

**INNOVATION OF BUSINESS LICENSING SERVICES IN ISSUING
BUSINESS IDENTIFICATION NUMBERS (*NIB*) BASED ON E-
GOVERNMENT THROUGH ONLINE SINGLE SUBMISSION (OSS) AT
DPMPTSP PAMEKASAN**

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ABSTRACT

This research aims to determine the realization of Business Licensing Service Innovation in the Issuance of E-Government Based Business Identification Numbers (*NIB*) through Online Single Submission (OSS) at the Pamekasan Regency One-Stop Integrated Service *Capital* Investment Service. The type of research used in this research is descriptive qualitative, where data is obtained from interviews and documentation. The data that the author has obtained is then analyzed using data analysis techniques from Miles and Hubberman, namely reducing data, presenting data, and verifying/drawing conclusions. This research uses the theory used by Everett M Rogers in Prabowo et al (2022) which is measured in several indicators, namely Relative Advantage, Compatibility, Friability, Complexity, and Observability. The results of this research show that the Business Licensing Service Innovation in Issuing Business Identification Numbers (*NIB*) Based on E-Government through Online Single Submission (OSS) at the Pamekasan Regency One-Stop Integrated Service *Capital* Investment Service can be said to be going well, although there are several problems. However, this can be resolved by visiting the Pamekasan Regency *DPMPTSP* to get help with the problems you are experiencing. The increase in the number of *NIB* issuers every year shows that this innovation is in great demand by business people to help in processing business permits.

Keywords: *Innovation, E-Government, Online Single Submission*

A. PRELIMINARY

Ease of accessibility in public services is the main aspect of a public service that can be said to be successful. As the development of information and communication technology requires us to be effective and efficient in all aspects of life, this also has an impact on public services. Utilizing these technological developments creates an e-government study to create more perfect public services in the future. In Indonesia, the concept of e-government was coined in 2003 through the *Instruksi Presiden Nomor 3 Tahun 2003*, Concerning Policies and Strategies for E-Government Development. RAPID mobilization and the need for information by society in this modern era, demands a reform in the field of public services so that they are more accessible to the public. Therefore, various kinds of innovations have emerged which have been implemented by the government to improve the weaknesses of public services which have so far backfired due to the image of a slow and complicated bureaucracy. (Silalahi et al 2022).

Innovation is defined as the process and/or result of developing knowledge, experience, and skills to create or improve products, both services and goods, processes, and methods that provide significant value. Innovation in the field of public services is defined as a new way or creative idea of service technology that can also update existing service technology or create simplifications, and breakthroughs in terms of procedures, methods, approaches, and organizational structures, and the benefits have added value in the quality and quantity of services. Innovation does not require new discoveries in public services but is a new approach that is contextual in nature, not limited to ideas and practices, and can also be the result of expansion or increased quality in previous innovations. (Muharam and Melawati 2019:39).

The quality of public services is very important. The importance of the quality of public services is a form of government achievement. The government's expected achievements in public services may not be realized if public services are still minimal due to a lack of attention from the Government/Regional Government. Public Services include three aspects, namely goods, services, and administrative services. The form of administrative services is various licensing services. Licensing is an important aspect of public services, as are permits related to business activities. Then the licensing process, especially business licensing, will directly influence the desires and decisions of prospective entrepreneurs and investors to invest their *capital*. (Assegaf et al 2019:1329).

Small Micro and Medium Enterprises (MSMEs) in Pamekasan Regency are quite developed in their journey, and MSMEs in this Regency have a large role in economic development and empowering the community in Pamekasan Regency. The number of MSMEs increases every year, the business sectors in Pamekasan Regency are also quite varied, ranging from shops, clothing, staple foods, crafts, services, traditional medicine, and culinary delights. To develop a business, businessmen should need a business permit to show that the business is still operating. With licensing, businessmen can maintain the quality of a product produced from the business process, because if a business creates a product or service, then this is indirectly stated in the licensing and if something detrimental

happens, it must be accounted for so that Business owners can minimize things that cause errors to occur in producing a business product. (Meilina et al 2022:1434).

The Indonesian government seeks to increase the efficiency of business activities by accelerating business implementation as outlined in the *Peraturan Pemerintah Nomor 24 Tahun 2018* concerning Electronically Integrated Business Licensing Services. Based on this policy, all business licensing services are integrated by the center through 1 (one) Online Single Submission (OSS) Electronic Business Licensing System. Online Single Submission (OSS) was launched on July 8 2018 in order to simplify the business licensing process. Online Single Submission (OSS) is a business licensing system that is electronically integrated with all state ministries/institutions (K/L) to regional governments (*Pemda*) in Indonesia. Through an electronically integrated business service system, all business permit processing can be done in an easier, faster, more precise, and efficient manner. For companies, the requirements in general are that they must first take care of the legality of the business entity through a notary, and for individual businesses, it is enough to use a Population Identification Number (*NIK*). (Robby and Tarwini 2019: 51-52).

Online Single Submission is a form of public service innovation in the licensing sector by adopting information technology in the licensing services sector. The OSS service aims to ensure that the licensing mechanism organized by the government can be carried out effectively and efficiently and to avoid corrupt practices occurring within the government, bearing in mind that the licensing sector is one aspect that is often exploited by irresponsible individuals to carry out actions corruption. Complicated bureaucracy and the long time that must be passed to start a business sometimes make business people reluctant to register their businesses, this has resulted in the government carrying out structural reforms, including reforming the licensing system by implementing One-Stop Integrated Services (*PTSP*) and Online Single Submission (OSS) The government has implemented Online Single Submission (OSS) as a system that integrates all business licensing services under the authority of the Minister/Institution Head, Governor or Regent/Mayor which is carried out electronically. For this reason, with the existence of Online Single Submission (OSS), it is hoped that it will make it easier for the public/investors to obtain business permits more easily and of course effectively and efficiently.

In order to accelerate business services through the OSS system, business licensing regulations are being reformed. The stages for obtaining business permits through the OSS System consist of (1). Registration; (2). Granting business permits; and (3). Granting commercial/operational permits Registration to create an account Businessmen who will use OSS, register an account on the OSS page <http://oss.go.id>, account registration must use the Population Identification Number (*NIK*) of the Person in Charge of the Business Entity or Main Director to be able to synchronize with *DUKCAPIL* data. One *NIK* can only be used for one account. One account can be used to register several companies with the same person in charge. At initial registration, Businessmen are required to complete company profile data and then select the type of user based on the

type of businessmen (Non-Individual and Individual). Then the OSS system will send two (2) messages to the businessmen in the form of an OSS account verification email, with activation, and a verification email containing the user ID and password used to log in to the OSS system. (Reza 2019:3).

Businessmen are required to fulfill the basic requirements for Business Licensing and/or risk-based business licensing for legality or approval from the Central Government or Regional Government for businessmen to start and carry out their business or activities. Business Identification Number (*NIB*) is a document that functions as a substitute for Company Registration Certificate (*TDP*), Import Identification Number (*API*), and Customs Access rights. *NIB* must be owned by all businessmen (in the form of bodies and individuals), both new businessmen and businessmen who ran their businesses before the *NIB* was implemented. The making of *NIB* is integrated into an electronic system called the online single submission (OSS) system which is managed by the government institution administering investment coordination affairs, which in this case is the Pamekasan Regency Investment and One-Stop Integrated Services Service (*DPMPTSP*) to implement the issuance of permits. trying to run more effectively and simply. (Marthalina and Khairina 2022:55).

The Pamekasan Regency Government (Pemkab), East Java is now intensifying outreach regarding techniques for managing Business Identification Numbers (*NIB*) to micro, small, and medium enterprises (MSMEs) as an effort to realize the target of 2.5 million *NIB* ownership for MSMEs. According to the Head of the Pamekasan Regency Government's One-Stop Integrated Service Investment and Manpower Service (*DPMPTSP-Naker*) Supriyanto in Pamekasan, many MSMEs in Pamekasan still have not managed *NIB* because this provision is the latest provision after the Job Creation Law was passed. Second, there are still many people who do not know in detail about the patterns and techniques for registering *NIB*. (quoted in the article <https://www.antaranews.com/berita/3078205/pemkab-pamekasan-gencarkan-socialization-management-NIB> 2022).

NIB ownership for MSMEs is important *capital* to be able to transform informal businesses into formal ones so that it is easier to access banking financing. The Indonesian Ministry of Cooperatives has an interest in ensuring that MSMEs can become part of national industrialization, such as the automotive industry, furniture, and food industry, and in this way, MSMEs and industry are integrated so that the gap between large and small businesses will disappear. Apart from that, ease of licensing including *NIB* processing makes it easier for MSMEs to enter industrialization. Meanwhile, based on data from the Pamekasan Regency Government Cooperative Service, the number of MSME businessmen in Pamekasan Regency is currently 247,269 people out of a total of 9,782,262 MSME businessmen in East Java. Pamekasan Regency was recorded as the third largest on Madura Island, after Sumenep Regency which reached 401,210 perpetrators, and then Bangkalan with 248,664 perpetrators, and the least was Sampang Regency, namely 229,644 MSME perpetrators. (quoted in the article <https://www.antaranews.com/berita/3078205/pemkab-pamekasan-gencarkan-socialization-management-NIB> 2022).

The problem then is whether the concept of business licensing through the OSS system offered can provide maximum benefits for the people's prosperity and the environment. Moreover, the OSS system is closely related to the use of Internet technology. It is also very well realized that not all members of the community who want to run a business (become businessmen) can use internet technology, or those who have very large capital but do not have time to worry about licensing bureaucracy, end up tending to be apathetic. In this context, it is natural that they receive priority services, including elderly businessmen. To explore this matter, researchers conducted an initial study through interviews with businessmen in Pamekasan Regency who stated that:

"I, as an individual entrepreneur, when I wanted to open a business, was initially confused about processing permits, which I said could now be done online because I also didn't understand online things like that because I was afraid of entering the wrong data." (Source: Interview with Mrs. Musliyah, a businessmen individual,)

Based on the results of interviews with Mrs. Rukmaida as businesswoman, she also stated that:

"I have had an *NIB* since 2020. The problem only occurred at the beginning when the process of inputting the *NIB* in the map address data column did not appear, instead, I was asked for polygon data, and after that, it was no longer there. "After having *NIB*, I feel more confident. I feel I can and am ready to compete with MSMEs in Pamekasan."

Apart from that, the author also conducted interviews with people who helped in making business permits, namely Iqbal Farsi who stated:

"There were several problems when I created a business identification number (*NIB*) for business licensing, namely that I did not receive an activation email or the Population Identification Number (*NIK*) that had been previously registered. Then the next problem is that the Standard Business Field Classification (*KBLI*) does not appear in the *NIB* even though you have finished filling in the application data."

From the results of the interview above, it can be concluded that there are still several obstacles that occur in licensing innovation through online single submission, therefore researchers are interested in conducting research through a study entitled "Innovation in Business Licensing Services in Issuing Business Identification Numbers." (*NIB*) Based on E-Government Through Online Single Submission (OSS) at *DPMTSP* Pamekasan".

B. THEORETICAL REVIEW

Innovation

According to Albury in Suwarno (2008:10) innovation is new ideas that work. This means that innovation is closely related to useful new ideas. Innovation with its novelty must have useful value. The new nature of innovation will not mean anything if it is not accompanied by the beneficial value of its presence. According to Suwarno (2010: 10-11) explains that innovation cannot be separated from New knowledge. An innovation exists as new knowledge for

society in a particular social system. This new knowledge is an important fbusinessmen in determining social changes that occur in society. New ways Innovation can also be a new way for individuals or groups of people to meet needs or answer certain problems. This new method is a replacement for the old method that was previously applied. New object an innovation is a new object for its user, whether physical (tangible) or intangible. New technology Innovation is synonymous with technological progress. There are many examples of innovation that come from technological advances. Indicators of the progress of an innovative technological product can usually be immediately recognized from the features attached to the product. New discoveries Almost all innovations are the result of new discoveries. It is very rare for innovation to occur as a coincidence. Innovation is the product of a process that works entirely with awareness and deliberateness.

The success of an innovation can be linked to the theory of the success fbusinessmen of an innovation. According to Rogers in Probowo et al (2022:42), there are 5 indicators of the success of an innovation, namely: (1) Relative Advantage. An innovation must have advantages and more value compared to previous innovations. There is always a novelty value inherent in innovation which is a characteristic that differentiates it from others; (2) Compatibility or Suitability. Innovations also have the nature of being compatible or compatible with the innovation they replace. This is intended so that old innovations are not simply thrown away, apart from the cost businessmen which is not small, but also that old innovations become part of the transition process to the latest innovations. Apart from that, it can also facilitate the adaptation process and learning process towards innovation more quickly; (3) Complexity. Due to its new nature, innovation has a level of complexity that may be higher than previous innovations. However, because an innovation offers a newer and better way, this level of complexity is generally not an important issue; (4) Triability or the possibility of being tried. Innovation can only be accepted if it has been tested and proven to have advantages or greater value compared to old innovations. So an innovative product must go through a "public testing" phase, where every person or party has the opportunity to test the quality of an innovation; (5) Observability or ease of observation. An innovation must also be observable, in terms of how it works and produces something better. With attributes like these, an innovation is a new way of replacing the old way of doing or producing something. However, innovation has a geophysical dimension that places it as new in one place but maybe something old and commonplace in another place.

C. METHOD

The type of research used in this is qualitative research. The reason researchers use qualitative methods is to collect data, and present information so they can describe the actual situation and reveal the facts that occurred during the *NIB* publishing process through OSS so they can use it as material for developing theories for themselves and can provide criticism and input to the Department. Investment in One Stop Integrated Services in Pamekasan Regency to increase the innovation carried out.

The location of this research is the Pamekasan One Stop Investment and Integrated Services Service (*DPMPTSP*) which is located on Jl. Raya Panglegur Km. 3 Pamekasan. The first reason the author chose this location was because this location had indications of problems with the business licensing process in Pamekasan Regency. The second reason the author chose this location is because the One Stop Integrated Services and Investment Service is one of the agencies that handles licensing via OSS, which is in accordance with the research the researcher conducted.

D. RESULT AND DISCUSSION

Looking at some of the descriptions of thought above, it needs to be analyzed according to the research focus combined with the theory that has been established through a more detailed discussion. The first indicator is relative Advantage. If the technology to be adopted is more effective and efficient, then people tend to adopt the new technology. When an innovation is considered by users to have greater relative benefits, the innovation will be adopted more quickly (Rogers, 1983:15).

The use of an IT (information technology) based service system greatly facilitates and cuts service time. Where previously, licensing services were centralized at official offices, but now licensing services can be accessed by all people who want to have legality through OSS which can be accessed via the oss.go.id website. The online system is already running so issuing *NIB* can be done anywhere throughout Indonesia. Service times have also become more efficient with this online and information technology-based service innovation. As has been done by *DPMPTSP* which has implemented this OSS system, businessmen only need to use their KTP and cellphone number to register and then can immediately issue an *NIB*. The time is also short, only taking 5-10 minutes per *NIB*.

From the results of interviews conducted by the author with informants, it can be explained that the relative superiority of the *NIB* publishing innovation through OSS makes it easier for businessmen to obtain business legality, where it adapts to current developments. Apart from that, judging from its economic value, businessmen do not need to spend money and time coming to the *DPMPTSP* office, especially for businessmen who cannot leave the business they own.

The second indicator is suitability. Conformity is the degree to which an innovation is perceived as consistent with existing values, and past experience, and in accordance with the needs of people who are potential adopters. An idea that is incompatible with the values and norms in a social system will not be adopted as quickly as an appropriate innovation (Rogers, 1983). One of the successes of an innovation is that it must be in accordance with society's needs. It is hoped that this technological innovation will attract people's interest in switching from manual services to online services which provide many benefits to the community, one of which is more effective and efficient. Innovation can be said to be successful if people are able to adapt and switch from manual services to online services. If not, the innovation will not function well because people are not interested in using it. The existence of this OSS system provides many

benefits to businessmen, one of which is business licensing, this is in accordance with the needs of the community because people no longer need to bother coming repeatedly to the Pamekasan Regency Investment and One-Stop Integrated Services Service. For example, to process permits, people only need to click on the OSS website. The presence of this system is to make it easier to provide services to the public by providing more efficient services to businessmen because it will be faster and also cost-effective and time-saving. Even though it already uses an online system, the *DPMPTSP* still opens offline services in issuing business permits. This is done to help businessmen who do not understand technology. In the Pamekasan area, there are still some people who don't understand technology so they need guidance or assistance from the *DPMPTSP*.

Of course, the government created a system like this not only with the aim of providing legality to businessmen but with the existence of an OSS system, businessmen can also develop their business so that it can become a more integrated business and can support the economy of businessmen. Even though in its implementation there are still some goals that do not meet expectations, such as there are some people who do not have a business but issue an *NIB* in order to get a loan from the bank. This of course has deviated from the government's goals regarding the purpose of this system.

The third indicator is triability. Innovation can only be accepted if it has been tested and proven to have advantages or greater value compared to old innovations. So an innovative product must go through a public trial phase, where every person or party has the opportunity to test the quality of an innovation. This OSS system was launched by the government for the first time in 2018. From everything that was initially manual-based spread across all regions, it has shifted to an online system centralized on the OSS platform. The system, which began construction in October 2017, has undergone trials in three cities, namely Purwakarta, Batam, and Palu. However, in the early stages of public trials quoted in <https://infiniti.id/>, this system still experienced many problems, such as a system that was not ready and an OSS system that frequently experienced problems. Therefore, after going through several processes, this system was re-launched in June 2021. And it has been tested from 2 June 2021-1 July 2021. Via the website <https://ujicoba-uuck.oss.go.id/>. And now a new, more perfect OSS system has been created which is currently publishing many *NIBs* and helping businessmen integrate their businesses. Even though this system has gone through various trial processes, the organizers at *DPMPTSP* Pamekasan Regency themselves have never gone through the trial process. *DPMPTSP* learns independently how to use this system. So that later it can help the community to create *NIB*. *DPMPTSP* started using this system starting from August 2018 and many *NIBs* have been printed. However, there are still people who don't know about this system. Some of them still don't know about using this OSS system. Even though there is outreach from the *DPMPTSP* through the *BIDADARI* program, not all businessmen can be reached due to limited time and manpower at the *DPMPTSP*. However, currently, there are many MSME assistants who help with the issuance of the *NIB*, this of course helps the *DPMPTSP* to implement this government program.

The fourth indicator is complexity. Complexity is the level of complexity of an innovation to be adopted, and how difficult it is to understand and use the innovation. The easier an innovation is to understand and be understood by adopters, the faster the innovation will be adopted. The OSS system was created to provide convenience to businessmen, especially in the licensing sector. OSS comes with an online system using smartphones or gadgets that are commonly owned by the public and the procedures for using it are made as simple as possible so that everyone can access it easily, and in this system, there are steps that must be filled in. Even though it has been made as simple as possible, in reality, the implementation is still difficult for the government because businessmen easily forget the user or account name that has been registered with the OSS. Apart from complicating the *DPMPTSP*, this also complicates the businessmen themselves, because if there is business data that you want to change, to access the account you have to enter the account name that has been registered. Another complication is that when you enter your *NIK*, the *NIK* you enter is already registered. Because in this OSS system, 1 *NIK* can only be registered with 1 OSS account. Therefore, businessmen must use another *NIK* to be able to register their business and issue an *NIB*.

In this OSS system, there is *KBLI* (standard classification of Indonesian business fields) which is a classification of Indonesian economic activities/activities that produce products/output, both in the form of goods and services, based on business fields to provide uniform concepts, definitions and classifications of business fields in development, and shifts in economic activity in Indonesia. So every businessman is required to fill in the *KBLI* according to the business run by the businessmen. This is certainly not as easy as imagined. Even though there are columns available to fill in business fields, this is a hassle for business people because each business field has different columns. And if you don't understand this classification, it will be an obstacle for businessmen. Apart from that, there is also data that does not appear in the database, for example, housing. In the housing sector, there is data on the area of land or plots and when the data is printed it does not appear in the file, so the perpetrator is required to go to *DPMPTSP* to get help with this problem. This system can be said to be simple, but in its application it can also be said to be not that simple, a deeper understanding is needed to be able to use this system correctly.

The fifth indicator is Ease of Observation (Observability). Observability, which means ease of observation or being able to be observed, is the fifth indicator in innovation attribute theory. Observability is an observation process carried out to describe how newly created innovations can produce better impacts and run according to the expectations of the agency as the creator of the innovation. Businessmen who have a more complex business will of course go through this process. One of the aims of this monitoring is that the government wants to know how things are going. Of course, not all government businesses are observed, only businesses that follow up on their businesses are then surveyed by the government. Apart from that, this supervision also aims to let the government know whether the registered business and the business being run are the same.

E. CONCLUSION

The author draws conclusions with the title "Innovation in Business Licensing Services in Issuing Business Identification Numbers (*NIB*) based on E-Government via Online Single Submission (OSS) at the Pamekasan Regency One-Stop Integrated Service Investment Service" has been going well. The author describes the results of several indicators so that we can draw the following conclusions. 1. Relative Advantage. Judging from the aspect of relative excellence in business licensing service innovation in issuing *NIBs* through OSS, this has a positive impact on businessmen, namely that it can make it easier for the public to process business permits. Because this system is online and can be accessed anywhere, this system is also faster and can save costs; (2) Compatibility: Judging from the aspect of conformity to business licensing service innovation in the issuance of *NIB* through OSS, it can be said to be in accordance with the needs of the community, especially businessmen. Because now we have entered the technological era, the government is very appropriate to make innovations that can help business people. Even though there are some people who abuse this system, its implementation is in accordance with the government's goals and background in creating this system, where the government wants to help businessmen make their businesses more integrated; (3) Liability. Judging from the complexity aspect of business licensing service innovation in issuing *NIB* through OSS, businessmen are not involved in the process of testing this system. In fact, the government did not even conduct trials for employees tasked with administering the *NIB*; (4) Complexity: Judging from the complexity aspect of business licensing service innovation in issuing *NIB* through OSS, although this system is running as it should and has helped many businessmen in issuing business permits, this system has its own complexities for its users. So businessmen must visit the *DPMPSTP* Pamekasan office to help with these complications; (5) Ease of Observation (Observability). Judging from the aspect of complexity, the business licensing service innovation in issuing *NIB* through OSS has gone well. The government has not only created a system for issuing business permits but also includes the coordinates of businessmen in it to make it easier for the government to monitor whether the registered business and the business being run are in accordance.

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