**ANALYSIS OF THE IMPACT PF THE APPLICATION OF THE *ONLINE SINGLE SUBMISSION* IN THE DEPARTMENT OF INVESTMENT AND ONE-STOP SERVICES AT GORONTALO DISTRICT**

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**ABSTRACT**

In increasing the efficiency of business activities by accelerating business implementation, the government has issued Government Regulation Number 24 of 2018 concerning Electronically Integrated Business Licensing Services. Based on this policy, all business licensing services are integrated by the center through 1 (one) Electronically Business Licensing System of Online Single Submission (OSS).

This research was conducted at the Department of Investment and One-Stop Services, Gorontalo Regency. The purpose of this research was to determine and analyze the effect of Implementing Online Single Submission at the Department of Investment and One-Stop Services, as well as the inhibiting factors.

The analysis method used in this research is the qualitative data analysis method, by using interactive models. The data collection used in this research through observation, interviews, and documentation.

Based on the research results indicate that Online Single Submission System Implementation whether seen from the aspect of regulatory compliance, coordination, and socialization has not been maximally carried out. Likewise, the inhibiting factors identified in this study, such as the apparatus readiness factor, commitment factor, and supporting facilities that hinder the Implementation of the Online Single Submission System at the Department of Investment and One-Stop Services.

**Keyword: *The Effect of Implementing, Online Single Submission System,***

**INTRODUCTION**

Advances in technology and information have become a solution in fulfilling the transparency aspect, accountability and participation through online networks are increasingly developing, especially in service delivery, so, it is possible to provide data and information to the government that can be analyzed and utilized quickly, accurately and safely. Presidential Decree No. 91/2017 concerning Acceleration of Business Implementation and PP No. 24/2018 concerning Electronically Integrated Business Licensing Services now goes through a different stage than in previous years because the system used is an online system through the OSS website (Online Single Submission). In setting up a business or investing in any field of your own, some conditions must be met to obtain a license.

The low quality of service in Indonesia is currently encouraging the government to immediately improve the quality of its services. Likewise, business licensing is one of the service sectors that still need to be addressed about its implementation structure. A business license is approval required by a business actor to start and run a business and is given in the form of approval outlined in the form of a decree or fulfillment of requirements.

The problem with licensing lies in the complaints of investors. At the beginning of 2018, there were 5 (five) complaints from Investment Players found by the Investment Coordinating Board, it is related to constraints or obstacles in terms of inconsistencies in regulations, taxes, labor resources, land availability and constraints on development permits, and the quality of infrastructure. Based on this problem, regulatory inconsistency is one of the complaints that need to be considered first, so that the implementation of a policy can run properly and on target.

In increasing the efficiency of business activities by accelerating business implementation, the government has issued PP 24/2018 concerning PBTSE, all business licensing services are integrated by the center through 1 (one) Online Single Submission (OSS) System.

Easier, faster, more precise and efficient business license processing is the goal of this OSS service. For companies, the main requirement for processing a license is, of course, the legality of a business entity through a notary public, and for individual businesses, it is sufficient to use an identity card (NIK).

Investment and One-Stop Integrated Service Office of Gorontalo Regency is one of the regional apparatus organizations in Gorontalo Regency which implements the Online Single Submission System as a special service agency in charge of providing services regarding licensing that directly touches the community. The ease of implementation of the OSS system can be accessed by business actors themselves online; however, the responsibilities and roles of the Investment and One-Stop Integrated Services Office of Gorontalo regency apply according to the main duties and functions as well as applicable regulations.

Based on preliminary observations made by the researcher, it shows that the implementation of the Online Single Submission System which began at the end of 2018 at the Investment and One-Stop Integrated Service office in Gorontalo Regency has not been effectively carried out, This condition can be shown from the licensing and non-licensing services provided to entrepreneurs who have obtained permission to do business before the implementation of the Online Single Submission System and after the implementation of the Online Single Submission System in the last five years shows flu-active condition this can be seen in the following table;

**Table 1.**

The State of Business License Services at

DPMPTSP in Gorontalo Regency

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No | Thn | Target  Investasi | Investment Realization | Number of Business Sectors |
| 1 | 2016 | Rp.  200.000.000.000,- | Rp.  150.000.000.000,- | 14 Business Sectors  (497 application) |
| 2 | 2017 | Rp  1.750.000.000.000,- | Rp. 1.647.264.953.001,- | 12 Business Sectors  (418 application) |
| 3 | 2018 | Rp.  1.750.000.000.000,- | Rp.  1.813.007.639.224,- | 13 Business Sectors  (795 application) |
| 4 | 2019 | Rp. 1.800.000.000.000,- | Rp.  1.830.100.863.938,- | 14 Business Sectors  (1.213 application) |
| 5 | Agst  2020 | Rp. 1.850.000.000.000,- | Rp. 3.294.084.185.595,- | 10 Business Sectors  (190 application) |

Source: Secondary Data for 2020

Gorontalo District, from 2016 to 2020. In 2016 there was a decrease from the target achieved of Rp. 200,000,000,000. - The realization only received Rp. 150,000,000,000.- In 2017 there was also a decrease from the target achieved Rp. 1,750,000,000,000, - the realization was only Rp. 1,647,264,953,001, - then in 2018 there was an increase from the target achieved Rp. 1,813,007,639,224, - the realization to Rp. 1,813,007,639,224, - then for 2019 there was also an increase from the target achieved Rp. 1,800,000,000,000, - realization of Rp. 1,830,100,863,938, - and in 2020 the target to be achieved is Rp. 1,850,000,000,000, while the realization was Rp. 1,845,100,753,600-.

From the conditions stated above, it shows that the gap between hope and reality still occurs, where when processing a business license, it still uses manual methods or is still carried out individually by the respective OPD, There are still many complaints from the public in this case as business actors regarding the services provided. However, the implementation of the Online Single Submission System or Electronically Integrated Business Licensing Service with the hope of providing convenience and the best solution for entrepreneurs. What has happened so far, there are still complaints from entrepreneurs. Although there is an increase in the number of realization of the target set at the time the Online Single Submission System was implemented or Electronically Integrated Business Licensing Service in early 2018, this happened because of the government policy regarding One-Stop Integrated Services, thereby, there are no longer services that are carried out individually by each OPD, regarding business licensing in Gorontalo District, it means that business license services are centralized through the Online Single Submission System or Electronically Integrated Business Licensing Service.

Besides, some of the problems encountered, among others, were socialization related to the method or technique of implementing Online Single Submission to the public through print and electronic media and direct public meetings with the community as users were not yet optimally carried out by DPMPTSP of Gorontalo Regency. The compliance with regulations is still low, meaning that there are still inconsistencies in implementing regulations for the OSS system in Gorontalo District, for example the data on the legalization of company establishment at the Directorate General of General Law Administration (AHU) of the Ministry of Law and Human Rights has not been connected with the Online Single Submission System, Regulations on the delegation of authority to manage Permits that have not been fully submitted to DPMPTSP, besides that coordination between implementing agencies and other agencies and the community as objects and subjects in the implementation of the OSS System is still lacking, for example, when an applicant applies for a permit, there are commitments that must be fulfilled in order to be able to obtain a valid permit status, namely the requirement to have a Building Construction Permit (IMB) and Environmental Management Statement (SPPL),However, there are obstacles in fulfilling the requirements for the issuance of building permits that are often faced by the community, the status of the land on the certificate which is agricultural land and plantation status must be changed to a yard. And the management of this matter takes a long time because it has to obtain a Certificate of Spatial Planning (SKTR) from the Public Works and Spatial Planning Office and recommendations from the Agriculture Office and changes to land certificates at the National Land Agency. This is one of the complaints that need to be considered first so that the implementation of the OSS system can run properly and on target. Thus, investors find it easier and more comfortable and have the opportunity to invest in Gorontalo Regency. Another thing that becomes an obstacle in implementing the Online Single Submission System at the Investment Service and One-Stop Integrated Services office in Gorontalo Regency is the readiness of the apparatus in terms of capacity and competence in the operation Online Single Submission System, this occurs because of the lack of capacity building activities of technical guidance as well as the education and training they attended. Besides, the readiness of the community in accepting the implementation of the Online Single Submission System is still low, most people are not used to using online methods or are afraid of incorrect data input, facilities, and infrastructure in terms of internet networks and the Online Single Submission System Server, sometimes having problems in input capacity on daytime, thus forcing the apparatus handling data input to work at night to get fast access to the Online Single Submission System Server. This often becomes a problem because it becomes an obstacle to the community's need for the fulfillment of the permit issuance time. Besides, the commitment of the implementing apparatus to implement the Online Single Submission System is still low; this can be seen from the lack of information provided by licensing service officers regarding the input process and licensing functions that are managed through this Online Single Submission System. Thereby, this condition becomes an obstacle for the Investment and One-Stop Integrated Service office of Gorontalo Regency in implementing the Online Single Submission System.

Based on the above problems, the researcher is interested in researching by assigning the title "Analysis of the Impact of the Application of the Online Single Submission System in the Investment and One-Stop Services office of Gorontalo Regency".

The problem under study is how the impact of the implementation of the Online Single Submission System at the Investment and One-Stop Integrated Services of Gorontalo Regency. In this study, the researcher wanted to know how the position, condition, and preposition of the Investment and One-Stop Integrated Services Office of Gorontalo Regency, specifically for the Gorontalo Regency has started in 2018. To frame this problem formulation into a reference that is easy to understand and implement, the researcher uses Dunn's theory in Wibawaas a grand theory which says that application or implementation is a process carried out by the government in interpreting policies into programs, then programs can be viewed as a bureaucratic policy because it is formulated by the bureaucracy to be more operational, the program is formulated as a project. After being translated as programs and projects, then followed by physical policy action creates a consequence (results, effects, and consequences)[11]. This theory will be regulated by BambangAdi's theory, which states that the application or implementation of a government policy, including the application of the Online Single Submission System program, is a licensing concept through the Online Single Submission System (OSS) which provides convenience. Trying to use one national portal, one business license identity, and one business license format supported by compliance with rules, centralized coordination, and socialization on each object and target subject [1]. The explanation of this theory will be used by researchers as a basis for thinking in analyzing the impact of the application of the online single submission system at the One-Stop Investment and Services Office of Gorontalo Regency by focusing on the dimensions of the application of the Online Single Submission System, which is in the Office of Investment and One-Stop Services of Gorontalo Regency. It has been explained in the previous section that Dunn in Wibawa and BambangAdi emphasized that in the implementation or application of a program or government policy, including the application of the Online Single Submission System, the dimensions used as elements of its implementation are the dimensions of rule conformity, coordination, and socialization. And the researcher chose the emphasis on the suitability of rules, coordination, and socialization as an element of assessment of research results at the level of the Investment Agency and One Stop Services office of Gorontalo Regency.

**RESEARCH METHODS**

This research uses a descriptive method through a qualitative approach. A qualitative methodology as a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior [3].

A descriptive research is research to find facts with the right interpretation, to accurately describe the nature of several group or individual phenomena, to determine the frequency of occurrence of a situation to minimize bias and maximize reliability. The analysis is done based on ex post facto; it means that the data is collected after all the events take place. Descriptive methods generally have 2 main characteristics: (1) focusing on current problems, (2) data collected is first compiled, explained then analyzed; therefore descriptive methods are often called analytical methods. The purpose of descriptive research is to describe accurately the characteristics of certain individuals, conditions, symptoms, or groups or to find the spread (frequency) of symptoms and other symptoms in society [6].

Bogdan in Nasution states that in determining the focus of qualitative research, initially, the problem to be examined is still general and vague and will become clearer and get focus after the author is in the field [4]. That focus may still change during the study. By formulating a good research focus, the researcher will avoid collecting irrelevant data and not being trapped in general and broad fields. The focus of qualitative research, initially, the problem to be examined is still general and vague and will become clearer and get focus after the author is in the field. That focus may still change during the study. With the formulation of a good research focus, the writer will avoid collecting irrelevant data and not being trapped in general and broad fields [4]. The focus of this research is Analysis of the Implementation Effect of the Online Single Submission System at the Investment and One-Stop Integrated Services Office of Gorontalo Regency, with sub-focus:

1. Compliance with Rules

2. Coordination

3. Socialization

Sources of data used are data sources derived from primary data and secondary data. Primary data is a source of research data obtained directly from the source (not through intermediary media). Primary data can be in the form of individual or group opinions of subjects (people), the results of observations on an object (physical), events or activities, and test results. Primary data sources are sources that directly provide data to data collectors. One of the primary data sources is informants [9]. Informants are people who are used to provide information about the situation and conditions of the research background must have a lot of experience about the research background. To collect information from the research object following the observed phenomenon, a purposive selection of elements of society was made as informants. Informants must have an understanding of the research phenomenon. Additional information was obtained from other informants who were determined by the snowball sampling technique [3]. Meanwhile, secondary data is a source of research data obtained by researchers indirectly through intermediary media (obtained and recorded by other parties).Secondary data is generally in the form of evidence, notes, or historical reports that have been compiled in archives (documentary data) that are published or not published [7]. Data collection techniques using observation, interviews, and documentation. The informants who are the source of the data in this research can be seen in the following table:

**Table 2.**The Informant of Research

|  |  |  |  |
| --- | --- | --- | --- |
| No | Informant | Total | Ket |
| 1 | Head of Department | 1 | Key of Informant |
| 2 | Head of Division | 1 |  |
| 3 | Head of Section and Management Staff of the OSS | 2 |  |
| 4 | Community | 3 | Businessmen |
|  | Total | 7 |  |

In this research, data analysis was carried out when data collection took place, and after completing data collection within a certain period. When the interview, the researcher had analyzed the interviewee's answers. If the answer to the interviewee after being analyzed is not satisfactory, the researcher will continue the question again, until a certain stage; data that is considered credible is obtained. The activities in qualitative data analysis are carried out interactively and continue to completion so that the data is saturated. Data analysis such as data reduction, display data, and conclusion drawing/verification [9]. Data are described, interpreted, and described systemically and systematically.

**RESEARCH RESULTS**

**Conformity of the Rules**

The conformity of the rules in this research is the alignment of the material or regulatory content issued by the government as a guideline or legal basis in implementing a program, including the implementation of the Online Single Submission System or the Electronic Business Licensing System. As in Presidential Regulation No. 91 of 2017 concerning the Acceleration of Business Implementation and Government Regulation No. 24 of 2018 concerning Electronically Integrated Business Licensing Services which currently goes through different stages from the previous years because the system used is an online system through the OSS (Online Single Submission) site / Electronic Business Licensing System. In setting up a business or investing in any field of your own, some conditions must be met to obtain a license. The results showed that the impact of the Online Single Submission System Implementation at the Investment and One-Stop Integrated Services Office of Gorontalo Regency seen from the compliance aspect of the rules has been implemented but has not been maximally implemented. This occurs because there are still regulations or rules that incompatible or contradictory connection with the delegation of authority for Regional Heads and Deputy Regional Heads related to the issuance of permits which previously were still scattered in various Regional Apparatus Organizations. This condition can affect the implementation of the Online Single Submission System at the Investment Service and One-Stop Integrated Services office of Gorontalo Regency which is less effective.

**Coordination**

Coordination in this research is an effort that can harmonize the implementation of tasks and activities in an organization, in this case, the implementing agency and other agencies and the community as objects and subjects in implementing the Online Single Submission System. Coordination is also an asynchronous and orderly effort to provide the right amount and timing, and direct implementation to produce a uniform and harmonious action on predetermined goals. According to Nawawiin Sukardi that coordination is an activity of organizing and bringing personnel, methods, materials, ideas, suggestions, ideas, and tools into a harmonious, complementary, and mutually supporting relationship. Thereby, the work is effective and entirely directed at achieving the same goals [5]. The results showed that the Implementation impact of the Online Single Submission System at the Investment and One-Stop Integrated Services Office of Gorontalo Regency seen from the coordination aspect has been implemented but has not been maximally carried out. This happens because there is an opinion that everything related to licensing is the full responsibility of the Investment Agency and PTSP. Even though the Regional Head has regulated that the position of the Investment Office and PTSP only carries out responsibilities of an administrative, meanwhile, technical matters related to the issuance of operational/commercial permits are still inherent in the relevant OPD due to technical responsibilities. This condition becomes an obstacle or a hindrance to providing fast licensing services as a form of providing convenience in doing business and investing through the application of Online Single Submission (OSS) in the Investment Service and PTSP of Gorontalo Regency.

**Socialization**

Socialization in this research is an activity carried out through various efforts i.e. seminars, the use of face-to-face momentum at meeting forums, direct technical guidance to the implementers regarding the method or technique of implementing the Online Single Submission System to the public through print and electronic media and public meetings directly with the community as users. Socialization is a process of social interaction in which people acquire essential knowledge, values, attitudes, and behaviors to participate effectively in society [8]. Furthermore, socialization is a learning process experienced by a person to gain knowledge about values and norms so that he can participate as a member of a community group [12]. Likewise, the socialization of the Online Single Submission System Application. The results showed that the Implementation impact of the Online Single Submission System at the Investment Service and One-Stop Integrated Services office of Gorontalo Regency seen from the aspect of socialization has been implemented but has not been maximal. This happens because the operational budget used for Online Single Submission socialization activities is still very minimal, the Office is also still limited to attending education and training (Diklat) held by the central BKPM. Thereby, the existing OSS officers or officers learn more independently to complete their knowledge of the OSS system. The research conducted by AnisNurFadhila (2019) on the Implementation of Integrated Electronic Business Licensing Services Online Single Submission (OSS) Studies at the Investment Service and One-Stop Integrated Services (DPMPTSP) Nganjuk Regency show that OSS socialization is still not accepted by the community. It is because the public to fear inputting wrong data related to the files needed so that in the OSS application, therefore, there are still many Nganjuk people as prospective individual business actors who directly come to the Nganjuk Regency DPMPTSP in arranging business permits. This is of course not in line with the OSS application function which makes it easy to enter data independently. This is also happening in the Investment and Integrated One-Stop Service Office of Gorontalo Regency.

In the Investment and Integrated One-Stop Service Office of Gorontalo Regency, there are still many business actors who cannot input data by themselves in the Online Single Submission application, with such conditions the Investment and Integrated One-Stop Services in the future has planned or submitted a budget to support it. Online Single Submission Socialization activities both for officials and to the public as business actors in Gorontalo Regency.

**CONCLUSION**

Based on the research results that have been described previously, the researchers took several conclusions regarding the impact analysis of the Online Single Submission System seen from the aspects of compliance with rules, coordination, and socialization, as follows.

From the aspect of Conformity of the rules, it has been implemented but has not been maximally implemented because there are still regulations that are inconsistent or contradictory with the delegation of authority of the Regional Head and Deputy Regional Head related to the issuance of existing permits which are managed by other Regional Apparatus Organizations. For this reason, adjustments to the rules in implementing OSS must be carried out intensively. Regional regulations related to permitting issuance services that are still scattered in several Regional Apparatus Organizations must be immediately delegated to DPMPTSP.

From the aspect of coordination, it has been carried out but it has not been done maximally because there is still an assumption that everything related to licensing is the full responsibility of the Investment and Integrated One-Stop Services Service. Even though the Regional Head has regulated that the position of the Investment and Integrated One-Stop Services office only carries out administrative responsibilities, while technical matters related to the issuance of operational/commercial permits are still attached to the Regional Apparatus Organizations because related to the responsibility of technical. Coordination between the Investment and Integrated One-Stop Services office and related agencies in implementing Online Single Submission must be further improved. For technical matters related to the issuance of permits, it needs to be regulated again with clear regulations, so that officials at the office have a legal basis in carrying out their duties and will be bound by clear standards and rules. This is to be able to minimize prolonged service for licensing administration at the agency.

From the aspect of socialization, it has been carried out but it has not been done maximally because the operational budget used for the socialization of the Online Single Submission System is still very minimal, the Office Apparatus is also still limited in participating in education and training (Diklat) organized by the Indonesian Investment Coordinating Board. Therefore, the existing OSS officers learn more independently to complete their knowledge of the Online Single Submission system. To be able to maximize the Online Single Submission Socialization activities to the public which are carried out through mass media both electronically and face-to-face, the Investment and Integrated One-Stop Services office must be supported by a budget for proportional socialization. For this reason, the Budget policy of the Regional Government will greatly influence the Socialization of the Online Single Submission implementation. Likewise, the Socialization of OSS to One-Stop Service Officers of Gorontalo Regency. A budget for being able to attend Technical Guidance, Education and Training as well as the socialization must be provided. The total of activities and the officers participating in the socialization must be increased. This aims to provide additional knowledge and increase the capacity of licensed service providers through OSS. The ineffective implementation of the OSS system at the Investment and One-Stop Services Office of Gorontalo Regency will harm the quality of business licensing services obtained by the community through OSS which will certainly reduce the acceleration and increased investment and business. The new investment when enters the region will have an impact on the availability of new jobs which will reduce the unemployment in the region. Inhibition of investment flows into the regions will harm productivity and economic growth.

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