

IMPLEMENTATION OF ONLINE SINGLE SUBMISSION IN THE ISSUANCE OF MICRO AND SMALL BUSINESS LICENSES (IUMK) AT THE ONE-STOP INTEGRATED SERVICES AGENCY OF DENPASAR CITY

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Abstract

The Denpasar City Investment and One-Stop Integrated Services Service (DPMPTSP) has utilized information technology by implementing Electronically Integrated Business Licensing or Online Single Submission (OSS). OSS is a business licensing system issued electronically by the OSS institution on behalf of the minister, head of the institution, governor or regent/mayor to business actors. The aim is to reduce bureaucracy and speed up the business licensing process which was previously complicated and took a lot of time. However, the implementation of OSS in issuing Micro and Small Business Permits (IUMK) in Denpasar City is not yet optimal because some business actors still do not understand the system. This research uses a qualitative approach to understand more deeply the phenomena related to fees in the licensing process. Carried out at the Denpasar City DPMPTSP Office because Denpasar City has implemented E-Government and is the capital of Bali Province. Government Regulation Number 24 of 2018 concerning OSS is the legal basis for implementing electronically integrated business licensing for IUMK.

Keywords: E-Government, Online Single Submission, Licensing

A. INTRODUCTION

The obligation to improve good and satisfactory public services to the community is a need that must be fulfilled by the government. The absence of clear and easy to understand service standards reflects poor public services and leaves society in a weak position when dealing with public administration (Abdul Wahab S, 2005). The government has issued Decree of the Minister for Administrative Reform Number 63 of 2003 which regulates the principles of administering public services to achieve excellent service standards, including simplicity, clarity, certainty, security, openness, efficiency, equitable justice and timeliness. The main aim of this policy is to improve services to the community and resolve problems and obstacles in its implementation, both from internal and external constraints. One Stop Integrated Service (PTSP) is a service system that covers various types of services from the Government, including permits and other services, with the process starting from application to document issuance carried out in one place. PTSP aims to provide public services that are fast, economical, easy, transparent, certain and affordable to the community. One of the institutions in Denpasar City that is tasked with processing permits is the One Stop Integrated Services and Investment Service (DPMPTSP) (Kuta et al., 2024). Community life is very dependent on permits for various activities such as construction, trading businesses, medical practices and the establishment of minimarkets. Therefore, efficient and effective licensing

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services are needed from the government, especially from the agency that administers licensing. With advances in information technology, public services can be improved to reduce the possibility of discrimination, uncertainty and illegal levies that often occur. Therefore, it is important to implement information technology-based public services to overcome challenges in the delivery of public services (Fadhly Usman, 2018).

The Denpasar City Investment and One-Stop Integrated Services Service (DPMPTSP) has utilized information technology by implementing Online Single Submission (OSS), which is a business licensing system issued by OSS institutions on behalf of various parties such as ministers, heads of institutions, governors or regents. /mayor to business actors through an integrated electronic platform. OSS was created by the government to overcome complicated and time-consuming bureaucratic problems in the business licensing process. This system not only makes it easier to process various types of business permits, but also provides a number of other benefits. One of them is facilitating the fulfillment of permit requirements, providing fast and safe access for business actors to connect with stakeholders, providing reporting services and solving licensing problems in one place, and storing licensing data in one business identity (NIB). Through OSS, E-Government based services were introduced to provide more complete information and services and make it easier for the public in the licensing process from the application stage to document issuance in Denpasar City (Sudrajat, *et al.*, 2015).

Juridically, the government issued Government Regulation Number 24 of 2018 concerning Electronically Integrated Business Licensing Services on June 21 2018 which introduced the OSS system. Since then, the concept of applying for permits has changed significantly and the process can be completed online through the Online Single Submission (OSS) system. In July 2018, the central government launched this system. OSS is the main gateway to the existing government service system of ministries/institutions and regional governments. This OSS system is the only reference in implementing business licensing. If ministries, institutions, provinces, districts and cities use more than one electronic licensing system, then OSS will integrate them into one door based on the determination of the relevant parties. The total number of licenses available through a single online application is 55, including registered licenses.

After implementing OSS in Denpasar City DPMPTSP in 2019 with a target of 2500, IUMK issuance was 1978 or 79.12%. In 2020 with a target of 2500, IUMK issuance was 2141 or 85.64%. In 2021 with a target of 3000, IUMK issuance will be 2394 or 79.80%. And in 2022 with a target of 3000, IUMK issuance will be 2671 or 89.03%. Based on the comparison percentage that has been explained, from 2019-2022 the issuance of IUMK through the OSS system has not reached 90% of the target that has been set.

Researchers also saw differences in data and field facts that occurred in the Denpasar City DPMPTSP. The use of OSS aims to make it easier for the community to manage IUMK, but some community groups feel differently. Based on the results of unstructured interviews conducted by researchers, people find it difficult to operate technology-based OSS because not all people can use OSS-based systems (Ashshiddiqi *et al.*, 2023). Starting from the basic skills that must be possessed, namely creating emails, scanning attachments to be uploaded and completing data on the OSS website. However, these basic skills are not evenly possessed by the people of Denpasar City, so they need assistance from the DPMPTSP of Denpasar City in completing the data to issue permits, which results in the people of Denpasar City having to come directly to the DPMPTSP office and this takes a longer time. This is of particular concern to researchers and is the basis for this research. So the researchers conducted research with the title "Implementation of Online Single Submission in

Issuing Micro and Small Business Permits at the Denpasar City Investment and One-Stop Services Service” (Kusnadi & Baihaqi, 2020)

B. RESEARCH METHODOLOGY

This research uses a qualitative approach and aims to gain an in-depth understanding of various aspects related to the type of retribution being studied. The qualitative approach in this research aims to obtain a comprehensive understanding of the phenomena experienced by research subjects, such as behavior, perceptions, motivation, actions and other factors. Qualitative methods emphasize holistic description and understanding through words and language as applied in natural situations. This research uses various natural methods to investigate existing phenomena (Sugiyono, 2005). This research was conducted at the One Stop Integrated Services and Investment Service (DMPPTSP), apart from that the research location was chosen in Denpasar City because Denpasar City is the capital of Bali Province and Denpasar City is the capital of Bali Province. Bassa City is the capital of Bali Province. Implementation of e-Government through online licensing processing.

C. LITERATURE REVIEW

Online single submission (OSS) is a system that is usually implemented by the government or regulatory bodies to simplify the licensing process and processing of various documents required by business actors or individuals to start or operate a business. In this context, "single" refers to the fact that all application and processing processes are carried out through one online platform or portal, thereby reducing bureaucracy and speeding up the permit processing process. OSS is usually integrated with various departments or related institutions involved in the licensing process, such as business licensing, environmental licensing, taxation, etc. In this way, business actors or individuals can apply for permits and complete the licensing process centrally through one online system, without having to attend various government agencies in person (Soejono et al., 2020).

Implementation of the online single submission (OSS) system policy has great potential to increase efficiency and effectiveness in the business licensing process. By adopting OSS, business actors will find it easier to process the necessary permits in an integrated manner through an online platform, reducing complicated bureaucracy and speeding up the time for granting permits. Apart from that, OSS can also increase the transparency of the licensing process by providing easier access to information regarding applicable requirements and procedures. This is expected to encourage investment growth and increase regional competitiveness in attracting investment. However, it is important to note that the success of OSS implementation is highly dependent on adequate information technology infrastructure support, training for officers involved, and the availability of supporting regulations. In addition, regular evaluations need to be carried out to identify obstacles and make necessary improvements to ensure the long-term success of this OSS policy (Kusnadi & Baihaqi, 2020).

George C. Edward in (Robby & Tarwini, 2019) believes that policy implementation is influenced by four variable aspects, namely:

- a. Communication means successful implementation Executor of policy requirements Know what to do and where to do This is the aim and purpose of the policy must be communicated to the target group (target group) and therefore will decrease Implement changes.
- b. Resources, regardless of the content of the policy. Communicate clearly and consistently. However, if the implementer lacks the resources to implement it and then the implementation will not be effective. These resources can take the form of sources
- c. Human resources, such as implementing capabilities and financial resources.

- d. Character refers to the character and characteristics possessed by the executor, such as promises, the essence of honesty and democracy. If the Executor has good character, the Executor can then implement the policies and what the policy makers want. When the implementer has a different attitude or perspective from the policy makers, the policy implementation process also becomes invalid.
- e. Bureaucratic structure, organizational structure Responsible for implementing policies has a significant impact on policy implementation. The structural aspects of the organization are standard operating procedures (SOP) and fragmentation.

D. RESULT AND DISCUSSIONS

Online Single Submission Innovation for Micro and Small Business Licenses in Denpasar City by the One Stop Investment and Integrated Services Service

In implementing Online Single Submission in the Denpasar City Government, of course there are several obstacles that might hinder the IUMK registration process in the Denpasar City Government. These obstacles can come from internal technical OPDs who are responsible, such as the Denpasar City Investment and One-Stop Integrated Services Service, or from external technical OPDs, namely the people of Denpasar City who are business actors (Kristian, I, 2023).

Communication

Communication plays a central role in implementing the Online Single Submission policy in accordance with Government Regulation Number 24 of 2018 concerning Electronically Integrated Business Licensing Services. In its implementation, communication has been effective, as indicated by the increase in the percentage of business actors who choose to register online from year to year. This reflects the quality of communication that has been established between the Denpasar City Regional Government through the Denpasar City Investment and One Stop Integrated Services Service with stakeholders, both internal and external. Internal communication within the structure of the Denpasar City Investment and One-Stop Integrated Services Service needs to be strengthened, whether between subordinate staff, between fellow structural or functional officials, or between staff and leadership. This is important so that the implementation of Online Single Submission can run smoothly and provide optimal public services to the community (Maharani, D, & Kristian, I, 2021).

Open, effective communication within the Denpasar City Investment and One-Stop Integrated Services Service has the potential to have a positive impact on the external environment of the institution as well as on the people of Denpasar City. This allows the public to receive superior services provided by the Denpasar City Investment and One Stop Integrated Services Service. Thus, the establishment of good communication both internally and externally in the Denpasar City Investment and One-Stop Integrated Services Department is a crucial factor in overcoming obstacles that may arise in the implementation of Online Single Submission in the IUMK registration process.

Resources

Resources are also an important factor in implementing policies related to Online Single Submission. The resources owned by the Denpasar City Investment and One-Stop Integrated Services Department, both in the form of human resources (employees) and operational facilities and infrastructure supporting the implementation of Online Single Submission, have the potential to be an inhibiting factor in the implementation process. The resources owned by the Denpasar City Investment and One Stop Integrated Services Department, both human resources (employees) and operational facilities and infrastructure supporting the implementation of Online Single Submission, are adequate both in terms of quality and

quantity. However, further attention is needed from the Head of the Denpasar City Investment and One Stop Integrated Services Service, even though human resources (employees) are adequate both in terms of quality and quantity. There is a need to increase capacity or skills regarding Online Single Submission, because not all employees understand the implementation mechanism. So far, only staff in the service department know the mechanism for implementing OSS.

It is hoped that gradual capacity building can be carried out in the form of refreshment with education and training, both carried out internally through job training at the Denpasar City Investment and One-Stop Integrated Services Service as well as education and training carried out. published externally by the relevant agency regarding the improvements. this capacity. With the supervision of all employees of the Denpasar City Investment and One Stop Integrated Services Department, it is hoped that the expected excellent service can be realized even better.

Disposition

Employee attitudes when implementing policies have an important impact on the effectiveness of policy implementation. To implement a policy effectively, implementers must understand what must be done and have the ability to implement the policy. In carrying out IUMK registration online, the Head of the Denpasar City Investment and One-Stop Integrated Services Service and his staff must comply with applicable regulations and implement the specified SOP. All members of the Denpasar City Investment and One-Stop Integrated Services Department are required to comply with and carry out these procedures, so as to create an orderly, orderly, safe, fast and easy work and service environment.

With the cooperation of all parties in the Denpasar City Investment and One-Stop Integrated Services Service, from leadership to subordinates who understand the online IUMK registration mechanism well, it is hoped that the process can run according to applicable regulations. If there are people who need assistance or services due to a lack of knowledge or understanding, then this situation can be resolved by all employees because they understand and comprehend the online IUMK registration mechanism (Kristian, I, 2022).

Bureaucratic Structure

Bureaucracy refers to a series of tasks and positions that are officially regulated, where the system follows a hierarchical and position structure that determines each authority and responsibility, and each work unit interacts with each other and contributes to achieving organizational goals. The main goal of bureaucracy is to increase efficiency and effectiveness in the division of labor by assigning specific tasks. Bureaucratic development can be carried out both vertically (through hierarchy) and horizontally within an organization. Apart from that, the bureaucracy must also have clear rules that regulate work relations objectively.

The Denpasar City Investment and One-Stop Integrated Services Service acts as a technical Regional Apparatus Organization (OPD) tasked with assisting the Mayor in carrying out regional government support functions, especially in carrying out Regional Government affairs. The formation of the Denpasar City Investment and One-Stop Integrated Services Service is based on Denpasar City Regional Regulation Number 7 of 2022 concerning the Third Amendment to Denpasar City Regional Regulation Number 8 of 2016 concerning the Formation and Composition of Denpasar City Regional Apparatus. This shows that the tasks of the Denpasar City Regional Government have been divided in detail according to the existing organizational structure, which is carried out by technical OPDs who have authority in their respective fields.

The implementation of the Online Single Submission system is carried out by the Denpasar City Investment and One Stop Integrated Services Service which provides services

specifically in increasing online IUMK registration and the use of the online system by business actors. increases from year to year. Thus, from the explanation above, the obstacles to implementing Online Single Submission in the online IUMK registration process at the Denpasar City Government are influenced both internally by the Denpasar City Investment and One-Stop Integrated Services Service and external sources outside the Investment and One-Stop Integrated Services Service. Service Services. Denpasar City Gate Services. Integrated Services. Denpasar. One Stop Integrated Service. Denpasar City, namely the people of Denpasar City as business actors. Factors inhibiting the implementation of Online Single Submission in the online IUMK registration process at the Denpasar City Government include: human resources, socialization, knowledge and internet networks.

Instructions for Submitting IUMK for Business Actors

Open the browser you frequently use (recommended: Chrome or Firefox latest version). Visit the OSS website: <https://oss.go.id>. The login page will then be displayed in the browser. Following are the steps to apply for IUMK on the online single submission site. Install the Indonesian OSS Application

- a. Open the Indonesian OSS Application and Select "Program"
- b. Fill in the correct, active and unused cell phone number in the OSS system, click "Send Verification Code via WhatsApp"
- c. View Verification Code on WhatsApp
- d. Verify Input Code.
- e. After you enter the Verification Code, a code will appear that has been successfully completed.
- f. Look for a password of at least 8 characters with a mix of uppercase letters, lowercase letters, numbers and special characters.
- g. Fill out the form according to the information stated on the Electronic Identity Card (e-KTP).
- h. Once the form is filled in completely, a successful registration notification will appear.
- i. Next, enter the phone number and password.
- j. Complete the business actor information by filling in the Taxpayer Identification Number (NPWP), Employment Social Security Administering Agency (BPJS), and BPJS Health if you already have it.
- k. Choose a business field in accordance with the Standard Classification of Indonesian Business Fields (KBLI), which is a guide for determining the types of business available in the OSS system. Business actors can look for suitable KBLI, such as food stalls, fishing, or street vendors. Each business actor can only have one Business Identification Number (NIB), and one NIB is allowed to consist of one or more KBLI. Fill in the land area and business capital, then click "Validate risk".
- l. The system shows the business scale and business risks.
- m. Complete the new application formula.
- n. Fill in the list of products/services produced which must be halal/SNI (Indonesian National Standard), then the system will ask whether you already have an SNI certificate. If you don't have one, select "No".
- o. Check the independent statement box as one of the basic requirements in Business Licensing, which confirms the suitability of activities with spatial planning (KKPR). For Micro, Small Enterprises (UMK) actors, they are given convenience by agreeing to an independent statement confirming compliance with spatial planning regulations in their respective regions.
- p. If you want to add other business fields, click the "Add business field" option
- q. Select the KBLI for which business licensing will be processed.

r. Print NIB successfully published

E. CONCLUSIONS

Based on the results of the research findings and discussion regarding the implementation of the online application system for issuing micro and small business permits in Denpasar City, the following conclusions can be drawn: Implementation of the one-time online application policy in Denpasar City. Small business permits in Denpasar city due to the जय न जेंते system. This is reinforced by Government Regulation Number 24 of 2018 concerning OSS which integrates electronic Building Permits for IUMK.

The inhibiting factors for implementing integrated online applications in processing micro and small business permits in Denpasar City according to Marilee S. Grindle's implementation theory model are: a) Human Resources. The quality and quantity of management must be determined so that the implementation of duties and responsibilities within the organization is consistent with the same goals. However, not everyone applies the OSS system both theoretically and operationally. b) Socialization. Socialization of the OSS system to all small businesses, small businesses and companies maximally and systematically. With the increasing number of micro and small businesses in the city of Denpasar, there is a need for more effective and sustainable socialization to increase the implementation of Single Online Submission.

The main factors inhibiting political environmental indicators include: a). Knowledge and effort. Information regarding the business world's needs for the "Individual Submission" online application system needs to be obtained through public relations, however, the lack of information and communication technology is an obstacle that needs to be considered in this period of progress. And Tepadang community business permits are obtained through online registration, b) Internet network. There are internet problems, there are problems with the OSS system.

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