

Service of Trading Business License (SIUP) through Online Single Submission (OSS) System at the Department of Investment and One Door Integrated Services (DPMPTSP) Gorontalo Regency

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Abstract. *This study aims to determine the service of trading business permits through the Online Single Submission (OSS) system at the Investment Service and One Stop Services, Gorontalo District. The focus in this research is socialization, internet networking, and human resource capabilities. The research method uses a descriptive qualitative approach. The results of the study concluded that the socialization of Trade Business License services through the Online Single Submission (OSS) system has been carried out but has not been optimal because the socialization process is not followed up with assistance to business actors so that there are still many business actors, especially business actors in the MSME cluster who cannot operate the system. OSS. The internet network for Trading Business License services through the Online Single Submission (OSS) system is inadequate. This can be seen from the registration process or operation of the Online Single Submission (OSS) system which is considered complicated and has to be done repeatedly due to frequent network problems. The ability of officers in the service of Trading Business Permits through the Online Single Submission (OSS) system is good enough but not evenly distributed. This can be seen from the licensing service through the Online Single Submission (OSS) system which can only be operated by certain officers.*

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INTRODUCTION

The quality of service (service quality) provided by the government to the people if it is the same as the people's expectations will give satisfaction to the people. However, if the quality of service provided by the government is not in accordance with the expectations of the people, the people will feel disappointed with the service. So that the quality of service assurance becomes the first priority for the apparatus, which is currently used as a measure to assess public satisfaction with these services. Therefore, the quality of service is highly dependent on several aspects, namely the pattern of implementation (management), human resource support (apparatus), and institutional (government).

The One Stop Integrated Service and Investment Service (DPMPTSP) is one of the regional work units (SKPD) in Gorontalo Regency which was formed based on Gorontalo Regency Regional Regulation Number 9 of 2016 concerning the formation of organizations and work procedures for other institutions as part of the Regency regional apparatus. Gorontalo which has the task of providing public services in terms of licensing and non-licensing services as well as assisting in

carrying out the regulations set by the Regent. In the implementation of licensing services, it is also required to provide better public services to the community, including SIUP licensing services.

The Trade Business License (SIUP) is one type of permit needed by the trade community, including the small and medium business sector, so that the spirit of the Gorontalo Regency government issued Gorontalo Regent Regulation Number 26 of 2018 concerning the delegation of authority to administer and sign permits and non-licensing to the Head One Stop Service Agency (PTSP) of Gorontalo Regency on a one-stop basis is all services for all types of permits which include new permits, expansion permits, development permits, and change permits as well as non-permits which are the regional authority based on regional regulations and or statutory regulations. others, except for Location permits and in-principle approvals whose signing authority remains with the bupati.

Trading Business License (SIUP) is a business legality that functions as a tool to foster, direct, supervise and issue business activities in the trade sector towards the implementation of orderly business. The purpose of a trading business license is the protection of companies that run their business honestly and openly, the establishment of the business world and companies, both small, medium and large companies, the creation of a healthy and orderly business climate, the excavation of sources of income and the recording of informational materials that are made in an orderly manner. from a company and is the official source of information for all interested parties regarding the identity and other information about the company and to improve public services in the field of licensing.

In its development, the service for obtaining a Trade Business License (SIUP) can be done using the Online Single Submission (OSS) system. Online Single Submission (OSS) is used in the management of business permits by business actors with the following characteristics (Mayasari, 2018): In the form of a business entity or individual; Micro, small, medium and large enterprises; Individual business/business entity, both new and established prior to the operation of OSS, Business with capital entirely originating from within the country, as well as foreign capital composition.

Online Single Submission (OSS) itself has been used since 2018 and has advantages such as; (1) Facilitate the management of various business licenses, both prerequisites for doing business (permits related to location, environment, and buildings), business permits, and operational permits for business operations at the central or regional level with a mechanism for fulfilling the permit requirements commitments, (2) Facilitating business actors to connect with all stakeholders and obtain permits safely, quickly and in real time, (3) Facilitate business actors in reporting and solving licensing problems in one place, and (4) Facilitating business actors to store licensing data in one business identity (NIB).

The businesses through the Online Single Submission (OSS) include; Investment Principle License (IPPM), Location Permit (IL), Land Use Change Permit (IPPL), Land Use Change Permit (IPPT), Building Construction Permit (IMB), Trading Business Permit (SIUP), Beverage Trading Business Permit Alcohol (SIUP-MB), Company Registration Certificate (TDP), Route Permit (SIGU), and Route Permit (IT)

The requirements for obtaining a business license through Online Single Submission (OSS) are; (1) Create a user-ID; (2) Log-in to the OSS system using the user-ID; (3) Fill in the data to obtain a Business Identification Number (NIB); (4) For new businesses: carry out the process to obtain basic permits, business licenses and/or commercial or operational permits, along with the commitments; (5) For businesses that have been established: continue the process to obtain new business licenses (business and/or commercial licenses) that are not yet owned, extend existing business licenses, develop businesses, change and/update company data.

However, the Trade Business License or SIUP service through the Online Single Submission (OSS) still encounters several obstacles, especially at the Gorontalo Regency Investment and One

Stop Integrated Service (DPMPTSP). Based on the observation that there are still many entrepreneurs in Gorontalo Regency, they do not understand in detail how the Online Single Submission (OSS) system works. The lack of socialization activities regarding the use of the Online Single Submission (OSS) system is the main cause, especially for small entrepreneurs (Tomo et al., 2021). So far, only 20 business actors have registered business licenses through the Online Single Submission (OSS) system.

In addition, entrepreneurs also often complain about the internet network when using the Online Single Submission (OSS) system, this is because the Online Single Submission (OSS) system is a nationally integrated system so that users are not only from the Gorontalo Regency area but also come from all corners of the country. .

On the other hand, the Gorontalo Regency One Stop Integrated Service and Investment Service (DPMPTSP), especially for service officers have not been able to master the use of the Online Single Submission (OSS) system, this is due to the lack of implementation of skills training activities related to the use of the Online Single Submission system. OSS).

Based on the description on the background accompanied by the phenomena that have been described, the researchers are interested in conducting more in-depth research with the title "Trade Business License Services (SIUP) through the Online Single Submission (OSS) system at the Office of Investment and One Stop Integrated Services. (DPMPTSP) Gorontalo Regency

METHODS

Types of research

This type of research is a descriptive qualitative research method. Qualitative descriptive research is a type of research based on the approach used, namely research conducted on natural object conditions, where the researcher is the main instrument / key instrument, data collection techniques are carried out in a combined manner until the data is saturated and produces descriptive data (Pujiati, 2017) .

Data source

In this study, 2 (two) types of data were used, namely:

Primary data

Primary data is data obtained from the source taken and recorded for the first time. In this final project, primary data obtained by obtaining data through key informants

Secondary data

Secondary data is data obtained through library research where data collection techniques are by studying literatures, recording lectures, and other sources.

Data collection technique

Sugiyono (2013), several techniques used in data collection activities in this study include: Observation; is a survey activity at the research site which is carried out to determine the condition of the object of research directly in order to identify existing problems Interview ; is an interactive activity directly with informants and with other related parties to obtain accurate data through interview guidelines. Documentation study; namely to carry out activities of collecting, recording, analyzing documents, both documents at the research site as well as literature and other references that have a relationship with the problem under study which is used as supporting data.

Data analysis

The data analysis technique in this study uses qualitative analysis techniques through the analysis of the Miles and Huberman model (Sugiyono, 2013)

Data reduction (Data Reduction): Data reduction is a step carried out by researchers in the process of collecting and presenting data, where if it is seen that there is data that is less relevant, data reduction or changes/adjustments will be carried out. Usually in the form of a sentence / interpretation. Presentation of data (data display); Data presentation or display is the stage where the researcher chooses the desired form of presentation, taking into account the ease of interpretation and communicative elements. Conclusion or Verification (Conclusion or Verification); Conclusion / verification is the final stage where the researcher has arrived at a conclusion regarding the data obtained

RESULTS AND DISCUSSION

One way for the government to build licensing facilities is by issuing an Online Single Submission (OSS) system. Online Single Submission (OSS) is a licensing system that utilizes information technology that integrates licensing at the regional and central levels. The main purpose of the OSS system is to facilitate business activities in Indonesia in order to increase investment and business. This OSS service system was launched in the context of business licensing services that apply to all Institutions, Ministries, and Local Governments throughout Indonesia, including in Gorontalo Regency, in this case the One-Stop Integrated Service and Investment Service (DPMPTSP).

The following is a description of the discussion of this research related to the Trading Business License (SIUP) service through the Online Single Submission (OSS) system at the One-Stop Integrated Service and Investment Service (DPMPTSP) Gorontalo Regency with the focus of research on socialization, internet networks and human resource capabilities.

Socialization is a process of how to introduce a system to someone and how that person determines their responses and reactions (Risse et al., 1999). Socialization is determined by the social, economic and cultural environment in which the individual is located, but it is also determined by the interaction of his experiences and personality (Lahire, 2003).

Since it was launched through Government Regulation (PP) Number 24 of 2018, the Online Single Submission (OSS) system has been continuously introduced to the wider community by strengthening the synergy between the central and local governments. Socialization is carried out in forums that involve all relevant elements from the central government, ministries, local governments and business actors (Segal & Thun, 2001). In the socialization activity, resource persons were presented who would provide a basic description or background of the birth of the Online Single Submission (OSS) system as well as how it works and its procedures.

The socialization of the program referred to in this study is the effort of the Gorontalo Regency Investment and One Stop Integrated Service (DPMPTSP) in informing the procedures for the Trading Business License (SIUP) service through the Online Single Submission (OSS) system. Based on the results of the author's research and analysis, it can be seen that the socialization of the Trading Business License (SIUP) service through the Online Single Submission (OSS) system has been carried out but has not been optimal because the socialization process is not followed up with assistance to business actors so that it can be seen that there are still many business actors, especially business actors. in the MSME cluster that has not been able to operate the OSS system.

The internet network is a communication network that connects billions of computer devices of various types or types globally. A system of a network that is related in a general or global scope aimed at facilitating a communication of file or data services such as file transfers, electronic mail, remote logins, newsgroups and the World Wide Web is the definition of an internet network that is used as a system. In the current era, the use of the internet network has been enjoyed by millions of people around the world with a variety of different interests.

To be able to operate the Online Single Submission (OSS) system, especially in licensing services, a network infrastructure is needed as the main facility considering that the Online Single Submission (OSS) system is an online-based licensing service system. So far, the network

infrastructure in Indonesia has not been well distributed so that the implementation of the Online Single Submission (OSS) system, especially in remote areas, cannot be operated optimally.

The internet network referred to in this study is the power or capacity of the internet network in the use of the Online Single Submission (OSS) system. Based on the results of the author's research and analysis, it can be seen that the internet network for the Trading Business License (SIUP) service through the Online Single Submission (OSS) system is not sufficient. This can be seen from the registration process or the operation of the Online Single Submission (OSS) system which is considered complicated and must be done repeatedly due to frequent network problems.

The ability of Human Resources is the ability of the implementer to carry out activities or systems properly in accordance with organizational goals. The ability of HR in an organization is very vital because HR is the most important organ in an organization.

Human resources or man power which is abbreviated as HR is the ability of every human being. Human resources (HR) consists of the power of thought and physical power of every human being. Strictly speaking, the ability of every human being is determined by the power of thought and physical power. Human resources are the first and main element in every activity carried out, sophisticated/reliable equipment without the active role of human resources will mean nothing

As for in this study, what is meant by human resources is the ability of service officers in the Office of Investment and One Stop Integrated Services (DPMPTSP) in operating the Online Single Submission (OSS) system. Based on the results of the author's research and analysis, it can be seen that the ability of officers in the service of Trading Business Permits (SIUP) through the Online Single Submission (OSS) system is quite good but not evenly distributed. This can be seen from the licensing service through the Online Single Submission (OSS) system which can only be operated by certain officers.

Overall, it can be concluded that the Trading Business License (SIUP) service through the Online Single Submission (OSS) system at the Gorontalo Regency Investment and One Stop Integrated Service (DPMPTSP) is not optimal. This is due to ineffective socialization activities, inadequate internet network and the unequal ability of officers or human resources.

CONCLUSION

Based on the results of the research and discussion in the previous chapter, it can be concluded that the socialization of the Trading Business License (SIUP) service through the Online Single Submission (OSS) system has been carried out but has not been optimal because the socialization process is not followed up with assistance to business actors so that there are still many business actors especially business actors in the MSME cluster who have not been able to operate the OSS system. The internet network for the Trading Business License (SIUP) service through the Online Single Submission (OSS) system is inadequate. This can be seen from the registration process or the operation of the Online Single Submission (OSS) system which is considered complicated and must be done repeatedly due to frequent network problems. The ability of officers in the service of Trading Business Permits (SIUP) through the Online Single Submission (OSS) system is quite good but not evenly distributed. This can be seen from the licensing service through the Online Single Submission (OSS) system which can only be operated by certain officers.

SUGGESTION

The suggestions in this study are as follows; The need to socialize the Trade Business License (SIUP) service through the Online. Single Submission (OSS) system on an ongoing basis. The need for providing adequate internet network infrastructure to support the service of Trading Business Permits (SIUP) through the Online Single Submission (OSS) system. The need

to improve the ability of service officers by carrying out scientific development through technical guidance or training activities.

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