



Effect of investment ease facilitation activities on increasing investors in Serang City

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ABSTRACT

The purpose of this study is to determine the increase in investors in Serang City before and after the innovation of Investment Ease Facilitation activities and find out the percentage of comparison from 2021 – 2023 or from before the innovation and after the innovation made by DPMPTSP Serang City. Investment has become a hot topic of conversation in recent years because it will positively impact the regional economy. The Serang City Government continues to strive to create innovations to attract business actors, in this case, MSMEs or investors both from within the country and abroad, to invest so that they can improve the economy of Serang City. We conduct research using qualitative descriptive methods. The data used is secondary data. Data analysis techniques are data reduction, data display, and conclusion. The result of this study is the achievement of an increase in the number of investors in the last three years that exceeded the target of investors after the creation of innovations in Investment Ease Facilitation activities, with the number of investors until December 2023 being 11,430 with the issuance of NIB.

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1. INTRODUCTION

Service is an activity or series of activities that occur directly between one person and another or a physical machine that allows customers to make decisions (KEMDIKBUD, 2023). According to the Big Dictionary, service Indonesian is an effort to serve others. Serving means helping prepare (take care of) what someone needs. Public service is one of the government's efforts to improve public welfare with public services so that the community's needs in various fields can be met. The better the public services the government provides to the community, the higher the level of public welfare (Ramdani, 2020).

Creative economy stimulus is one of the reliable alternatives to the Indonesian economy (Santosa, 2020). Micro, Small and Medium Enterprises (MSMEs) are businesses or can be called businesses that are established and run either by individuals or communities, households, groups or business entities. As a cog in the national economy, the MSME sector has an essential and strategic role in the structure of the Indonesian

economy (Thoibah et al., 2022). MSMEs are a type of business engaged in various business fields that touch the community's interests (Ahsyar et al., 2020). More labour involvement in MSMEs will help reduce the number of unemployed people in the country. MSMEs do not need imported raw materials, do not need significant capital, and can accommodate unemployment in running their businesses (Sidin & Indiarti, 2020). MSMEs are in a positive trend, with their numbers continuing to grow yearly. This positive trend will positively impact the Indonesian economy (KEMENKEU, 2023). Every year, the number of Indonesians who see opportunities to establish MSMEs continues to increase; this will also open opportunities in labour for the Indonesian people, especially after Indonesia went through the pandemic period, which made many workers in Indonesia lose their jobs. Many MSME players are closing their businesses due to declining public buying interest (Thoriq, 2022). MSMEs are the saviour amid many workers being laid off due to the pandemic. MSME growth continues to rise, thus keeping the wheels of the economy turning (Ministry of Investment / BKPM, 2021). Generally, the most efficient policy to overcome poverty is a high and sustainable economic growth field (Septiani & Wuryani, 2020).

The current growth of investors is still said to be very low when compared to the population of Indonesia. Investment activities are still relatively new to the community (Mulyana et al., 2019). During this positive upward trend, many MSME players still need to learn the importance of business legality in the form of a Business Identification Number (NIB) for their business. Many MSME actors still need to understand the licensing for MSMEs that must be taken. Currently, the overall licensing process is based online; this is the government's effort to simplify and facilitate the creation of business licenses. The definition of permission in the dictionary of legal terms is that permission is explained as an imposition/permission from the government based on laws or government regulations required for actions that generally require special supervision but which, in general, are not considered as things that are not at all desirable. Some forms of permission include (1) A prohibition, (2) An obligation, (3) An agreement, and (4) the provisions related to the permit itself.

Business or business activity is carried out to obtain profits by the desired goals and targets in various business fields, amounts, and times fields (Serang, 2023). The legal certainty field is one of the considerations for investors when investing in a country (Ansari, 2020). The licensing mechanism cannot be separated from the name of authority, namely the authority of officials who can issue permits (Lestarinetyas & Roqib, 2021). (President of the Republic of Indo, 2021) Article 6 Paragraph (1) of Government Regulation 6 of 2021 states that the implementation of Business Licensing in the Regions is carried out to improve the investment ecosystem and business activities. Licensing services are carried out to meet the community's needs, for example, the efforts of authorised agencies to provide legal certainty guarantees for their businesses so that they can guarantee all activities (Assegaf et al., 2019).

Entering the digital era, we all need renewed innovation in public services (Havidani et al., 2022). The Ministry of Investment / Investment Coordinating Board (BKPM), through the OSS Institution in business development, issued a system that simplifies the licensing process, namely the Electronic Integrated Business Licensing system or Online Single Submission (OSS). (Government Regulation of the Republic of Indonesia, 2021) In Government Regulation Number 5 of 2021, what is meant by Business Licensing is the legality given to Business Actors to start and run their business and activities. OSS will make it easier for business actors to obtain the legality of their business in the form of a Business Identification Number (NIB). The government has also issued Government Regulation Number 5 of 2021 concerning implementing Risk-Based Business Licensing. Government Regulation Number 6 of 2021 concerning implementing Business Licensing in the Regions has been issued for the regions. The ease and simplification of the business licensing process in the regulation is a derivative of the issuance of Law Number 11 of 2020 concerning Job Creation. (BPK, 2020) In Law

Number 11 of 2020 concerning Job Creation, what Job Creation means is an effort to create jobs through the convenience, protection, and empowerment of cooperatives and micro, small and medium enterprises, improvement of the investment ecosystem and ease of doing business, and investment of the Central Government and acceleration of national strategic projects. In its implementation, several parties get integrated access to OSS, including the Central Government, the Ministry of Investment / BKPM and Regional Governments, both provincial and district/city, as the Investment Office and One-Stop Integrated Services (DPMPTSP). There are two forms of investment, namely PMA and PMDN. Foreign Direct Investment (PMA) and Domestic Investment (PMDN) are important sources of financing for developing regions. They can contribute considerably to development (Kambono & Marpaung, 2020).

The Investment and One-Stop Integrated Services Office (DPMPTSP) of Serang City carries out the commitment of the Mayor of Serang, which refers to the mission of improving the regional economy, empowering competitive communities, and improving good governance. DPMPTSP Serang City continues to strive to enhance the quality of service; various service activities outside the office are also implemented through participation in filling outlets at multiple events, as well as opening business license services in the form of Business Identification Numbers (NIB) for MSMEs in urban villages and sub-districts. In addition to providing services related to licensing, DPMPTSP Serang City is responsible for providing education and understanding of business legality in the form of NIB for business actors, especially MSMEs in Serang City. This research needs to be conducted so that the government continues to be encouraged in improving the economy in Serang City, one of which is by providing an easy investment facilitation program.

This research was conducted because there were gaps from several previous studies both in terms of the development of MSMEs and the increase in community satisfaction surveys from public services that had been implemented. Naufal Dwi Putra's research entitled Apparatus Competence in Electronic-Based Building Construction Permit (IMB) Services at the Investment and One-Stop Integrated Service Office of Serang City, Banten Province, found that the problems that occur are that the apparatus at the Investment and One-Stop Integrated Service Office of Serang City are still not skilled and understand the application of technology and only a few people understand electronic-based IMB licensing services and only a few apparatus have attended training on OSS as stated by the Head of the Information System Development Section, Mr. Cecep Hairunasirin. In addition, many people in Serang City still do not know and understand the paradigm shift in services that have been based on electronics (Dwi Putra, 2021).

Rila Kusumaningsih's research entitled The Quality of Licensing Services at the Online Single Submission (OSS) Institution at the Investment and One-Stop Integrated Service Office of Serang City Based on Government Regulation Number 24 of 2018 concerning Electronically Integrated Business Licensing Services, found that the implementation of public services carried out by the government to date is still faced with an ineffective and inefficient government system and the inadequate quality of human resources or apparatus. This can be seen from the many complaints and complaints from the public both directly and through the mass media. The Quality of Service at the Investment and One-Stop Integrated Service Office of Serang City through the Online Single Submission (OSS) System and the Investment Coordinating Board (BKPM) or the Online Single Submission (OSS) Institution can be measured through a Community Satisfaction Survey (Kusumaningsih & Azzahra, 2021).

Siti Asyiah's research entitled The Role of the Trade, Industry and MSME Cooperative Office of the Serang City Government in Community Empowerment in Serang City, found that creative economy-based MSMEs require cooperation from various parties to achieve progress in the business world. Not only the government and MSME players themselves, but also the community needs to participate in developing it. These efforts can be reflected through the use of local products and campaigns to always use

products made by the nation's children. In addition, cooperation between individuals is also needed to avoid creating a climate of unhealthy competition. The government said that the development of creative MSMEs in Serang City must be anticipated in the future which is continuous (Asyiah et al., 2022).

The gaps found from previous research include those related to the development of MSMEs that must be accommodated by the local government, in this case Serang City, so that they can continue to compete with other existing businesses and can grow the regional economy. Another gap from previous research is about the readiness of the government to serve its people in order to provide good public services, these things are what make this research necessary.

2. RESEARCH METHOD

This study used qualitative research methods. Qualitative research aims to deeply understand and explain social phenomena by interpreting the context, experience, and prospective individuals involved (Ardiansyah et al., 2023). Qualitative research's primary purpose is to understand the phenomenon under study deeply. The data source used is a secondary data source, namely data taken from the Regional Apparatus Organization (OPD) in the Serang City Government. In terms of this research, it is the Investment Office and the Serang City One-Stop Integrated Service. The analytical method used in this study uses descriptive analysis methods. Descriptive analysis is used to explain the data obtained as it is systematically and analysed in depth (Siregar & Sissah, 2021).

The analysis process of this research includes the following: 1. Search and retrieve target investor data through Serang City DPMPTSP data for 2021-2023; 2. Search and retrieve investor realisation data through Serang City DPMPTSP data for 2021-2023; 3. Entering target data and investor realisation through Serang City DPMPTSP data; 4. Documenting the results of calculating the target percentage and investor realisation in Serang City in 2020-2023.

3. RESULTS AND DISCUSSIONS

The type of data to be analysed is secondary data. Secondary data refers to information collected from existing sources (PERDANA et al., 2020). The following will be presented: the target and realisation of Serang City investors, in this case, at the Investment Office and One-Stop Integrated Services of Serang City 2021-2023.

Analysis of the Achievement of Increasing the Number of Investors in Serang City

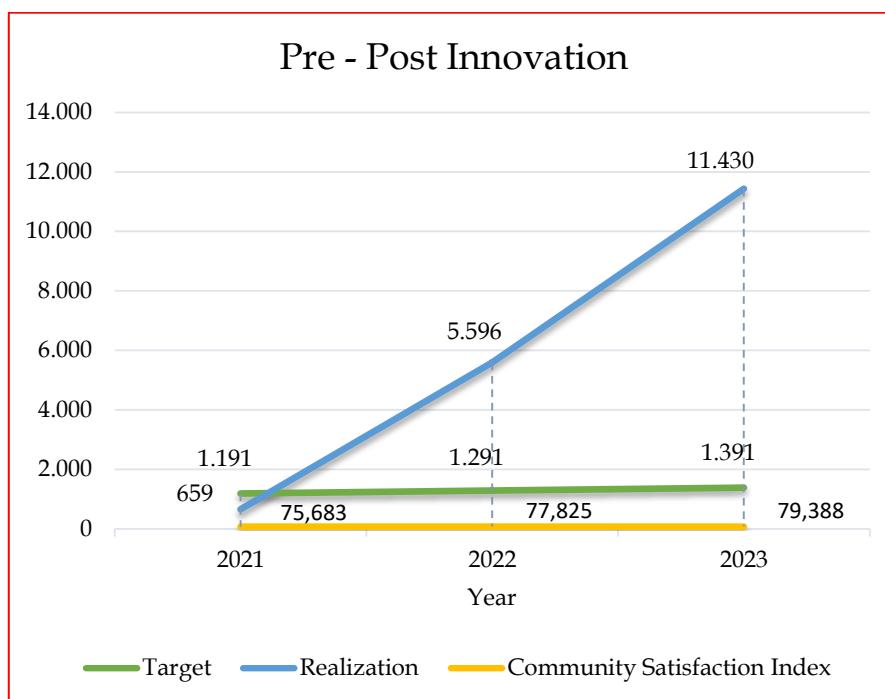
Table 1. Target and Realization of DPMPTSP Investors in Serang City for 2021-2023

Year	Target Investor	Investor Realization	Achievement
2021	1.191	659	55,33%
2022	1.291	5.596	433,46%
2023	1.391	11.430	821,71%

Source: *Investment and Integrated Services Office of Serang City*.

Based on Table 1, in 2021, the target of DPMPTSP Serang City investors is 1,191 investors, in this case, as seen from the NIB issued, while the realized number of 659 investors or arguably the achievement is only 55.33% of the target. In 2022, the target was 1,291, while 5,596, or around 433.46% of this result, is achieved because innovations have begun to be implemented by DPMPTSP Serang City starting in 2022 to increase the number of investors. In 2023, the polish of innovations from previous innovations has succeeded in maintaining an increase in the number of investors so that from the target of 1,391 and realized amounting to 11,430 or around 821.71%, these significant increases in investor achievements are due to innovations and innovation polishes that continue to be developed by Serang City DPMPTSP.

Investment is an object that has been discussed in recent years. With its influence on the economy in an area, investment is one of the things that the Serang City government continues to strive for by finding investors or business actors to encourage direct investment, both from within the country and abroad, to help improve the economy in Serang City.



Graph 1. Investor Target and Realization and the results of the 2021-2023 Community Satisfaction Index (DPMPTSP KOTA SERANG, 2024)

Based on Graph 1 obtained from the Investment Office and One-Stop Integrated Services of Serang City regarding the target and realization of investors, it can be seen that in 2021, there has been no innovation, thus achieving the target number of investors only 659 the number of NIB issued from the target figure of 1,191. In 2022, MANTAP Innovation (Serving Permits on the Spot) seeks to bring access to licensing services closer to the community, such as at the Serang Fair City exhibition, KPK Bus 2022, and other assistance services needed by business actors or investors. MANTAP's innovation is quite effective in increasing the number of NIBs issued. In 2023, it was enhanced by the Initiation of Checkmate Progress Innovation (Promotion to Pursue Target Investors for Each Sub-District Village), which seeks to educate the public in each sub-district to know the benefits of NIB so that business actors can have an awareness of the importance of having a business license after business actors know, they can immediately be given NIB making services with Steady Innovation. Therefore, this innovation is a collaboration from the licensing and investment promotion sectors to CHECKMATE PROGRESS – STEADY in 2023, which is given an Investor Target of 1,391. Finally, until December 2023, 11,430 NIB has been issued.

All efforts to increase investment are inseparable from investor satisfaction, as seen in the Community Satisfaction Index (IKM) indicator for investment services at the Central PTSP in BKPM (BKPM, 2020). In this case, the local government's increase in investment is inseparable from investor satisfaction with investment services at DPMPTSP in the Regency / City in this study, which is the Serang City DPMPTSP,

which can also be seen in the IKM indicator. DPMPTSP Serang City obtained the community satisfaction index in 2021 with a total of 75,683. In the early years of MANTAP innovation, namely in 2022, the total value of SMIs was 77,825, and in 2023, where innovations were developed into PROGRES SEKAKMAT – MANTAP and got a total IKM value of 79,388. The increase in the Community Satisfaction Index obtained by DPMPTSP Serang City results from efforts to create innovations to increase the achievement of the number of investors in Serang City.

Calculation of the increase in investor realization achievements in 2021-2023:

$$\text{Year 2022} = \frac{5.596 - 659}{5.596} \times 100 = 88,22\%$$

$$\text{Year 2023} = \frac{11.430 - 5.596}{11.430} \times 100 = 51,04\%$$

Table 2. The result of calculating the percentage increase in the achievement of the realization of the number of investors

Year	Realization of the Number of Investors	Percentage Increase
2021/2022	5.596	88,22%
2022/2023	11.430	51,04%

Based on Table 2, it can be seen that the percentage level of achievement of the number of investors in Serang City through the Investment Office and One-Stop Integrated Services of Serang City in 2021/2022 increased by 88.22%, and in 2022/2023 increased by 51.04%.

Innovations carried out by the Investment Office and One-Stop Integrated Services of Serang City starting in 2022 have proven to be able to change the achievement of investor targets, which in the previous year in the 2021 investor target DPMPTSP Serang City did not reach the investor target by only getting a total of 659 out of the target of 1,191 investors seen with a total NIB issued that year. To find out the average percentage of the level of achievement of the increase in the number of investors after this innovation is as follows:

$$Xr = \frac{88,22\% + 51,04\%}{2} = 69,63\%$$

The calculation above the average of the achievement rate of the increase in the number of investors after innovation is 69.63%; this result is obtained from the calculation in 2021/2022 of 88.2% and 2022/2023 of 51.04%, while the total years taken into account are two years.

The implementation of the Online Single Submission (OSS) licensing service at the One-Stop Investment and Integrated Service Office (DPMPTSP) of Serang City is expected to be able to cut bureaucracy and time. The current condition of most licensing problems lies in technical matters, namely how to manage procedures that are not synchronized between one agency and another. Then, the issue of inconsistent licensing regarding the substance of the license as well as the process that is not efficient and transparent becomes an obstacle. By seeing a better trend of change, it will be more perfect if the application of OSS in one agency is applied in licensing/recommendation processing to cut bureaucracy and time, it is hoped that all OPDs can improve licensing services. In the perspective of increasing investment, simplifying the licensing process is something that must be done to increase regional progress. So far, many investors have hesitated to invest in Indonesia because the licensing process is quite long and not simple (Winata et al., 2023). This can make a comparison between previous research and current research.

This research can complement previous research related to increasing the number of investors through MSMEs. with this research we can continue to monitor the enthusiasm of the Serang City government in improving the regional economy.

Previous research that has been presented in the introduction results in a comparison between previous research and this study, that the development of MSMEs must be accommodated by the local government, in this case Serang City, so that they can continue to compete with other existing businesses and can grow the regional economy and the readiness of the government in terms of serving the community in order to provide good public services, these things are what make the comparison between previous research and this study.

4. CONCLUSION

The innovations created are beneficial in increasing the achievement of investor targets pursued by DPMPTSP Serang City. Initially, innovations had not been created to increase the number of investors in 2021; DPMPTSP Serang City did not get investors according to the predetermined target from the target number of investors that year was 1,191 investors, but only got the number of investors as many as 659 investors as seen from the number of NIB issued. Starting in 2020 from the creation of the innovation of Serving Permits on the Spot (MANTAP) until 2023, the innovation of the Promotion to Pursue Investor Target for Each Sub-District Village (PROGRES SEKAKMAT – MANTAP) where this innovation is a refinement of MANTAP's innovation shows significant results, ranging from achievements that exceed the target number of investors in Serang City in 2022 to 2023 to an increase in the value of the Community Satisfaction Index (IKM) received by DPMPTSP Serang City. It is hoped that this research can provide input and awareness to the government that many MSMEs are still not facilitated by government programs, so that the government continues to strive to create innovations to increase the number of investors to increase economic growth in Serang City.

The limitation of this research is the author's time management, which creates time delays in completing this research. Suggestions for further research are to make the best possible use of time to complete research.

The expected implication of this research is that in theory it is hoped that it can make the government aware of the positive influence created by the innovations they make, thereby making the government continue to create new innovations. And in practice, it is hoped that this research will open the eyes of MSMEs that the government has provided a platform for MSMEs so that their businesses can obtain business legality.

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