



## Implementation of OSS Application-Based Licensing Services at The Investment Office and One-Stop Integrated Licensing Services of Langkat Regency

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### ABSTRACT

This study discusses the implementation of OSS Application-Based Licensing Services at the Investment Office and One-Stop Integrated Services of Langkat Regency and its inhibiting factors. Public services in Indonesia are aimed at improving the relationship between the state and society. The research method uses a qualitative approach with a focus on analyzing relevant aspects as well as community satisfaction surveys. Data were obtained through direct observation, interviews, and literature studies. The results showed that OSS has had a positive impact in facilitating the licensing process for the community and business actors in Langkat Regency. However, several inhibiting factors such as inadequate technology infrastructure, lack of understanding of licensing requirements, and legal issues need to be addressed. By addressing these factors, DPMPSTP can improve efficiency and support regional economic growth.

## INTRODUCTION

The Indonesian government system places services as a foundation for improving bureaucratic relations between the state and society, which is placed in the service government system as a form of achieving common goals that certainly need special attention to achieve the nation's ideals (Wibowo et al., 2022). With this in mind, the community and the government are expected to establish mutually beneficial cooperation to realize common welfare. (Sinaga et al., 2019).

The new paradigm of public service is a process of assistance to others in certain ways that require sensitivity and interpersonal relationships to create satisfaction with goods and services (One-Stop Integrated Service Development, 2004). This idea is the substance of Law Number 23 of 2014 which concerns the authority of local governments (autonomy) to create community welfare by improving public services, community empowerment, and expanding community involvement (A. Lubis et al., 2019).

Every government agency that implements good and quality public services is influenced by the basic conception built by bureaucratic reform towards a professional management order and system, in Law Number 25 of 2009 concerning public services article 2 states that public services are intended to provide legal certainty in the relationship between the community and providers in public services (Putranto et al., 2020).

The government is obliged to provide public services to fulfill the rights of citizens. In a country, public services are provided in various ways, including public goods services, public services, and administrative services such as employment and business, communication and information, housing, environment, teaching, education, health, social security, banking, transportation, energy, resources, natural resources, tourism, and other strategic sectors so that citizens can obtain their rights as citizens and fulfill government obligations in running *good governance* (Yudianto & Harahap, 2010).

Preparation of the Community Satisfaction Index (IKM) as a standard for maximizing steps taken to improve public services, in this case, the provision of public services by government officials to the community (Siregar & Kariono, 2015). For this reason, the local government, in this case, the Investment and One-Stop Integrated Services Office (DPMPTSP) of Langkat Regency must conduct a survey that intends to determine the level of customer satisfaction with public services. Furthermore, the results of this survey have a strategic function because they are intended to assist local governments in building the capabilities of district government institutions, especially DPMPTSP Langkat Regency.

Improving the quality of public services is also expected to encourage the entry of regional investment into Langkat Regency, absorb a large number of workers, open new business opportunities, and utilize other resources, all of which are beneficial for the welfare of the local community (Aprilia et al., 2022).

The government through the Coordinating Minister for the Economy together with para ministers and leaders of related institutions launched *Online Single Submission* (OSS) (Syarif et al., 2023). The OSS system was developed to accelerate and increase investment as well as efforts to implement electronically

integrated business licensing, as stated in the latest OSS regulation, Government Regulation Number 24 of 2018 concerning Electronic Integrated Business Licensing Services.

This government regulation explains that this OSS service is an integration between the local government and the central government in terms of business licensing so that OSS is also prepared in the regions not only in granting permits but also in supervising this system (Suwarni et al., 2022). So do not be surprised if sanctions are imposed on governors, regents, or mayors who do not implement OSS, as referred to in article 100 which explains that there are sanctions for regional heads who do not implement OSS to fulfill business license commitments or commercial or operational licenses to potential investors who have completed the document requirements.

The government seeks to improve the investment climate in the regions by detailing one of the policies related to these interests, namely One-Stop Integrated Services (PTSP) which based on Law Number 25 of 2007 concerning Public Services is carried out in one location that includes different types of services that have process involvement and are operated through one door, namely the application of a one-door integrated pattern capital system (Syarif et al., 2023).

## **LITERATURE REVIEW**

Public services follow central government procedures to facilitate the public in public services, especially the issuance of business licenses using the OSS application to make it easier for people to access even from home. However, there are still some obstacles and problems with the implementation of this OSS application (Tobing et al., 2023).

Based on the explanation above, the purpose of this study focuses on analyzing the implementation of the Investment Office and One-Stop Integrated Licensing Services of Langkat Regency and inhibiting factors in the implementation of OSS applications in the Investment Office and One-Stop Integrated Services of Langkat Regency.

## **METHODOLOGY**

This research uses a qualitative approach that aims to elaborate a concept, focusing on the main discussion of the problem under study (Moleong, 2010). While the focus of research follows KEPMENPAN RB Number 14 of 2017, the community satisfaction survey is divided into nine indicators, namely requirements, systems, mechanisms, and procedures, completion time, costs/tariffs, product specifications for types of services, executive competence, implementation behavior, handling complaints, suggestions, and inputs, as well as facilities and infrastructure.

Data sources in this study consist of two main types, namely primary data and secondary data. Primary data were obtained directly from the field through surveys and observations conducted directly on research subjects at the Investment Office and One-Stop Integrated Services of Langkat Regency.

Meanwhile, secondary data are sourced from literature studies by analyzing literature and other sources relevant to the problems and topics studied.

The data collection techniques used follow the methods recommended by (Arikunto, 2013), including direct observation, open interviews, and documentation. Observations were made directly at the study site to document the symptoms that developed in the study subjects, while open interviews were used to obtain specific information from various informant sources. Documentation includes documentary artifacts such as images or photographs as well as information contained in research questions that are enshrined as a cornerstone in data analysis.

## **RESEARCH RESULT AND DISCUSSION**

### ***OSS Application-Based Licensing Services at the Investment Office and One-Stop Integrated Licensing Services of Langkat Regency***

OSS Application-Based Licensing Services at the Investment Office and One-Stop Integrated Licensing Services of Langkat Regency is an initiative that aims to facilitate the licensing process for the community and business actors in the region. The OSS (Online Single Submission) system is a platform that allows integrated online licensing management (Angelia et al., 2022).

Through the OSS application, it is expected that the licensing application process will be more efficient, transparent, and integrated. Business actors or individuals who want to apply for a license can do it online without the need to visit the office, to save time and costs needed. Thus, they are no longer constrained by manual processes that are often time-consuming and give rise to complex bureaucracy (Angelia et al., 2022).

The Investment Office and One-Stop Integrated Licensing Service play an important role in running this system well. Their duties include facilitating the process of applying for permits, providing the required information, and verifying and validating submitted documents (Gürbilek, 2013). Fast and efficient service from the agency will help speed up the licensing process and enable business actors to immediately start their activities (Aruan et al., 2023).

The implementation of OSS application-based licensing services is expected to improve the investment climate and accelerate economic growth in Langkat Regency. The ease of access to licensing for business actors will provide a positive impetus for them to invest and do business in the region, which will ultimately contribute to economic development and overall community welfare.

In measuring community satisfaction in the implementation of the permit issuance process at the Investment Office and One-Stop Integrated Licensing Services of Langkat Regency, researchers refer to the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for the Preparation of Community Satisfaction Surveys, namely:

#### **a. Standardization**

Standardization of OSS application-based licensing services is a very positive step in improving the investment climate in Indonesia. By using the OSS application, the licensing process becomes more efficient, transparent, and easily

accessible to investors. This reduces convoluted bureaucracy and speeds up the licensing process, creating a friendlier business environment for investors.

One of the positive impacts resulting from this standardization is the ease for the government in ensuring that all licensing processes are by applicable regulations. With clear standards, the government can more effectively supervise and control the implementation of the licensing process, thereby minimizing the risk of irregularities or non-compliance with applicable regulations. This in turn will increase investor confidence in the licensing system in Indonesia, as they have the assurance that their investments will be protected by consistently applicable laws.

Not only that, but standardization also ensures that every permit application is processed consistently and transparently. With standard procedures in place, each applicant has a clear picture of the steps to follow and what documents are needed to apply for a license. This reduces confusion and uncertainty that applicants may experience and helps them to better prepare documents.

The standard in OSS licensing services also covers aspects of communication between the government and applicants. By setting clear and measurable communication standards, governments can ensure that any queries or requests for information from applicants are answered appropriately and promptly. This not only increases applicant satisfaction but also speeds up the overall licensing process.

In addition, data security aspects are also the focus in standardizing OSS-based licensing services. By ensuring that all data collected in OSS applications is securely protected and accessible only to authorized parties, governments can give applicants additional confidence that their information will be properly managed and will not be misused.

Furthermore, the training of government officers is also an important part of this standardization. By providing adequate training to officers in charge of the licensing process, governments can ensure that they have the necessary knowledge and skills to carry out their duties effectively and efficiently. This will have a direct impact on the quality of services provided to permit applicants.

Finally, performance evaluation and monitoring are integral parts of standardizing OSS application-based licensing services. By continuously evaluating the performance of the system and the personnel involved in the permitting process, the government can identify areas that require improvement or improvement. This ensures that the licensing system continues to evolve and improve over time so that it can remain relevant and responsive to the needs of applicants and investors.

Overall, standardization of OSS application-based licensing services is a very important and strategic step to increase investment attractiveness in Indonesia. By providing a clear and consistent framework for the delivery of licensing services, governments can create a more conducive business environment for economic growth and create new jobs for society at large.

## **b. Integration**

The integration of OSS application-based licensing services at the Investment Office and One-Stop Integrated Licensing Services (DPMPTSP) of Langkat Regency is a progressive step that has a significant impact on increasing the efficiency and transparency of the licensing process at the local level. By integrating the OSS application into the DPMPTSP system, permit applicants can not only access integrated licensing services through one platform but also reduce administrative barriers that often arise in the permit application process. This integration allows applicants to efficiently collect and complete the necessary documents without having to deal with multiple separate entities or procedures (Aziz & Humaizi, 2013).

In addition, this integration allows authorities, including DPMPTSP officers, to more easily monitor and evaluate the overall performance of licensing services. By having unified access to the data and information associated with each application, they can identify potential bottlenecks or issues in the licensing process, as well as provide more effective feedback to applicants. This not only increases transparency and accountability in the delivery of public services but also improves the overall experience of applicants in the licensing process (Rahmawati et al., 2022).

As a result, this integration is expected to contribute to the improvement of the overall quality of licensing services. By reducing the time required to complete the licensing process and increasing the success rate in meeting administrative requirements, applicants will experience greater and faster benefits from OSS applications. This will create a more conducive environment for investment growth in Langkat Regency, which in turn will strengthen the overall business climate. This integration also provides an opportunity for DPMPTSP to continue to make improvements and innovations in licensing services, to continue to increase the competitiveness and investment attractiveness of Langkat Regency in the long term.

## **c. Supervision**

Supervision of OSS application-based licensing services at the Investment and One-Stop Integrated Licensing Service (DPMPTSP) of Langkat Regency is a process that requires active and systematic involvement from the authorities. In this context, supervision is carried out through a series of steps aimed at ensuring that the entire licensing process, from receiving applications to granting permits, is carried out correctly, transparently, and by applicable regulations.

First of all, real-time monitoring is a crucial element in surveillance. By utilizing a tracking system integrated with the OSS application, supervisors can monitor the progress of each permit application directly. This allows them to identify potential barriers or deviations early, so corrective action can be taken immediately to minimize their impact.

In addition, regular audits are also an important part of monitoring efforts. Through this audit, authorities can evaluate the integrity of data in the system, check compliance with established procedures, and identify areas that require improvement or improvement (Fasific et al., 2023).

No less important is the collection of feedback from various stakeholders, be it permit applicants, parties involved in the licensing process, or the general

public. By taking into account their views on the performance of OSS application-based licensing services, supervisors can gain valuable insights to make continuous improvements in the system.

Finally, law enforcement is a strong foundation in maintaining the integrity and credibility of the licensing process. Through firm and fair enforcement actions, authorities can give a clear signal that violations of the rules will not be tolerated and that all parties will be treated equally under the law.

Thus, through a series of comprehensive and well-coordinated supervisory measures, DPMPTSP Langkat Regency can ensure that OSS application-based licensing services in its area operate effectively, transparently, and accountably, which will ultimately contribute positively to the investment climate and regional economic development.

### *Inhibiting Factors of OSS Application-Based Licensing Services at the Investment Office and One-Stop Integrated Licensing Services of Langkat Regency*

Several inhibiting factors that may hinder OSS application-based licensing services at the Investment Office and One-Stop Integrated Licensing Service (DPMPTSP) of Langkat Regency need to be considered to ensure the smooth running of the process. First, the lack of adequate technology infrastructure can be a major obstacle, such as an unstable internet connection or lack of IT resources to support OSS application operations.

In terms of Human Resources, requirements that are not well understood by permit applicants can be a major obstacle (R. Lubis & Rislisa, 2009). If the applicant does not clearly understand the requirements required or the steps to be followed, this can hamper the licensing application process and slow down the smooth running of services. Then the occurrence of resistance to change from internal parties DPMPTSP or other stakeholders can also be an obstacle. Some people may be reluctant to accept or adapt to new applications due to old habits or uncertainty about new technologies (Nugroho, 2020).

The following inhibiting factors are legal issues and data security can also be an inhibiting factor. Insecure handling of personal or business data may raise privacy and security concerns for permit applicants and may create legal issues for DPMPTSP. Some users are worried that the data sent will be used by irresponsible parties illegally so people who want to use the OSS application are discouraged.

Furthermore, difficulties in systems, mechanisms, and procedures implemented in OSS applications can also be an inhibiting factor. If the system is not well designed or the mechanisms and procedures are complicated, this can make it difficult for permit applicants to use the application and slow down the overall licensing process.

In addition to the factors mentioned earlier, several additional aspects can also be an obstacle to OSS application-based licensing services at DPMPTSP Langkat. One is complex and inflexible requirements. If the requirements submitted are too complicated or do not by the actual needs of the licensing process, this can hinder the ease of access and smooth application process (Panjaitan et al., 2023).

Furthermore, a lack of coordination and communication between various relevant agencies can also be an obstacle. If there is no good coordination between DPMPTSP and other relevant agencies, such as the Land Office or the Environment Agency, the licensing process may be hampered by delays or unclear information required from these agencies.

By paying attention to and overcoming all these inhibiting factors, DPMPTSP Langkat Regency can improve the efficiency and effectiveness of OSS application-based licensing services, thus providing maximum benefits for the community and investors and supporting overall regional economic growth.

## **CONCLUSIONS AND RECOMMENDATIONS**

The conclusion of the implementation of OSS Application-Based Licensing Services at the Investment Office and One-Stop Integrated Licensing Services of Langkat Regency shows a significant positive impact in facilitating the licensing process for the community and business actors. The OSS system has succeeded in increasing efficiency, transparency, and integration in licensing management by enabling online applications, reducing administrative barriers, and speeding up the licensing process.

Through good standardization, integration, and supervision, OSS application-based licensing services have helped improve the investment climate in Langkat Regency. Such measures not only improve administrative efficiency, but also increase transparency, accountability, and applicant and investor confidence in the licensing system. Thus, this system contributes not only to the economic growth of the region but also to the well-being of society as a whole.

In the context of measuring community satisfaction, the implementation of OSS application-based licensing service standardization must refer to established guidelines. Standardization in terms of procedures, document requirements, deadlines for completion, communication, data security, officer training, evaluation, and performance monitoring is essential to ensure that licensing services run well and provide maximum benefits to all relevant parties.

Several inhibiting factors in OSS application-based licensing services at DPMPTSP Langkat Regency need to be considered. First, inadequate technology infrastructure and unstable internet connections can hinder the use of OSS applications. Furthermore, a lack of understanding of the applicant's licensing requirements and resistance to change can slow down the process. Legal issues, data security, difficulties in the system, and complex requirements can also be obstacles. Lack of coordination between relevant agencies can also lead to delays. By addressing these factors, DPMPTSP can improve efficiency and support regional economic growth.

## **ADVANCED RESEARCH**

Every research certainly has limitations. Limitations in the sense of research limitations that influence the researcher's ability to explore the data being studied, limited data available, or external research factors such as limited time and resources. So further research is needed to complete this research.

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