the public in the form of quality licensing services in the context of realizing integrated electronic licensing services. Basically, the government system in Indonesia places services as the basis for building bureaucratic relations between the state and society. What they place in the service government system as a form of achieving common goals must certainly receive special attention in order to achieve the ideals of the nation. Thus the public bureaucracy is required to be more professional in carrying out its duties and more responsible considering that public service is one of the manifestations of the state's function which is described in the attitudes and behavior of the bureaucratic apparatus.

With a concept like this, it is hoped that there will be a reciprocal relationship that occurs between the community and the government for the realization of mutual welfare. At least the state in realizing excellent service in public welfare must meet four criteria as put forward by Luthfi J. Kurniawan. to education and the expansion of modern mass education system ". In the economy, improving public services can improve the investment this nation really needs in order to get out of the prolonged economic crisis. Poor public services in Indonesia are often the dominant variable affecting the decline in investment, which results in layoffs. Unfortunately, the improvements in public services that have been carried out are not linear with reforms carried out in various sectors so that the economic growth that is expected to help this nation out various economic crises have yet to materialize, even though public services are often the benchmark for the success of the government. In implementing public services, it is the government's obligation to every citizen. So that the methods and procedures must always be actualized in accordance with the hopes and desires of the public. Public service is an activity or a series of activities in order to fulfill the needs of services to the community that are included in the framework of the Indonesian state as a welfare state with the aim of *bestuur zorg* and also implementation of Law Number 25 of 2009 concerning public services. The government as a state apparatus must be able to provide good public services to the community. As stated in Article 4 letter L Law Number 25 Year 2009 concerning Speed, Convenience and Affordability for the public or the public. In the government's design, the government plans three types of industrial development, namely long-term industrial development, medium-term industrial development, and short-term industrial development. Today, the government's efforts to develop the industrial sector face very formidable challenges. This is very much felt because of the economic crisis that hit the world at the end of the 20th century and the beginning of the 21st century. In an effort to accelerate the economic growth of society, the government claims that the growth of the industrial sector five years after the crisis has not been so visible, so together with the government, the public is asked to be very strong. seriously build a healthy climate in an effort to accelerate development, build economic independence, equitable development and its results throughout the region. In this case, the government tries to provide new opportunities for regions to organize and manage all potential resources they have. In an effort to accelerate the process of national economic development and to anticipate the unfavorable impacts of the era of globalization and world economic liberalization, a clear direction and policy is needed for the medium and long term. National industrial policy is urgently needed so that the industry grows appropriately with a clear direction on the form of industrial development that will be achieved, resulting in an impact on the efficiency of development resources and the realization of development goals as expected.

In this case, the government through the Coordinating Minister for Economic Affairs together with the ministers and heads of related institutions inaugurated the implementation of the Online Single Submission (OSS) System. Apart from using PTSP, the public can easily access the OSS (Online Single Submission) System anywhere and anytime. The OSS (Online Single Submission) system was built in order to accelerate and increase investment and business, by implementing electronic integrated business licensing as stipulated in the latest regulation regarding OSS (Online Single Submission), namely Permenkop No. 2 Year 2019 concerning Electronically Integrated Business Licensing for Micro and Small Businesses. In this Government Regulation, it is explained that OSS services are an integration between the local government and the central government in terms of business licensing. Thus, OSS is also provided in the regions, not only to grant permits but also to supervise this system. So, do not be surprised if there are sanctions imposed on governors and regents or mayors who do not implement OSS. This is stated in the Permenkop which explains, there will be sanctions for regional heads who do not provide services to fulfill business license commitments or commercial or operational permits in accordance with the OSS system to investors who have met the requirements.

The low quality of human resources is a fundamental problem which can hinder national economic development and development. The low quality of human resources will also be a stumbling block in this

era globalization, because the era of globalization is an era of intersection of quality. If nation Indonesia wants to take part in the global arena, so that is the first step must be done is to organize human resources, both from the intellectual aspect, spiritual, creativity, moral, and responsibility. As an element of the government apparatus, employees as well as state servants and public servants have a very important role, namely as thinkers, planners, drivers of community participation in the development process, maintaining national unity and integrity with full loyalty to Pancasila and the 1945 Constitution as well as at the same time. play a role as controller and supervisor of the implementation of the development itself. Providing services to the community is a function that must be carried out by the government in order to realize the welfare of the community, as a measure for the implementation of good governance. The success of the implementation of regional autonomy in realizing good local governance is seen in the improvement in the quality of public service delivery.

The quality of service that the community expects with the services they receive from existing service units leads to the need for satisfactory service. For this reason, it is necessary to have a good performance of service personnel oriented towards the realization of good service to the community. The formulation of the problem in this study are: How to implement the Electronic Business Licensing Service policy in Doko District, Blitar Regency (Implementation Study of Permenkop No.2 Year 2019 concerning Electronically Integrated Business Licensing for Micro and Small Businesses). What factors are the obstacles and support for the implementation of the Electronic Business Licensing Service Policy in Doko District, Blitar Regency (Implementation Study of Permenkop No.2 Year 2019 concerning Electronically Integrated Business Licensing for Micro and Small Businesses)

The objectives of this study are: To describe and analyze Electronic Business Licensing Services in Doko District, Blitar Regency (Implementation Study of Permenkop No.2 Year 2019 concerning Electronically Integrated Business Licensing for Micro and Small Businesses). To explain the factors inhibiting and supporting the implementation of the Electronic Business Licensing Service Policy in Doko District, Blitar Regency (Implementation Study of Permenkop No.2 Year 2019 concerning Electronically Integrated Business Licensing for Micro and Small Businesses)

Provides an overview of the implementation of good public services for government officials, especially for Doko District so that they can provide services in the field of good micro business permit recommendation to the community. And it is hoped that the research results can be taken into consideration in the implementation of Permenkop No. 2 Year 2019 concerning Electronically Integrated Business Licensing for Micro and Small Businesses. Can contribute ideas in assessing and understanding social problems in the field of public services, especially regarding improving the quality of government apparatus services to the community.

2. LITERATURE REVIEW

Public Policy

In the international literature, public policy is referred to as public policy, which is a rule that regulates life together that must be obeyed and binds all citizens (Sore and Sobirin, 2017: 8). In general, a policy or policy is something related to planning, making and formulating decisions, implementing decisions, and evaluating the impact of implementing these decisions on the people who are the target of the policy (target groups). Meanwhile, substantially, policy is a complex, dynamic, and amorphous subject of study (Marzali, 2015: 20). Public policies are decisions or action choices that directly regulate the management and distribution of natural, financial and human resources in the public interest, namely the people at large, residents, communities or citizens. In terms of the process, public policy is defined as the result of synergy, compromise or even competition between various ideas, theories, ideologies, and interests that represent a country's political system (Ali, 2017: 37).

According to Jatmikowati (2016: 1), public policy is the government's decision to regulate various areas of life in the country. Meanwhile, Efendi and Makhfudli (2009: 135) define public policy as binding decisions for the masses at a strategic level or outline made by public authorities. As a binding decision for the public, public policies must be made by political authorities, namely those who receive a mandate from the public or the public, generally through an election process to act on behalf of the people at large. Furthermore, public policy will be implemented by the state administration which is run by the government bureaucracy. From several definitions of public policy that have been stated above, there are several important elements of public policy, namely (Rochmah, 2013: 3):

- a. This public policy in its first form took the form of stipulating government actions.
 - b. Public policy is not sufficient to just state but implemented in a real form.
 - c. Public policy whether to do something or not to do something has and is based on specific aims and objectives.
 - d. Public policies must always be aimed at the interests of all members of society.
- b. Implementation Theory

According to Daniel Mazmanian and Paul Sabatier (1983) defines policy implementation as the implementation of basic policy decisions, usually in the form of laws, but can also take the form of important executive orders or decisions or judicial decisions. Typically this decision identifies the problem to be resolved, specifies the goals or objectives to be achieved and the various ways to structure or regulate the implementation process. According to Van Meter and Van Horn (Agustino, 2006) defines policy implementation, as actions taken either by individuals or government officials or groups or the introduction, formulation and detailing of problems, setting criteria, evaluation, identification of alternatives, , plans / policies, evaluation of alternatives, plans / policies, elaboration and selection, alternative policies for supervision and evaluation of the results of plans / private policies directed at the achievement of objectives outlined in policy decisions.

In the history of the development of policy implementation studies, it is explained that there are two approaches to understanding policy implementation, namely: top-down and bottom-up approaches. A top-down approach, policy implementation is centralized and starts from the central level actors and decisions are taken from the central level. The top-down approach starts from the perspective that political policy decisions that have been determined by policy makers must be carried out by administrators or bureaucrats at their lower levels.

Inhibiting Factors for Policy Implementation

According to Sunggono (199), policy implementation has several inhibiting factors, namely:

a. Content of Policy

First, policy implementation fails because the content of the policy is still unclear, meaning that the objectives are not detailed enough, the means and priority applications, or policy programs are too general or simply do not exist. Second, because of the lack of internal and external provisions on the policies to be implemented. Third, the policies to be implemented can also show significant shortcomings. Fourth, another cause of failure to implement a public policy may occur due to shortcomings concerning supporting resources, for example those related to time, cost / funds and human resources.

b. Information

Public policy implementation assumes that the stakeholders who are directly involved have information that is necessary or highly relevant to be able to play their roles properly. This information does not exist, for example due to communication problems.

c. Support

The implementation of a public policy will be very difficult if the implementer is not sufficiently supported for the implementation of the policy.

d. Potential Sharing

The causes related to the failure to implement a public policy also determine the aspect of potential sharing among the actors involved in the implementation. In this case it relates to the differentiation of duties and authorities of the implementing organization. The organizational structure of the implementation can cause problems if the division of authority and responsibility is not adjusted to the distribution of tasks or is marked by unclear limitations (Sunggono, 1994).

3. METHODS

Research has many variations depending on the objectives, approach, field of study, place and so on. In order for research to achieve a goal as expected, it is necessary to determine the type of research first. The type of research here is a particular type or type of research that is chosen to be carried out in order to achieve predetermined goals. This study aims to determine the performance of officials as public servants in the implementation of public services in providing recommendations for information on business permits in Selopuro District, using descriptive qualitative research. According to Bogdan and Taylor (1975), qualitative methods are research procedures that produce descriptive data: speech or writing and observable behavior of the people (the subject) themselves.

The location chosen in this study is the Office of the Head of the Selopu Doko sub-district ro Blitar Regency with the following considerations:

- Listening to information from the Camat Nglegok who has a desire to provide fast, accurate and inexpensive services with limited staff
- Doko Subdistrict has its own uniqueness where services are still not good and according to expectations so that there are many complaints in the community.
- The educational background of the apparatus is relatively moderate, that is, most of them are high school graduates so that this indirectly affects performance

Informants are people who are expected to provide information about situations and conditions in accordance with the research background. The determination of informants in this study was carried out by using purposive sampling technique, namely the selection of informants was chosen deliberately based on predetermined criteria and determined based on the research objectives.

4. RESULTS AND DISCUSSION

The results of the Integrated Electronic Business Licensing Services Implementation Online Single Submission (OSS) at Doko District Blitar Regency's have been implemented, but there are still obstacles in the delivery of information that is not fully acceptable to the community. The use of a business licensing system through OSS resulted in the public being afraid of inputting data related to the files needed so that there were still many Doko people as potential individuals who went directly to Doko District Blitar Regency's in managing business permits. Human resources at the service level are sufficient in their implementation. Supporting facilities for the implementation of licensing services through OSS in Nganjuk Regency DPMPTSP are quite good, which consists of computers, printers and internet networks, but during the implementation of services sometimes the internet network experiences errors or bad connections. The bureaucratic structure has been carried out in accordance with the main tasks and functions that exist. Through OSS services, the benefits provided, namely Doko District Blitar Regency's, can easily access licensing, trying to directly complete one day.

5. CONCLUSION

Implementation of performance policies for state civil servants in providing recommendations for information on business permits at the Doko sub-district office based on Permenkop Number 2 of 2019 concerning Public Service Standards for indicators:

Orientation to Change: Based on the results that have been obtained, it can be concluded that the change orientation of employees in the Doko sub-district office does not have the motivation to change so that the quality of service provided by sub-district employees is not yet qualified. *Service Ethics:* Based on the results of the interview, we conclude that the services provided to the community and employees of Doko District are always carried out seriously and with a full sense of responsibility. *Incentive System* at the Doko sub-district office, where in order to support the smooth implementation of government and development tasks, a clear system of incentives is required. One of the things in the sub-district office is the provision of sanctions and rewards to employees. Factors in the implementation of performance policies of state civil servants in providing recommendations for information on business permits at the Doko Sub-district Office.

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- Service procedures are not convoluted

The explanation and results of the interview above can be concluded that the duties and responsibilities can be seen by the professionalism of employees clearly that it is supported by a supply of services, employees, and have the knowledge and skills needed to solve customer problems professionally.

- On time completion

Regarding the indicators of punctuality in providing services, the results obtained were that most respondents stated that sub-district employees were not on time to complete work on time.

- The available facilities and infrastructure support the implementation

From the data above, it shows that the use of facilities and infrastructure in the sub-district office is the use of facilities that can be done properly.

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