



STUDY OF ONLINE SINGLE SUBMISSION-BASED INTEGRATED SERVICE IMPLEMENTATION IN BANYUWANGI DISTRICT

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Abstract

The provision of services to the community in a dignified and easy manner is the aim of the Government of Banyuwangi Regency in its policy regarding public service delivery policies. Online single submission (OSS) is an acceleration and convenience mechanism so that there is no room for bureaucrats not to take advantage of community service activities. The implementation of ideal services is a sign that public services must meet the needs of the community regarding goods, services, and administration. Objectives: To describe, analyze, and interpret integrated services based on online single submission in Banyuwangi Regency. Method: Using a qualitative approach based on a constructive and participatory scheme. The existence of primary data obtained from the acquisition of interviews, while the existence of secondary data obtained from literature and various regulations relevant to the research topic. Results: OSS-based services as an implementation of e-government services are not in the context of eliminating conventional model services, because the nature of public services is human activity. Conclusion: OSS-based services aim to accelerate and open up services so as to trim away the reality of pathology in the delivery of public services.

Keywords: *Service, Online Single Submission, Banyuwangi*

1. INTRODUCTION

Public service policy is a government instrument that has certain objectives in explaining government functions to meet the needs of society. Public services must be based on accountability, responsiveness, transparency, fairness, effectiveness, efficiency and prosperity. The 1945 Constitution stipulates that the government at every level should serve the community in fulfilling their basic rights and needs. Every public policy departs from an issue or public problem that is fundamental and involves many people. One of these issues is related to the slowness of the government in providing services. Slow service is a common reality even though in essence the existence of a service policy is a government activity to solve problems in society, both directly and through various things that affect society, and the government must be consistent in carrying out these policies (Agustino, 2008).

Every public service activity in Banyuwangi Regency is enabled to fulfill basic needs according to the community's rights regarding goods, services or administrative services. This is in line with the principle of Law 25/2009 which explains that public service is an activity or a series of activities in the context of fulfilling service needs in accordance with statutory regulations for every citizen and resident for goods, services and/or administrative services provided. provided by public service providers. The success of the Government of Banyuwangi Regency in the implementation of public services is marked by obtaining awards from The Ombudsman of the Republic of Indonesia in 2021 for obtaining the highest score in evaluating public service compliance in East Java with a score of 96.75 (from a scale of 81-100).

The One-Stop Investment and Integrated Services Service (DPMPTSP) is one of the implementers of public services owned by the Banyuwangi Regency Government which is responsible for providing quality, effective and efficient services so that it can meet the needs and

expectations of the community (Banyuwangi Regent Regulation 11/2023). If the government fails to provide service satisfaction to the community, then the service is referred to as a failed service (Priyanto, 2018). The delegation of licensing and non-licensing authority from the Banyuwangi Regent to DPMPTSP is an effort to realize an orderly administration and realize services in the licensing and non-licensing sector that are fast, effective, efficient, transparent, easy, and provide legal certainty (Banyuwangi Regent Regulation 50/2021).

The people of Banyuwangi Regency are 1,744,814 people. The lack of jobs is the basic reason for the people of Banyuwangi to open businesses as their own jobs. Even though starting a business, the Banyuwangi community's adherence to government policies is the main reason for applying for a business license. Services that are fast, precise, inexpensive, and the results can be accounted for are the substance of public service delivery. Public service implementer compliance is a determinant of service success. It is important to convey this because the public service process often shows pathological behavior in public services, such as: rigid, "bureaucratic," closed, indifferent services, restricting access, prioritizing what is known, to the point that there are "underhanded" transactions.

Pathology in public services causes people to be dissatisfied and reduces the utilization of service facilities. The difficulty of uncovering the reality of injustice in service is an effect of society's silence, so that pathology in public service is like an iceberg that continues to take root and grow. Pathological behavior in public services is very contradictory, the purpose of public services is essentially to meet service needs according to existing policies for every community regarding goods, services or administrative services provided by the government as the organizer of public services. The Spirit of the Banyuwangi Regency Government to provide ideal services leads to the interest of cutting out the reality of pathology in public services, especially those with conventional models through awareness of the development of the times which gave birth to the industrial revolution which has the impact of becoming completely digital.

The digital era directs the Government of Banyuwangi Regency to innovate in providing services through Online Single Submission (OSS), which is a webform application for processing business permits and commercial or operational permits requested by the public, both individuals and non-individuals, that is effective and efficient (Government Regulation 24/2018). The OSS-based technology system is used as a licensing service medium to simplify the convoluted process of obtaining manual-based business licenses. The hope is to achieve ease and acceleration of investment and business for the community, especially in Banyuwangi Regency. However, the Banyuwangi Regency Government needs to evaluate both the regulations that are used as references and the implementation of service programs, so that the goal of providing convenience and legal certainty for the community can be implemented. Public service discourse is associated with the obligations of bureaucrats as service implementing agents, and the rights of the community as service applicants. This scientific article reviews the implementation of public services in the perspective of OSS-based integrated business licensing. Analysis and results obtained by researchers from the effort collection, development, and grouping of data descriptively, comparatively, and associatively.

2. IMPLEMENTATION METHOD

This research is guided by a qualitative approach that is aligned with constructive principles, participatory principles, or applying both (Creswell, 2014: 88). This study aims to answer: How is

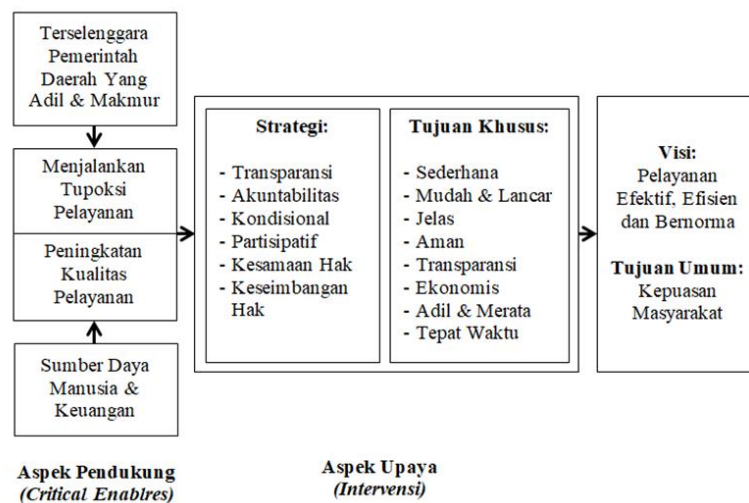


the implementation of OSS-based integrated services for business licensing at DPMPSTP Banyuwangi Regency? The research was conducted in Banyuwangi Regency from 2022 to 2023. Primary data was obtained from interviews with informants who were determined based on purposive sampling; Secondary data can be obtained through literature and various regulations that are compatible with this research. Data analysis was carried out by analyzing qualitative data, so that researchers could classify and analyze interview data in an effective, efficient and structured manner.

3. RESULTS AND DISCUSSION

3.1 Public Service System in Banyuwangi Regency

Activities carried out by the government in providing services to the community are public service activities. Not only in the form of services but also goods. The link between public service and public interest has a simultaneous connection, public service is provided by the government as a public servant and public interest is a public wish that needs to be fulfilled by the government. Banyuwangi Regency Government has 263 types of public services. 213 types of services at Public Service Malls (MPP) and 50 superior service innovation programs are managed by Banyuwangi Regency Government agencies. Policies or programs must be implemented so that they have the desired impact, because policies without implementation are referred to as failed policies (Priyanto, 2021).



Source: Priyanto (2023)

Figure 1 Public Service Framework in Banyuwangi Regency

Figure 1 explains that the Government of Banyuwangi Regency has determined the implementation of services in a democratic, nomocratic manner, and prioritizing public participation in a fair and transparent manner. Communities receive quality services according to the principles and objectives determined. System information and service procedures are clear, friendly, non-discriminatory, and provide compensation if the service results are not appropriate. It is important to emphasize this because the government continues to strive to provide the best service in order to improve services and satisfy the community. In increasing community satisfaction, the implementation of public services in Banyuwangi Regency has been guided by participatory principles. The goal is to provide good service to the community. All people who are

given services need to be inclusive and do not view other variables as differentiators. It should be understood that obtaining community satisfaction is the final result desired by service providers. Therefore transparency is needed with regard to reporting and activities provided by the government to the community so that public services become trusted. This principle relates to requirements, reports and costs in the implementation of public services.

Government policy in servicethe public must provide benefits in shaping stability and strengthening people's lives (Noviana and Priyanto, 2023). This needs to be emphasized because the reality of pathology in public services can lead to incompatibility of services to the community, especially the poor. If economic discrimination is allowed to grow and take root, then the psyche of the poor can form a priori towards the delivery of public services. Walkthe purpose of public service and getting community satisfaction is important (Sinambela, 2008). Therefore service activities in Banyuwangi Regency must be accompanied by the principles of transparency, accountability, conditional, participative, equal rights, balance of rights and obligations. If this can be carried out effectively, then it can cut off the reality of pathology in public services.

3.2 OSS as the Implementation of Public Service Acceleration

Public policies are decisions or choices of action that directly regulate the management of natural, financial and human resources for the public interest, namely society. To be successful, policy-making needs to be carried out based on 5 (five) stages: agenda setting, policy formulation, adoption or legitimacy, policy implementation, and policy evaluation (Dunn, 2000). The challenge for bureaucrats in public service in each era is to carry out their duties as well as possible and to provide excellent service to the community according to their field of work guided by public service standards that are simple, easy, smooth and straightforward, clear and certain in procedures, requirements, , work units, officials, financing, timetable for completion, rights and obligations for service providers and recipients, not slow in the process of managing an interest in the service, safe, in the sense that the process and results of public services can provide security and comfort and have legal certainty, transparent, fair and economical, fair and equitable.

OSS-based public policies are essentially oriented to the needs and interests of the community. Therefore it can be understood if public service policy is closely related to a rule that starts from an issue and is implemented in the form of a program. This activity lies between policy formulation and policy evaluation. Policy implementation contains top-down logic, meaning lowering or interpreting alternatives that are still abstract into concrete alternatives. The development of information technology continues to change. The existence of the internet makes it easy for everyone to search for something through their electronic devices, especially cellphones or computers as the medium. The internet seems to be a window to the world, which has finally succeeded in directing the government in running public services to innovate in line with technological developments.

The development of information technology has made many government agencies improve the quality of their services by utilizing technology. The Banyuwangi Regency Government uses an accelerated service pattern with an e-government system, which is an effort to develop electronic-based governance to increase effectiveness and efficiency in carrying out government tasks and providing services to the community and existing stakeholders. Government Regulation 24/2018 concerning Electronically Integrated Business Licensing Services emphasizes the aim of simplifying convoluted processes due to conventional services. If there is ease and acceleration of

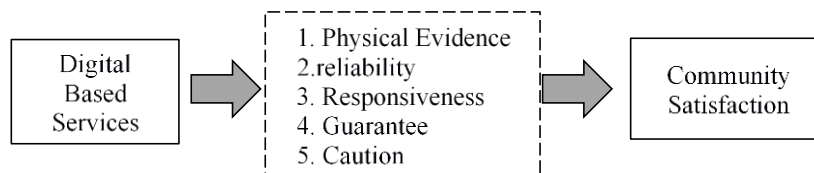


investment and doing business in Banyuwangi Regency, then the aspirations of people's welfare will be achieved. Therefore there needs to be massive socialization, as well as providing easy access for business actors to understand the making of business licenses through the OSS system.

The background to using OSS for licensing arrangements is because the main obstacle to investment is the "bureaucratic" procedure in obtaining permits, which is full of corruption and creates legal uncertainty. OSS is a webform application that can be used to process business permits, both for business license applications, commercial licenses, and operational licenses. OSS can be accessed through a webform by every business actor, especially for the community in Banyuwangi Regency, both individuals and non-individuals (Government Regulation 24/2018). The OSS system is the answer to the development of an era that demands efficient and concise service delivery. The importance of understanding ease of access in obtaining business licenses through the OSS system is a legal solution for business actors. The advantage that the Banyuwangi Regency Government gets is that business actors are recorded, and have the potential to increase regional income.

3.3 Community Expectations for OSS-Based Public Services

Various policies which serve as the legal umbrella for public service delivery as well as the many public service experts who very clearly describe the model of public service delivery as proof that the community's need for government services is because the government is like a parent and the community is like a child. Thus the government is obliged to provide the best service to the community, not the other way around (Priyanto, 2021). Zeithaml, et al(1996) explained his attention to support in 4 (four) aspects: physical evidence, reliability, responsiveness, assurance, and attention.



Source: Maintained from Zeithaml, et al

Figure 2 Public Service Governance

First, Physical evidence is a physical facility that must exist in the service process shown by the provider in various forms. Aspects of the physical appearance provided will greatly determine the satisfaction of service users. Zeithaml, et al (1996) said that in order for the quality of services provided to fulfill the wishes of the community, it must be supported by adequate physical evidence. The physical evidence includes the convenience and completeness of the place to perform the service, as well as the ease of registering as a new applicant. The use of technology as an innovation in licensing services in order to increase public interest in business licensing, by utilizing technological advances in today's modern times. If effective, then OSS-based services can cut down the convoluted service process.

Evidence of physical facilities owned by DPMPTSP in the form of an OSS system. The main objective of the OSS system is to focus on the mechanism for providing services to applicants and business actors in Banyuwangi Regency without the need to visit DPMPTSP. Communities get the convenience and acceleration of investment and business. Communities independently register

business licenses, submit applications directly for each form of licensing, and monitor the settlement process anywhere and anytime via electronic media.

Second, Reliability is based on the ability to provide the promised service accurately, quickly and reliably. Zeithaml, et al (1996) explained that service quality can be improved through the willingness and ability of bureaucrats to respond quickly and precisely to community requests. Good service to the community must be supported by quality bureaucrats who are reliable, competent, able to understand and be able to carry out their main duties and functions in accordance with the areas of responsibility assigned to them. In addition, bureaucrats must have a commitment and moral responsibility to society. Lack of public understanding of a policy is the responsibility of the government.

The lack of socialization makes people do not understand the licensing process that should be carried out. Therefore, people must get good quality service from the government. This can be achieved if it is supported by the quality of bureaucrats who are qualified, and have quality and capability. Based on these principles, the Government of Banyuwangi Regency must provide bureaucrats who have the ability and knowledge and speed in providing services to the community. Third, responsiveness is a policy to help and provide fast service to the public. Therefore bureaucrats must have a willingness to help, convey information clearly, and provide fast and appropriate services to the public.

The success of public services is not only marked by the provision of types of services alone, but requires implementor compliance in the implementation of public service programs (Priyanto & Noviana, 2023). Implementor non-compliance with the principles and objectives of public service has an impact on the welfare of service applicants. Evidence of the responsiveness of a bureaucrat can be seen from the quick way he responds to public complaints or when the community has difficulty obtaining permits. The large number of people who still do not understand technology has an impact on difficulties when accessing the system that has been provided. Thus the government must be able to facilitate so that people can get the service they want.

Fourth, assurance is classified in the dimension of service quality which includes knowledge, ability, courtesy and trustworthiness possessed by bureaucrats (Zeithaml, et al, 1996), including by having the responsibility to understand the types of community requests, providing services to completion, and being obliged to can communicate well with the public. In carrying out the service process, the guarantee aspect is needed to attract public trust in the services provided. Based on this, the government is obliged to provide the best service by prioritizing ethics, courtesy, responsiveness and speed. Implementers in the implementation of public service programs need to be supported by ideological prevalence (Priyanto, 2018). Consecutive application is an appropriate and awaited principle society, because it can solve various basic needs of society properly. Fifth, attention is an effort to provide genuine and individual care given to the community by trying to understand the wishes of the community (Zeithaml, et al, 1996).

Services provided by bureaucrats are interpreted as obligations not rights, because bureaucrats are appointed by the government to serve the public. Therefore, a strong commitment to service must be built, so that services will be more responsive, creative, and more efficient in meeting the needs of the community. This is a pressing point because public service is a bureaucratic product that must be accepted by the public. Service products in the form of goods whose quality is easily assessed are different from service products in the form of services. Because



services are intangible, so the quality is not easy to assess. However, the implementation process can be observed and felt. Likewise with public services as a service product by the government. The community always demands quality public services from the government. This is because public services that have occurred so far still seem convoluted, slow, expensive and tiring. Such tendencies occur because the community is still positioned as the party who serves, not the one being served. Therefore, the government is obliged to restore and position the "servants" and those "served" to their true meaning.

4. CONCLUSION

The reality is the lack of public interest in managing or obtaining business type legality through conventional patterns due to the notion that the licensing process is long, convoluted, and "must use the services of an insider." Even though OSS-based services are a model of acceleration and openness of services, they are not interpreted as a pattern of eliminating conventional model services, because the nature of public services is human activity.

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