

Public Service Analysis Regarding Regional Licensing in Malang City

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Abstract: *This research was carried out at the Malang City Public Service Mall, in this study discusses the licensing given by public officials in the form of government that is expected for activities that generally require an official license. Data collection techniques use observation, interviews, documentation, and distributing questionnaires. The purpose of this study is to analyze the quality of public services in the field of licensing. The implementation of services provided to the community has met the standard service procedures. The service period is fast and continues to be maximized by service officers and technical officers related in issuing building permits. In the Malang City Public Service Mall, it has also used an online website in the form of Online Single Submission (OSS) to make it easier for the public to make various submissions, besides that it can also be a form of community aspiration to the Public Service Mall in Malang City.*

INTRODUCTION

Every community has the right to submit an application to the government in the

form of an application for the implementation of a clean, effective, efficient government that can perform public services, this is written in article 44 of Law Number 39 of 1999 concerning human rights. Public service according to Harbani Pasolong (2007:128) is the implementation of an activity carried out by the government to the community with the aim of providing satisfaction and can benefit the community.

Ethics are needed in public service, the existence of ethics will form public trust based on the goal of realizing a good government. Meanwhile, there is an understanding in Law Number 25 of 2009 that public services are a series of activities to meet the service needs of citizens in the form of goods, services, or administrative servants in accordance with the Perpu.

The form of a license is registration, recommendation, certification, quota determination and business license. Some of these things must be owned by everyone who is going to carry out an action, this is so that the act has legal permission. Licensing is a type of implementation, administrative and control framework that public authorities have for exercises carried out by regions or local associations. Licensing can be in the form of registration, advice, certificates, quantity guarantees and approvals to conduct business that is required to be claimed or a person before the individual concerned can complete a movement or activity. The granting of legitimacy to a specific individual or entertainer or business movement, either as a license or a business registration will is called a license. Consent is one of the most common types of instruments involved in managerial arrangements, to complement the way citizens behave.

One of the efforts of the Malang City government in realizing community welfare is the Integrated Licensing Service at the Public Service Mall, this service is one of the parts of Malang City's seriousness in terms of public services. Not only regional regulations, other efforts given to the community are also realized by the establishment of an integrated licensing service office. In the Public Service Mall in Malang City, an online website in the form of Online Single Submission (OSS) has been used to make it easier for the public to make various submissions, besides that it can also be a form of community aspiration to the Public Service Mall in Malang City. Online Single Submission (OSS) is defined as a licensing system that is electronically integrated and managed by the Ministry of Investment Institution/BKPM. With the spirit of the Job Creation Law, the OSS system currently serves hazard-based types of business licenses. Through the site framework as an OSS, licensing will be definite, simple, robust, and easy. OSS can be used in the license to implement game plans by business actors with the following conditions: As a business element or individual; Micro, small, medium and large businesses; Individual organizations/substances, both new and those that have been established for a long time before OSS. Therefore, the researcher is interested in studying articles about OSS-based public servants by paying attention to adulteration services. So the researcher made the focus of the research by making the title "Public Service Analysis Regarding Regional Licensing of Malang City"

METHOD

The method used in this study is a qualitative method with a descriptive approach, where in this study the object is the Mall and the Community in Ramyana Square, Malang City. Meanwhile, the subject of this study is the use of digital-based information systems in public services in the field of licensing in the Malang City area. The descriptive qualitative approach is a method that explains in depth according to the actual situation carried out with the trigulation technique. Where later the results of interviews conducted with informants will be studied more deeply so that a meaning of research is produced (Irawan, 2019).

The location used in this study is Malang City, precisely in the Public Service Mall in the Ramayana area, Alun-Alun. The research was carried out for three days and the time for the research or interview was carried out on Monday, April 4, 2022 to April 25, 2022. The procedures for collecting the data we perform include (a) interviews, (b) observations, and (c) documentation. Where before conducting interview activities, the researcher conducted site licensing and also surveyed the research site at the Public Service Mall (MPP) of Malang City.

In this study, the data that will be produced will be analyzed through several processes where the data that has been obtained will be studied by sorting and adjusted to the research discussion to be discussed, the data that has been studied will then be presented narratively, where this presentation is in accordance with the method that the researcher chooses. After the data is studied and presented narratively, the next step for the researcher is to provide a conclusion where the conclusion in this discussion analysis aims to produce new findings that have never existed before, so that this research will achieve deep analysis results

FINDINGS AND DISCUSSION

Findings

The results of the interview show that in the process of obtaining permits in Malang City is relatively good, this is because the services in Malang City are in accordance with the specified indicators, the indicator is the emphasis of the integrity code of ethics on discipline which includes. (a) patience, (b) friendliness, (c) responsiveness, (d) attention, and (e) politeness. This indicator is very good because the community is including stakeholders. Not only service, but the performance of employees who respond quickly to community service needs and respond to the elderly with a quick response in providing wheelchairs. Good service behavior is one of the points that can improve the quality of public services, this is because the public will feel happy and also have a higher level of trust and confidence in government performance.

The purpose of a research that we are currently conducting is to understand the process of building licensing services, to find out the system used in local governments and the work system of government employees in handling public services.

Currently, the city of Malang in handling all permits and handling important letters often uses online media such as using the izol application or opening the izol website, Izol is a site to take care of all permits online. So you don't have to wait long and queue for a long time and don't waste people's time and energy to come early to queue just to get a permit. For example, building permits or what is often called (IMB) currently people no longer need to be confused, people can do it by sitting at home and opening the SIBG website. However, SIMBG itself also has very many and complicated requirements.

One of the efforts of the Malang City government in realizing the welfare of the people is the Integrated Licensing Service at the Public Service Mall, this service is one of the parts of the seriousness of the City of Malang in terms of public services. Not only regional regulations, other efforts given to the community are also realized by the establishment of an integrated licensing service office.

With the opening of access within 24 hours to respond to public complaints online, where the public can voice their opinions and reports or in the form of submissions if the service is not in accordance with the SOP. Therefore, the service at the Malang City Public Service Mall regarding complaints, suggestions, and inputs is very good.

In Public Service Malls in Malang City, an online website has been used in the form of Online Single Submission (OSS) to make it easier for the public to make various submissions, besides that it can also be a form of community aspiration to Public Service Malls in Malang City. Online Single Submission (OSS) is defined as a licensing system that is electronically integrated and managed by the Ministry of Investment Institution/BKPM.

Discussion

Quality of Service

Public services must be professional, which means that these services need accountability and responsibility from government officials. The service must be more efficient and effective, where it prioritizes the achievement of what is the purpose and objectives, the service must also follow the form of applicable procedures or procedures so that the service can be performed easily, quickly, precisely, unconvoluted, easy to understand, and the main thing is that it is easy to do by the community who requests the service. The service must also have clarity and certainty where there is a work unit or official who is responsible for providing the public service.

In public services, supervision is also needed in carrying out its duties and it is also necessary to carry out continuous evaluations, including updating the performance of public service organizations. Increasing the capacity of government policies in public services. The availability of complete facilities, facilities and infrastructure is also very influential in improving the quality of public services in order to accelerate all community affairs.

Management Hours

In public service, the service period is set at most, which is seven days. It depends on what type of permit we are applying for. In public services regarding licensing, there are several types of permits available. There are also various ways to do a permit, namely by visiting the nearest service office or using a web application in the form of OSS (Online Single Submission). The OSS policy will speed up the process of eviction of permits by 60 minutes according to the type of permit itself

Public Satisfaction with Public Services

Government apparatus must also have an honest nature, be friendly in carrying out services, be responsive and reactive, it is also necessary to have a strategy to overcome community complaints, timely is needed so that in serving there are no delays in taking care of community affairs. In public services, it is also necessary to have a customer satisfaction survey to get direct responses from customers and give a positive sign that the service pays attention to its customers.

Public Service Facilities and Infrastructure

In general, the form of facilities and infrastructure is a supporting tool for the success of a process of efforts carried out in public services, if a facility and infrastructure are not available, then all activities in the services carried out will not be achieved optimally or not in accordance with the plan that has been set. In addition, in the Public Service Mall in Malang City there is a facility in the form of a library for the community to enjoy the facility, besides that it is also used for a reading room as well as a waiting room for people who are doing permits.

Causes of Slow Service

There are several factors that cause poor quality of public services, namely, arbitrary employee performance patterns, unstructured or inappropriate strategies in service, there are illegal levies, so that people who apply for a permit feel that the service is not in line with the existing ethical co-ethics.

CONCLUSION

Based on the results and discussion of the Public Service research on Malang City Regional Licensing, the conclusions of the study are as follows.

1. Management Information System or SIM is a planning system that is part of the internal control of a government which includes the use of people, documents, technology and procedures in community services by local and city governments.

The purpose of the SIM is to provide information that can be used in planning, control, evaluation, and improvement of continuation.

2. Licensing is a form of implementation of administrative authority and control demanded by public bodies over the implementation of activities carried out by the regions. Licensing is giving legitimacy to an individual or business person or a certain action, either as a license or a business registration will.

In the services of the Malang City government, there are several systems that are run to make it easier for people to get services. One of them is that the Malang City Licensing Office uses an online licensing system that can be accessed from home, namely OSS (Online Single Submission). OSS is an online-based site as a licensing framework that tries to be entered electronically which is supervised and coordinated by the OSS Organization (Speculation Agency/BKPM). OSS is used to assist through the supervision of business licenses by business actors with the following characteristics: As an element of business or person; Miniature, small, medium and large businesses; The substance of the business/individual business, both new and those that have been arranged before OSS activities

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