

Analysis of Licensing and Non-Licensing Services in Investment Services and Integrated Services in Musi Rawas Regency through Sub Focus: Innovation, Communication and Information Technology

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Abstract

Licensing and non-licensing services are one of the most important parts of determining the success and quality of services at the Investment Service and One-Stop Integrated Services DPMPSTSP Musi Rawas Regency. It is realized that creating quality, dynamic services so that they are able to keep abreast of developments and expectations of community business actors is not an easy thing and requires a series of continuous and sustainable efforts. Improving good service is a requirement that must be met by the government. As a service that deals with investment affairs and one-stop integrated services, the aim is to increase the investment value of PMDN and PMA. The One-Stop Integrated Service which is a center for licensing and non-licensing services, the Implementation of Licensing and Non-licensing by PTSP is required to use PSE Electronic Services, this is a strategic policy that needs to be followed up and implemented as a form of service strategy to the community. The design used in this study is descriptive qualitative by using SWOT analysis which describes, describes, and describes the object under study. The results of the study show that the Musi Rawas Regency One Stop Service Investment Service has a strategic role and a big challenge. Based on the results of the SWOT analysis, there are priority strategies in licensing services, namely the use of information technology, innovation in services and leadership support for the development of information and communication technology and the sustainability of innovation is urgently needed, provided that it is guided by existing regulations or rules.

Keywords: licensing, non-licensing, innovation.

1. Introduction

Licensing and non-licensing services are one of the most important parts of determining the success and quality of services at the Investment Service and One-Stop Integrated Services DPMPSTSP Musi Rawas Regency. It is realized that creating quality, dynamic services so that they are able to keep abreast of developments and expectations of community business actors is not an easy thing and requires a series of continuous and sustainable efforts. Improving good service is a requirement that must be met by the government.

Value of investment and investment activities in Musi Rawas: Of the 24 plantation companies that have invested in Musi Rawas Regency according to the 2017 Investment Activity Report, only 16 plantation companies have actively submitted LKPM reports, the PMDN company is Rp. 3,091,064,511,398, - for PMA of Rp. 2,131,854,758,858, - and a factory of Rp. 298,410,061,556,-.

The models for companies investing in Musi Rawas Regency consist of 2 models, namely: PMDN and PMA. PMDN (Domestic Capital Company): Companies whose investment realization value is in rupiah (Rp.). PMA (Foreign Capital Company). The investment potential of Musi Rawas Regency includes: plantation, agriculture, livestock, fisheries, mining and energy, industry and trade, tourism. Plantation has 25 plantation companies. Agriculture, In 2017 Musi Rawas Regency experienced a rice surplus of 119,804 besides that Musi Rawas Regency was also an Organic Food Producer. Livestock, Investment in the livestock sub-sector is relatively smaller than other economic sectors. Fisheries in 2017, total aquaculture production from pools of rushing water, still water ponds, cultivation in paddy fields, floating net cultivation and tarpaulin pond cultivation reached 65,727.41. Mining and Energy, Musi Rawas Regency has promising mining potential and investors are needed to manage it. Industry and Trade, The industrial sector is one sector that can increase added value, broad employment opportunities, availability of quality goods and services, market competitiveness, increase non-oil and gas exports and technology development. Musi Rawas Regency also has investment potential in the tourism sector.

In accordance with Government Regulation Number 18 of 2016 concerning Regional Apparatuses, the Regional Government of Musi Rawas Regency updated the Regional Apparatus Work Unit to become a Regional Apparatus Organization as stipulated in Musi Rawas Regent Regulation Number 61 of 2016 concerning Organizational Structure, Duties and Functions of the Investment Service and One-Integrated Services Musi Rawas Regency Door DPMPTSP. As a service that deals with investment affairs and one-stop integrated services, the aim is to increase the investment value of PMDN and PMA. The One-Stop Integrated Service which is a center for licensing and non-licensing services, which was formed through Minister of Home Affairs Regulation number 24 of 2006 concerning Guidelines for the Implementation of One-Stop Integrated Services which was then confirmed by Presidential Regulation Number 97 of 2014 concerning the Implementation of One-Stop Integrated Services, which regulated in Article 17 reads Licensing and Non-licensing by PTSP is required to use Electronic Services PSE, this is a strategic policy that needs to be followed up and implemented as a form of service strategy to the community. This has also been supported by Presidential Instruction Number 03 of 2003 concerning national policies and strategies for the development of e-government.

2. Literature Review

Innovation. Basically innovation can provide added value and of course be useful for the general public as well as for the creators themselves. The following is a discussion of matters relating to innovation according to the opinions of experts. Innovation according to Schumpeter (1934) in Wawan Dewandto et al (2014) is a new combination of production factors created by entrepreneurs and innovation thinking is an important driving force in economic growth. According to Hurley and Hult (1998) in Aang Curatman et al (2016: 3) define innovation as a company mechanism for adapting in a dynamic environment, therefore companies are required to be able to create new thoughts, new ideas and offer innovative products and service improvements that satisfy customers. Muluk (2008) in Daryanto (2016) The definition of innovation in public services can be interpreted as achievements in achieving, increasing, and improving the effectiveness,

efficiency, and accountability of public services produced by initiative approaches, methodologies, and or new tool in community service. According to Kotler in Moh Alifuddin & Mashur Razak (2015) defines innovation as something related to goods, services or ideas that are perceived as new by someone. Even though this idea has existed for a long time, this can be said to be an innovation for people who have just seen or experienced it.

Based on the opinion of the experts above, innovation has four characteristics, namely: Having uniqueness/specificity means that an innovation has unique characteristics in terms of ideas, programs, arrangements, systems, including the possibility of expected results. Has the characteristics or elements of novelty, in the sense that an innovation must have characteristics as a work and fruit of thought that has a degree of originality and novelty. The innovation program is carried out through a planned program, in the sense that an innovation is carried out through a process that is not in a hurry, but innovation is carefully prepared with a clear and planned program in advance. Innovations that are rolled out have goals, innovation programs that are carried out must have a direction to be achieved, including directions and strategies to achieve these goals.

Communication. According to Hubeis, et al in Rumsari (2016) communication is the process of conveying a message by someone to another to inform or to change attitudes, opinions, or behavior either directly (orally) or indirectly (media), the process of conveying meaning to ideas or ideas conveyed either intentionally or unintentionally. According to Kumar (2014), in order to create effective communication, there are 7 (seven) principles that must be met, namely: Completeness. Communication must be complete. In a sense, communication must convey all the facts needed by the audience. The sender of the message must consider what the audience thinks and send the message accordingly. Brief. Communicating what we want to express in words without any reference to other principles. Conciseness is needed in effective communication. Considerations. Effective communication must consider the things that are owned by the audience such as the audience's point of view, background, mindset, level of education, and others. As communicators, we must make an effort to think about who is the target audience and the things attached to them. We also have to be able to ensure that we can manage the target audience's self-esteem and will not hurt the target audience's emotional side. In compiling messages, we must be able to package messages in such a way that is tailored to the needs of the audience. Clarity. Effective communication must have clarity of the message conveyed or the goals to be achieved. In communication, clarity can make it easier for audiences to interpret and understand the contents of the message. Certainty. concrete communication means to be clear and specific. Concreteness strengthens self-confidence. A concrete message is supported by data and facts, uses clear words and can build reputation, and a concrete message will not be misinterpreted by the public. Politeness. The message conveyed should be able to show the expression of the sender of the message so as to gain the respect of the audience. Accuracy. In communication, accuracy means the absence of errors in communication. The messages conveyed are precise, clear, and timely. If the communication is done correctly it will be able to increase the confidence of the audience because the right message has a big impact on the audience. The correct message can also check the level of precision and accuracy of the data and facts used in the message. The correct message also uses the appropriate

language in the message.

Information Technology is the field of technology management and covers a wide range of areas which include but are not limited to such things as processes, computer software, information systems, computer hardware, program languages and construction data. In short, what makes data, information or knowledge perceived in any visual format, through any mechanism of multimedia distribution, is considered part of Information Technology. The definition of information technology according to Sutabri (2014: 3) is as follows: "Information technology is a technology used to process data, including processing, obtaining, compiling, storing, manipulating data in various ways to produce quality information, namely relevant information, accurate and timely, for personal, business and government use and is strategic information for decision making". The definition of information technology according to Mulyadi (2014: 21) is "Information technology includes computers (both hardware and software), various electronic office equipment, factory equipment and telecommunications." Abdul Kadir (2014: 15) argues that information technology in line have the following roles: Information technology replaces the role of humans. In this case, information technology automates a task or process. Information technology strengthens the role of humans, namely by presenting information on a task or process. Information technology plays a role in restructuring the role of humans. In this case, technology plays a role in making changes to a set of tasks or processes.

The application of information technology systems through online systems helps the public to get easy and fast services because filling out forms online can be done anywhere and anytime, but in the implementation process, the use of this online system is still not integrated with related technical OPDs. In general, the benefits of information technology include: Make it easier for us to obtain information and communicate; The opening of new business opportunities; There is an increase in the quality and quantity of public services; There is an increase in distance information services in the health sector (telemedicine); The creation of e-Learning as a means of improving the education system; Creating jobs; Enrich knowledge and knowledge in all fields including the cultural aspect; Promoting the democratic process in all respects.

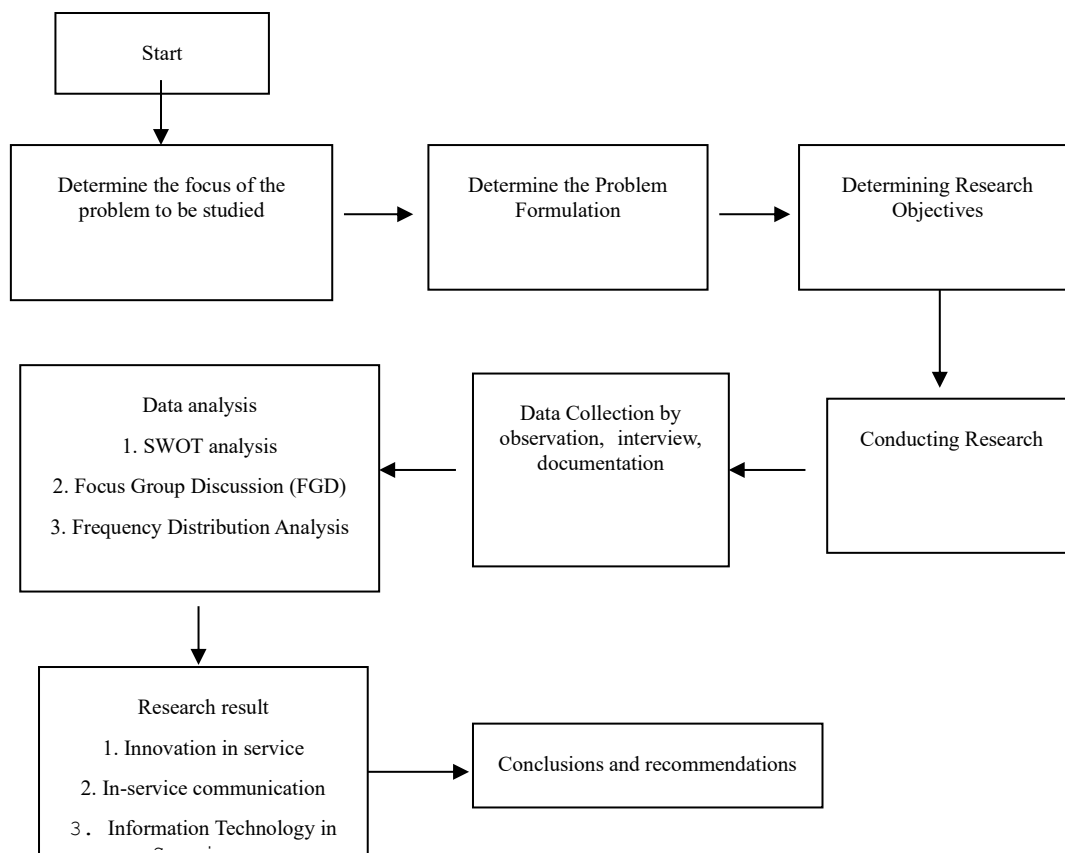
According to Muchtar A.F service is an attitude that can result in a feeling of satisfaction or dissatisfaction experienced by consumers when the action process occurs. Meanwhile, according to Antonius Aditya & Onno Purbo, service is a product that provides solutions to customers (Carapedia, 2015). In Permen pan & RB Number 14 of 2017 that public services are all service activities carried out by public service providers as an effort to fulfill the needs of service recipients, as well as in the framework of implementing statutory provisions. Service providers can provide the best service supported by information technology (IT) which is also developing in the current technological era. The development of this technology is increasingly complex day by day which allows everything to be faster and more affordable. Lovelock, Christopher H, (1991) according to the 2017 revision of LAN says that "services are products that are intangible, last for a while and are felt or experienced." , and lasts a moment or does not last long, but is experienced and can be felt by the recipient of the service. According to Fandy Tjiptono (2014) the definition of "Quality of service focuses on efforts to fulfill the needs and desires of consumers and the accuracy of their delivery to offset consumer expectations".

Meanwhile, according to Wyock (in Lovelock, 1988) quoted by Fandy Tjiptono (2014) service is the level of excellence (excellent) expected and control over these advantages to meet consumer needs. There are three types of services, namely: Oral service; Service with writing; Service by deed.

From the definitions above, it can be concluded that service is a product provided to customers with the aim of providing satisfaction with the solutions provided by companies/organizations. The government seems to have taken steps to overcome the obstacles to the One Stop Service (OSS) or One Stop Service (OSS), namely by making a policy as one of the efforts to attract investors to invest in Indonesia. This study is intended to obtain an ideal form of policy in building the One Stop Integrated Service using the system approach method: Describe the national policy related to one-stop integrated services; Describe regional policies related to one-stop integrated services; Analyze the existing conditions and then make recommendations in the form of policies and implementation of the ideal one-stop service.

3. Research Method

The research design is used as the basis for the research strategy so that researchers can obtain research data in accordance with the research objectives. The design used in this research is descriptive qualitative which is to describe, describe, and describe the object under study.

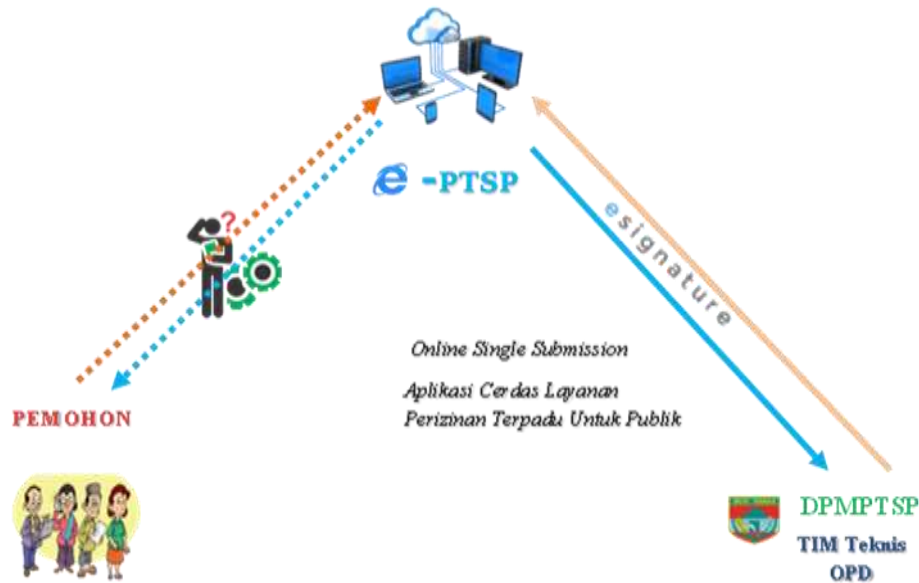


4. Findings and Discussions

The author conducts open interviews with internal informants and semi-open interviews

with external informants, where the interviews are conducted as part of the techniques that researchers use in research. / questionnaire to business actors / communities who come to take care of licensing and non-licensing at the Office of Investment and One Stop Integrated Services, Musi Rawas Regency. In this chapter the researcher will explain the results of the research from the results of the interviews and questionnaires that have been carried out. At this stage the researchers in collecting data also conducted directed discussions regarding licensing and non-licensing services with a sub focus on innovation, communication and information technology for services to several informants/parties in charge. Informants in this study are people who have the potential to provide information about how innovation, communication and information technology affect or not the services at the Investment and One Stop Services Office of Musi Rawas Regency. The informants in this study were the State Civil Apparatus (ASN) at the Investment and One-Stop Service Office of Musi Rawas Regency and external informants, including: Head of DPMPTSP of Musi Rawas Regency; Head of the Licensing and Non-Licensing Services Division of DPMPTSP Musi Rawas Regency; Head of Licensing and Non-Licensing Reception and Research Section of DPMPTSP Musi Rawas Regency; Head of data section and reporting of licensing and non-licensing DPMPTSP of Musi Rawas Regency; The front office staff consists of 4 (four) people; Back Office staff is 3 (three) people; Business actors/community users of services.

Basically integrated licensing services are very complex services, licensing is one of the important aspects of public service. The quality of public services in the field of licensing and non-licensing plays an important role in attracting investors to invest in an area. The quality of licensing services themselves can also be identified from local government regulations in supporting and providing legitimacy for licensing agencies in the regions to provide services more efficiently and effectively. Is a thought related to one of the obstacles to the emergence of interest in investing for business actors/the public is the business licensing process which seems complicated and not transparent. This provides a basis for local governments to make improvements to the licensing process in a new institutional form known as One Stop Service (OSS). In an effort to increase investment inflows of Foreign Capital Companies (PMA) and Domestic Capital Companies (PMDN) to the regions, the implementation of OSS is very strategic and urgent, with the OSS application, the bureaucratic chain that has so far seemed to slow down the licensing system will be trimmed, where the licensing process and the nomenclature will change significantly. Investors need investment licensing services with certainty of costs, time and clear requirements. In addition to OSS, SICANTIK Cloud is also implemented, SICANTIK stands for Smart Application Integrated Licensing Services for the Public in the form of a cloud system that can be used by government agencies free of charge. SICANTIK itself is a web-based application that is integrated with Online Single Submission (OSS) for business permits and other services carried out at the Investment and One-Stop Services Agency (DPMPTSP) which seeks permits that are not regulated in Government Regulation number 24 of 2018 regarding electronically integrated licensing services.



Service flow with the OSS and SICANTIK Cloud applications.. From the results of interviews and distribution of questionnaires / questionnaires, a SWOT analysis can be obtained as follows:

SO, WO, ST, WT Strategy Analysis

Internal Eksternal	Strenght (S) Facilities and infrastructure supporting information technology/web-based services (E-PTSP). number of permits and non-permits served. E-PTSP Management HR.	Weakness (W) With the issuance of Presidential Decree No. 91 of 2017 concerning the acceleration of business implementation and Government Regulation Number 24 of 2018 concerning Electronically Integrated Business Licensing Services (One Single Submission / OSS). Where the system in DPMPTSP has not been integrated with each related technical Regional Apparatus Organization. technical problems such as frequent power outages and a substandard internet network.
Opportunitis (O) National policy to support investment implementation that is integrated with the One Stop Integrated Service (PTSP). Human resources are quite pro-active. Has outlets for licensing and non-licensing services. Potential Investment Opportunity	SO Strategy (Strength and Opportunity Strategy) Increasing the role of DPMPTSP in developing investment potential in Musi Rawas Regency by utilizing information technology. Utilizing an integrated system (One Single Submission (OSS) and SI CANTIK Cloud in implementing one-stop integrated licensing services;	WO strategy (Weakness Strategy and Opportunity) The quantity and quality of apparatus human resources in the application of the business licensing system are integrated electronically. Increase the provision of infrastructure. Prepare data based on investment potential

Information Services (investment exhibitions and promotions). Applicable rules/regulations or actual conditions that are considered to provide opportunities for DPMPTSP to grow and develop in the future.	One-door integrated licensing services are carried out professionally based on SOPs. The support of the Central Government and the commitment of regional leaders as a driving force to immediately carry out system development (migration from a manual system to a new/online system) for one-stop integrated licensing.	and integrated regional permits. Licensing services integrated with central policy;
Treats (T) Ignorance/not yet understanding of the community/business actors regarding the online licensing system so that information technology functions cannot be utilized properly.	ST Strategy (Strategy of Strengths and Threats) Increasing the quantity and quality of apparatus human resources in planning investment development based on investment potential in Musi Rawas Regency; Increasing the provision of DPMPTSP infrastructure so that it can keep abreast of existing information technology developments; Prepare data based on investment potential and integrated regional permits. Licensing services are carried out with a one-stop integrated service system integrated with central policy.	WT Strategy (Weaknesses and Threats Strategy) Improving the quality of apparatus human resources in investment services; Providing data based on regional investment potential in order to support coordination with related institutions in organizing investment in the region; Increasing the provision of DPMPTSP infrastructure facilities to improve services to the community.

From the table above, an explanation of the SO, WO, ST, WT strategies can be described as follows: SO (Strength-Opportunity) Analysis. Increasing the role of DPMPTSP in developing investment potential in Musi Rawas Regency with Information technology through the use of integrated systems (OSS) and SICANTIK Cloud in implementing one-stop integrated licensing services and utilizing licensing and non-licensing service outlets at certain events such as District-level Musrenbang, investment fairs and so on. Utilizing existing innovations to maximize the One Single Submission (OSS) integrated system and SI CANTIK Cloud in implementing one-stop integrated licensing services, and creating new innovations and replicating them from other areas in accordance with the conditions of the DPMPTSP of Musi Rawas Regency. Improving the quality of human resources that are owned with the aim of providing better service to the community/business actors so that people become satisfied with the services provided and their level of trust increases, so that thoughts about convoluted and long services will fade by themselves. Improving the quality of human resources can be done by involving human resources in training related to services. One-stop integrated licensing services are carried out professionally based on existing SOPs and revised regulations so that they do not conflict with regulations issued by the central government or regional governments. Utilize the response and commitment of regional leaders as a driving force to immediately carry out system development (migration from a manual system to a new/online system) for one-stop integrated licensing

WO (Weaknesses-Opportunities) Analysis. Increasing the quantity and quality of apparatus human resources in terms of using applications and systems that are integrated electronically and also need to carry out online integration with related Technical OPDs

so that it makes it easier for the flow of services and the services provided are maximized. The use of applications such as OSS and SICANTIK Cloud can help the community/business actors in the position of permits they are proposing, whether they are in the process, not yet active or whether the permits are already active; Procurement and improvement of existing facilities and infrastructure so that existing facilities and infrastructure at DPMPTSP can keep abreast of information technology developments that continue to develop. Carry out more active coordination with the Regional Apparatus Organizations in charge by taking advantage of the positive response of regional leaders such as increasing power for the Investment and Integrated Services Service obtained from the PUCKTR Service, for substandard internet networks assisted by Diskominfo in increasing bandwidth. Implementation of licensing services with a one-stop integrated service system that is integrated with central policy. In Law Number 25 of 2007 concerning investment, at the national level there has been an "umbrella" for the implementation of one-stop integrated services. Matters relating to what is one stop integrated service, the purpose of its formation, its institutions, the relationship between the central government and regional governments have been regulated more strictly. This firmness can create certainty for central and regional government officials in carrying out their duties, certainty for investors, and certainty for general public.

ST (Strength-Threat) Analysis. Disseminate the OSS system and the SiCantik Cloud application to both public service ASNs and the community. Increasing the utilization of Online Corner in active assistance services for business actors through OSS and SICANTIK Cloud, with the hope that information and verification services will be faster, efficient and transparent so that the optimization of the information service verification system and licensing procedures is achieved so that community satisfaction with the services provided increases according to DPMPTSP's vision is "Fast, Precise and Quality in One-Stop Integrated Services Towards Perfect Quality 2021". Increase the professionalism of the DPMPTSP apparatus in order to face competition in investment services with other regions, which means that services are mainly in the form of communication. Simplification of licensing and non-licensing.

WT (Weakness-Threat) Analysis. Routine socialization to the public regarding the online licensing system so that the public can know and understand that online licensing can make things easier, not the other way around. Increase the provision of DPMPTSP infrastructure, especially those that support the smooth running of services in order to increase investment understanding to related agencies and the public. Improving coordination and communication with related technical OPDs as well as business actors/community.

5. Conclusion

The use of information technology has been proven to have a positive impact on services at the Musi Rawas District Investment and One-Stop Services Office in assisting OPD performance related to online licensing services. The innovations that have been implemented provide many benefits, especially for business actors/communities, where they can find out the process from the application to the issuance of permits because the information will be sent directly to the email of the business actor/community using the service. Leader support (leadership support) for the development of information and communication technology and the sustainability of innovation is urgently needed,

provided that it is guided by existing regulations or rules. Based on the description of the results of the research and discussion as previously stated, there are several recommendations offered for improvement and progress of the Investment Service and One Stop Integrated Services of Musi Rawas Regency, as follows: 1. For Musi Rawas District Government: • Need to strengthen HR capabilities by: 1. Formal education, employee education to follow the level of educators. 2. Technical training to meet the skill needs of service personnel. 3. Providing a reward and punishment system. Improvement of supporting infrastructure: By providing an adequate budget in terms of fulfilling the required infrastructure. • It is necessary to carry out more widespread socialization to the community, one of which is by socializing together/coinciding with the District-level MUSRENBANG. It is necessary to change the mindset of service staff, namely the mindset that has developed among them so far is that the bureaucracy has a higher position than the community.

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