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Advocating the use of risk-based online single submission (OSS) to MSMEs in Sukabumi district

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ABSTRACT

This research is about Risk-Based Electronically Integrated Business Licensing Service Policy Challenges by Using Online Single Submission (OSS) among MSMEs which aims to obtain licensing in Improving Good Governance at the One-Stop Integrated Service Investment Service in Sukabumi Regency. The method used in this analysis is a qualitative method using secondary data. The theory used as a reference is advocacy which consists of six steps, namely analysis, strategy, mobilization, action, evaluation, and sustainability. The results of the study show that advocacy for the use of risk-based OSS for MSMEs in the Sukabumi district has been going quite well according to PP No. 5 of 2021. However, there are still things that need to be optimized because of the obstacles encountered, including the lack of coordination and socialization between the agency and business actors, inadequate internet network in the hinterland, not all of them have computers or Android-based cell phones for can access OSS, central and regional policies are not yet fully integrated, server down occurs frequently, and OSS upgrades are still frequently carried out. Efforts that need to be made, namely by providing internet and computer facilities for business actors at the licensing service office, guiding business actors to obtain the necessary permits, conducting routine outreach to business actors who have difficulty getting access and do not understand digitization, always follow the updates on OSS developments, and so on.



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Introduction

Such a rapid development turned out to have a broad influence on the social life of society. In addition, the development of digital-based business has an impact on the growth of technology today has affected various areas of life, one of which is the global economic system (Wisnumurti, 2022). Technology can shape how individuals think and behave in society, and this technology ultimately directs people to move. From time to time, technological advances continue to develop, starting with the agricultural technology era, the industrial technology era, the information technology era, and the information and communication technology era (Danuri, 2019). The digital era, which has developed very rapidly, has also encouraged rapid system changes, one of which is the licensing system. Where according to (Sushanti, 2020) states that Licensing is the granting of legality to a person or certain business actors / activities, both in the form of permits and business registration marks. Licensing services must be issued quickly to cut the licensing process shorter, both in terms of time and material (Cahya & Dewi, 2022). The level of knowledge of the Indonesian people regarding licensing in business is currently still low. This is due to several reasons. If we talk about big businessmen, it is certain that matters

related to business licensing are regulated in such a way for the better development of the company (Andini Nur Babul Jannah, Muhammad Nur Hidayat, Muhammad Ajid Husain, Askan, 2021).

According to (Sudrartono et al., 2022) Where MSMEs are business activities carried out by individuals or individuals, households, or small-scale business entities. Usually, MSME businesses are classified through income per year, number of employees, and assets owned. Apart from having to be able to adapt to technological developments, MSME actors should also follow the development of existing regulations so that MSME actors are more focused on running their businesses. In this case, MSMEs should have business permits to carry out their businesses so that it is easier to get access to improve the products they produce MSMEs (Arnu, 2023). With licensing that is still not systemized, it is difficult for business actors to obtain the necessary permits, especially MSME actors. If the old system is still used, business actors who obtain the necessary permits will go through a lengthy process that takes quite a long time. So, it is clear that it is very hindering the growth of the speed of a business being run, it can make investors or business actors withdraw from taking care of the necessary permits because many ineffective things must be done.

On this basis, Government Regulation Number 5 of 2021 was issued concerning the Implementation of Risk-Based Business Licensing using Online Single Submission (OSS) (Peraturan Pemerintah, 2021). Before the issuance of this regulation, Government Regulation Number 24 of 2018 concerning Electronic Integrated Business Licensing Services was enacted in the 2018 State Gazette of the Republic of Indonesia Number 90 by Menkumham Yasonna H. Laoly on June 21 2018 in Jakarta. Which was perfected by PP No. 5 the Year 2021. Where Licensing functions to foster, direct, supervise and regulate business activities. Licensing can function as a regulator as well as an order. With licensing, business actors are required to maintain the quality of the products produced (Asnaini et al., 2022). So that the existence of an electronically integrated business licensing system (Online Single Submission) is expected to speed up the process of managing business permits (Walangitan et al., 2022).

The consideration for the issuance of Government Regulation Number 5 of 2021 concerning the Implementation of Risk-Based Business Licensing is in the context of accelerating and increasing investment and business. Thus, it is necessary to implement risk-based licensing and to implement the provisions of Article 25 of Law Number 25 of 2007 concerning Investment and Articles 6 and Article 7 of Law Number 23 of 2014 concerning Regional Government. The government itself is pushing through structural reforms, by providing support in various facilities to the licensing system and regulations, for all business actors of all sizes (Parawangsa, 2022). As amended several times, most recently by Law Number 9 of 2015 concerning the Second Amendment to Law Number 23 of 2014 concerning Regional Government, it is necessary to stipulate a Government Regulation concerning the Implementation of Risk-Based Licensing (Republik Indonesia, 2015). In the context of accelerating and increasing investment and business, Business Permits issued by ministries/agencies and Regional Governments to start, carry out, and develop businesses and/or activities, need to be rearranged so that they become supporters and not the other way around become obstacles to business development and/or activity (Widya et al., 2019). According to (Aji, 2022) rearrangement was carried out on service systems and regulations under the demands of the business world, technological developments, and global competition. According to Utomo, the vina states that service is the main task of the bureaucracy, so that the quality of public services will reflect the condition of the public bureaucracy itself (Husna, 2020).

Implementation of risk-based business licensing using Online Single Submission (OSS) is a business permit issued by the OSS agency for and on behalf of ministers, heads of institutions, governors, or regents/mayors to business actors through an integrated electronic system. With the existence of electronically integrated business licensing, very rapid changes can be seen in the licensing process, where business actors can easily and quickly obtain the required permits without having to wait long. With the existence of electronically integrated business licensing, very fast changes can be seen in the licensing process, where business actors can easily and quickly obtain the necessary permits without having to wait long (Sanjoyo et al., 2020). In just a matter of hours or even minutes if all the requirements met are in accordance then a business license will be issued through Online Single Submission (OSS). OSS is an integrated electronic system that is managed and organized by the OSS institution for administering risk-based business licensing in an electronically integrated business licensing system (Madelene & Sidauruk, 2022). According to (Yeni & Yanti, 2021) the OSS system has several benefits in business licensing, namely facilitating the management of various business licenses to carry out business licenses and operational permits, providing facilities for business actors to be able to connect with involved parties to obtain licenses safely, quickly, and in real time, providing the right facilities to business actors in reporting and solving licensing problems, and providing the right facilities for business actors to store data licensing in one identity, namely the NIB Business Identification Number (NIB).

In this era, all business actors can access licensing by themselves and can do it anytime anywhere, without having to come to the local licensing office first, including business actors in remote areas such as Sukabumi

Regency. This clearly shows that there is an increase in good governance in the field of licensing both at the central government and regional governments. With integrated licensing in one door, it is very easy for business actors and also the government as a policy maker. Basically, policies generally come from discussions and negotiations between parties who agree, where these discussions and negotiations can exacerbate or weaken the bad intentions of the policy maker (Kusumawati, 2019).

However, in practice, there are still many business actors, especially MSMEs, who have difficulty accessing these services due to many limitations, so it is necessary to advocate for the use of risk-based OSS for business actors, especially MSMEs. In this article, the author tries to analyze this using John Hopkins' theory known as model A., where the concept of advocacy consists of six steps, namely analysis, strategy, mobilization, action, evaluation, and sustainability. Research conducted by (Madelene & Sidauruk, 2022) states that since the passing of the Job Creation Law through its derivative regulation PP No. 5 of 2021, business license registration has greatly facilitated MSMEs in terms of time and cost where business actors fill in names, NIK and data requested by OSS institutions. If the data inputted has been fulfilled, then on that day the OSS institution issues NIB to MSME business actors and MSME business actors can more quickly carry out their business activities.

Judging from the strategic position of Sukabumi Regency, which is the second largest district in Java Island and has 47 districts and 381 villages, MSME data in Sukabumi Regency is quite high, and from year to year it has increased quite rapidly with the number of MSMEs based on data from www.opendata.jabarprov.go.id, namely in 2016 the number of MSMEs was 269,002; in 2017 it was 285,646; in 2018 it was So based on the description above, the researcher wants to conduct research with the aim of analyzing the Challenges of Risk-Based Integrated Business Licensing and Service Policy using Online Single Submission (OSS) among MSMEs, which aims to obtain licensing in Improving Good Governance in One-Stop Integrated Service Investment Services in Sukabumi Regency.

Method

This research uses a qualitative approach, according to (Sugiyono, 2019) Qualitative research methods are often called naturalistic research methods because the research is carried out in natural conditions. The purpose of research using a qualitative approach is to research objects scientifically and understand the object to be studied in depth. It will thoroughly explain and reveal the reality behind the object under study. The author uses secondary data and also compares it with previous studies. Activities in data analysis used in this study are data reduction, data presentation, and drawing conclusions or verification.

Results and Discussions

Advocating the Use of Risk-Based OSS in MSMEs in Sukabumi Regency

In general, the electronically integrated risk-based business licensing policy has been carried out quite well by the Sukabumi District Investment and One-Stop Services Agency. Starting from Advocacy in the implementation of the new system according to Government Regulation No. 5 of 2021, namely a system known as *Online Single Submission* (OSS) which can be accessed at www.oss.go.id has been carried out quite well by the implementing apparatus and has been socialized quite well to the public and business actors, especially MSME players, providing facilities such as PCs and internet networks, guide business actors in carrying out electronic-based permit arrangements, monitor and supervise business actors who are and have obtained permits, carry out evaluations, receive complaints in the field of supervision and control. However, it still needs to be optimized in terms of efficiency in obtaining permits which are still not integrated with related agencies in fulfilling the commitments imposed by the OSS, which are still done manually, and each region has different policies, so the Sukabumi district government is carrying out the process of making a system capable of integrating all related agencies so that it can be carried out electronically and directly connected to DPMPTSP. Apart from that, there needs to be a truly routine socialization to understand how to use OSS which is capable of issuing permits in a matter of minutes if all requirements have been met.

Barriers - Obstacles in Advocating the Use of OSS to MSMEs in Sukabumi Regency

Based on secondary data obtained by advocating for the use of OSS for MSMEs in Sukabumi Regency, namely: (1) Licensing service policies for trying to be integrated electronically have not been socialized to the fullest because there are still many business actors who have difficulty operating, and do not know there is a one-door system, there are still many brokers; (2) Licensing service officers trying to integrate electronically in the regions still have difficulties conveying the use of OSS to business actors due to limited outreach from the central government, and there are still many local governments that issue regional permits without going through OSS; (3) There are still many business actors who do not know that the required permits can be obtained in a very

short time, even in a matter of minutes; (4) There are overlapping regulations in the central and regional governments regarding OSS, such as regional SIUPs being issued; (5) The time obtaining permits, which should be taken quickly, in fact, can take a long time because the user does not understand how to use the OSS application; (6) The internet network in remote areas is not yet optimal, causing many obstacles in obtaining permits; (7) There are frequent server downtimes, which hinder users from obtaining the required permits through OSS; (8) There are asynchronous data in various ministries and institutions, both central and regional, with the OSS system; (9) Not yet efficiently integrated between the licensing office and related agencies in fulfilling commitments as evidenced by the fact that it is still being done manually for the fulfillment of certain commitments so that permits issued from OSS can be effective, such as the effectiveness of location permits that require an IMB, environmental permits must be coordinated with the agency directly related to obtaining UKL-UPL/SPPL; (10) The use of OSS sometimes does not pay attention to the authority of the local government.

Efforts in Advocating the Use of OSS to MSMEs in Sukabumi Regency

Based on the available data, there are several efforts in advocating the use of OSS to MSMEs in Sukabumi Regency, namely: (1) Maximum socialization must be carried out to educate business actors so that they can take care of permits anytime, anywhere without having to go to the local licensing office; (2) The central government must routinely carry out socialization either in person or online, such as zoom meetings for licensing service officers trying to integrate electronically in the regions so that regional officers can guide and direct business actors in the regions effectively and efficiently; (3) There should be training on the use of OSS so that business actors understand and know how to get permits in a matter of minutes; (4) There are overlapping regulations in the central and regional governments regarding OSS, such as regional SIUPs being issued; (5) Processing time can be reached quickly if the user or business actor understands how to use the OSS application correctly according to PP No. 24 of 2018; (6) There must be a stable internet network available; (7) The OSS server must be maintained regularly to reduce server downtime; (8) There must be synchronization of data between ministries because of the interrelationships between one and the other; (9) Regions must have their system so that fulfillment of commitments issued by OSS that require permits from other agencies can also be handled electronically, according to the latest PP, namely PP No. 6 of 2021. Local governments must be able to adjust to the prevailing central authorities

Policy advocacy for implementing risk-based business licensing that is integrated electronically under improving Good Governance at the Investment Service and One-Stop Integrated Services in Sukabumi Regency according to Government Regulation No. 5 of 2021 concerning Implementation of Electronically Integrated Risk-Based Business Licensing, measured through 6 (six) steps, namely analysis, strategy, mobilization, action, evaluation, and sustainability. From the six steps, it is known that the basis for implementation is under the established regulations, as well as coordination, competence, and implementation mechanisms. The priority for implementing electronically integrated risk-based businesses emphasizes established rules and policies, which focus on low, medium, and high-risk permits issued through the Online Single Submission (OSS) system accessed on the website www.oss.go.id. The implementation was felt to be consistent with the applicable regulations as well as the clarity, even though it encountered several obstacles but was able to overcome them.

In the implementation of the policy challenge for implementing risk-based business licensing that is integrated electronically, various obstacles occur. These obstacles occur due to a lack of socialization regarding the application of using OSS so there are still many business actors, especially MSMEs, who do not know about OSS, the network is unstable, and there are still many difficult actors who do not have a PC or laptop or cellphone that supports the system, still, there is overlap in implementation between the central government and local governments, there are still business actors who do not understand the use of OSS so that permits that should be obtained in minutes are hampered for quite a long time, there is a lack of synchronization between ministries, the need to fulfill commitments regarding certain licenses issued by OSS to related agencies which still have to be processed manually, server down occurs frequently on the www.oss.go.id website, and the use of OSS sometimes does not pay attention to regional authorities.

The efforts made by the Investment and One-Stop Services Office of Sukabumi Regency, are trying to improve Good Governance in electronically integrated business licensing services according to PP No. 24 of 2018, namely by conducting regular outreach, either through zoom or limited meetings during the recovery period for COVID 19, until now through face-to-face meetings, providing PC facilities at the office for business actors who want to take care of their permits, the network must be optimized so that they remain stability, data synchronization between ministries, simplification of electronic-based regional systems so that commitments related to certain agencies no longer need to be handled manually, regional authorities must comply with central government regulations, and server stabilization so that servers don't go down frequently. So this research is in line with research conducted by (Madelene & Sidauruk, 2022) stating that since the passing of the Job Creation Law through its derivative regulation PP No. 5 of 2021, business license registration greatly facilitates MSMEs

in terms of time and cost where business actors fill in names, NIK and data requested by OSS institutions. If the data inputted has been fulfilled, then on that day the OSS institution issues NIB to MSME business actors and MSME business actors can more quickly carry out their business activities.

Conclusions

Based on the analysis conducted by the author, it can be concluded that advocacy for the use of risk-based OSS for MSMEs in Sukabumi Regency has been going quite well, according to PP No. 5 of 2021. However, there are still things that need to be optimized due to the obstacles faced, including the lack of coordination and outreach between agencies and business actors, the inadequate internet network in rural areas, the fact that not all of them have computers or Android-based cellphones to be able to access OSS, the fact that central and regional policies are not fully integrated, server downs occur frequently, and OSS upgrades are still frequently carried out. Efforts that need to be made include providing internet and computer facilities for business actors at the licensing service office, guiding business actors to obtain the necessary permits, conducting regular outreach to business actors who have difficulty getting access and do not understand digitization, always following updates on OSS developments, etc.

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