In Efforts to Improve Online-Based Services (Case study at the One-Stop Integrated Service Investment Office (DPMPTSP) of Jepara Regency)

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ABSTRACT

Background. In today's era, easy access to the use of technology and information is a flow of global components where it all cannot be separated by the modernity of society, the number of gadget users proves that the ease of access to technology and information in services is growing rapidly. The availability of various characteristic services on the gadget is a facility for technology users, it can also help each individual in completing various forms of work..

Purpose. This study aims to analyse the effectiveness of e-government implementation in licensing services at DPM-PTSP Jepara Regency.

Method. This type of research is descriptive qualitative with data collection techniques using observation, interviews and documentation. The data analysis techniques used are data reduction, data presentation and conclusion drawing.

Results. The results of this study state that with the launch of the official DPMPTSP website, it is hoped that the implementation of licensing services will no longer take months but only hours, but DPMPTSP must be able to make more efforts because there are still several obstacles in the implementation of e-government.

Conclusion. the conclusion of this research is that the launch of the official website portal from DPMPTSP, hopefully the application of licensing services will no longer take days but only hours and service delivery can continue to strive for progress as well as growth so that the community, especially business people, can fulfil their various rights and basic needs. therefore the implementation of One Stop Integrated Services (PTSP) regarding OSS licensing, JOSS and SIMBG making can be said to simplify the bureaucracy and make it easier for business actors.

KEYWORDS

Effectiveness, Licensing, Public Services

INTRODUCTION

In today's era, easy access to the use of technology and information is a flow of global components where it all cannot be separated by the modernity of society, the number of gadget users proves that the ease of access to technology and information in services is growing rapidly. The availability of various characteristic services on the gadget is a facility for technology users, it can also help each individual in completing various forms of work (Ashour, 2020). Policy makers or the government in this

case also participate to take advantage of the growing series of technology and information melitasi services on the basis of e-government, as a form of maximising service publicity for the community in order to create quality public services (Beijaard, 2019).

Government The handling of the state apparatus is carried out in order to close several roles, especially in the realisation of services to the community. For now, the Government is focusing on actualising the application of e-government. Through the development as well as the implementation of e-government, the government stabilises the arrangement of work paths in environmental agencies as well as management systems, especially the implementation of public service functions in agencies (Bisanzio dkk., 2020). The purpose of implementing e-government is used as an improvement and improvement in the quality of services in Indonesia which until now is still said to have not met the expectations of the community through the use of information technology and communication in the bond between the people and their government and other parties (Bustamante dkk., 2022). The use of information technology supports the progress of the bond between the people and the government as well as other stakeholders, which gives rise to forms of E-Government as the main principle of E-government such as government to society (G2C), government to government (G2G), government to business (G2B) and so on (Meyers dkk., 2020).

If we say "e-government", it means more than just implementing government strata through the internet. Before implementing e-government, it is important for us to see how the government strata operate. This is because to implement e-government, there needs to be a good, synergised, and organised strata information linkage from all government institutions. With this interweaving of strata information, the government can more easily apply its therapy to society (Jespersen dkk., 2021). However, strata information from each government institution must meet the supporting standards of strata information so that the strata information can be communicated properly, synergistically, and organised. These supporting standards must include a minimum capacity for the strata information elements. In this case, e-government has become an important part of the government of many countries, including Indonesia. With e-government, the government can perform various kinds of services to the public with content and transparency. Many benefits result from the implementation of e-government, and many regions are starting to use it to provide the best services to their communities (Abbas dkk., 2019).

Jepara Regency is among the districts that have potential in many sectors ranging from tourism, trade, and industry. To carry out tourism, trade, and industrial activities, licences are required. Every year it is possible for many people of Jepara Regency as well as local and foreign private parties to carry out licensing activity procedures. However, many people and private parties are still reluctant to process licensing activities in the tourism, trade, or industrial sectors because the process of obtaining permits is long, convoluted, and they do not know the exact flow in obtaining permits (Baber, 2020). Seeing this problem, the Jepara Regency Government created an innovation in the licensing process by providing a website portal, namely https://dpmptsp.jepara.go.id/, where this website can be easily accessed online by the public as well as the private sector and investors. The website is provided by an integrated licensing agency, namely the Investment and One-Stop Integrated Service Office of the Jepara Regency Government. The implementation of licensing and non-licensing services by the One-Stop Integrated Investment and Service Office (DPM-PTSP) includes licensing consisting of 74 types of licenses both with KBLI and non KBLI (Bollerslev dkk., 2022).

In providing services to the community or capital owners, DPMPTSP Jepara Regency is required to be able to provide speed of service, easy and the production of its products can provide

business certainty. half of the implementation of this issue is to accommodate the acceleration and increase of investment (Hamel dkk., 2021). Jepara Regency has provided licensing allowances and certain licensing exemptions, namely by delegating authority regarding the implementation of public service malls (MPP) to the Head of DPMPTSP Jepara Regency (Permenpan RB No. 23 of 2017) where operational planning began in 2020 and is currently in the stage of preparing supporting facilities and infrastructure. In addition, Jepara Regency itself has made arrangements related to service duration and complaint management period, simplification of types and procedures, electronic services (PSE) by using PTSP-el as an electronic composition in a safe, reliable, integrated manner, the use of electronic signatures (digital signature), service ethics, facilities and infrastructure, PTSP communication forum, innovation, as well as PTSP reporting management. all are some of the Ministry of Home Affairs' steps to shorten the implementation of business in the regions (Drolet dkk., 2021). The government seeks to coordinate business licensing to be structured electronically (E-Government Based Online Single Submission) abbreviated as OSS for licensing with KBLI, JOSS (Jepara Online Smart Service) is used for non KBLI licensing there is also SIMBG made to carry out the implementation of building approval (Ahmad Farhani, 2023).

Digitalisation of public service procedures is represented by the OSS, JOSS, and SIMBG systems. With the digitisation of business licensing strata, the public has greater access to business licensing strata. With PTSP (One Stop Integrated Service), processing can be done anywhere and anytime without the need (Bisanzio dkk., 2020). The existence of this e-government system is expected to facilitate business licensing to increase and accelerate investment. The OSS-RBA system at https://dpmptsp.jepara.go.id/ has been integrated with various other systems, such as AHU Online, DJP Online, BKPM, LKPM, and other systems. Therefore, through data synchronisation at https://dpmptsp.jepara.go.id/, business actors can apply for various business facilities, such as business licensing, licensing to support business activities, and other business facilities such as taxes Thus, it can reduce or even solve the problem of overlapping authorities related to the issuance of business licenses. It is also expected that this will enable service delivery to be easy, fast, transparent, and accountable (Akpan & Ibidunni, 2023).

As a basis for this research in his study entitled "Effectiveness of E-Government One Submission-Based Policies in Business Licensing Services at the Central Java Investment and One-Stop Integrated Services Office." This study found that the OSS scheme in mobile licensing services at the Central Java One-Stop Investment and Integrated Services Office was less effective, with an effectiveness calculation result of 76.3%. This was due to the lack of e-government utilisation at the time in the region (Flores & Sonza, 2020).

The next research from the basis of this research is research by in a study entitled "Implementation of E-government through Online Single Submission Risk Based Approach (OSS RBA) at DPMPTSP Indragiri Hulu Regency". The method used in this research is descriptive qualitative. This research shows that the implementation of the E-Government single submission (OSS) based licensing system in its realisation has been carried out based on indicators of successful elements of e-government application, namely support, capacity, and value from various obstacles also sought to be resolved properly (Echevarría dkk., 2019).

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successful elements of e-government application, namely support, capacity, and value from various obstacles also sought to be resolved properly (Boudlaie dkk., 2022).

from the explanation above, several problem formulations can be formulated how is the effectiveness in the implementation of E-Government-based licensing services at the One-Stop Investment and Integrated Service Office in terms of planning maturity, programming accuracy, effectiveness and efficiency in implementation, as well as in the supervision and control system?. What are the influences of the success factors of E-Government-based licensing services. The research objective is to analyse the effectiveness and obstacles in the implementation factor of E-Government-based licensing services?.

RESEARCH METHODOLOGY

This research used descriptive qualitative research. The data collected included descriptions of field notes, official documents, and interview scripts. In this research, data collection techniques such as interviews and relevant literature research were used(Badalpur & Nurbakhsh, 2021). The four informants interviewed were PTSP account holder administration, DPMPTSP employees, neighbouring communities, and businesses conducting licensing. This is based on the initial objective of this research, which is to describe the background and complex interactions of the participants by looking at how the implementation of e-government by the One-Stop Integrated Service Investment Office of Jepara Regency has been successful (Sundler dkk., 2019).

In this study, the data source taken is secondary data. Secondary data is data collected by researchers indirectly through intermediary media, such as records, historical reports, or evidence stored in archives(Catania dkk., 2021).

RESULT AND DISCUSSION

Effectiveness of e-government implementation on web-based licensing services at DPMPTSP Jepara Regency

E-Government is intended to facilitate government relations with a variety of different stakeholders, using communication and information technology capabilities. e-Government is expected to create Good Governance to improve the quality of public services and improve management systems and government work processes by optimising the use of information technology. If used in the Jepara district government, it can be seen through electronic population data services, taxes, integration of service applications between planning and budgeting, procurement of goods and services, and one-stop integrated services (PTSP).

One example of successful elements in implementing E-government is support, capacity, and value. In this study, the author uses these three factor units with the intention of interpreting the application of E-government through OSS and JOSS at DPMPTSP Jepara Regency. These three factor units are interrelated, if one of them detects a problem, the result can have an impact on other factor units (Chai dkk., 2019).

Support

Support is the most important and main component of any e-government application. benefits provided by the government, community, business, or any interest group and private sector to use e-government. Some benefits include:

Leaders

Decision making from leaders is an effort to improve the old strata. Policy making by the Jepara Regency government through the Jepara Regency DPMPTSP All use of business licensing in the regions is carried out through the Online Single Submission Risk Based Approach (OSS RBA)

program through coordination with technical regional devices. as well as Jepara Online Smart Service (JOSS) there is also a Building Management Information System (SIMBG), which is an integrated electronic system of management and implementation by OSS institutions and the Jepara government for Risk Based Business Licensing with KBLI or non KBLI (Al-Sharafi dkk., 2022).

Allocation of resources

To support the success of the OSS RBA and JOSS implementation programmes, the government's focus is on selecting human resources with expertise and financial resources. Human resources (HR) are assets owned by everyone and used to realise their role as social beings by managing themselves and developing their potential to achieve prosperity. Based on observation and interview data in the field, the number of employees of the Investment and One-Stop Integrated Service Office of Jepara Regency is 29 people consisting of 22 civil servants, and 7 non-civil servants of Jepara Regency, with a classification based on education: Postgraduate (S2) 10 people, Bachelor S1 9 people, Junior Bachelor (D3) 5 people, Senior High School 5 people. Classification based on class: Gol (II) 4 people, Gol (III) 11 people and Gol (IV) 7 people.

Legal basis

In Jepara Regency DPMPTSP, Law Number 11 of 2020 concerning Job Creation and Government Regulation Number 5 of 2021 concerning Risk-Based Business Licensing Management are the legal basis for implementing E-government through OSS RBA and JOSS. However, Jepara Regency DPMPTSP also has regional regulations or regent regulations to support the implementation of OSS RBA, JOSS, and SIMBG.

Socialisation of the E-government concept

Socialisation is not limited to the apparatus; it also includes business actors and the community who want to issue their business permits through electronic media to increase the insight of the community and business actors. Researchers found that socialising through electronic media such as Facebook (Dpmptsp Kab Jepara), Instagram (dpmptspjepara), twitter (dpmptspjepara) Youtube as well as Website (https://dpmptsp.jepara.go.id/) in this case has also taken place well in its socialization (Bollerslev dkk., 2022).

The provision of support or support by the Government of Jepara Regency DPMPTSP related to the implementation of E-government through the website https://dpmptsp.jepara.go.id/ can be said to be good, the provision of support such as training for several technical employees, providing financial adequacy as well as distributing allowances, JOSS, OSS RBA implementation facilities, also very involved in the task of informing the programme to increase public knowledge about business licensing, so that they can overcome problems and ensure the programme runs well (Drolet dkk., 2021).

Capacity

The capacity of Jepara Regency DPMPTSP for E-government expansion, both in terms of financial resources and human resources, as well as the readiness of infrastructure and facilities to support the use of OSS RBA, JOSS, and SIMBG, is considered very good. In terms of the availability of human resources, applicant assistants have the knowledge and skills gained from training and technical guidance, so they will not face difficulties in assisting applicants or providing assistance to the community. In addition, the facilitators will not face difficulties in providing business licences to applicants. In order to support the successful achievement of its main tasks as well as its role, Jepara Regency DPMPTSP is equipped with the capacity of supporting facilities and infrastructure in the form of buildings, inventory, official transportation and other equipment facilities, which can be described as follows:

Table 1. Service facilities at DPMPTSP

No	Facilities	Amount
1	Laptop	10
2	Printer	31
3	Scanner	12
4	Local area network	1
5	LCD and projector screen	6

Source: LKJlP DPMPTSP Jepara district in 2022

Investment in Jepara Regency DPMPTSP has been fulfilled to support the implementation of e-government through the Website Portal https://dpmptsp.jepara.go.id/ because the IT infrastructure for the OSS and JOSS programmes has been prepared by the government.

Value (Benefits)

The value element based on the acquisition of benefits by the government can be defined as the creation of value by the government for citizens through the delivery of public services. From this, the determination of whether or not the acquisition of benefits by the application of E-government is not from the government itself but the community and those concerned (demand side) (Shaw & Sergueeva, 2019). The government sets political as well as social goals such as efficiency in public services, equal treatment of all colours of the state, and other political and social goals to go beyond economic benefits, constituency, social inclusion, openness, public welfare, stewardship, accountability, and regeneration to gain public value. With the implementation of this e-government, the community gets many benefits, especially as service recipients. The benefits of the OSS, JOSS, and SIMBG programmes are a fast and free licensing process that does not require requirements for establishing an MSME, NIB, or SK. They can also be downloaded directly through the DPMPTSP website (Réhault-Godbert dkk., 2019) .

An easy issuance process is certainly beneficial as it makes it faster, so people and businesses want to issue business licences and the number of business licences can increase. If you want to get a business licence and don't want to spend a lot of time, you can access it at https://dpmptsp.jepara.go.id/ which offers various types of business licences and has clear information and a secure monitoring system. Applied by the OSS system, JOSS as well as SIMBG at DPMPTSP Jepara Regency, applicants can carry out registration via the internet at home (Martínez-Villaluenga dkk., 2020).

Obstacles to the application factor of e-government through a website portal at DPMPTSP Jepara Regency

DPMPTSP has obstacles from the implementation factor of licensing services on the https://dpmptsp.jepara.go.id/ web portal and this will certainly affect the achievement of data collection, obstacles are the subject of the second point of research conducted (Leonard dkk., 2020). Based on taking interviews with several informants related to obstacles in the implementation of the Jepara Province https://dpmptsp.jepara.go.id/ web portal, it can be concluded that the obstacles that occur are:1) There are still many companies or business actors who have not submitted or exceeded

the deadline in carrying out online investment activity reports (LKPM) which must be done and submitted in stages, 2) There is still a lack of awareness of PMA and PMDN business actors to register their business, 3) Not yet optimal systems, mechanisms and procedures are adequate or there are still several times of the system error, 4) Lack of support in coaching, monitoring in the implementation of capital investment which is due to the lack of awareness of PMA and PMDN business actors to make investment reports periodically and there are PMA and PMDN business actors whose whereabouts are unknown, 5) The unavailability of a map of potential and business opportunities due to the unformulated draft map of Jepara's investment potential, 6) Not yet optimal implementation of investment services and PTSP due to limited human resources and infrastructure facilities that support OSS System services for PMA which are still experiencing obstacles in migrating to OSS RBA.

CONCLUSION

Based on the description above, it can be concluded that the launch of the official website portal from DPMPTSP, hopefully the application of licensing services will no longer take days but only a matter of hours and service delivery can continue to strive for progress as well as growth so that the community, especially business people, can fulfil their various rights and basic needs. therefore the implementation of One Stop Integrated Services (PTSP) regarding OSS licensing, JOSS and making SIMBG can be said to simplify the bureaucracy and make it easier for business people.

The results showed that the internal handling programme and service implementation at the Jepara Regency One-Stop Integrated Service and Investment Office were effective, but still needed to be strived for better because there were still several obstacles to implementing e-government in running licensing services..

AUTHORS' CONTRIBUTION

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.
Author 2: Conceptualization; Data curation; In-vestigation.
Author 3: Data curation; Investigation.

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