

# Implementation Of OSS-RBA Licensing at the Department of Capital Investment and One-Door Integrated Services, North Minahasa District

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## ABSTRACT

This research examines the effectiveness of the implementation of OSS-RBA UMKM Licensing at the North Minahasa Regency Investment and One-Stop Integrated Services Service (DPMPTSP). The research objectives of this study are 1. To describe, analyze, and interpret what is done by the One Stop Integrated Service Investment Service Office in implementing the Online Single Submission Risked Based Approach system in North Minahasa Regency, especially in the process of processing UMKM business permits 2. To describe analyzing and interpreting inhibiting factors in implementing the Online Single Submission Risked Based Approach system at the North Minahasa Regency One-Stop Integrated Services Investment Service office in the UMKM business licensing process. The first research focus is on the effectiveness and efficiency of permit services through the OSS System and secondly on supporting factors and inhibiting factors for permit services through the OSS System. This research uses a qualitative approach method. The scope of this research is the investment office and one-stop integrated services in the M district. The research results in this study are that permit services through the OSS system are considered effective and efficient compared to the previous system. Where the OSS system offers innovations that solve existing problems in licensing services. About the OSS system, there are also supporting and inhibiting factors that exist and are related to business permit services. These factors support increased use of the OSS System itself and become inhibiting factors that encourage Regional and Central Governments to provide new strategies or improve the OSS System.

**Keywords:** Implementation, OSS-RBA, UMKM Licensing, North Minahasa

## INTRODUCTION

Electronically integrated business licensing as intended in Government Regulation Number 24 of 2018 is implemented in a government system/application, namely Online Single Submission or what we know as OSS. The concept of OSS is a system that can be used to carry out all kinds of registration processes and propose business legality as well as propose other permits, which are listed on the business legality service with the website address <http://www.oss.go.id> (Dawud, Joni, et al. 2020). As mandated in Article 2 letter C Government Regulation no. 5 of 2021, to provide legal certainty in the process of implementing electronically integrated risk-based business licensing in the BKPM Regulation of the Republic of Indonesia, it is regulated that Risk-Based Business Licensing is Licensing Based on Risk Level, Business Licensing is the Legality granted to business actors to start and run a business/activities carried out electronically (Online Single Submission), abbreviated as OSS, is an integrated system managed and organized by the OSS Institute for the implementation of Risk-Based Business Licensing. Law number 25 of 2009 concerning public services Article 1 paragraph 6 Says that the living environment is the form of all parties, including citizens and residents as people, organizations, or corporations based as users of public services, both directly and indirectly. This is in line with Gasperz's opinion in Pasolong (2008) that the community can be said to be customers or the public who are related and connected to them, both communities that will be directly or indirectly affected by policy impacts.

In its development, public service delivery must be carried out continuously, and make changes and improvements to improve the quality of service. The Indonesian government is trying to increase the efficiency of business activities by accelerating business implementation by implementing President Joko Widodo's program in the form of implementing risk-based Online Single Submission (OSS) which will assist in business licensing, on Monday, August 9, 2021, at the Operational Command and Investment Control Center, Ministry of Investment/Investment Coordinating Board (BKPM), Jakarta city. The President hopes that the climate for ease of doing business in Indonesia can improve. Based on the Online Single Submission (OSS) Business Program, quality in public services is something that is very important and needs to be stated following the provisions of Law No. 5 and Law No. 6 of 2021 Norms, standard procedures, and criteria (NSPK) for Risk-Based Business Licensing in Online Single Submission (OSS) are a reference and distinctive results for Central Government and Regional Government. Article 21 paragraph 2 of Legislative Regulation No.5/2021 local governments are required to use Online Single Submission (OSS) in business licensing. The services required for community business are work that is carried out and carried out by the regional government, including the central government. State agencies function in providing public services which play an important role in meeting the needs as outlined in the law. Following Law Number 25 of 2009 concerning Public Services Article 1, public services are a form of activity that covers the scope of fulfilling obligations in service efforts as stated in statutory regulations for every citizen and resident in the form of goods, and administrative services. managed by its implementers in public services.

One of the public service systems implemented by the District One-Stop Integrated Service Investment Service. North Minahasa is through the Decree of the Regent of North Minahasa Number

38 of 2021 concerning Electronically Integrated Business Licensing Service Standards which is the basis for the North Minahasa Regency Investment and One-Stop Integrated Services Service which is the basis for the policy of Online Single Submission-Risk Based Approach (OSS-RBA ) in North Minahasa Regency. The Online Single Submission Risked Based Approach was launched on November 23 2021 to simplify the business licensing process, with the website address <http://www.oss.go.id>. The One Stop Integrated Service Investment Service (DPMPTSP) is a licensing and non-licensing service activity whose management process starts from the application stage to the licensing document control stage, carried out in an integrated manner in one place. With this concept, applicants only need to come to one place and meet with a front office licensing officer. This can minimize interaction between applicants and licensing officers and avoid unofficial costs that often occur in the service process.

Researchers have conducted pre-research in North Minahasa Regency, the results of the survey conducted before conducting research were carried out to see the existing obstacles in the context of implementing services at the One Stop Integrated Service Investment Service of North Minahasa Regency, the shortcomings obtained were as follows: Business actors We still encounter problems when operating RBA OSS accounts, because there are still many people who don't understand this online system. Public understanding of using the OSS RBA system is still weak due to lack of socialization so many people do not know about the OSS-RBA RBA system. Another obstacle is the lack of officers in operating this system. Several of these things are the causes of the ineffectiveness of Licensing Services through OSS-RBA at the North Minahasa Regency Investment and One-Stop Integrated Services Service. In managing the OSS-RBA RBA System, MSMEs only need NIB. The concept of NIB is that it is a single form of licensing for all business activities. Obtaining a NIB is very easy and can be done online via the website <https://Department of Capital Investment One-Stop Integrated Services North Minahasa>. link after that business actors can access the OSS RBA system via the page <http://oss.go.id>. The number of MSMEs using the Online Single Submission Risked Based Approach System in North Minahasa Regency is 2,685 MSMEs. These MSMEs come from village, sub-district, and sub-district representatives. The North Minahasa Regency RBA OSS was held solely to support President Jokowi's national program related to the RBA OSS which runs with the vision and mission of Great North Minahasa, which is related to good service and strengthening the economy, especially for MSMEs.

Researchers need to carry out this research so that it can become a recommendation for the North Minahasa Regency One-Stop Integrated Delivery Office to be able to determine the quality of public services and can also be used as a guide in improving the quality of North Minahasa Regency One-Stop Integrated Delivery services. This research is interesting because it will describe and analyze the service quality of the North Minahasa Regency One Stop Integrated Capital Investment Service using theories and concepts of State Administration Science. The focus of this problem is the effectiveness of implementing MSME licensing services through the OSS-RBA system at the North Minahasa Regency One Stop Investment and Integrated Services Service Based on the background description that has been put forward, the problem formulation in this research is: How effective is the implementation of MSME licensing services through OSS-RBA in the capital naming service and one-stop integrated services? Based on the problem formulation proposed, the objectives of this research are: To describe,

analyze, and interpret the effectiveness of the implementation of MSME licensing services through the OSS-RBA system at the investment office and one-stop integrated services in North Minahasa Regency.

## METHODS

### *Research Approach*

Qualitative research was carried out using a phenomenological approach. Phenomenological research is a type of qualitative research that looks and hears more closely and in detail an individual's explanation and understanding of their experiences. Phenomenological research aims to interpret and explain the experiences a person experiences in life, including experiences when interacting with other people and the surrounding environment. In the context of qualitative research, the presence of a phenomenon can be interpreted as something that exists and appears in the researcher's consciousness using certain methods and explanations of how the process of something becomes clear and real. Phenomenological research prioritizes searching, studying, and conveying the meaning of phenomena, events that occur, and their relationship with ordinary people in certain situations. Qualitative research is included in pure qualitative research because its implementation is based on efforts to understand and describe the intrinsic characteristics of phenomena that occur to oneself (Eko Sugianto, 2015: 13). The type of research in this study is qualitative research, with a descriptive approach, the data collection process allows researchers to produce descriptions of social phenomena that occur in the offices of the One Stop Investment and Integrated Services Service. The data used is primary data taken directly during interviews and secondary data taken through reports. For data processing, techniques using interviews, documentation, and observation were used (Sugiyono, 2017).

Data collection using interviews, documentation, and observation at the One Stop Integrated Service Investment Service Office in North Minahasa Regency aims to obtain accurate information about what is happening in the field and what is contained in the documents, then by observation to find out the reality. what happens in the field is following the desired strategy.

### *Research Location*

The research time required for this research is approximately 2 (two) months. The planned research location is at the One Stop Integrated Service Investment Service Office, North Minahasa. This research is intended to determine the implementation of the Online Single Submission Approach (OSS RBA) System specifically for MSME business licensing at the North Minahasa Regency One-Stop Integrated Services Investment Service office.

### *Focus and Description of Research Focus*

Focus Description Research Focus

1. Understanding of UMKM actors. What is the knowledge of UMKM actors regarding the Online Single Submission - Risk Based Approach system, seen from whether they already know the system and the requirements in it?

2. Licensing Service Mechanism Explanation of the MSME licensing service mechanism through the Online Single Submission – Risk Based Approach system at DPMPTSP North Minahasa Regency
3. Results of MSME Licensing through OSS-RBA MSME licensing products through the Online Single Submission – Risk Based Approach system between 2022-2023 along with achievement targets
4. Implementation Effectiveness Factors Discuss and explain the results of the factors that determine the effectiveness of implementing MSME licensing services through the Online Single Submission system - Risk Based Approach

### ***Data Source***

Data sources were taken at the North Minahasa Regency Investment and One-Stop Integrated Services Service plus the MSME community which handles licensing.

### ***Research Instruments***

Research instruments are tools used by researchers to search for/collect data related to the research. The research instruments used in this research are:

1. Researcher. The researcher is the main instrument in research. Researchers as instruments can make direct contact with respondents and can assess and understand the forms and interactions that occur in the field. Moleong (2007: 168) says that the position of a researcher in qualitative research is that he is also a planner, implementer, data collector, analyst, data interpreter, and ultimately he becomes a reporter of the results of his research.
2. An interview guide is a series of questions given to informants in a study to support the research data itself. The interview guide itself is used when conducting interviews.
3. Field notes are notes that are used to record main information while the researcher is making observations.

### ***Data Analysis Techniques***

Data analysis techniques are the process of searching for and compiling collected data so that the data can be concluded and used as information that can be understood by oneself and others. Meanwhile, qualitative data analysis techniques are inductive, namely the data obtained is developed through certain relationship patterns or becomes a hypothesis. According to Miles and Huberman (Sugiyono, 2017), states that activities in qualitative data analysis are carried out interactively and continue continuously until completion, so that the data is saturated, these activities are in the form of data reduction, data presentation, and data verification.

## RESULTS AND DISCUSSION

The discussion of the focus of this research is closely related to the presentation of the data presented in the previous point. In this discussion section, an analysis will be carried out on the data that has been obtained by the researcher. Thus, this data analysis will be the basis for concluding this research. The conclusions that will be drawn are also following the focus of this research. The following is a discussion of the research focus data.

### *1. Knowledge of MSME actors regarding the Online Single Submission system – Risk Based Approach*

The results of this research answer the problem formulation which states that MSMEs in North Minahasa do not yet understand licensing through the OSS-RBA system. If this continues, it is feared that there will be losses for online business actors related to tax sanctions. This is following research conducted by (Setyarini & Triono, 2021) and (Lestari & Damayanti, 2019) that the majority of online business people do not understand e-commerce taxes. When an MSME business actor understands that he is an MSME actor because he has carried out general buying and selling activities which is a basis in Indonesia for becoming a taxpayer, then he must have extensive knowledge regarding Licensing regulations through OSS-RBA so that they can be recorded and verified.

It would be better for the North Minahasa Regency Investment and One Stop Integrated Services Service to also provide training to each operator at the sub-district office to operate the OSS RBA system and later this will be applied to every MSME actor who will process their business permits. Assisted and mobile services are intended to increase the affordability of public services in the licensing sector to the community of business actors spread across the sub-districts within the North Minahasa Regency area. With this assisted service, it is hoped that the moving service will increase the legality of business actors through the creation of a Business Identification Number (NIB) through the OSS RBA system or Risk-Based Business Licensing.

### *2. MSME licensing service mechanism through the Online Single Submission system – Risk Based Approach*

#### *a. Service Fees*

In terms of public service, it is measured in terms of service costs and service time. Where costs become a measure of the efficiency of implementing a system. Costs are also an important part of public services to make the media a reward for the services provided. In this case, there are no service fees or burdens placed on the applicant regarding service fees. Applicants only need to meet the requirements that need to be included in their permit application. So the applicant does not need to incur costs to pay for the permit services that have been obtained. So, with this permit integration, there is no need for fees to be collected by the North Minahasa Regency Investment and One-Stop Integrated Services Service.

#### *b. Service Time*

The indicators in the mechanism included also relate to measuring the time required to complete permits. The time required to complete a permit is an indicator of the efficiency of permit management, which provides certainty in the period for permit processing. Apart from that, time is a determining factor that the permit submitted is worthy of completion within a time limit commensurate with the permit that should have been submitted. So the existing time determination cannot be equated with other permits.

Permits in the research sector, namely Business Licensing, Certain Licensing, and Non-Licensing, have various completion periods that can be applied for. In the previous system, the completion period had a target set by the Regional Government, if the applicants could not fulfill the requirements quickly, the permits that were processed could not be processed quickly. Existing permits may also be hampered because the results of surveys conducted by the regional government do not match the data submitted by the applicant, so more accurate corrections must be made.

c. Facilities and infrastructure

Facilities and infrastructure are indicators of sustainable efficiency with the two previous indicators. Where infrastructure is used to launch the business of the North Minahasa Regency Investment and One-Stop Integrated Services Service in achieving its goals. The existence of well-arranged goals and strategies must be supported by the availability of good facilities and infrastructure. Not only that, facilities and infrastructure are also considered indicators of achieving the effectiveness of implementing a system.

The implementation of the OSS-RBA system in the North Minahasa Regency Investment and One-Stop Integrated Services Service is the focus of permit services that are currently being implemented. This system is considered more advanced and better than the system in the North Minahasa Regency area even in terms of users.

*3. MSME licensing products through the Online Single Submission – Risk Based Approach system between 2022-2023 along with achievement targets*

By looking at the facts on the ground, one form of a program from the government is the "Online Single Submission Risk Based Approach" system policy implemented by the Investment and One Stop Integrated Services Service of Minahasa Utra Regency. In implementing the RBA OSS system policy, the agency is guided by Government Regulation Number 5 of 2021 concerning the Implementation of Risk-Based Business Licensing, where this regulation is one of the follow-up efforts for electronically integrated business services. In implementing the OSS RBA system policy in North Minahasa Regency, the One Stop Integrated Services and Investment Service has implemented SOPs (Standard Operational Procedures) following Government Regulation Number 5 of 2021.

This program is also an innovative step that is very effective and provides great benefits for the community, especially MSMEs. The main objective of the OSS RBA system policy which is based on Government Regulation No. 5 of 2021, when business actors implement the OSS RBA system, aims to make it easier for MSME actors to process the business permits they run. The main objectives of this policy are understood by the implementing staff and also the community as business actors. Clear

indicator measures already exist in assessing the implementation of the OSS RBA system. The licensing system with OSS RBA is a very fast process and doesn't require a long wait. In terms of requirements, it is not too complicated, and this licensing system can also be done anywhere, without the business actor having to come to the relevant agency. The targets in the RBA OSS system policy have reached the appropriate targets, namely business actors with various levels of risk in their own business.

*4. Factors that determine the effectiveness of implementing MSME licensing services through the Online Single Submission system – Risk Based Approach*

a. Clarity of objectives to be achieved through the Online Single Submission-Risk Based Approach (OSS-RBA) System

Presenting the focus data has been discussed in 2 articles written in Government Regulation Number 5 of 2021 concerning Electronic Integrated Business Permit Services, namely articles 1 and 3 which can answer the objectives of the OSS-RBA System. It is stated that the OSS-RBA System aims to integrate all existing permits that are needed by the community into one system, namely the Online Single Submission (OSS) System. All existing permits are legalized through the OSS-RBA System.

This is also following Siagian's theory which states "Clarity of the goals to be achieved, this is intended so that employees in carrying out their duties achieve targeted targets and organizational goals can be achieved". The existence of clear regulations is a clear basis for the effectiveness of a system. The regulations governing the OSS-RBA System are also clearly written about what is regulated therein and what is related to the OSS-RBA System. What must be done by employees in directing applicants in managing permits is also structured and follows what should be done. The message conveyed by the employee to the applicant follows what the applicant needs and includes all information related to the guidelines and regulations that are the basis of the OSS-RBA System itself.

b. Clarity of strategies for achieving goals through the Online Single Submission-Risk Based Approach (OSS-RBA) System

The strategy for achieving goals through the OSS-RBA System is an indicator of the success of a system's effectiveness. Where the effectiveness of a permit service is currently realized through the OSS-RBA System which is implemented based on PP Number 24 of 2018. Several strategies that have been implemented by the regional government are efforts and ways to achieve the goal of permit services through the OSS-RBA System.

Supervision and control refers to how the running of a system or program is monitored, both in terms of implementation and evaluation of its implementation. Supervision and control cannot be separated from the service actors who are the subject of service providers. Likewise, in licensing services, employees become actors in providing licensing services.

c. Supporting factors

1. Human Resources

In the supporting factors for the operation of the OSS-RBA System, there is a supporting category of Human Resources. Where the relevant actors in the OSS-RBA System are the Regional Government

and the Community who are the means of supporting the running of the OSS-RBA System. This actor is broadly related as the main facilitator and supervisor in the implementation of the existing OSS-RBA System.

d. Administration System

The next supporting factor arises from the implementation of the OSS-RBA System which influences the administration system which is the focus of licensing services in Sector 2. One of the advantages of implementing the OSS-RBA System in Sector 2 is that the existing permit process is more controlled. The implementation of the OSS-RBA system was initially implemented in Sector 2 where the permits included were permits that were free of charge so it would be clear if there were corrupt practices outside of what was regulated. The OSS-RBA system is integrated with the permit levy payment system, so if there is no notification regarding payment, no transactions will occur in it.

Next is regarding the implementation of commitments to the management of permits in the OSS-RBA System. This commitment helps in fulfilling the commitments required by the applicant. Indirectly, fulfilling this commitment helps the government control the permits submitted and permits that must be completed by the OSS-RBA System. This differs from the previous system in that several permits were hampered due to permit requirements that had not been successfully fulfilled by the applicant in applying for the permit.

e. Factors Inhibiting MSME Licensing Services through the Online Single Submission-Risk Based Approach (OSS-RBA) System

The inhibiting factors also include categories regarding information technology and data. Several things in information technology and data become obstacles in the permit management process. Even though in the previous point the Regional Government has prepared adequate facilities and infrastructure, there is still a slow internet network. This disrupts access provided by the North Minahasa Regency Investment and One-Stop Integrated Services Service.

It can be concluded that in terms of inhibiting factors, the OSS-RBA system experiences several obstacles. Where this obstacle cannot be avoided, it also appears. However, a solution must still be found to handle this inhibiting factor. Not only in terms of those related to local government. The solution in finding this solution must also be carried out in terms of the system, especially the OSS system. So, even in implementing the OSS-RBA system, there are still solutions proposed by local governments. The decision to continue to apply the previous system in handling permits that have not been integrated. This will at least help realize the community's needs in permit applications. Many other efforts should be made to address all factors, both supporting and inhibiting, to be resolved or improved.

The hope for improvement and all efforts made by the Regional Government is to provide adequate licensing services for the community. Realizing the success of the implementation of the OSS-RBA System as well as the government so that better licensing services can be achieved. This obstacle could also be a motivation for the Regional Government to improve permit services through the OSS-RBA System and the permit service process in North Minahasa Regency.

## CONCLUSION

The conclusion from the results of this research is that the implementation of OSS-RBA has not been effective due to several reasons and the reasons for these factors are explained in important points, namely: 1. Obstacles in processing MSME permits through OSS-RBA make MSME actors less interested in processing permits through OSS-RBA DPMPTSP North Minahasa Regency. 2. The MSME licensing service mechanism through the Online Single Submission – Risk Based Approach (OSS-RBA) system is running well, but it is feared that the complicated regulations will impact the MSMEs' ability to apply/apply for permits only before significant differences are found in terms of time. The OSS-RBA system also has better innovations than the previous system. 3. The target achievement has not been achieved according to the target set by the Central and Regional Governments, even though the licensing product is complete in the OSS-RBA Application, time and extra action is needed so that this achievement can be met in the years to come 4. Effectiveness of MSME Licensing Services through the Online Single Submission-Risk Based Approach (OSS-RBA) System. a. Effectiveness of MSME Licensing Services through the Online Single Submission-Risk Based Approach (OSS-RBA) System. The OSS-RBA system is considered effective in its implementation compared to the previous system. Both in terms of basic regulations, strategies, infrastructure, and supervision. A sufficient period is needed to implement this system so that new strategies and businesses can be discovered in the future. Processes and improvements are needed in terms of increasing effectiveness and efficiency in implementing the OSS-RBA System to realize more optimal licensing services. b. Supporting Factors and Inhibiting Factors for MSME Permit Services through the Online Single Submission-Risk Based Approach (OSS-RBA) System. Supporting factors is Supporting factors in the operation of the OSS-RBA System are the Human Resources and Administration System aspects. In the Human Resources Aspect, supporting factors arise from the Regional Government and Community side. The regional government provides facilities to make the OSS-RBA system better, starting with infrastructure, employee training, and education provided to the community. The community also plays an independent role in accessing permit management through the OSS-RBA system, although there is still assistance from employees in services at the office. Apart from that, the OSS-RBA system itself has many advantages compared to previous systems. The OSS-RBA system also has innovations that result in cuts to several Administrative System processes resulting in shorter and faster times than the previous system. The obstacle factor is The inhibiting factor in MSME permit services through the OSS-RBA System is the Information and Data Technology aspect. Where this obstacle is related to slow networks and imperfect data management systems. Some regional permits are not yet listed in the OSS-RBA System and existing regulations do not regulate them comprehensively. The OSS reporting system takes quite a long time to process, and well is limited knowledge about the OSS-RBA System which focuses on the Service Sector, especially Sector 2.

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