



Innovation Policy through Online Single Submission Program in Licensing Services in Indragiri Hulu District

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ABSTRACT

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This research is motivated by the availability of inadequate infrastructure, the introduction of the community to the Online Single Submission program which is still low and the mastery of officers over this program at the Office of Investment and One Stop Integrated Services, Indragiri Hulu Regency. In the Online Single Submission innovation policy, it is still not running as its main goal, namely the ease of obtaining permits for business actors without having to come to the office. There is still no basic infrastructure support, public knowledge and related service officials regarding this program so that its use is still not optimal, of course this creates obstacles in the course of implementing the Online Single Submission program. The purpose of this study is to explain the Innovation Policy Through the Online Single Submission Program in Licensing Services in Indragiri Hulu Regency. The type of research chosen is qualitative research with a descriptive case study approach. Data collection techniques were carried out through interviews, observation, and documentation. This study determines the research informants as a source of information to obtain the required data. Informants in this study are people who know the research problem in depth. The number of informants in this study were 9 people. The results of the study found that public ignorance of the Online Single Submission program lacked promotion and socialization to the community in terms of the criteria for developing a conducive general framework, strengthening institutions and supporting science and technology/R&D capacity and developing the ability to absorb business activities of the community, foster collaboration for innovation and increase the diffusion of innovation. , encourage a culture of innovation, develop and strengthen the integration of the advancement of regional and national innovation systems and industrial clusters as well as alignment with global developments. The inhibiting factors are the lack of intensive and massive socialization and promotion activities, public trust and half implemented.

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1. Introduction

The business development of Indragiri Hulu Regency from year to year continues to develop in various sectors. Observing that the rate of innovation in the regions is still low, non-uniform and not integrated, especially in the field of licensing, the central government issued Presidential Regulation Number 91 of 2017 concerning the Acceleration of Business Implementation in order to accelerate and facilitate business services by implementing the use of technology through the Electronically Integrated Business Licensing System. Online Single Submission).

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The restructuring of the service system was carried out especially in the One Stop Integrated Service (PTSP). PTSP services in local governments are refined to be more efficient, serving, and modern. Among the most significant is the provision of an Electronically Integrated Business Licensing Service system called Online Single Submission (OSS) (Nugraheni & Maulida, 2021). The implementation of One-Stop Integrated Services is contained in Presidential Regulation Number 97 of 2014 which explains integrated services in a single process starting from the application stage to the stage of completing service products through one door, by prioritizing the principles of one-stop integrated services, namely integration, economy, coordination, delegation or delegation of authority, accountability and accessibility.

So that the government issued the Minister of Home Affairs Regulation Number 24 of 2006 concerning Guidelines for the Implementation of One Stop Integrated Services which is an improvement to the previous government policy regarding One-Stop Integrated Services which has been implemented since 1997 through the Circular of the Minister of Home Affairs Number 503/125/PUOD concerning the Establishment of Services. One-Stop Integrated Services and Instruction of the Minister of Home Affairs No. 25/1998 concerning One-Stop Integrated Services.

This improvement is based on the reality on the ground that the implementation of one-stop integrated service delivery in the regions has experienced many obstacles related to the licensing mechanism which is still complicated and the difficulty of coordination across Regional Apparatus Organizations (OPD), so that it does not run and function optimally (Sidiq & Maulida, 2021). Thus, the complex licensing procedure becomes a burden for entrepreneurs who want to start a new business. Through the Minister of Home Affairs Regulation Number 24 of 2006 concerning Guidelines for the Implementation of One Stop Integrated Services, it is hoped that it can provide benefits for managing business licenses in a "one stop service" namely the management of various permits that integrate into an integrated service, increasing the number of new business formalizations which in the short term can provide jobs, increase government revenues, and achieve stronger economic growth.

In general, the basic concept of the One Stop Integrated Service (PTSP) is one of the licensing and non-licensing activities, where the management process starts from the application stage to the issuance stage of the permit document carried out in an integrated manner in one place by adhering to the principles of simplicity, transparency, accountability and ensure certainty of cost, time, and clarity of legal procedures. On the way to implementing licensing service innovations, of course, it does not run easily according to what is conceptually explained, the problems that are present include:

- a Availability of basic infrastructure is inadequate
- b Commercialization or promotion of the OSS program is not yet available in public spaces
- c The officer's mastery of OSS is not sufficient.
- d The implementation of the PTSP system is the beginning of a paradigm shift in the implementation of public services, including the following:
 - 1) The ultimate goal is to improve the quality of service that is better, cheaper, and faster.
 - 2) Reinventing government, is a process of transforming the public sector based on the principles, namely a. The government is the regulator and controller, not the executor, b. The government encourages a climate of competition in providing services, c. More result oriented, d. Serving the community optimally, e. Delegating tasks to community participation and team work, f. Market orientation reduces bureaucratic barriers, and increases competitiveness.
 - 3) Banishing Bureaucracy, namely cutting bureaucracy by establishing five strategies, namely: core strategy (approach to clarity of goals, roles, and directions), consequence strategy (approach to job appraisal), violation strategy (approach to customer choice, competence, and quality) , strength strategy (approach to community empowerment and participation, culture strategy (approach to values, habits, vision, and conscience).
 - 4) Simplification of the bureaucracy in the administration of such permits, such as trimming the stages and procedures between agencies or within agencies, cutting costs, reducing the number of requirements, reducing the number of initials and signatures required, and reducing the processing time for permits.



2. Method

This type of research is a qualitative research with a descriptive case study approach. The reason the author uses this type of qualitative research is because with this method the author can find out the perspective of the object of research more deeply which cannot be represented by statistical figures. Through qualitative methods, the authors can get to know the informants personally and see them develop their own definitions of the research topic being discussed. The location of this research was carried out at the Office of Investment Licensing and One Stop Integrated Services, Indragiri Hulu Regency. The research informants were the Head of the One-Stop Integrated Service Investment Office, Head of Promotion and Development, Head of Licensing and Non-Licensing, Head of Counseling and Complaints, Front Office, and the Online Single Submission (OSS) user community. Types and sources of data used are primary data and secondary data. Data collection techniques are observation and interviews. Data analysis techniques include data collection, data reduction, data presentation and drawing conclusions.

3. Result and Analysis

This research was conducted through observations and interviews at agencies and other parties related to this research, namely the Office of Investment and One Stop Integrated Services, Indragiri Hulu, which is a component in the concept of this research, namely Innovation Policy Through Online Single Submission Programs in Licensing Services in Indragiri Regency. upstream. The Online Single Submission (OSS) program is an innovation in licensing service technology in the form of electronic devices with an online system that aims to provide convenience services for the people of Indragiri Hulu Regency that are more effective and efficient and can be accessed anywhere and anytime, so that people do not need to come directly. to the Office of Investment and One-Stop Integrated Services, Indragiri Hulu Regency.

3.1 Innovation policy through the Online Single Submission program in licensing services in Indragiri Hulu

This study examines the technological innovation policy process for the Online Single Submission program in Indragiri Hulu Regency through the One Stop Service and Investment Service. innovation system called the Innovation Policy Hexagon. To be able to discuss the six things above related to research problems, namely Innovation Policy through the Online Single Submission Program in Licensing Services in Indragiri Hulu, the authors carried out this research by directly interviewing informants.

3.2 Develop a common framework conducive to innovation

In the following, the authors describe the results of interviews with the authors and informants regarding the development of a general framework that is conducive to the innovation of the Online Single Submission Program, while the results of the interviews are as follows: "Initially, OSS was published by BKPM, the district government issued a circular first on October 3 2018, then there was Regent Decree Number 24 of 2020 Delegation of Licensing Service Authority, and now we are submitting to the Province to be able to issue the Regent Regulation, for technical implementation of OSS, see the people who come. come here with their cellphones, making the service process a bit long, therefore we provide 2 special computers for registering OSS, because new things don't happen right away. Then we are also proposing to provide special OSS assistants for each sub-district so that people are not far from the office, just come to their respective sub-district offices" (Interview with the Head of the Indragiri Hulu One-Stop Integrated Service and Investment Service, Mr. Ir.Suseno Adji, M, M, on September 21, 2021)

The same statement regarding the provision of basic infrastructure was conveyed by the head of the licensing and non-licensing sector of Indragiri Hulu One Stop Investment and Services, namely Mr. Hendrik SE who also explained that the Indragiri Hulu One Stop Integrated Investment Service had provided basic infrastructure for the Online Single Submission service as following: "For OSS itself in Indragiri Hulu, it has been regulated through the Regent's Decree of 2020 concerning Delegation of Authority for Licensing and Non-Licensing Services to the Head of the Investment Service and One Stop Integrated Services in Indragiri Hulu. Mandiri OSS, which is placed in the corner of the room where there are 2 computers connected to the



internet, when people come directly to the office, we direct them to Mandiri OSS Services and it is available for all people. ” (Interview with the Head of Licensing and Non-Licensing, Mr. Hendrik SE on September 21, 2021)

Furthermore, the author confirmed to the front office officer of the Office of Investment and One Stop Integrated Services of Indragiri Hulu Regency as the front line of licensing services stating: "In the past, there was no special computer for special OSS services like this, this is the new year, so first when the licensing service uses people's cellphones, we will guide it" (Interview with the front office of the Indragiri Hulu Regency Investment and One Stop Service, Ms. Yelli)

The licensing registration process before there was a special computer for Online Single Submission registration was still using smartphones owned by the public. However, since 2021 the Indragiri Hulu Regency Investment and One Stop Service Office has provided a special computer with internet access to support the smooth operation of licensing services called OSS Mandiri Services. In developing a conducive general framework, the Office of Investment and One Stop Service of Indragiri Hulu Regency has prepared 2 units of computers connected to the internet to access the Online Single Submission web page, then this facility is used for people who want to make permits but do not understand and do not know. that now create permissions can be from anywhere. However, in providing computers as a form of basic infrastructure from the process of developing a conducive general framework is not easy, the Office of Investment and One Stop Integrated Services of Indragiri Hulu Regency has proposed 3 computers and has provided positions for these computers, but due to the limited budget, they are only able to prepare 2 computers. computer unit only.

Then the results of the interview and supported by the results of field observations by the author above explain that in developing a general framework conducive to Online Single Submission has been carried out properly by the Regency Government through Circulars and Regent Decrees, then the Regency Government is also in the process of making Regent Regulations regarding the Online Single program. Submission which is currently in the submission stage to the Provincial Government, then the Office of Investment and One Stop Integrated Services of Indragiri Hulu Regency provides the widest possible access to people who want to register their business by providing an Online Single Submission Mandiri Service room.

3.3 Strengthening Science and Technology/R&D Institutions and Supporting Capacity and developing the absorption capacity of Community Activities

In the following, the authors describe the results of the author's interviews with informants regarding strengthening the institutions and supporting capacity of science and technology/R&D and developing the ability to absorb business activities in the community, while the results of the interviews are as follows: "There is no special OSS socialization yet, but we are trying to insert it into other program socializations, for example, at the UMKM Distu meeting, we provide officers if business actors want to register their business, knowing that funds are limited. Before the pandemic, we went down on Car Free Day to introduce the potential and licensing methods. So, there is no special research on OSS yet because it's new, right? (Interview with the head of the service Mr. Ir.Suseno, MM on September 21, 2021)

The statement of the Head of Service, is supported by the statement of the Head of Counseling and Complaints of the Office of Investment and One Stop Integrated Services of Indragiri Hulu Regency, Mrs. Nina Fatma, SH which states: "At the time of increasing business actors' knowledge of OSS, we only carried out 1 time during this OSS, and even then it was not specifically for OSS, yes, but slipped with other programs, then there was no special research in Inhu yet". (Interview with the Head of Counseling and Complaints, Mrs. Nina Fatma SH. On September 21, 2021) So it can be concluded based on the results of interviews and observations made by the author regarding strengthening institutions and supporting capacity of science and technology/R&D and developing the ability to absorb business activities of the community regarding Online Single Submission is not maximized, limited budget and lack of research are weaknesses.

3.4 Foster collaboration for innovation and enhance the diffusion of innovation

The Office of Investment and Integrated Services of Indragiri Hulu Regency has an interest and enthusiasm for studying this Online Single Submission program, by conducting a study tour to other Regencies at least it will open up horizons, share challenges and resolve where the district is considered to be implementing the Online Single Submission program better than Indragiri Regency. upstream. Furthermore,



in terms of technology commercialization, it means that the promotion of the Online Single Submission program needs to be carried out comprehensively and thoroughly in all media, because many people do not know about this program. As stated by one of the users of the Online Single Submission program, Mr. initials RD, who stated: "I don't know if I'm online, I think it's like I used to bring files directly to the office, if for example I know this, I don't need to go to the office, it's far from end to end, when I come to the office I just know, there are no banners for this system too." (Interview with the users of the Online Single Submission program with the initials RD on September 22, 2021).

Looking at the statement from the Online Single Submission user community above, they still don't know it. Based on the author's observations, there are no special banners or banners on the front page of this office, but the authors found a promotional activity brochure for the Online Single Submission program. So it can be concluded, based on the results of interviews and observations made by the author regarding fostering collaboration for innovation and increasing the diffusion of innovations related to Online Single Submission has been running properly, but it is only seen as a formality with quotes "already promoting" even though only once. . In fact, when you want to promote something new, you need to do it aggressively and massively so that the whole community can quickly find out about this new program through all media.

3.5 Encouraging a Culture of Innovation

Based on the results of interviews and observations made by the author in encouraging a culture of innovation in order to support the policy of the Online Single Submission program, it has been running as it should. It can be seen from the DPMPTSP Indragiri Hulu that has carried out socialization in order to encourage a creative and innovative culture for business actors, although it has not been comprehensive and routine as well as efforts to strengthen relationships with similar business actors have been carried out and are running well, the authors support the formation of communities according to their business fields so that these business actors sharing between business actors and can trigger the spirit of creativity because it inspires each other.

3.6 Develop and strengthen the integration of the advancement of regional and national innovation systems and industrial clusters

The agency stated that it had become a source of knowledge or information for the community by providing a contact person for the relevant officer, namely the Front Office, if you wanted to ask questions about technical filling and obstacles in filling out the Online Single Submission program. The author sees this as a good step so that there is no miscommunication or misinformation received by the public. Listening to the narrative of one of the people, that they know the Online Single Submission program comes from a Notary or co-worker, for a special telephone number for questions regarding licensing, the public does not know about it.

So the author concludes based on the results of interviews and observations made by the author in developing and strengthening the integration of the advancement of regional and national innovation systems and industrial clusters, which already exist but have not run optimally. running maximally. The author is worried that business actors who get information on innovation programs from other parties who are also business actors, such as notaries, are expected to be disseminators of information about Online Single Submission but instead become "brokers" because parties who do not know the program. Because those who often take the public to the Investment and One Stop Service Office of Indragiri Hulu Regency are mostly Notaries. So it is necessary to use a contact person for the relevant officer which can be said to be a telephone hotline.

3.7 Alignment with global development

Based on the results of interviews and observations made by the author in alignment with global developments, so far there has been no use of intellectual property rights by the Investment and Integrated Services Agency, for example in the field of science resulting from research. There is also no capability and initiation of development from standardization of management for the initiation of related agencies, even though if the relevant agencies are able to carry out other developments or innovations from this policy, of course it will be better.

3.8 Inhibiting Factors for Innovation Policy



a. Lack of intensive and massive socialization and promotion activities

Based on the results of observations and interviews that the author did, from 6 community informants, only 1 informant knew of licensing arrangements using technology or online, namely the Online Single Submission program, and it came from notaries. The promotion carried out by the Investment and One Stop Service Office is only through brochures and it is not specifically for Online Single Submission, but an invitation to take part in Car Free Day where this activity takes place only once before the pandemic. The author considers the lack of massive promotion and socialization carried out by the relevant agencies, because there is no specific target for a program.

b. Community Trust

Based on interviews and observations made by the author, it can be seen that there are conditions in which people have doubts about this new program. This doubt is due to the lack of ability or ability of officers or agencies related to this program in helping the community according to their needs. Trust from the community is an important point in maintaining the sustainability of an innovation, lack of trust is certainly a factor inhibiting innovation to run. Public acceptance and rejection of innovations provided by the government can be increased through direct outreach to the public, increasing the routine socialization schedule, providing direct evidence of the convenience, superiority, and level of data security when using the Online Single Submission program.

c. Half Implemented

The inhibiting factor for the latest Online Single Submission program innovation policy is the implementation of the Online Single Submission program which is still at the half implemented or not yet perfect stage, where maintenance updates still have to be carried out, programs for and evaluation and monitoring of technology systems that end in meeting the needs of the community as a whole.

4. Conclusion

The results of the research found that the presence of the Online Single Submission program should not require the public to come to the Investment and One Stop Service Office, because it can be used anywhere and anytime. However, the conditions were not as expected, because many people did not know about the Online Single Submission program, the lack of promotion and socialization by the Investment and One Stop Service Office made this program seem common and complicated. Furthermore, apart from the lack of promotion and socialization carried out by the Office of Investment and One Stop Integrated Services, it is also supported by the incompetence of the implementing officers. From the results of observations and interviews with officers who are directly related to the Online Single Submission program, they also do not fully understand, if there are problems that the public asks directly to the office, the officers cannot explain them concretely.

The results of the research found that the factors that hindered the innovation policy of the Online Single Submission program were the lack of socialization and promotion of the Online Single Submission program so that the public did not know about it, then the public's trust in the results and the ability of the officers of the One Stop Service and Investment Service. Next is the incomplete implementation process. In order to run the Online Single Submission program, the Office of Investment and One Stop Services needs to promote this program through social media such as Facebook, Instagram, YouTube and other platforms. Furthermore, print media and brochures were given to people who came to the office. In an effort to minimize the obstacles found, the One Stop Service and Investment Office needs to conduct training and outreach to all employees or the public so that all elements of the target user or officer know and are able to become an information center for the community. In order for the Online Single Submission program to be used successfully, the regions need to set their own monthly or yearly targets. This target setting can be used as evaluation material in the future, as well as minimizing efforts to have more influence so that it can be standardized through the Online Single Submission program.



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