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IMPLEMENTATION OF ONLINE SINGLE SUBMISSION SYSTEM AT JAKARTA INVESTMENT COORDINATING BOARD

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Abstract: The Online Single Submission (OSS) is a system that integrates all business licensing services under the authority of the Minister Institutions, Governors, or Regents/Mayors conducted electronically to make it easier for business actors to reduce the convoluted bureaucracy - convoluted and lengthy. This research aims to find out how to implement the Online Single Submission system at the Planting Coordinating Board Jakarta Capital. Collection technique data using interviews, observation, documentation and literature study. Analysis data using the Miles and Huberman model, namely data collection, reduction data, data presentation and verification. The results of this study that the implementation of the system Online Single Submission (OSS) at the Central Investment Coordinating Board in Jakarta has not been running well and optimally from communication, resources and disposition. There is still a lack of socialization to all levels of society from other agencies or regions that have caused disharmony from the central government to the provinces. It has not accommodated all complaints from business actors at the regional level due to the limited capacity provided. Lack of supporting facilities such as the availability of compliant services such as the LAPOR! Unable to provide information or active solutions to the entire community of business actors effectively.

Keywords: Online Single Submission, Licensing services, Business.

INTRODUCTION

Implementing the One-Stop Integrated Service Policy is increasingly becoming a public administration research focus in industrialized and developing countries. Related things. During this time, researchers realized the importance of the policy implementation phase from the previous paradigm, which believed that policy formulation was more critical. Licensing is an essential component for running a business in each region. In the Presidential Regulation of the Republic of Indonesia Number 97 of 2014 concerning implementing One Stop Services (PTSP), namely online-based licensing. The establishment of the Online Single Submission is also intended to change the paradigm of the community regarding the procedures for conducting licensing practices. People who still carry documents to take care of data input in licensing do not need to take care of files back and forth. When OSS first appeared in version 1.0 under the responsibility of the Coordinating Ministry for Economic Affairs, there were many obstacles, over time, and system improvements within six months after OSS appeared with version 1.1, which the Investment Coordinating Board managed. So far, licensing is only seen from the opposing side; in this case, Licensing is considered a hassle for entrepreneurs, expensive, time-consuming and complicated. Permission serves to provide input and additions to finance state or region, but must also have control, guidance, authority, supervision, business assurance and other functions. The Online Single Submission (OSS) system is a reconstruction program licensing service system that has been carried out at the Integrated Service office One Door (PTSP) based on Article 25 paragraph 4 of Law no. 25 years 2007. Online Single Submission is regulated in Government Regulation no. 24 years old 2018 concerning electronically integrated business licensing services. OSS is the integration of business licensing electronically with licensing services to increase and capital and business. Created the OSS system to fulfil equality and justice, not to discriminate between people or business entities. This OSS system creates problems if the local government (provincial or district/city) has not run the One-Stop Integrated Licensing system (PTSP).

On the other hand, there are obstacles in the implementation of the OSS system: First, the number of regulations in Ministries and Regions that regulate licensing business recommendations that hinder the improvement of the ease of doing business and the need to oversee the implementation of business licensing that is not under regulations, resulting in many procedures, longer turnaround times and higher costs. Second, licensing services and investment incentives have not been integrated into one licensing service system, and there are still business licenses that are carried out manually. Third, the approach to improving the ease of doing business is not structural and only takes the form of data correction. Based on the problems in various regions, there are many complaints from outside Jakarta. Jakarta must consult with the Central BKPM regarding the Online Single Submission

(OSS) System. BKPM provides a Contact Center Online Single Submission at the Central PTSP. First, the face-to-face service with business actors. In this service, business actors must register online before attending a face-to-face consultation. Twenty counters will serve consultation services with a total quota of 250 per day. The two Call Center services have seven telephone lines to answer an average of 109 callers per day. Third, favor via e-mail, OSS officers responded to an average of 200 e-mails per day. Apart from the services provided by BKPM for consultation, currently, you can report complaints against OSS through the LAPOR! (application) which will be forwarded to the institution, but the process is quite long. Therefore, it is complicated to consult about the problems experienced because the platform provided is not responsive to answers.

Literature review

Implementation is not just an activity but is planned to achieve the objectives. Implementation is not just a planned activity based on certain norms to achieve goals—one of the significant changes in the government agency responsible for investing in Indonesia. The OSS system is currently under the administration of the Coordinating Ministry for the Economy. A considerable portion of the issuance and administration of capital investment permits has been transferred to the OSS system from the Investment Coordinating Board (BKPM) and other government agencies. One thing to note is that business licenses and permit regulations issued by BKPM and other government agencies will be considered invalid based on their expiration date. Permit applications submitted before and during the issuance of Government Regulation no. 24 must be completed via the OSS system. According to Purwanto and Sulistyastuti (2014), implementation is essentially an activity that aims to distribute policy outputs (to deliver policy outputs) carried out by implementers to the target group (target group) to achieve a policy. Public policy is the result of deep interaction between policymakers based on phenomena resolved. According to Subarsono (2014), public policies can be Laws, Government Regulations, Provincial Government Regulations, City/Regency Government Regulations and Mayor/Regent Decrees. A policy that is designed will be meaningless without being followed by the implementation of the policy. The implementation of wisdom is something important, even more, critical than policymaking. If there is no implementation, wisdom will only be a good plan stored neatly in the archives. Therefore, every policy and program launched by the government is consistently implemented too not only be in vain.

Furthermore, according to Mulyadi (2015:12), implementation refers to actions to achieve the goals that have been set in a decision. This action seeks to turn these decisions into operational patterns and aims to fulfil major or minor changes as previously decided. Implementation is essentially an effort to understand what should happen after the program is implemented. In practical terms, implementation is the process of implementing fundamental decisions. The process consists of several stages, namely:

1) The stages of ratification of laws and regulations; 2) Implementation of decisions by implementing agencies; 3) Willingness of the target group to implement decisions; 4) The real impact of the decision, whether desired or not; 5) The impact of the decision as expected by the implementing agency; 6) Efforts to improve policies or laws and regulations. Waluyo (2007) implementation is the implementation of fundamental policy decisions, usually in the form of laws, but can also take orders or decisions of influential executives or other judicial bodies. These decisions identify the problem to be addressed, state the goals or objectives to be addressed. To be achieved in various ways to structure or regulate the implementation process.

Licensing policies are designed to prevent market failures from occurring must be prepared so that the government does not have to bear a loss caused by uncontrolled community economic activities. The definition of a permit includes a very complex understanding, namely in the form of things that allow a person or legal entity to do something that must have a permit according to the laws and regulations as the legal basis permit. Determination that is a dispensation rather than a prohibition by law for accelerating investment and business. Business licenses issued by ministries/institutions and local governments to start, implement and develop businesses or activities need to be reorganized so that they become supporters and not vice versa become obstacles to the development of companies or activities. Restructuring is carried out on the service system and regulations under the business world's

demands, technological developments, and global competition. Based on Article 25 paragraph (4) of Law Number 25 of 2007 concerning Investments, investment companies that will carry out business and activities are required to obtain permits under the provisions of laws and regulations from agencies that have the authority, unless otherwise stipulated in the law. Regulated service permit to conduct the business or activity is carried out through PTSP. PTSP services at the Central Government and Regional Governments are refined to be more efficient, serving, and modern. One of the most significant is the provision of an Electronically Integrated Business Licensing (OSS) system. Through the OSS, Business Actors register and manage the issuance of Business Licenses and the issuance of Commercial and Operational Permits in an integrated manner. Through the OSS, the Central Government and Regional Governments issue Business Licensing proposed by Business Actors.19 Based on the considerations above, the government feels the need to stipulate a Government Regulation concerning Electronically Integrated Business Licensing Services.

The OSS system will be implemented slowly and is expected to mature in the next few years. The Indonesian government designed the OSS to adapt to accommodate new business industries that will enter Indonesia. OSS is a web-based business license application. The business license procedure will not take more than two hours, thus creating a fast, cheap and reliable license processing service model. Business owners and investors can now access the OSS system from anywhere and

anytime. The Coordinating Ministry for the Economic standardizes the OSS Lounge under One-Stop Services, including self-service, priority services, general investment consulting assistance services, and clinics. One of the significant changes in the government agency responsible for investing in Indonesia. The OSS system is currently under the administration of the Coordinating Ministry for the Economy. A substantial portion of the issuance and administration of capital investment permits has been transferred to the OSS system from the Investment Coordinating Board (BKPM) and other government agencies. One thing to note is that business licenses and permit regulations issued by BKPM and other government agencies will be considered invalid based on their expiration date. Permit applications submitted before and during the issuance of Government Regulation no. 24 must be completed via the OSS system.

MATERIALS AND METHODS

The type of qualitative descriptive research used in this study is intended to obtain information about the Implementation of the Online Single Submission System in Integrated Services One-Stop at the Jakarta Central Investment Coordinating Board in-depth and comprehensively. Data collection techniques are the most crucial step in research because the primary purpose of research is to obtain data through two stages: First, primary data is obtained through field studies, namely by collecting data directly by conducting interviews. An interview is a direct conversation with a specific purpose using a planned question and answer format. To get the secondary data needed to match what is expected. Secondary data is obtained through library research, through intermediary media or indirectly in books, records, existing evidence, or archives, both published and not publicly published. Third, examine documents which are records of events that have passed. Documents can be in writing, images or monumental works of experts, government archives and data on official websites.

Data analysis is the process of organizing and proposing data into patterns, categories, and basic description units, and working hypotheses can be formulated as suggested by the data. Data analysis in qualitative research is inductive (grounded). Research builds research conclusions abstracting empirical data collected from the field and looking for patterns contained in these data. Data analysis is fundamental in a study because, in data analysis, the organization of data collected in the field is carried out. Following the type of research, including descriptive researchers, they describe the phenomena in the area, especially those related to the problem being studied. Informants will be using in this study consist of:

1) Deputy for Investment Services at the Central Jakarta Investment Coordinating Board;
2) Deputy for Business Licensing System Development at the Central Investment Coordinating Board in Jakarta
3) Front office staff at the Jakarta Central Investment Coordinating

Board who directly deal with the public.

4) Community Users of the Online Single Submission System as many as 137 respondents (used by google form).

RESULTS AND DISCUSSION

The design process and successful implementation can be seen from four factors, namely, communication factors, resource factors, disposition factors and bureaucratic structure factors. In this case, four elements are a measure in this research and find out how to implement the Online Single Submission system at the Central Investment Coordinating Board in Jakarta. In the implementation process, communication between policy implementers and policy recipients plays a significant role. Because the success of an implementation is seen from the communication factor that runs according to the applicable provisions between policy implementers and policy recipients, employees of the Investment Coordinating Board and the business community. For the success of the Online Single Submission system, the Government of the Republic of Indonesia, through the Investment Coordinating Board, implements the policy and also seeks to inform and coordinate the approach to the business community. There are two forms of socialization that BKPM has carried out for the implementation of OSS version 1.1, namely coordination with regional PTSPs for socialization to regions and invitations from regional PTSPs. Before the pandemic, there was a program for OSS socialization,

namely the OSS clinic. Efforts made in the front office so that the OSS system consulting service runs optimally ensure that all business actors' data is correct because later, the biodata will appear in the system. We will check whether the personal data brought in, usually before consulting business actors write down the obstacles faced, but business actors often write them in general and not specifically. Therefore, the front office sometimes has to clarify what business actors mean about the barriers. If the business actor writes down the obstacles or obstacles clearly, the front office will be accommodating and easy to solve the problem.

Providing all pertinent information to all communities as policy recipients is very important and the government's obligation as the implementer or organizer of the policy. When looking at the communication aspect, Edwards III's theory says that policy implementation is influenced by one of them is communication. After examining several interviews and secondary data that the authors analyzed. He concluded that the socialization carried out by BKPM to other agencies such as local governments, ministries and institutions, and associations has been quite good. Still, it has not been well received on a national scope because the level of socialization to other agencies to business actors has not been maximized, which causes disharmony from the center to the regions. So, the communication made by the implementer to the recipient of the policy, namely the business community, did not run smoothly.

Policy implementers must also have competence in carrying out their duties, and the community is also required to be

able to carry out online activities. In this case, it is an online public service. Therefore, resources in implementing a policy are one of the factors considered. The discussion on human resources is directed at the quality and quantity of implementers involved in implementing the procedure. The success of policy implementation is also greatly influenced by the policy's ability and the number of implementers. The information provided by the front office is responsive enough to solve problems related to the OSS system. Still, the consultation is limited to 15-20 minutes, so it can't be in full detail, but it is generally pretty straightforward. The supporting facilities at BKPM are adequate with computer equipment and internet networks. Still, during a pandemic like this, it is recommended to bring your laptop to avoid direct contact and comply with health protocols. Even if you don't get a computer, it's okay if you need input. Only the front office can type. BKPM also adheres to health protocols such as a handwashing area and temperature measurement before entering during a pandemic. The supporting facilities in the form of physical, electronic devices can carry out the Implementation of the Online Submission System. However, the availability of complaints and information services in the implementation of the Online Single Submission System Implementation has not provided or provided active resources to the entire community of actors. Business.

The attitude of the policy implementers will significantly influence the implementation of the policy. If the implementor has a good attitude, he will carry out the policy desired by the policymaker. On the other hand, if the attitude is not supportive, the implementation will not be carried out correctly. In principle, the implementer policy must support any policies made from above, including the Online Single Submission system, which significantly facilitates business actors in managing business licensing documents. The Online Single Submission system aims to reduce bureaucratic problems in managing complicated and complicated licensing. Take a long time. Receive attitude of implementation in Online Single Submission System at the Central Investment Coordinating Board in Jakarta was received quite well. And according to the author, the attitude of the implementers was appropriate in carrying out the instructions given from the above level, and the intensive implementation of the OSS system was under the established regulations. Judging from the interview above, it seems that the attitude of the implementer fully supports the policy. They were expressed by several people who the authors interviewed. The disposition factor or attitude of policy implementers is the third element to measure whether a policy implementation is going well or not. A policy implementation must be supported by all stakeholders to be adequately implemented. Therefore, cooperation is needed both between the government itself and the community. If the bureaucratic structure itself is not conducive, it will hinder the implementation of policies. The bureaucratic system is the fourth most important factor to measure whether a policy implementation is going well or not.

Bureaucracy is an essential instrument in a society whose presence cannot be avoided in the concept of a modern state. The bureaucracy is a logical consequence of the main task of the state (government) to organize social welfare. The state must be directly involved in producing goods and services needed by its people (public goods and services), whether in certain circumstances the state decides what is best for its people.

For this reason, the state builds an administrative system that aims to serve the interests of the people called bureaucracy. The development and growth of the society, which is dynamically accompanied by an increase in the community's standard of living and education coupled with the result of advances in technology and information, makes improving the process of empowering the community environment important. The public sector is also expected to follow changes that occur quickly and dynamically as in the community, from the results of the interviews above with BKPM staff. Conclude organizational structure that is being carried out is under the rules made, and the regulations always follow a developing system. If the authors look at the enactment of Presidential Regulation Number 24 of 2018, several regulatory changes have adjusted the system until the goal is served. Existing policy procedures have not been running optimally. The result can see clearly from the results of the author's interviews with respondents, that they are not satisfied with the policy procedures. The bureaucratic structure here is good in the regulations that have

been issued, but there is still minimal implementation that is known by the business community.

In 2017, the Ministry of Cooperatives and SMEs launched BPS processed data which showed that there was an increase in the number of entrepreneurs from the previous 1.6% to 3.1% of the total population. Especially with digital developments that are increasingly rapid, business opportunities are even greater with open access to reach the target market. However, the increasing growth in the number of entrepreneurs in Indonesia has not been accompanied by an increase in business legality. Where, many new entrepreneurs have not taken care of the legality of their business under the pretext of being complicated and spending a lot of time.

In fact, as an effort to increase Indonesia's ranking according to the World Bank's assessment in terms of Ease of Doing Business, in mid-July 2018, the Indonesian government through the Coordinating Ministry for the Economy inaugurated Online Single Submission (OSS) as a system created by the government to make it easier for business people to manage business licenses. Arrangements regarding OSS exist based on Government Regulation no. 24 of 2018 concerning Electronically Integrated Business Licensing Services (PP 24/2018). With the enactment of PP 24/2018, almost all business permits in various business sectors must be managed and issued through OSS. For those of you who want to take care of business licensing through the OSS system, here Libera will outline some important things that you should know

about the OSS system.

Even though the OSS system has been operated, there are still certain sectors that require business licenses to be managed through and issued by the Capital Market Coordinating Board or other authorized government agencies without going through OSS, namely permits in the financial, energy and mineral resources, real estate, and financial sectors. permits related to Foreign Company Representative Offices. This is because the licensing procedure is still under the authority of the Ministry of Energy and Mineral Resources for the mining sector as well as Bank Indonesia and the Financial Services Authority (OJK) for the financial sector. As you already know, the OSS system was created by the government to reduce bureaucratic problems in obtaining permits which are convoluted and time-consuming. Even according to what was reported by Kompas.com, President Joko Widodo once told that he had heard complaints about licensing arrangements that were delayed by up to one year. That's why the government issued a new regulation regarding the OSS system that makes it easier to manage various business licenses. Here are other OSS benefits you need to know about:

1. Facilitate the management of various business permits, both prerequisites for doing business (permits related to location, environment, and buildings), business permits, and operational permits for business operations at the central or regional level with a mechanism for fulfilling the commitments to permit

requirements.
2. Provide facilities for business actors to connect with all stakeholders and obtain permits safely, quickly, and in real time.
3. Provide facilities for business actors in reporting and solving licensing problems in one place.
4. Provide facilities for business actors to store licensing data in one business identity (NIB)

Before carrying out business licensing arrangements through the OSS system, business actors must first arrange the establishment of a business entity, because data on the establishment of a business entity must be registered and recorded first when registering a business entity at OSS. After obtaining business entity approval at the Ministry of Law and Human Rights, you can apply for business permits through OSS by registering on the OSS web portal at oss.go.id. After registering, you will get an account that will be used to access OSS. Based on PP 24/2018, business actors are divided into individuals and non-individuals (covering business entities such as civil partnerships, CVs, firms, PTs, and foundations). For individuals, OSS can create an account by simply filling in the National Identity Number (NIK) and personal data based on the National Identity Card (KTP).

In distinction to individual business actors, non-individual business actors are required to register based on data regarding the establishment of a business entity listed in the deed of establishment. Business actors must also enter data from the person in charge of the business entity,

such as the main director of a PT or another person appointed as a representative of the business entity for civil partnerships, firms, or CVs. After obtaining an NIB, business actors must apply for business permits through OSS. What is meant by business licenses in this case are business licenses and commercial or operational licenses. According to Article 1 paragraph (9) PP 24/2018, a commercial or operational permit is a permit issued by an OSS agency for and on behalf of the minister, head of institution, governor or regent/mayor after the business actor obtains a business license and to carry out commercial activities or operations by fulfilling requirements and/or commitments. In accordance with Article 39 PP 24/2018, OSS agencies issue commercial or operational licenses based on commitments to fulfill: 1) Standards, certificates and/or licenses; and/or; 2_ Registration of goods/services, according to the types of products and/or services commercialized by business actors through the OSS system.

This means that not all business fields require commercial or operational licenses, but only those that require certain standards, certificates or licenses. For example, if you sell health supplements, in addition to a trading business license, you also need a commercial or operational license to be able to distribute these health supplements, which requires a distribution permit from BPOM. Business permits will be automatically issued through the OSS system if the business actor has filled in the requested data and the business actor is required to fulfill his commitments or obligations after the business permit is issued. Unlike the procedure before OSS

was enacted, the government will only issue business permits to business actors who have fulfilled the required obligations. So that with the existence of this OSS system, the government indirectly gives great confidence to business actors to be more active in fulfilling their obligations because the government has issued permits to business actors before business actors fulfill their obligations based on applicable regulations.

However, even though the business license has been issued, the new business license is considered effective after the business actor fulfills the commitments required by the applicable regulations. For example, if a business actor is going to build infrastructure to carry out his business activities, the business actor is required to fulfill the commitment to have a building permit (IMB), location permit, or certificate of proper functioning. OSS is indeed a new system for Indonesian business actors, because of that business actors often still find it difficult to use OSS. Not only that, OSS is also a complex system and has not been fully developed by the government, so it is not uncommon to find deficiencies in the system. However, it cannot be denied, the efficiency and convenience offered by OSS is starting to be felt by many business actors. With the OSS system, business actors can obtain business licenses in a short time without the hassle of queuing and no need to carry physical documents because all data has been recorded and can be filled in through the OSS system. If you have difficulty operating OSS or need help setting up a business entity, don't hesitate to use the FREE consultation feature on Libera.id. At

Libera.id, you can ask all your business problems, especially legality and business law issues. Apart from that, Libera can also help you take care of legality and business licensing more easily and quickly.

CONCLUSIONS

Based on the research results and discussion that the authors did, the authors conclude that implementing the Online Single Submission system at the Central Investment Coordinating Board in Jakarta has not run optimally caused a problem with the communication factor. Lack of socialization to all levels of society from other agencies or regions causes disharmony from the centre to the areas. Contact Centers and Helpdesk in the regions have not accommodated all the complaints that business actors have complained about because the number of complaints is not under the capacity provided. They are supporting facilities such as the availability of compliant services such as the LAPOR! Unable to provide information or active solutions to the entire business community; 3) Policy procedures that have not run optimally so that the public does not fully understand the procedures or guidelines for implementing this electronic business license. To use OSS, a Business Entity must first ratify the deed of establishment or amendment of the act through AHU online. Especially for public companies, regional public companies, other legal entities owned by the state, public broadcasting institutions, or public service bodies using the legal basis for formation, government regulations or regional regulations. The Business Entity then registers in the OSS system by entering the Population Identification Number (NIK) in charge of the Business Entity or the President Director and other information on the available Registration Form. If the licensing process is carried out by other parties such as Legal Consultants and Notaries, the data entered into the Registration Form is the person in charge of the Business Entity/Company. As a form of recommendation: The issuance of One System Submission is a revolutionary breakthrough in the licensing system in Indonesia. OSS is expected to increase public awareness of the importance of licensing in the business sector. It is hoped that in the future, OSS can be used as a monumental work that can change people's mindsets about complex and lengthy permits into quick and straightforward permits.

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