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Implementation of Government Regulation No. 5 of 2021 Business Licensing for MSEs at the Serdang Bedagai One-Stop Investment and Integrated Services Office

Reza Firmansyah[1], Adam[1], Beby Masitho Batubara[1]

[1]*Master of Public Administration Study Program, Postgraduate Program, Universitas Medan Area*

*Corresponding Author: Adam
E-mail: adam@staff.uma.ac.id

Article Info

Abstract

This study aims to analyze the implementation of Online Single Submission Risk-Based Approach (OSS RBA) licensing services for micro and small businesses at the Serdang Bedagai Regency Investment and One-Stop Integrated Services Office (DPMPTSP). This study uses the theory of George C. Edward III with a qualitative research approach. The study results show that the implementation of OSS RBA in DPMPTSP Serdang Bedagai Regency has been running quite effectively with good communication, although there are still obstacles. Employee resources are ready, but supporting facilities need to be improved. The clear bureaucratic structure and commitment of the DPMPTSP in handling public complaints support the program's effectiveness. Supporting factors include regulations, technological infrastructure, human resource competence, socialization, and local government support. The main obstacles faced are the limitations of digital literacy, lack of socialization, system complexity, and limited infrastructure. In conclusion, resource optimization and technical support are still needed to improve service quality.

Introduction

Public services are essential in implementing a government that meets the community's needs effectively and efficiently (Maharani et al., 2022; Sebayang et al., 2022). In the context of regional economic development, quality public services are a key factor in creating a conducive investment climate, especially for Micro and Small Enterprises (MSEs) (Fany et al., 2018; Harahap et al., 2020; Peronica, 2020). The government, as a public service provider, is responsible for providing services that are transparent, accountable, and based on the needs of the community, as mandated in the 1945 Constitution of the Republic of Indonesia (Adnan, 2013; Ime et al., 2014; Pane et al., 2024). As part of efforts to improve the quality of public services, the government has issued various policies, one of which is Government Regulation Number 5 of 2021 concerning the Implementation of Risk-Based Business Licensing (Adnan, 2013; Ime et al., 2014; Pane et al., 2024; Ichsan & others, 2024; Syarif, 2023).

This regulation is part of implementing the Job Creation Law, which aims to simplify and accelerate the business licensing process, especially for MSE actors. Through the Risk-Based Approach, this policy groups the types of businesses based on the level of risk and their impact on the environment, health, and safety (Amarta, 2023; Sahiluddin et al., 2024). With this regulation, it is hoped that MSE actors can obtain business legality more easily and quickly, encouraging economic growth and creating wider job opportunities.

The Serdang Bedagai Regency Investment and One-Stop Integrated Services Office (DPMPTSP), the authorized institution that manages business licensing, is essential in

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implementing this regulation. DPMPTSP is tasked with providing clear, compelling, and licensing services by the provisions of applicable laws. However, in its implementation, the Government Regulation Number 5 of 2021 in Serdang Bedagai Regency still faces various challenges, such as a lack of public understanding of digital-based licensing procedures, limited technological infrastructure, and limited competent human resources in business licensing.

In implementing the Online Single Submission Risk-Based Approach (OSS RBA) system, the leading platform in managing risk-based licensing, business actors in Serdang Bedagai Regency are still experiencing various obstacles. Some challenges include difficulties understanding online registration procedures, technical problems such as system disruptions, and a lack of socialization related to the benefits and procedures for using RBA OSS. Business actors often face difficulty choosing a business field classification based on the Indonesian Business Field Standard Code (KBLI), the basis for applying for a business license (Sarah et al., 2022; Aiman et al., 2024; Erdiawati, 2023; Maulana et al., 2023). In addition, the lack of digital literacy among MSE actors is a factor that slows down the process of implementing this policy.

On the other hand, supporting factors such as clear regulations, a structured one-stop service system, and efforts to strengthen collaboration between local governments and the private sector are essential in accelerating this policy's implementation. The existence of the DPMPTSP of Serdang Bedagai Regency as an authorized licensing institution provides opportunities for business actors to get easy access to licensing management. In addition, implementing an electronic-based system through the OSS RBA is also expected to increase efficiency and transparency in the management of permits (Zahara et al., 2023; Amalia et al., 2023).

However, the effectiveness of the implementation of this policy still depends heavily on local governments' readiness to provide adequate facilities and infrastructure, increase human resources capacity, and the awareness and active participation of MSE actors in utilizing the digital services that have been provided. To ensure the success of implementation, strategic efforts are needed to increase education and training in the community, strengthen information technology infrastructure, and improve service mechanisms oriented towards community satisfaction (Endang, 2021; Ismail, 2023; Sitorus et al., 2020).

This study refers to several previous studies to strengthen the validity and find research gaps related to implementing the Online Single Submission Risk-Based Approach (OSS RBA) in various regions. A study by Lestari & Zulkarnaini (2023) in Indragiri Hulu Regency shows that although the OSS RBA runs quite well, human resources and system improvement are still challenging. Research (Syarif et al., 2023) in Aceh Tamiang Regency used Edward III's theory and found that lack of socialization and budget limitations were the main inhibiting factors. (Banamtuan, n.d.) East Nusa Tenggara noted that the main obstacle was the lack of training and public understanding of the OSS RBA system.

Meanwhile, research (Bahroni & others, 2022) in Situbondo revealed the need for better socialization and regulation, even though the implementation is going quite well. A study by Bilita et al. (2023) in Tanjungpinang shows that OSS RBA has facilitated business actors well, but they still face technical challenges. The similarity in these studies lies in the qualitative methods used to evaluate implementation factors. In contrast, the differences lie in the research focus, the theories used, and the obstacles faced in each region. This research aims to fill the research gap by evaluating the implementation of OSS RBA in Serdang Bedagai Regency and analyzing its supporting and inhibiting factors for improving risk-based licensing policies in the area.

Based on this background, this study aims to analyze the implementation of Government Regulation Number 5 of 2021 concerning implementing risk-based business licensing for micro and small businesses at the Serdang Bedagai Regency Investment and One-Stop Integrated Services Office. This research will also identify the supporting and inhibiting factors that affect the implementation of this policy, as well as provide strategic recommendations to improve the effectiveness of business licensing services in Serdang Bedagai Regency.

Methods

This study uses a qualitative method with a descriptive approach to analyze the implementation of the Online Single Submission Risk-Based Approach (OSS-RBA) System for Micro and Small Enterprises at the Office of Investment and One-Stop Integrated Services of Serdang Bedagai Regency. The research subjects include DPMPTSP officials, business actors, and people who have and have not taken care of their business licenses. The tools used in this study include documentation devices such as voice recorders, cameras, and qualitative data analysis software. The sampling technique uses purposive sampling to select informants relevant to the research and snowball sampling to gradually expand the scope of information.

The variables measured in this study include four main aspects in the Edward III policy implementation model, namely: communication, which is related to the effectiveness of delivering information to stakeholders; resources, which include the quality of human resources, budgets, and available infrastructure; disposition, which reflects the attitude and commitment of policy implementers; and bureaucratic structure, which includes clarity of SOPs and coordination between work units.

Data collection techniques are done through direct observation, in-depth interviews with key, primary, and additional informants, and documentation from various related sources such as official reports and government policies. The data obtained was analyzed using the Miles & Huberman model, which consists of stages of data collection, data reduction to filter relevant information, presentation of data in the form of tables or systematic narratives, and drawing conclusions based on verified patterns of findings.

The analysis in this study aims to provide an in-depth understanding of the supporting and inhibiting factors in the implementation of OSS-RBA for MSEs in Serdang Bedagai Regency, hoping to provide practical recommendations to improve the quality of risk-based licensing services.

Results and Discussion

Implementation of Government Regulation No. 5 of 2021 concerning Risk-Based Business Licensing for MSEs at DPMPTSP Serdang Bedagai Regency

Implementing the risk-based business licensing policy through the Online Single Submission Risk-Based Approach (OSS-RBA) in Serdang Bedagai Regency aims to simplify the licensing process for micro and small enterprises (MSEs). As an institution responsible for business licensing, the Serdang Bedagai Regency Investment and One-Stop Integrated Services Office (DPMPTSP) faces various challenges in its implementation. Some of the main problems that often arise include public ignorance about the benefits of business licensing and the complexity of licensing procedures, which are still challenging to understand. As a solution, OSS-RBA is implemented to simplify the licensing process with a system that can be accessed online through the oss.go.id page. This system allows business actors to care for licensing independently using only the Population Identification Number (NIK), phone number, and email. However, in its implementation, several factors determine the success and obstacles in implementing this system.

Based on the theory of policy implementation of Edward III, the success of the implementation of OSS-RBA for MSEs in Serdang Bedagai Regency can be analyzed through four main factors, namely communication, resources, disposition, and bureaucratic structure.

Communication in OSS-RBA Implementation

Effective communication is a key factor in the implementation of risk-based licensing. DPMPTSP Serdang Bedagai Regency has made various internal and external communication efforts to convey policy information to the community and stakeholders. Internally, communication is carried out through coordination meetings, internal media such as email and web-based information systems, and routine performance evaluations to ensure the effectiveness of policy implementation. Meanwhile, externally, communication is carried out through socialization to the community through direct meetings such as seminars and technical guidance, as well as through social media and print publications.

However, despite the communication that has been carried out, the study found that the intensity and scope of socialization are still limited. As revealed in the interview, some business actors still find it challenging to understand the OSS-RBA procedure, especially regarding the standard classification of Indonesian business fields (KBLI). This shows the need for improvement in disseminating information that is wider and easily accessible to the public, so that there is no confusion in understanding licensing requirements and procedures.

The success of implementing OSS-RBA is also greatly influenced by human resources, infrastructure, and budget availability. This study found that the DPMPTSP of Serdang Bedagai Regency has a limitation in the number of employees who handle OSS-RBA licensing, which amounts to only seven people. This results in a high workload for employees and a relatively long waiting time in licensing management. In addition, the competence of employees in understanding the OSS-RBA system is also a challenge in itself, so continuous training is needed to provide optimal services to the community.

The availability of facilities such as computers, printers, internet networks, and server systems is still an obstacle that must be considered. Some business actors complain that the OSS-RBA system often experiences technical glitches that slow the licensing process. For this reason, the budget allocation of Rp. The one hundred and five million that has been prepared to support service operations needs to be optimized to ensure the availability of adequate resources in implementing policies.

The disposition or commitment of policy implementers in implementing OSS-RBA significantly influences the implementation's effectiveness. DPMPTSP Serdang Bedagai Regency has shown a positive attitude by providing technical guidance and training to business actors and conducting mobile services to several sub-districts to reach people who do not understand the licensing process.

However, this study also found that there are still challenges regarding employee responsiveness to various societal obstacles. Some business actors stated that they had difficulty in getting quick technical assistance, especially in handling technical problems when accessing the OSS-RBA system. Therefore, there is a need for an increase in the provision of more responsive and proactive services to help the community take care of licensing.

An efficient bureaucratic structure is essential in implementing OSS-RBA in Serdang Bedagai Regency. The licensing service process has been regulated in the Standard Operating Procedures (SOP) contained in SOP Number SOP/XV/C.03/DPMPTSP/2023 concerning issuing Risk-Based Permits Through the OSS Application. This SOP explains the stages that

business actors must carry out, starting from collecting personal data to issuing a Business Identification Number (NIB).

Although the SOPs are clear, some challenges in the bureaucratic structure are limitations in cross-sector coordination. Several rules that change frequently cause difficulties in keeping up with policy developments, both at the central and regional levels. In addition, the lack of public understanding of the established procedures also slows down the service process. For this reason, strengthening coordination between units and stricter supervision are needed to ensure that policies run according to the goals set.

Supporting and Inhibiting Factors for the Implementation of PP No. 5 of 2021 concerning MSE Licensing at DPMPTSP Serdang Bedagai

The implementation of Government Regulation (PP) No. 5 of 2021 concerning Risk-Based Business Licensing for Micro and Small Enterprises (MSEs) at the Serdang Bedagai Regency Investment and One-Stop Integrated Services Office (DPMPTSP) aims to simplify the licensing process and provide convenience for business actors. However, in its implementation, several factors support or hinder the implementation of this system. Understanding these factors is critical to identifying steps that can be taken to increase program effectiveness and accelerate the growth of MSEs in the region.

One of the main inhibiting factors in implementing OSS-RBA is the limited access and digital literacy among MSE actors. Most business actors in Serdang Bedagai Regency still face obstacles in using technological devices, such as computers and smartphones, and limitations in stable internet access. Low digital literacy is also a significant challenge, causing many business actors to have difficulty understanding and operating the OSS-RBA system independently. This condition contributes to their high dependence on the assistance of officers, which slows down the licensing service process.

Obstacles to socialization and training are also inhibiting factors in implementing this policy. Socialization efforts that are still limited in scope and frequency cause most business actors to lack understanding of the procedures and benefits of the OSS-RBA system. The lack of training DPMPTSP provides makes it difficult for business actors to complete the requirements and understand the features available in the system. As a result, many applicants have encountered errors in filling in the data, leading to delays in the licensing issuance process.

In addition, the complexity of the OSS-RBA system is also an obstacle to its implementation. Although this system is designed to simplify licensing procedures, many MSE actors feel that the system interface is still challenging to understand, especially for those not used to digital-based services. The registration process that requires the selection of the Indonesian Business Field Standard Classification (KBLI) is also often confusing for business actors who are just starting their business, causing errors in the selection of business categories that can impact the non-conformity of the submitted license.

Limited technical support from the DPMPTSP is also an obstacle to implementing OSS-RBA. The number of officers available to provide guidance and technical problem-solving for business actors is still limited, causing long queues and service delays. Existing officers have to handle many requests quickly, impacting the service quality.

In addition to internal factors, infrastructure obstacles are a big challenge in implementing OSS-RBA in Serdang Bedagai Regency. Some regions, especially in remote areas, still face the problem of unstable or even unavailable internet. This makes it difficult for business actors to access the OSS-RBA platform, so they must come directly to the DPMPTSP office to get assistance applying for a license.

The perception and trust of business actors in the OSS-RBA system are also influential factors in implementing this policy. Some business actors still feel more comfortable with manual methods because they are simpler and can interact directly with officers. The lack of understanding of the benefits of the OSS-RBA system has led them to be hesitant to entirely switch to a digital-based licensing process. This shows the need for a more effective communication strategy to convince business actors of the benefits and conveniences offered by the OSS-RBA system.

On the other hand, several supporting factors can facilitate OSS-RBA implementation in Serdang Bedagai Regency. One of the key factors is clear policy and regulatory support. The existence of well-structured regulations allows the implementation of the system to run by applicable laws. Synchronization between central and regional policies also ensures the licensing process runs according to the standards set, making it easier for business actors to meet administrative requirements.

The growing information technology infrastructure is also essential in implementing OSS-RBA. Providing a digital platform that is easily accessible and has a user-friendly interface can increase the convenience of business actors in using the system. In addition, government efforts to improve internet connectivity in several regions also help expand the reach of digital licensing services so that more business actors can access them.

The success of the implementation of OSS-RBA is also supported by the competence and readiness of human resources (HR) in DPMPTSP. Apparatus with skills in using the system and a good understanding of regulations can provide faster and more accurate services. Regular staff training is also required to ensure they are always ready for challenges in implementing this policy. In addition, training for business actors is also essential to ensure they can understand and use the system well.

Socialization and education, which are carried out intensively, are also supporting factors in implementing this policy. Increasing the understanding of MSE actors through wider socialization, both through social media, seminars, and mobile services, can help reduce errors in licensing applications and increase public trust in the OSS-RBA system. The provision of easy-to-access guides, such as guidebooks and video tutorials, can also be a solution to accelerate business actors' understanding of this system.

Support from local governments also plays a vital role in implementing OSS-RBA successfully. A strong commitment from local governments to facilitate licensing, provide supporting facilities such as information service centers, and provide incentives for business actors who have obtained business licenses can increase the participation of MSEs in this system.

In addition, collaboration with other stakeholders, such as financial institutions, business associations, and the private sector, is also a significant supporting factor. This collaboration can provide additional support in the form of assistance and access to financing for business actors, so that they not only get a business license but also develop their business further.

Finally, the responsiveness and monitoring of services carried out by DPMPTSP are critical to ensure that every obstacle faced by business actors can be overcome immediately. The feedback mechanism from service users must be optimized so that the system can continue to be improved and adjusted to the community's needs. Periodic evaluations of the implementation process are also needed to assess the extent of the success of this policy in achieving its objectives.

By understanding the supporting and inhibiting factors in the implementation of OSS-RBA in Serdang Bedagai Regency, local governments can take strategic steps to improve services, increase the confidence of business actors, and ensure that the primary goal of this policy, namely the ease of licensing micro and small enterprises, can be optimally achieved.

Conclusion

The implementation of Government Regulation Number 5 of 2021 at the DPMPTSP of Serdang Bedagai Regency has been running quite effectively. Good internal and external communication has supported public understanding of this policy. Human resources are ready to run the program, although supporting facilities still need to be improved. DPMPTSP's commitment to handling complaints and compliance with the rules shows a good policy disposition. A clear bureaucratic structure through SOPs and a firm division of authority also contributes to the effectiveness of implementation, although improving the service system is still needed.

Although the implementation of this policy is quite adequate, there are still obstacles such as limited access and digital literacy, lack of socialization, system complexity, and limited technical support and infrastructure. Negative perceptions and a lack of trust in the digital system are also obstacles. However, the success of this program is supported by supportive policies, the development of technological infrastructure, the readiness of human resources, the support of local governments, and collaboration with stakeholders. Continuous efforts are needed to overcome obstacles and strengthen supporting factors to improve licensing services for MSEs in Serdang Bedagai Regency.

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