

**IMPLEMENTATION OF BUSINESS LICENCING POLICIES WITH THE
ONLINE SINGLE SUBMISSION SYSTEM IN THE ONE-STOP
INTEGRATED SERVICE AND INVESTMENT OFFICE OF THE CITY
OF SUKABUMI**

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ABSTRACT

With the online single submission policy it is hoped that it will make it easier for people to get their business licenses. To find out how the Implementation of Business Licensing Policies with the Online Single Submission System at the One-Stop Investment and Integrated Services Office of Sukabumi City. In this study, researchers used descriptive qualitative research methods. Based on the results of research conducted by researchers by collecting data to discuss the implementation of the online single submission system policy at the Sukabumi City One-Stop Investment and Integrated Service Office from Van Metter and Van Horn Theory, there are two variables that are not optimal, namely the resource variable and the Inter-Organizational Coordination and Implementation Activity variable. It can be concluded that human resources in policy implementation are sufficient. However, facilities and infrastructure such as parking lots and expansion of waiting rooms have not been fully realized. then Inter-Organizational Coordination and Implementing Activities have not gone well due to the uneven delivery of information related to the licensing issuance process. However, internal communication is well established.

Keywords: *Implementation, public policy*

A. INTRODUCTION

The complicated bureaucratic time that must be passed to start a business makes business actors often not register their business, this has made the government carry out structural reforms, one of which is the reform of the licensing system with the Implementation of One Stop Integrated Services (*PTSP*) and Online Single Submission (*OSS*). The government implemented (*OSS*) as a

system that unites business licensing services under the authority of the Minister/ Head of Institution, Governor, or Regent / Mayor which can be accessed online.

Through licensing system reform, the government supports the standardization of licensing bureaucracy at the central and regional levels to make it faster, easier and more integrated, therefore the government made The *Peraturan Presiden Nomor 24 Tahun 2018* concerning Electronically Integrated Business Licensing Services. With a policy that refers to The *Peraturan Presiden Nomor 24 Tahun 2018* related to online single submission, it aims to facilitate investment services at the central and regional levels efficiently, and can become a new standard in licensing governance in Indonesia.

The many licenses that exist in each service center will be unified into a national policy program, namely *OSS*. Being integrated horizontally and vertically becomes an entry point for further efforts, including data sharing, standardization of business processes to the monitoring stage. Online Single Submission is one form of innovation in the licensing sector that uses technology in the field of licensing services. *OSS* services have objectives related to licensing procedures carried out by the government so that they can be carried out effectively, efficiently and to prevent corruption in the government environment, knowing that the licensing sector is often used by irresponsible individuals to commit acts of corruption.

Time-consuming bureaucratic processes are often experienced by people who apply for business licenses, thus making people reluctant to register their businesses. With this, the government has implemented structural reforms, one of which is the reform of the licensing system by implementing a one-stop integrated service and an online single submission system, the government has implemented online single submission as a system that unites all business license services under the authority of the Minister/Head of Institution, Governor, or Regent / Mayor which is carried out online.

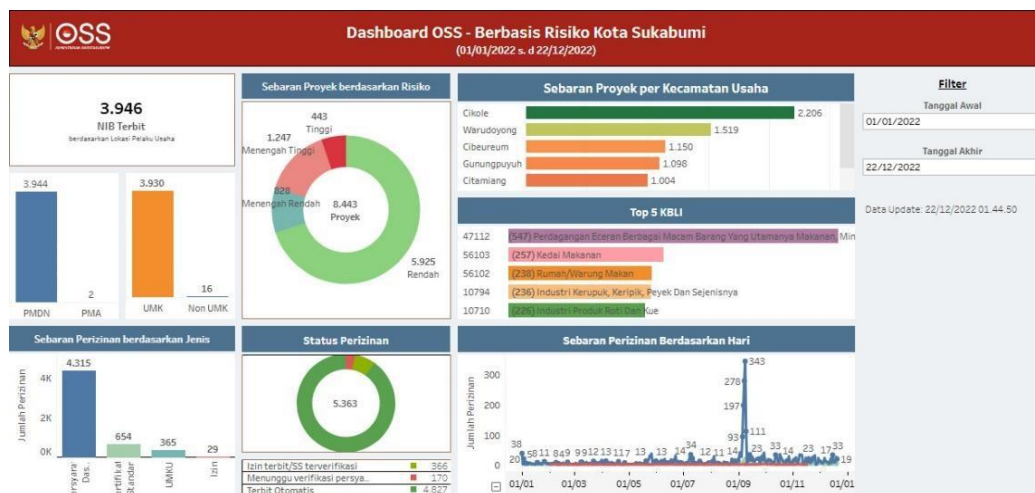


Figure 1. Data Permohonan pengajuan izin berusaha (Source: Researchers, 2022)

The figure above shows that there are 170 licenses that have also not been issued and have passed the predetermined time limit. meaning that there are still 170 people who have not yet obtained their business licenses, therefore the government needs to improve the quality of service so that the community gets satisfactory service and there are no more licenses that have not been issued and outside the predetermined time. Through licensing system reform, the government supports the standardization of licensing bureaucracy at the central and regional levels to make it faster, easier and more integrated, therefore the government made Presidential Regulation of The *Peraturan Presiden Nomor 24 Tahun 2018* concerning Electronically Integrated Business Licensing Services. With a policy that refers to The *Peraturan Presiden Nomor 24 Tahun 2018* related to online single submission, it aims to facilitate investment services at the central and regional levels efficiently, and can become a new standard in licensing governance in Indonesia.

The purpose of this research is to find out and explain how the implementation of business licensing policies with an online single submission system in the investment office and one-stop integrated services of the city of Sukabumi. There are previous studies that researchers take as evidence that this research has existed before.

The first, written by Joni Dawud, Rodial Ramdhan Tackbir Abubakar, Deni Fauzi Ramdani from Politeknik STIA LAN Bandung in 2020 with the title "Implementation of the Online Single Submission Policy on Business Licensing Services (Case Study of *DPMPTSP* Bandung City and Bandung Regency)" in this study using descriptive research methods with a qualitative approach. The results of this study indicate that the implementation of Open Single Submission by *DPMPTSP* Bandung Regency and Bandung city is generally going well. This can be seen from the existence of derivative regulations that have been issued by each of these Regional Governments which are used as a legal basis for the implementation of *OSS*, have the quality of apparatus that is qualified enough to run *OSS*, have formed special officers to provide sanctions for officers who commit violations in the service, and the existing service process has been carried out with a digitalization process. However, there are still obstacles that are often faced by *DPMPTSP* of Bandung City and Bandung Regency, especially related to socialization issues, lack of human resources to assist various socialization issues, lack of human resources to assist various other services, and other supporting facilities in order to optimize *OSS* implementation. (Dawud et al., 2020)

The second was written by Iwan Henri Kusnandi and Muhammad Rifqi Baihaqi from the University of Subang in 2020 with the title "Implementation of the Online Single Submission (*OSS*) System Policy at the One-Stop Investment and Integrated Services Office (*DPMPTSP*) in Subang Regency" in this study using descriptive method research with a qualitative approach. The results of this study indicate that the implementation of the *OSS* system policy at the *DPMPTSP* of Subang Regency has not run effectively, because there are obstacles to the implementation of the *OSS* system, namely a system that is not perfect and needs improvement. Then resources are sufficient in implementing the online single submission system. And also the determination of implementing agents does not

have special criteria in terms of merging and socializing about the online single submission system, the *DPMPSTP* of Subang Regency does it themselves. when connected to Van Metter and Van Horn's theory of benchmarks for implementing agents in helping the incorporation of the online single submission system is quite optimal. Inter-organizational communication and Implementing activities, in terms of inter-organizational communication, *DPMPSTP* in Subang Regency is good enough to help integrate the online single submission system such as providing briefings on *OSS* to each agency concerned and the agencies that have been informed will inform the interested business actors again. In the socio-economic and political environment, the implementation of online single submission has been well received but the environment of people who do not know about smart phones is a separate obstacle to the process of implementing the *OSS* system.(Kusnadi & Rifqi Baihaqi, 2020)

Third, written by Prisca Mbura Lake, Fidelis Atanus and Nikolaus Uskono, University of Timor with the title "Implementation of the Electronic Business Licensing Service Policy Online Single Submission (*OSS*) at the Investment Office and One-Stop Integrated Licensing Service of North Central Timor Regency", in this study using qualitative methods with data analysis techniques developed by Miles Huberman, 2007: 139-140). The results of this study show that the implementation of the Online Single Submission (*OSS*) system policy at the One-Stop Integrated Investment and Licensing Service Office of North Central Timor Regency is not optimal. This is due to the low level of human resources owned by the community in accepting this policy, the influence of the socio-economic conditions of the community, the absence of personnel with special abilities and the absence of incentives affecting the implementation of the Online Single Submission Policy in North Central Timor, thus making this *OSS* policy not optimal.(Lake et al., n.d.)

Based on the description of previous research above, there are several similarities and differences including the focus of research, the theory used, research methods, and research locus. First, it was written by Joni Dawud, Rodial Ramdhan Tackbir Abubakar, Deni Fauzi Ramdani in 2020 with similarities in descriptive qualitative research methods, the difference is in the theory used, namely by George C. Edward III and the locus of the research. The second was written by Iwan Henri Kusnandi and Muhammad Rifqi Baihaqi in 2020 with similarities in descriptive qualitative research methods, the theory used is the theory of Van Metter and Van Horn and the difference is in the research locus. The third was written by Prisca Mbura Lake, Fidelis Atanus and Nikolaus Uskono in 2020 with similarities in descriptive qualitative research methods and differences in the theory used, namely the theory of George C. Edward III and the difference is in the research locus. Edward III and the difference is in the research locus.

Researchers have an interest in this research because based on the problems described in the background that there are 170 licenses that have not been issued, making it difficult for people to do their business plus the government should provide the best service to the community. Therefore, in-depth research is needed, so that people can easily do business and improve the quality of the economy and

the services provided to the community are better. Through the Online Single Submission policy which is based on The Peraturan Walikota No. 50 Tahun 2020 concerning delegation of authority, researchers want to know how the implementation of the Online Single Submission policy at the Sukabumi City Investment and One-Stop Perpadu Service Office.

B. LITERATURE REVIEW

Public Policy Implementation

According to Winarno (2021: 147) Policy implementation is:

"The stage of the policy process immediately after the enactment of the law. Implementation is viewed broadly as meaning the implementation of laws in which various actors, organizations, procedures, and techniques work together for various actors, organizations, procedures, and techniques work together to carry out policies in an effort to achieve policy objectives or programs "

According to Agustino (2022: 150) the top-down approach model formulated by Van Meter and Van horn is:

"Called the term A Model of The Policy Implementation. This implementation process is an abstraction or performance of a policy implementation which is basically deliberately carried out to achieve high public policy implementation performance that takes place in relation to various variables. This model presupposes that policy implementation runs linearly from available political decisions, implementers, and public policy performance."

Based on the definition of policy implementation, it can be concluded that implementation is a stage of the policy process carried out by various roles to achieve the objectives of a mutually agreed policy or program.

To measure the success of policy implementation in this study using the theory of policy implementation from Van Metter and Van Horn, namely 1. Policy Size and Objectives 2. Resources 3. Characteristics of Implementing Agents 4. Attitudes or Tendencies of Implementers 5. Coordination Between Organizations and Implementing Activities 6. Economic, Social, and Political Environment.

C. METHOD

This research uses qualitative methods, and the method used is descriptive method. Qualitative research method is a type of research method that has characteristics in the form of narrative analysis of information collected in the data collection process Goodwin in Hanurawan (2016: 25). Systematic procedures agreed upon by a scientific community to reveal a symptom that becomes the object of research in a field of science (Hanurawan 2016: 24). More specifically, the purpose of research methods is to reveal the truth or conclusions about an object which can then be used as a basis for forming theories.

The data collection techniques used in this study are observation, interviews and documentation. as Fathoni (2011: 104) says that "observation is a data collection technique carried out through an observation, accompanied by notes on

the state or behavior of the target object. With the implementation of an observation, the researcher gets a problem that is not the same as the regulations that apply in the city of Sukabumi. Thus the researcher Therefore the researcher carries out the visit evenly so that the data needed can support the needs of the research process ". Fathoni (2011: 105) interviews are data collection techniques through an oral question and answer process that takes place in one direction, meaning that questions come from the interviewer and answers are given by the interviewer. According to Fathoni (2011: 112) documentation study is a data collection technique by studying records regarding the respondent's personal data, as is done by a psychologist in examining the development of a client through his personal notes.

Primary data is the result obtained from the research site. The main data sources in qualitative research are words and actions. Words and actions are data sources obtained from the research site by observing and interviewing. By using data in this study, it can obtain direct information about the implementation of the online single submission system policy in Sukabumi city. Secondary data is data that is already available so that researchers can search to collect. However, in searching for data, researchers make considerations, namely as follows: the type of data should be the same as the predetermined research objectives, the secondary data required does not emphasize quantity but quality and similarity, secondary data is used to support primary data.

D. EXPLANATION

In this section, we will discuss the implementation of the online single submission system policy at the Sukabumi City Investment and One-Stop Integrated Service Office. In measuring the success of the policy, researchers used the theory of Van Metter and Van Horn (1975) as follows:

Policy Measures and Objectives

Policy implementation performance is successful if the size and objectives of the policy are realistic with the socio-culture that exists at the policy implementer level. When the size of the policy is too ideal to be implemented at the community level, it will be difficult to realize public policy at a point that is said to be successful. By measuring the performance of policy implementation, there are targets that must be achieved; therefore the performance of this policy is assessed from whether a policy implementation has achieved the target goals and standards that have been set.

Regarding the size and objectives of the policy implementation of the online single submission system policy, it is guided by the *Peraturan Pemerintah Nomor 5 Tahun 2021* concerning the implementation of Risk-Based Business Licensing. The benchmark for the successful implementation of the online single submission system policy is that the community gets evenly distributed services without comparing social status and is fair in getting the same treatment and the community is satisfied with the services provided. According to the statement of the community who applied for a license to the Sukabumi City Investment and One-Stop Integrated Service Office said that "The service is very good, easy and understandable". Based on this statement, it shows that the community feels

helped and also satisfied with the services provided. Based on the above statement, the disaster management policy has run optimally.

Resources

The success of the policy implementation process is highly dependent on the strength of utilizing the resources that have been provided. Humans are an important resource in determining the success of the implementation process. A certain level of all implementation processes requires the existence of qualified human resources and in accordance with the work indicated by policies that have been determined politically. The results of the research with resource indicators are as follows:

Based on an interview with the head of the licensing sector, he said that: "if you look at it in accordance with the policy, it is relative, so the ability of existing resources, even though the academic community is not in accordance with the job but we adjust the job to our abilities, how to improve the ability, yes, we train, we foster to improve these human resources so that they are in accordance with their main duties and functions, even though for example the academic output is not appropriate. But it is also possible for us to look for new people, which means we adjust the ability of human resources by conducting training, holding workshops and so on to improve the ability of the apparatus".

Based on the interview above, it is known that the quality of resources at the Sukabumi City One-Stop Investment and Integrated Service Office is in accordance with policy standards and also has knowledge and has been given training so that policy implementers can provide the best for the community.

Characteristics of the implementing agent

The characteristics of the implementing agent are an important aspect because the performance of (public) policy implementation will be very much influenced by the characteristics that are appropriate and suitable for the implementing agents. For example, the implementation of public policies that seek to change human behaviour radically, then the project's implementing agent must be characterized as firm, hard, and strict in implementing the rules in accordance with the legal sanctions that have been set.

Based on the results of research on the characteristics of implementing agents, the Sukabumi City Investment and One-Stop Integrated Service Office has collaborated with all agencies in the city of Sukabumi as well as private organizations in the trade and business sector.

Attitudes or tendencies of the implementers

The attitude of policy implementers must of course be in accordance with the rules and regulations made by the government, because it greatly affects the success or failure of a performance. Based on the results of the study, the implementing agents at the Sukabumi City Investment and One-Stop Integrated Service Office were good, because they understood the size and objectives of the policy and the implementing agents had the ability, knowledge and were given training.

Coordination between Organizations and Implementing Activities

Coordination is a mechanism as well as the main requirement in determining the success of policy implementation. The better the coordination and communication between the parties involved in an implementation process, the assumption is that mistakes will be very small and vice versa. Based on the results of the study, it is stated that the Investment Office and one-stop integrated services of the City of Sukabumi have conducted socialization to the community, but it has not been evenly distributed. Even so, the Investment Office continues to make efforts such as making service innovations and also routine socialization conducted to the business community.

Political, social and economic environment

In the process of implementing policy implementation, it is inseparable from the external environment which includes economic, social and political factors that indirectly have an impact on the implementation of public policy. Therefore, the political, social and economic environment is something that affects the implementation of the online single submission system policy. For political and social conditions, it has provided good support for the implementation of this online single submission system policy, as said by the head of the licensing sector that "For social conditions, the community is greatly helped by the Online single submission policy because it shortens the complicated time and for economic conditions, it is greatly helped by this policy because it can increase the value of investment, business and also the community can open the widest possible business activities". For economic conditions, it has received good support, namely by improving facilities and infrastructure so that the community is satisfied and helped by the services provided.

E. CONCLUSIONS

Based on the results of research conducted by researchers by collecting data to discuss the implementation of the online single submission system policy at the Sukabumi City Investment and One-Stop Integrated Service Office from Van Metter and Van Horn Theory, the following conclusions can be drawn:

1. Policy Measures and Objectives

Implementation of the online single submission system policy which has the aim of serving the public in making business licenses. The community feels helped by the online single submission system policy, while in terms of regulations it is in accordance with the established guidelines.

2. Resources

Human resources in policy implementation are good and sufficient. Facilities and infrastructure such as parking lots and expansion of waiting rooms for the licensing application process have not been fully realized.

3. Characteristics of the implementing agent

The characteristics of implementing agents are in accordance with the guidelines for implementing the online single submission system policy system. And has supported the implementation of this policy at the Sukabumi City Investment and One-Stop Integrated Service Office.

4. Attitudes or Tendencies of Implementers

The Attitude or Tendency of the Implementers in implementing the online single submission system policy is responded well and thoroughly and the implementers comply with the rules and also have good consistency.

5. Coordination between Organizations and Implementing Activities

Inter-Organizational Coordination and Implementing Activities have not run well due to the uneven delivery of information related to the licensing issuance process. However, internal communication is well established.

6. Economic, Social and Political Environment

Sufficient economic environmental conditions and social conditions that provide a supportive response and political conditions that provide all the maximum support so that the implementation of this policy runs well.

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