

Effectiveness of Licensing Services for Issuing Business Identification Numbers Through the Oss-Rba System at the Investment and One-Stop Integrated Service Office of Sinjai Regency

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ABSTRACT

The purpose of this study was to determine the effectiveness of licensing services for the issuance of Business Identification Numbers through the OSS-RBA System at the Sinjai Regency Investment and One-Stop Integrated Services Office. The research method used is qualitative research with descriptive research type. The effectiveness of licensing services for the issuance of Business Identification Numbers through the OSS-RBA System, overall both program success, target success, satisfaction with the program, input and output levels, and achievement of overall goals can be said to be effective because of the increase in business applicants who have registered their businesses since the implementation of OSS-RBA which has been electronically integrated and the results of surveys on applicants on questionnaires given to applicants prove that the level of community satisfaction can reach 95.22% of the services provided by the Sinjai Regency One-Stop Investment and Integrated Services Office.

KEYWORDS: *Effectiveness, Licensing Services, OSS-RBA System*

1. INTRODUCTION

Service is an activity or a series of invisible activities that occur as a result of interactions between consumers and employees or other things provided by the service provider company to solve consumer or customer problems (Putera, W., Sahabuddin, R., Rakib, M., & Girikallo, A. S., 2020). Service is an effort to help prepare or take care of what others need Soetopo in (Paimin Napitupulu, 2007).

Providing services to the community and public welfare is a major obligation for the state. One of the government's obligations is to take part in the service delivery process. Service is essentially a series of activities so that the service process takes place routinely and continuously and includes all organizational life in society. The process in question is carried out in connection with the activity of meeting mutual needs between the recipient and the service provider. Public Services are all forms of services both in the form of public goods and public services which are principally the responsibility of and are carried out by government agencies at the center, in the regions, and within the Regional Owned Enterprises, in the context of implementing the provisions of laws and regulations.

The development of information and technology at the One-Stop Investment and Integrated Service Office simplifies the procedure for registering business licenses for both individuals and business entities. The renewal in the licensing system carried out by the One-Stop Integrated Investment and Service Office is part of a new

breakthrough in licensing, especially services in the business licensing system. This licensing modernization is marked by the application of the latest information technology in business licensing services.

The improvement of licensing services is seen with the development of modern licensing services and information technology in various aspects of activities. As stipulated in the provisions of Government Regulation of the Republic of Indonesia Number 24 of 2018 about electronically integrated business licensing services in advancing business actors (Radityo, M. E., & Hutagalung, M. M, 2020).

Effectiveness is a level of success produced by a person or organization in a certain way in accordance with the objectives to be achieved, in other words, the more plans that are successfully achieved, the more effective an activity is considered. Public Service is an activity or series of activities in order to fulfill service needs in accordance with the Laws and Regulations for every citizen and resident for goods, services, both in fulfilling community needs. Licensing as one of the public service products that is needed by the community must of course be guided by the rules that have been regulated by the Agency itself.

Online Single Submission Risk Based Approach (OSS-RBA) is an electronically integrated business licensing system. This OSS-RBA system is managed and organized by the OSS institution in terms of organizing risk-based business licensing (Low, Medium and High). As stipulated in the provisions of Government Regulation Number 5 of 2021 concerning the implementation of risk-based business licensing Nirboyo, A. J. (2021) from Law Number 11 of 2020 concerning work copyright on the formation of regional legal products (Sudarmanto, K., Suryanto, B., Junaidi, M., & Sadono, B, 2021) The following is data on the number of NIB (Business Identification Number) registrants through OSS-RBA (Online Single Submission Risk Based Approach) in Sinjai Regency:

Table 1. NIB (Business Identification Number) registrants since the implementation of OSS-RBA (Online Single Submission Risk Based Approach) at DPMPSTP Sinjai Regency in 2021-2022 (August - June)

NO	Month	Number of Business Actors
1.	August	70
2.	September	41
3.	October	47
4.	November	46
5.	December	49
6.	January	78
7.	February	144
8.	March	125
9.	April	109
10.	May	96
11.	June	140
Amount		945

Source: DPMPSTP of Sinjai Regency (August - June) Year 2021-2022

In principle, the service of issuing NIB (Business Identification Number) through OSS-RBA (Online Single Submission Risk Based Approach) in Sinjai Regency has been implemented by the DPMPSTP agency, but there are several problems that often become public complaints related to services including: (1) Problematic network access. (2) The OSS-RBA system is a new system.

2. THE ORETICAL FOUNDATION

a. Effectiveness

Effectiveness comes from the word effective, a level of success produced by a person or organization in a certain way in accordance with the objectives to be achieved. In other words, the more plans that are successfully achieved, the more effective an activity is considered.

According to Richard, M. (1985) Effectiveness is assessed according to a measure of how far an organization has succeeded in achieving a goal that is worth achieving. Meanwhile, according to Beni (2016: 69) Effectiveness is the relationship between output and goals or it can also be said to be a measure of how far the level of output, policies and procedures of the organization. Effectiveness is also related to the degree of success of an operation in the public sector so that an activity is said to be effective if the activity has a major influence on the ability to provide community services which are predetermined targets.

According to Kiwang, A. S., Pandie, D. B., &Gana, F. (2015) Effectiveness is a measure of the success or failure of achieving the objectives of a tax revenue, if an organization achieves its goals then the organization has run effectively. From this definition it can be concluded that effectiveness is a measure of success in achieving goals or results obtained in accordance with the desired and satisfactory results.

b. Public Services

Public Services are all activities in the context of fulfilling basic needs in accordance with the basic rights of every citizen and resident of a goods, services and administrative services provided by service providers related to the public interest. While service as something that is needed by everyone, service quality is a demand in providing results that are highly expected by all service users. Quality service will provide satisfaction to service users (community).

Talking about public services, in accordance with Article 1 Paragraph (1) of Law Number 25 of 2009 concerning Public Services, it is stated that Public Services are activities or series of activities in the context of fulfilling service needs in accordance with statutory regulations for every citizen and resident for goods, services, and administrative services provided by public service providers (Ahdhan, R. D, 2017). Based on this understanding, public service activities have been regulated based on regulations made by the government with the main objective of meeting basic needs and community welfare. Public service standard is a benchmark that is used as a guideline for service delivery and a reference for assessing service quality as an obligation and promise of organizers to the community in the context of quality, fast, easy, affordable and measurable services.

c. Overview of Online Single Submission Risk Based Approach (Oss-Rba)

Online Single Submission is a system that integrates all business licensing services under the authority of the Minister / Head of Institution, Governor or Regent / Mayor which are carried out electronically. In contrast to the electronically integrated business licensing system currently in effect (OSS Version 1.1), the business licensing system will be transformed into the Online Single Submission Risk Based Approach (OSS-RBA), in accordance with the provisions stipulated in the Letter of the Minister of Investment/Head of BKPM Number 1342/A.1/2021.

Online Single Submission Risk Based Approach (OSS-RBA) is a business license granted to business actors to start and run their business activities which are assessed based on the level of risk of business activities. This OSS- RBA system will assess business license applications at the risk level and scale of business activities.

d. Overview of the Issuance of Business Identification Number (Nib)

Business Identification Number (NIB) is the identity of a business actor issued by the OSS Institution (in this case BKPM) after the business actor registers through the Online Single Submission (OSS). The issuance of the Business Identification Number (NIB) through OSS is regulated in Government Regulation No.24 of 2018 concerning Electronically Integrated Business Licensing Services (Johanes, J, 2022).

The Business Identification Number (NIB) is issued after the business actor has registered through complete data filling. NIB is in the form of a thirteen-digit random number that is secured and accompanied by an electronic signature. The business identification number (NIB) also applies as a Company Registration Certificate (TDP), Importer Identification Number (API) if the business actor will import, and customs access rights if the business actor will carry out export or import activities. The Business Identification Number (NIB) has the main function as an identification mark for business actors, whether they are individuals or non-individuals. So that by having a Business Identification Number (NIB), business actors can apply for business

licenses and commercial or operational licenses. The Business Identification Number (NIB) functions as a Company Registration Certificate (TDP), Importer Identification Number (API), and customs access rights. Business actors who have obtained a Business Identification Number (NIB) are also registered as participants in health social security and labor social security.

3. RESEARCH METHODS

This research approach is a qualitative method to determine the effectiveness of licensing services for the issuance of a Business Identification Number (NIB) through the OSS-RBA system. This research is located at the One-Stop Investment and Integrated Service Office (DPMPTSP) of Sinjai Regency. The data used are primary and secondary data obtained by direct interviews with the main sources as many as 5 (five) employees including the Head of Service from the DPMPTSP of Sinjai Regency and using several references as supporting data for this research. The data collection technique of this research uses observation where the researcher observes in advance in conducting research, then uses interview techniques and documentation to obtain research results, and the data analysis technique that researchers do after obtaining data is data reduction by sorting and summarizing data in accordance with the research objectives then presenting the data for the final results and concluding the data that has been presented to be presented.

4. DISCUSSION

a. Effectiveness of Using the La Sapi Application for Services at the Livestock Service Office of Sinjai Regency

La Sapi (integrated livestock mobile service) is a program that has the tagline "5 Baper Actions (Help Farmers), namely help sell livestock, help buy livestock, help get services (artificial insemination cartoonization, insurance and animal health services), and help livestock complaints. Through these 5 Baper actions. The Livestock and Animal Health Service Office of Sinjai district strongly supports the main points of development in the livestock sector that have been embedded, namely making Sinjai the Center for Beef Cattle Development in Eastern Indonesia. La Sapi itself through SMS Broadcast service has served more than 15,000 farmers and communities in Sinjai District. La Sapi is an application that is easy, cheap, and reliable, besides that the La Sapi application not only provides features for buying and selling livestock, but also provides consultation and consultation services with Veterinarians.

The La Sapi application, which can be downloaded through the play store, is one of the right solutions to use during the Covid-19 pandemic that has not yet ended. Likewise, for consultation services with veterinarians, in the application the public can communicate directly with veterinarians having problems with livestock or pets. The decision letter regarding the determination of the La Sapi Application.

1. Time

Customers do not need to come to the middlemen to see or buy cattle from farmers, but customers can see on the La Sapi application.

Table 2. Service Time

No	Service	Time
1.	Administration	5 Minutes-10 Minutes
2.	Veterinary Consultation	5 Minutes-10 Minutes
3.	Animal Product Sales	5 Minutes-10 Minutes

Source: *Livestock and Animal Health Service Office of Sinjai Regency, 2022*

From the information that has been conveyed, it can be concluded that the La Sapi application certainly makes it very easy for farmers who will get direct services without having to come to the Livestock and Animal Health Service Office of Sinjai District. With the La Sapi application, farmers and consumers and all La Sapi application users can be served easily through the La Sapi application.

It can be concluded that the La Sapi application makes it easy for consumers or cattle buyers who are outside Sinjai District to buy cattle directly from breeders in the application and the number that can be contacted along with the address.

Table 3. Livestock Sales through the La Sapi Application Year 2020-2022

Month	Year		
	2020	2021	2022
January	5	14	8
February	5	15	12
March	5	15	-
April	7	16	-
May	9	16	-
June	10	16	-
July	12	15	-
August	12	15	-
September	13	15	-
October	13	14	-
November	15	15	-
December	15	15	-

Source: *Livestock and animal health office of Kab. Sinjai, 2022*

2. Target

The target of the La Sapi application, which is middlemen targeting buyers, but with the La Sapi application, this makes it easier for traders to market their products on the La Sapi application.

Specific and actionable targets that need to be achieved in a smaller time frame, such as one year or less, to achieve a specific objective. Goals describe the actions or activities involved in achieving the objective.

Table 4. Goals of the La Sapi app

No.	Target	Purpose
1.	Farmers	To help farmers get a better price for buying/selling livestock.
2.	Middlemen	To cut the chain of middlemen who play with the selling/purchasing price of livestock which can be detrimental to farmers.
3.	Administrative services	To cut administrative service time to be easier and faster.

Source: *Livestock and animal health office of Kab. Sinjai, 2022*

Based on the information that has been submitted, it can be concluded that the La Sapi application is very helpful and makes it easy to consult quickly and of course makes it easier for farmers to sell their cows.

Based on the information that has been submitted, it can be concluded that the application will continue to develop this will greatly help the community and of course the community will easily get services and information on animal husbandry.

The main goal of this program is to reach farmers because every average house already has an Android that can access the La Sapi application.

From this information, it is known that traders who want to sell livestock are free of charge, except for delivering animals outside the city. Farmers can take advantage where cows or other animals that they want to sell include the weight, price, seller's name, and cellphone number of the animal owner so that buyers can easily find out the condition of the animal they want to buy.

3. Price

The price set by the middleman can see the price you want to buy. In the application the price listed is not negotiable on this agribusiness service, farmers are helped when buying and selling cattle compared to selling conventionally.

Table 5. Livestock Sales Price

Weight	Price
162-172 Kg	Rp.11.600.000
174-185 Kg	Rp.12.100.000
189-200 Kg	Rp.12.600.000
203-215 Kg	Rp.13.100.00
217-225 Kg	Rp.13.600.000
230-240 Kg	Rp.14.100.000
244-265 Kg	Rp.14.600.000

Source: *Livestock and Animal Health Service Office, Sinjai, 2022*

Based on the information that has been presented, it can be concluded that the La Sapi application has a considerable influence on the level of sales prices where prices can be higher at the farmer level while lower at the buyer level.

So it is concluded that the La Sapi application is very helpful to see the price of livestock. Until the price game that is often carried out by buyers can be suppressed with the application, farmers who want to sell their cows simply convey to the La Sapi operator, which is the right, cheap and easy way.

4. Administration

The service process is integrated, cheap, easy, fast with the La Sapi application. There are several that we can choose from, including Contact a veterinarian, Sell animal products, Sell livestock, Request services and Report livestock out of the area.

Table 6. Participants' Responses to the Effectiveness of Extension Activities Through La Sapi Android

No	Category	Description
1.	Activities become more effective through La Sapi Android application	Agree
2.	Counseling is easier to follow because you can join anywhere.	Strongly agree
3.	The level of participation in counseling Extension can increase	Agree
4.	Motivation to follow counseling increases	Agree
5.	Images/photos of extension workers on La Sapi Android application are clearly visible.	Agree
6.	The quality of the voice of the extension worker during counseling sounds good	Agree
7.	Prefer counseling through La Sapi Android	Agree
8.	Extension material is easier to understand	Agree
9.	Farmers' enthusiasm to participate in counseling increased	Agree
10.	Extension methods using La Sapi application should be continued	Agree
11.	I feel valued when attending extension activities	Agree
12.	I will recommend other breeders/farmers to participate in counseling through the La Sapi Android application.	Agree
Average		Agree

Source: *Livestock and Animal Health Service Office of Kab.Sinjai, 2022*

It can be concluded that the La Sapi application certainly provides convenience for the community and is certainly beneficial to farmers. This application can also be used anywhere and anytime.

Based on the information that has been conveyed, it can be concluded that the La Sapi application is able to facilitate La Sapi sellers and buyers to interact well, both directly and indirectly buying livestock, consulting as well as counseling services.

Application services at the Livestock and Health Service Office in Sinjai District have service features. One of the features that can be used is the extension feature called the digital extension feature for the welfare of Sinjai farmers (Pelita Senja). By choosing this feature, extension activities can be carried out online, without meeting face-to-face, but the extension material and interaction between the extension agent and the audience (breeders) can still take place. In addition, it is expected that farmers can follow extension activities, obtain important information whenever and wherever they are so that it does not interfere with other activities that are being done. This is especially appropriate during the Covid 19 Pandemic which does not allow offline meetings to be held in large numbers. Therefore, it is hoped that extension activities are not limited by space, time and distance including certain conditions such as the Covid 19 pandemic.

5. Quality

The quality of the La Sapi application makes it easier for traders to see the quality of the cattle they want to buy. The implementation of the La Sapi program carried out by the Livestock and Animal Health Service Office of Sinjai Regency as the implementation has conducted research to find out the problems and needs needed.

According to the information that has been submitted, it can be concluded that the quality of using the La Sapi application is very good because it has many advantages compared to not using the La Sapi application, besides that using the La Sapi application certainly makes it very easy to sell livestock of course and the impact is good because with this application it can certainly streamline time quickly.

Based on the information that has been submitted, it can be concluded that the advantages of the La Sapi application are that it makes it easier for farmers to get services, especially for people who live in remote areas, requests for animal services are much easier, it is easier for farmers to market livestock, of course, with relatively more favorable prices for farmers.

Based on the information that has been conveyed, it can be concluded that the advantages of the La Sapi application are that the La Sapi application greatly facilitates the community in the process of buying and selling livestock online but has not had a significant impact, especially for farmers who do not understand the use of the La Sapi application, so that wider socialization is needed so that it can reach the entire community.

b. Inhibiting Factors and Supporting Factors for the Effectiveness of the La Sapi Application on Services at the Livestock Service Office of Sinjai Regency.

An inhibiting factor is anything that has the nature of inhibiting or even blocking and understanding the occurrence of something. While supporting factors are factors that facilitate individual or group behavior including skills.

Supporting factors

1. Funding from Australia Global Alumni.
2. Availability of human resources.
3. There is local government support through the Office Nomenclature.
4. Covid pandemic conditions that encourage the flow of digitization in various sectors

Inhibiting factors

1. The internet network is not yet stable in all areas of Kab. Sinjai
2. There is still a lack of socialization of the use of the application.
3. Low trust from people outside Sinjai district to purchase livestock online through the application.

5. CONCLUSION

Research on the effectiveness of licensing services for the issuance of Business Identification Numbers through the OSS-RBA System at the One-Stop Investment and Integrated Services Office is overall effective.

There are several measurements of effectiveness including, namely, the success of the program that has been implemented properly and in accordance with the applicable SOP, the success of the target has been fully achieved due to the increase in business actors who already have a Business Identification Number, satisfaction with the program is said that there has been an increase in the Community Satisfaction Index since the implementation of the OSS-RBA system so that the Sinjai Regency One-Stop Investment and Integrated Services Office has received a good predicate in the eyes of the community, the level of input and output with the OSS-RBA system makes it easier for the community to have a Business Identification Number that can be accessed by the community itself or get assistance from PTSP and the achievement of overall goals can be said

to be effective because the OSS-RBA system is electronically integrated which can be accessed by all business actors in Sinjai Regency.

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