IMPLEMENTATION OF ELECTRONIC LICENSING AND INVESTMENT INFORMATION SYSTEM APPLICATION MANAGEMENT (OSS) AT THE ONE-STOP INTEGRATED SERVICE INVESTMENT AND MANPOWER OFFICE OF BARRU REGENCY

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Abstract

This study aims to determine the Implementation of Electronic Licensing and Investment Information System Application Management (OSS) at the One Stop Integrated Service Investment and Manpower Office of Barru Regency. And To find out the factors that influence the Implementation of Electronic licensing and Investment Imformation System Application Manangement (OSS) at the On Stop Service Investment Office and Barru Regency Manpower. This Research uses descriptive qualitative research type, data sources cousist of primary and secondary data, data colection techniques include observation, interviews, and documentation.The results of this study indicate that the implementation of OSS application management has been implemented in order to improve the quality of licensing better with research indicators according to Edwards, namely communication, resources, disposition and bureaucratic sructure. While the factors that affect the implementation of OSS application management are divided into two. Namely the inhibiting factors which include facilities and infrastructuer, and problematic internet networks and the driving factors which include the ease of issuing business licenses, services is near and can be accessed everywhere.

Keywords : *Implementation, Management, Application OSS*

INTRODUCTION

Implementation is a very important aspect in the policy process as an effort to achieve predetermined goals with certain facilities and infrastructure in a certain time sequence. In general, implementation is an effort to achieve predetermined goals through a program so that the implementation of the policy can be fulfilled. So the government must develop a strategy so that these goals can be achieved, one of which is stated in Law Number 25 of 2009 Article 1 Paragraph (1) concerning Public Services which is a series of activities in fulfilling service needs in accordance with statutory regulations for every citizen and resident entitled to goods, services and administrative services provided by public administrators.

The application comes from the word application which means application, application, user. In terms of application is a ready-to-use program that is designed to carry out a function for users or other applications and can be used by the intended target. (Saiful Nur Alif, 2013:27).

Supriyatna in Sahya Anggara (2016) states that service is a very basic requirement for modern management. This is in accordance with Supriyatna's opinion in Sahya Anggara (2016) that an increasingly advanced society requires fast service, calculated with economic value, and guarantees certainty.

Moenir in Sahya Anggara (2016), suggests that service is a process of fulfilling needs through the activities of other people directly.

Based on the two explanations above, it can be interpreted that service is a series of activities that form a process, the service process takes place continuously and continuously, covering all aspects of life in society.

Services based on E-government by providing more complete information and services and facilitating the public in terms of obtaining permits starting from the application stage to the document issuance stage, through Online Single Submission (OSS). This online system-based service is presented as a form of excellent service to people who apply for permits in Barru Regency.

Online Single Submission (OSS) is an application that is used for all registration processes and submission of business licenses as well as other permit applications that are included in business licensing services according to Government Regulation Number 24 of 2018 Concerning Electronically Integrated Business Licensing Services with the address http://oss .go.id. The OSS system is integrated and becomes the gate of the government service system that already exists in ministries/agencies and Regional Governments. The OSS system is the main reference (single reference) in the implementation of business licensing.

Electronic Licensing and Investment Information System website-based application. The reason for providing online-based licensing services is because Barru's geographical location is far from the capital city of Barru Regency so many people complain about this. The existence of online agents in every village and sub-district aims to help service users access procedures for obtaining licensing services properly and correctly so that people feel the primacy of online services. The local government continues to improve services to the community that are easy and of high quality, such as online services so that people feel the presence of the government in helping their needs.

RESEARCH METHOD

The problems that will be studied in this study use qualitative research, which aims to find, analyze and process data by understanding social interactions with interviews and observations. According to Sugiyono (2018: 214) qualitative

research methods are research methods based on philosophy, which are used to in scientific conditions (experiments) where researchers as instruments, data collection techniques and analyzed qualitatively put more emphasis on meaning. Qualitative research methodology aims to analyze and describe phenomena or research objects through social activities, attitudes and perceptions of people individually and in groups.

This qualitative research must have good communication skills in interviews and broad insight into the social environment that occurs and develops. If researchers do not master qualitative methods, researchers will find it difficult to communicate, especially social interactions.

This type of research is descriptive research with a qualitative approach. This qualitative approach researchers must explore from the cases studied from interviews, other data collection in investigating cases or phenomena from information sources numerically, qualitative data is used for qualitative research where the object under study cannot be measured easily to explain why and how problems occur. Location and Time of Research This research was conducted at the Office of the Investment Service One Stop Service and Manpower, Barru Regency, located on Jln. H. A. Iskandar Unru No. 04 Sumpang Binangae Village, Barru District, Barru Regency. Time of Research In order to conduct this research, the research was carried out for 3 months starting in September 2022 until November 2022.

Figure 1 Research Flowchart

RESEARCH RESULTS

Maps of Research Locations
The Office of the Investment Service One Stop Service and Manpower in Barru Regency is located on Jln. H. A. Iskandar Unru No. 04 Sumpang Binangae Village, Barru District, Barru Regency.
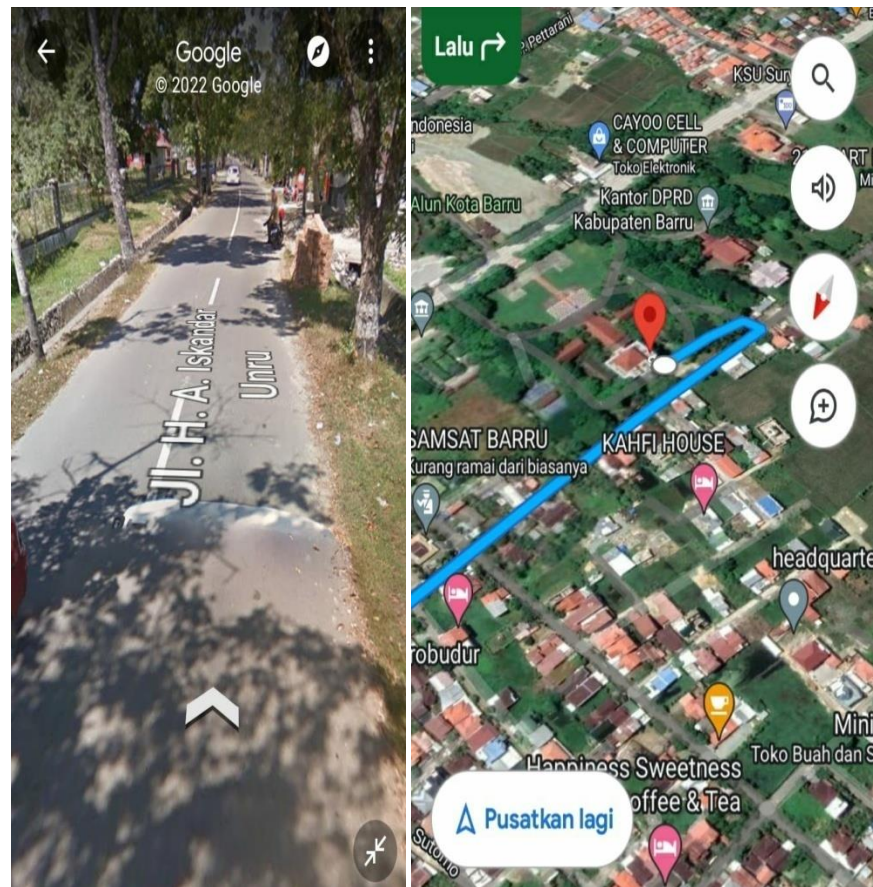
Figure 2. Maps of Research Locations

Research Results There are four indicators of policy implementation according to Edward in Haedar Akib (2011) which are used as guidelines for observations and interviews, namely:

1. Communication between related organizations, namely communication that exists between policy implementers and other organizations or target groups of a policy. On November 21-22, to be precise on Friday and Saturday, the writer made observations at the Office of Investment, One-Stop Services and Labor in Barru Regency, the writer saw that communication between employees was very good in terms of using the OSS application and relations between OSS employees. with the community, especially the users of the OSS application, have been very good because they have carried out outreach to the community.

2. Resources, namely the condition of existing resources and are used as well as Human Resources (HR). On November 22, to be precise, on Saturday, the author made an observation at the Investment Service Office, One Stop Service and Manpower, the author saw that Human Resources (HR) was sufficiently supportive because in the process of registering or using the OSS application, it is free of charge and the community is greatly assisted. with this application,

especially people who are far away, especially in Harapan Village, Pujananting Village, and Mallusetasi District, because they no longer have to go to the permit office.

3. The disposition or attitude of the implementers, namely the attitudes of the implementers and the target group of a policy itself. On November 22, to be precise, on Saturday, the author made an observation at the One-Stop Integrated Service Investment and Workforce Office.

4. Bureaucratic structure is the planning process of a policy. On November 22, to be precise, on Saturday, the author made an observation at the One-Stop Service Investment and Labor Office. The interview was carried out using a non-probability sampling technique, which is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample.

By establishing special characteristics that are in accordance with the research objectives so that it is expected to be able to answer the researchers' problems with 5 key informants who were carried out at the Investment Service Office of One Stop Services and Labor in Barru District. The resource persons who were successfully interviewed were intensively interviewed with the following names, namely Faisal Hasman, S.E as the Licensing Program Subdivision, Ayunda as OSS Assistant, Riska as OSS Agent, Ismail from Harapan Village, and Nuryaninsi from Pujanantig Village.

Implementation of Licensing and Investment Information System Application Management Electronically (OSS) at the Investment Service One-Stop Integrated Service and Labor in Barru Regency

a. Communication between related organizations is communication that exists between policy implementers and other organizations or target groups of a policy. Researchers conducted interviews with informants to obtain data regarding the implementation of management of electronic investment and licensing information system applications (OSS) at the One-Stop Integrated Service Investment and Manpower Office in Barru Regency.

According to Faisal Hasman, S.E, communication between employees is very good in terms of using the OSS application and the relationship between OSS employees and the community, especially users of the OSS application, is very good because they have socialized it to the community. Resource person Faisal Hasman, S.E as a sub-department of the licensing program stated that: "Communication between employees who handle the OSS application is very good, the main thing is communication between users of this application and the village." (Interview with Faisal Hasman S.E, 22 November 2022). "The licensing authorities have also carried out outreach, after the issuance of the OSS, most of the permits, almost 90%, have been transferred to the OSS.

There are two socializations, the first is from the internal office, there is direct socialization in the community in the form of meetings with business groups, then those that require users, the second is indirect socialization through something called innovation. The name of the innovation (Bantuka Boss) stands for cooperating with licensing agents and helping business actors to achieve OSS. Actually, this is OSS, in principle, this application can actually be directly used by the public and can directly register for a permit and can directly download the application without the need to come directly to the licensing office. It's just that the problem is that many people don't understand and the internet doesn't work

Many regions know how to access it, the most important is the stages in the input, the people don't know yet." (Interview with Faisal Hasman S.E, 22 November 2022). Meanwhile, the opinion of the source Ayunda as the OSS companion also expressed her opinion that: "Well, it is running effectively related to the assistance team, the verifier until the issuance of business permits is running effectively." (Interview with Ayunda, 22 November 2022). "Yes, the permitting party conducted the last socialization in September 2021 at the Youtefa Hotel and Dutungan Island by inviting the micro, small, medium and large business community (MSMEs)." (Interview with Ayunda, 22 November 2022).

Based on the results of interviews with the two informants above, it can be concluded that communication between organizations related to the OSS program has been running effectively because OSS employees or parties involved have socialized the community using this application.

b. Resources include Human Resources (HR) that support the implementation of OSS application management at the Investment Service One Stop Service and Manpower. Researchers conducted interviews with informants to obtain data regarding the implementation of management of electronic investment and licensing information system applications (OSS) at the One-Stop Integrated Service Investment and Manpower Office in Barru Regency. According to Faisal Hasman, S.E Human Resources (HR) in general are sufficient. Resource person Faisal Hasman, S.E as a sub-department of the licensing office program stated that: "There are 2 supports, namely financially since 2021 thank God it is already above 90% already good and the human resources are in the form of training. Internally, the DPMPTSP is in training at Cipanas, West Java or through online and at special training, and the licensing agents themselves carry out technical imtek.

There are two internal budgets and the APBD. Most of the budget from the center has the name of a special non-physical allocation fund agreement, there are 3 of them, namely in the form of business supervision, realization and funds for coordinating development in the form of outreach." (Interview with Faisal Hasman S.E, 22 November 2022). Meanwhile, the opinion of the source Ayunda as the OSS assistant argued that: "It is sufficient, because the human resources also before carrying out the assistance in inputting the OSS application were

launched first as well as the chronology." (Interview with Ayunda, 22 November 2022).

Based on the results of the interviews with the two informants above, it can be concluded that according to the data obtained from the relevant agencies, Human Resources (HR) is sufficient because prior to the process of inputting the OSS application data, it was released first.

c. The disposition or attitude of the implementers is the attitude of the implementers and the target group of a policy itself. Researchers conducted interviews with informants to obtain data regarding the implementation of management of electronic investment and licensing information system applications (OSS) at the One-Stop Integrated Service Investment and Manpower Office in Barru Regency.

According to Faisal Hasman, S.E as a sub-section of the licensing program, he said that: "Well, the response is good, you can see from the impact it is very helpful because the service can be brought closer, people don't need to come here anymore. There is an efficiency approach that does not need high costs anymore, they don't need to spend time just to come here all day. Other efficiency I do not need to interfere with their main activity. They can still work and they can still get a business license by using this application." (Interview with Faisal Hasman, S.E, 22 November 2022).

In line with the opinion of Faisal Hasman, S.E as a subdivision of the licensing program for sources, Ayunda as an OSS assistant believes that: "The public's response to the existence of the OSS application is twofold, namely positive and negative. The positive is that it's easier, faster, accessible anywhere. Actually, the OSS application is open to all, so even if we register ourselves, we can even be at home, but usually the community is still new to OSS registration, so if, for example, there are problems or need anything, they can come here. The negative is that sometimes the system has problems, 1-2 days the system is not good means nothing can be published." (interview with Ayunda, 22 November 2022)

The same opinion was also given by Nuryaninsi as a Pujananting Village community, he said that: "It's been very good and efficient because with this program, people who use the application can easily arrange permits in a very short time. without the need to queue with this procedure. And also every community who wants to start a business whether it's micro, small, medium and large businesses can make it easier for the licensing process" (Interview with Nuryaninsi, 22 November 2022)

Based on the results of the interviews from the three informants above, it can be concluded that the disposition or attitude of the implementers in the process of running this program is very beneficial for the community who use this application. short time and very effective and efficient to use.

Bureaucratic structure is the planning process of a policy that will affect the success of the implementation process. Researchers conducted interviews with informants to obtain data regarding the implementation of management of electronic investment and licensing information system applications (OSS) at the One-Stop Integrated Service Investment and Manpower Office in Barru Regency.

According to Faisal Hasman, S.E as a sub-section of the licensing program said that: "The service mechanism must be the same. The mechanism is simple, the people come and make a statement that they are ready to be accompanied, then they provide their data and the necessary documents, then later they are accompanied by officers here or officers in the village. The SOP that is followed for this management is defined as the SOP for OSS Assistance. Why is there the word companion in the SOP because people can input the data themselves but many people don't know, so SOPs are made." (Interview with Faisal Hasman S.E, 22 November 2022).

In line with the opinion of Faisal Hasman, S.E as a sub-division of the licensing program for resource persons, Ayunda as the OSS assistant also believes that: "The flow is first assistance by the Front Office (FO). By filling out the OSS input assistance form, then after that if it requires verification, the application for a business permit will be sent to the technical team (related). If you don't need verification, it will be published automatically.

So there are 4 OSS classifications plus low risk, low medium, high medium and high. If it's low, it will be published automatically as well as low-medium, if it's high-medium and high, verification is needed. So, who determines he has low, medium, low, medium high and high risk according to his KBLI. KBLI (Indonesian Field Standard Classification)/according to the type of business." (Interview with Ayunda, 22 November 2022).

Based on the above, it can be concluded that with this application program, the community can make it easier to make business licenses and in every process of obtaining a business license there is direct assistance from the village or from all agencies involved in this application.

Technical Instructions for Filling in OSS Account Registration
1. Requirements:
   KTP, cellphone number, email, and NPWP (can be disk).
2. Registration
   In the right corner of the OSS web page (url: http://oss.go.id), click then click so that the application will display a registration form.
After filling in all the available fields, check the box in front of the sentence "I understand and accept the Terms and Conditions for using the OSS system" then click .
Validation Via Email

After carrying out this registration process, the registered email will receive activity requests. Perform activities following orders received via email, then the OSS system will send an email containing the User and Password.
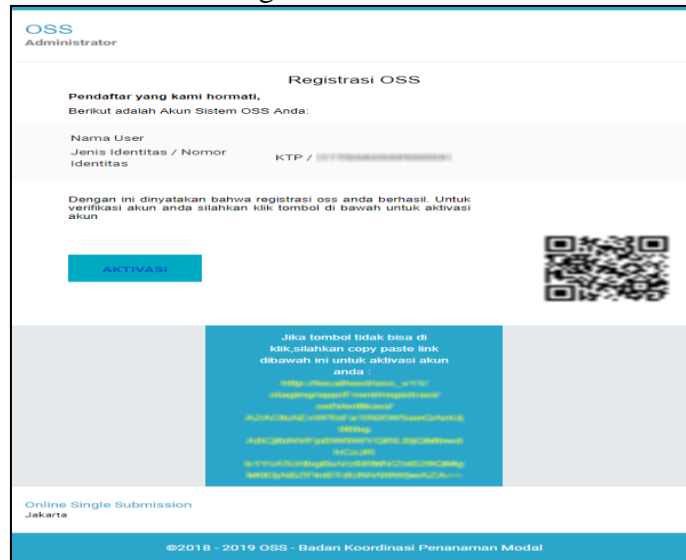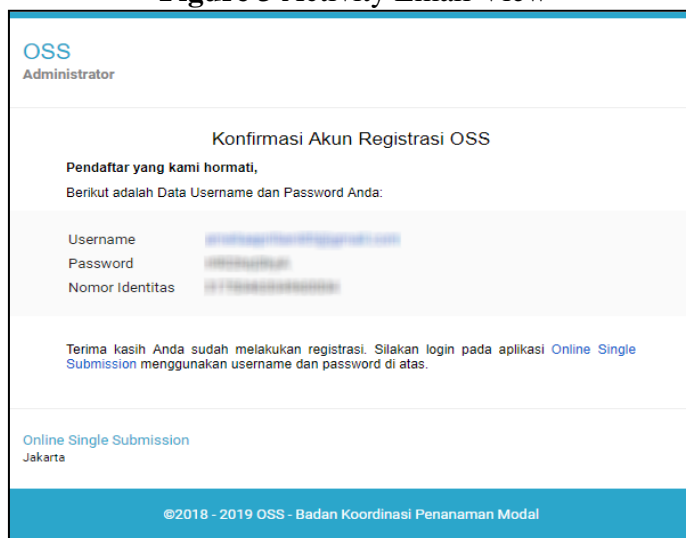

Figure 3 Activity Email View

Figure 4 Display User and Password

Login

In the right corner of the OSS web page (url: http://oss.go.id), click so that the application will display a login form. Users are expected to enter (input) username and password according to their respective access rights in the available fields and enter Captcha according to what is shown on the login.

If the login is successful, the application will display the Home menu as shown below:
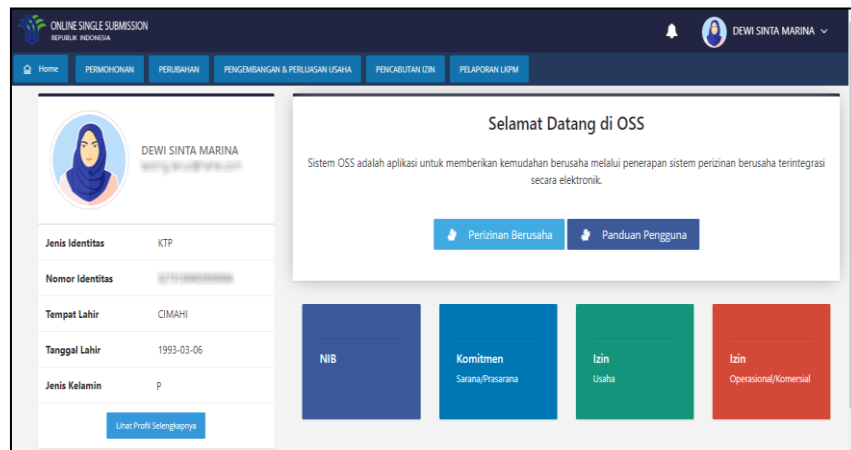
Figure 4 Home Page OSS

CONCLUSIONS

Based on the results of the research and discussion regarding the Implementation of Licensing and Investment Information System Application Management Electronically (OSS) at the Investment Service One Stop Service and Manpower in Barru Regency, it can be concluded that: Implementation of Licensing and Investment Information System Application Management Electronically (OSS) at the Investment Service One Stop Service and Manpower in Barru Regency, seen from the indicators, namely communication, resources, disposition and bureaucratic structure that have been implemented quite well.

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