

Online Single Submission (OSS) Based on E-Government Implementation in Micro Small Medium Business Licensing (MSMEs)

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Abstract: *The era of discourse marked by the use of technology in various fields of life has changed people's habitual patterns from manual to digital. Of course, this has positive and negative impacts on human life. Positive because everything can be done very easily, cheaply, and quickly, and because it can be accessed from anywhere. The downside is dependence on electricity supply and cellular networks. Based on the results of the research, it was found that the Central Government, as the development agent, has attempted to launch OSS with various types of public services under one roof. Here, the synergy and commitment of the regional government are needed to create a competitive, innovative, and creative environment, as well as the need for massive socialization so that all stakeholders understand and can use this OSS properly. With this OSS-based e-government, the existence of MSMEs as the main pillar of the economy at the local, national, and international levels will be more resilient and strong with full transparency, efficiency, effectiveness, and accountability.*

Keywords: *electronic government; OSS; licensing.*

Introduction

Currently, governance is undergoing various changes, from manual to digital, or from dispersed to centralized. This is intended to facilitate the regulation, protection, empowerment, and control of both cooperatives and micro, small, and medium enterprises. So that in the future there will be an increase in investment and acceleration of national strategic projects, including the protection of workers.

The passage of Law No. 11 of 2020 Concerning Job Creation is nothing more than regulations governing the ease of registration, protection, supervision, and empowerment of various business sectors ranging from micro, small, and medium

enterprises to cooperatives. In addition, the policy has made significant changes related to capital in micro and small businesses, both for individuals and business entities. Previously under or equal to fifty million, including microbusinesses, the amount of investment for microbusinesses is now equal to one billion. Whereas in the past, the small business category had capital above fifty million to five hundred million, now it is above one to five billion, excluding land and buildings for business premises.

In order for the implementation of these MSMEs to be developed optimally, the Government Regulation of the

Republic of Indonesia Number 6 of 2021 concerning the Implementation of Business Licensing in the Regions was born. The management process is electronic or digitized, starting from the application stage, processing, completeness of the requirements, and publication of documents, where everything is done in an integrated manner through one door.

This MSME Licensing System is integrated electronically or digitized under the name "Online Single Submission (OSS)," which is managed and organized by the OSS institution. The OSS institutions are government institutions that carry out government affairs in the field of investment coordination. The Tasikmalaya Regency Investment and One-Stop Integrated Service and Manpower Service (DPMPTSPK) is a regional apparatus in Tasikmalaya Regency that has the task of carrying out government affairs in the investment sector, which is the authority of the region.

The development of micro and small enterprises (MSMEs) in Tasikmalaya Regency is so rapid that there are many potential centers, such as bamboo handicrafts, embroidery, handicrafts, geulis umbrellas, batik, mendong, meubeul, processed foods, and others. MSMEs are one of the sectors that are relatively strong and resilient in the face of an economic crisis, even becoming the economic resilience of families and communities while also being able to absorb a significant number of workers. Considering that almost all regions of the Republic of Indonesia have a large number of potential MSMEs so that they can continue to exist even in a crisis, the government made a policy to become the legal umbrella for MSME activities (Prause et al., 2012; Pradana & Nurahman, 2021).

As shown in the table below, MSMEs in Tasikmalaya Regency have a high potential.

Table 1. MSMEs in Tasikmalaya Regency Year 2022

No	Type of business	Amount
1	Mikro	29899
2	Small	2757
3	Intermediate	1378
	Amount	34033

Source: DPMPTSP Tasikmalaya Regency, 2022

Based on the secondary data above, it is true that OSS-based e-government is very appropriate to implement considering that the types of MSME activities are very diverse and the types of businesses and capital vary from individual entrepreneurs or agencies on a micro, small, and medium scale.

After observing this, the question arises: how to implement OSS-based e-government in the Tasikmalaya Regency, DPMPSPTK? To answer these problem questions, the author attempts to describe them by citing several expert opinions.

The development of science and technology is currently so rapid in various ways. As we enter the fourth industrial revolution, all sectors, both public and private, are experiencing a period of disruption in which massive changes occur as a result of innovation, causing the system and the entire order to change. To deal with these changes, digitalization technology has proven to be resilient in the face of swift disruption currents. One form of digitalization technology that the government is currently implementing is electronic government.

Various opinions regarding electronic government were put forward by experts, including, according to Indrajit, 2002; Freddy et al., (2022), that it is a new interaction mechanism between the

government and the public and other interested parties or stakeholders that involves the use of information technology with the aim of improving service quality during operation.

Meanwhile, according to Jumiaty (2010) and Achmad et al. (2022), "electronic government" is an information system that uses the internet and digital technology to carry out transactions, public services, communication, coordination, and management of government organizations, which include government to government services, government to business, and government to society. This means that the government is in charge of carrying out activities in various sectors, namely how to maintain relations between the government and the government, the government and business or the private sector, and the government and the community.

The government is required to be able to provide excellent service by prioritizing digitalization-based information technology, where service processes can be carried out online anywhere and anytime. For this reason, various innovations have been carried out by the government so that the services provided are more effective, efficient, transparent, and accountable. Even with the existence of electronic government, it can cut paths that are too convoluted in the bureaucracy to become simpler and more concise (Ntaliani & Costopoulou, 2018). Effective because the services provided can be saved in terms of time; efficient because they can be more economical in terms of financing; and transparent because you don't need to come to the office; you can access them from home or wherever you are. Transparent means that it can be open in general so that the track record is clear and accountable, which

includes all processes that can be held accountable to the public.

Apart from that, with the existence of electronic government, another advantage is that it can make it easier for the public to be able to access various information, increase public access to every regulation that has been set by the government, and accept various public complaints. The point is that the use of information technology in the form of electronic government makes it easier for the public to access information and can reduce corruption, collusion, and nepotism. The point is that if e-government is managed properly, it will be able to open up opportunities for the community so they can interact, participate, and ultimately be motivated as active government partners. The habit of people in the past to be passive, namely only recipients of information, is now able to turn into an active party in providing valuable input, suggestions, and criticism for future improvement.

There are several opinions stating how e-government is very useful in solving various problems, from manual to digital. This was stated according to Indrajit (2002) and Ahmad (2022), who stated that e-government is a concept with universal basic principles, but its understanding and application in a country cannot be separated from factors such as history, culture, education, politics, and the economy.

With the presence of electronic government in the government environment, it is hoped that it can provide many benefits in the context of realizing good governance and improving public services. In connection with this opinion, Setiadi and Tejoyuwono (2007) and Kagoya and Mbamba (2021) suggest that there are several benefits to the

existence of electronic government, including:

- a. Good service is provided to the community. Various information related to government can be traced from the office, home, or anywhere without having to come to the office in question.
- b. Improving the relationship between the government, business actors, and the general public. With more transparency, it is hoped that relations between various parties will become more harmonious.
- c. Community empowerment through information that is easily accepted and obtained. With sufficient information, people will learn how to make choices.
- d. Implementation of a more effective and efficient government. This means that coordination between institutions is simpler because it can be done without having to meet in person; for example, it can be done with a video conference.

Based on Nugroho's opinion, quoted by Istiyanto (2012), the stages of

the development of e-government implementation in Indonesia are divided into 4 stages. The stages of e-government development are as follows:

- a. Web presence, namely bringing up regional websites on the internet. At this stage, the basic information needed by the community is displayed on the government's website.
- b. Interaction, namely areas that provide interaction facilities between the community and local government. At this stage, the information displayed is more varied, such as download facilities and email communications on government websites.
- c. Transactions, namely regional webs, which, in addition to interaction capabilities, are outfitted with government-provided public service transaction capabilities.
- d. Transformation, namely services from the government increasing in an integrated manner.

Table 2. Examples of E-government Systems

Traditional Government Functions	G2G Ministry to Ministry	G2C Ministry to Citizen	G2B Ministry to Business
<i>Commerce</i>	<i>Central Purchase Direct System</i>	<i>Online Consumer Complaint</i>	<i>Central E-Payment System</i>
<i>Education</i>	<i>Online Computer Training Registration System</i>	<i>Online Academic</i>	<i>Online Business Development</i>
<i>Transportation</i>	<i>Mass Transit Database</i>	<i>Online Road Conditions System</i>	<i>Online Toll & Fare Database</i>
<i>Health & Human Services</i>	<i>Online Compensation</i>	<i>Online Welfare and Social Security</i>	<i>Online Demographic Databases</i>

Source: Lukito E.N, 2013

In table 2, it can be stated that the Government-to-Government (G2G)

system aims to create efficient government performance, Government-

to-Citizen (G2C) aims to create optimal services for the community, and Government-to-Business (G2B) aims to accelerate economic growth.

According to Indrajit (2006), good electronic government will be based on 4 (four) principles, namely:

1. Give full attention to the types of public services by giving priority to: (a) having a large volume of transactions and involving a large number of human resources; (b) requiring two-way interaction between the government and the community; (c) allowing for cooperation between the government and the private sector as well as NGOs and universities. After determining the type of service, determine the performance measure, which is the target of benefits, before determining the total investment cost.
2. Build a competitive environment. What is meant by a competitive environment is that the mission to serve the community is not only handed over, burdened, or becomes the rights and responsibilities of public institutions (government) alone, but the private and non-commercial sectors are also given the opportunity to do so.
3. Give credit to innovation and leave room for error. The concept of e-government is an approach that is still new, and all nations and countries are experimenting with it. On the one hand, it is normal for so many programs and e-government portfolios to be successful, while on the other hand, there are frequently failures, or on the one hand, there are many who support it and a few who oppose it.
4. Emphasize achieving efficiency. Providing services by utilizing digital

technology or the internet will not always be an alternative route to accompany conventional channels because, in time, especially after the majority of people are used to using digital channels, traditional channels must be abolished so that the government becomes highly efficient.

Method

The research method used is a qualitative case study approach with intrinsic case types. The definition of qualitative research (Moleong, 2019, p. 6) states: "Qualitative research is research that intends to understand phenomena about what is experienced by research subjects, for example, behavior, perceptions, motivations, actions, etc., holistically and by means of descriptions in the form of words and language, in a special natural context, using natural methods." While the notion of "intrinsic case study research" (Poerwandari, 2009, p. 125) states, "intrinsic case study research is a type of case study research used in research because it has its own interest and concern for the case." This intrinsic case study research was conducted not to generate new concepts or introduce the case, but to understand the case as a whole.

Result and Discussion

Based on Government Regulation of the Republic of Indonesia Number 6 of 2021 Concerning the Implementation of Business Licensing in the Regions, the implementation of this OSS-based e-government has the objective of obtaining business permits, namely for all business actors with the following characteristics:

1. Be in the form of a business entity or individual.
2. Micro, small, medium, and large enterprises;

3. Individual businesses or business entities, both new and those that were already established prior to the operationalization of OSS;
4. Businesses with capital originating entirely from within the country

The forms of business permits in this area consist of the following sectors: maritime affairs and fisheries; agriculture; environment and forestry; energy and mineral resources; nuclear energy; industry; trade; public works and public housing; transportation; health, medicine, and food; education and culture; tourism; religion; postal, telecommunications, broadcasting, and electronic transaction systems; defense and security; and employment. Especially for nuclear, religious, defense, and security, the central government is the authority whose licensing process is integrated with local government business licensing services.

This can be stated by the author in the table below:

Table 3. MSMEs in Tasikmalaya Regency by Type of Risk 2022

No	Risk Type	Amount
1	Low	24162
2	Medium - Low	4297
3	Intermediate - High	4028
4	High	1546
	Amount	34033

Source: DPMPTSP Tasikmalaya Regency, 2022

Large volume of transactions and involves a lot of human resources.

Human resources are productive individuals who will work as the driving force for the organization and can also be said to be an irreplaceable resource and an important asset to maintain. The role of human resources itself in the organization can be said to be all the potential human resources that can be utilized in an effort to achieve success in achieving goals

within the organization. Availability of adequate resources to carry out various e-government initiatives, including the expertise and competencies possessed by employees needed in the implementation of e-government.

Tasikmalaya Regency Investment and One-Stop Services Service (DPMPTSP), as the leading sector, also has 55 employees managing this OSS, which includes the Head of Service, Secretary of Service, General Affairs and Personnel Sub-Section, Planning, Finance and Reporting Sub-Division, Data Processing and Reporting, Licensing Service Sector, Investment and ESDM Service Sector, and Functional Position Groups. The results of interviews with several informants revealed that not all employees understand the regulations or policies regarding OSS. Sometimes, in its implementation, it encounters obstacles.

Based on the observations of field researchers, it can be concluded that the Tasikmalaya Regency DPMPTSP achieved the goals during the transition period, but there is still much that needs to be improved, both in terms of service, human resources, and facilities and infrastructure. However, comparing the quality of services before and after going online, it can be said that the online system is easier and more effective than before because it can cut bureaucracy, as this is one of the benefits of OSS, namely facilitating business actors to be able to connect with all stakeholders and obtain permits safely, fast, and in real time, as well as facilitating business actors in reporting and solving licensing problems in one place, and facilitating business actors to store licensing data in one business identity (NIB). This can be seen from the table below:

Table 4. Data on Stages of Licensing Submission Activities In DPMPTSP Tasikmalaya Regency 2022

No	Activity Stages	Amount
1	Applications that do not meet the requirements	2718
2	Verification of repair requirements	31
3	Application returns	368
4	Application rejection	20

Source: DPMPTSP Tasikmalaya Regency, 2022

a. Requires government and society to interact in both directions.

Building trust is a process that takes time and effort. Especially if the trust he has is tarnished, it is difficult to restore it to the way it was before. Of course, the government's role in fostering public trust is more complicated than simply turning the palm of one's hand. For this reason, whatever the government is doing at the moment requires transparency and responsibility and avoids corruption, collusion, and nepotism.

The results of interviews with the Head of the Investment Service, One-Stop Integrated Services, and Labor of the Tasikmalaya Regency regarding electronically integrated business licensing (online single submission) stated that the online licensing was certainly more effective than previous years before the convoluted OSS service. - convoluted. The existence of OSS-based e-government has cut bureaucracy and reduced it enough to eliminate fears of extortion.

b. Allows for cooperation between the government and the private sector, as well as NGOs and universities, after determining the type of service.

Currently, all sectors are actively implementing e-government in various fields of life. This is done solely so that our organization can still exist and be able to keep up with changes and developments in an increasingly fast era by adopting technological developments in various ways. Implementing e-government at all levels of society is not an easy task, as

people will discover over time. As a result, because there is no public education in our country, the majority of the middle to lower classes have a different understanding of policies.

The birth of the OSS system is expected to facilitate access, registration, application processes, and obtaining letters or certificates. However, it often happens in the field that a lot of people don't understand the OSS system. Then mentoring and socialization are the keys to the answer. The results of the interviews also stated that many informants had difficulties because they were technologically illiterate and could not access information online but instead asked to go offline. Even in completing various requirements, they often seek the services of third parties who can help them.

If it is related to the current reform agenda, the focus in e-government is on community or business actors. Successful services are those that are built on understanding community needs. A community focus implies that users do not need to understand government structures and relationships to interact with the government. The Internet can help achieve this goal by presenting the government as a unified organization that seamlessly delivers online services. As with all services, e-government services must also be developed based on user demand and value.

c. Determine the performance measure, which is the target of benefits, before

determining the total cost of investment.

E-government can avoid things that are vague and not transparent in nature. This is because, through the digitization system, the business licensing process can be carried out directly through the OSS application without any fees.

Build a competitive environment. Transparency is open access to information for the whole community, with various laws and government policies accompanied by low costs. In addition, reliable social, economic, and political information can be accessed freely by the public and is available regularly. This means that transparency is built on the basis of freedom of information, so that it can be accessed by the public easily and inexpensively.

Responsibility of a public institution to the private and non-commercial sectors.

In the past, the services provided by the government were known to be bureaucratic, very slow, wasteful, and very functional, so today's society requires a government performance that is fast, inexpensive, and process-oriented in order to provide significant and competitive support for individuals, business communities, society, and other stakeholders. Of course, changing the paradigm is not an easy thing. But on the other hand, change is a must, not a choice. And for those who can make changes quickly, they will benefit even more because, apart from being able to adapt to the new environment, they can become key players in the global mechanism.

- a. Give credit to innovation and leave room for error.

The concept of e-government is an approach that is still new, and all nations and countries are experimenting with it.

On the one hand, it is normal for so many programs and e-government portfolios to be successful, while on the other hand, there are frequently failures, or on the one hand, there are many who support it and a few who oppose it.

The truth is that a superior's job is to provide opportunities for his subordinates to be creative and innovative to carry out a task given by his superiors. even if the results of the work are not perfect or very far from what we assign. At least a boss has tried to give his subordinates the opportunity to work, even if the results are wrong or not as expected. It is the leader's job to guide subordinates so they don't repeat the same mistakes but have the courage to do other work.

Apart from that, the government should also be aware that even the slightest form of appreciation can have a positive impact on other people. A small example of what can be done is to provide various prizes, bonuses, or awards to anyone who has successfully implemented an e-government initiative in their place of work.

- b. Emphasizes on achieving efficiency.

Providing services by utilizing digital technology or the internet will not always be an alternative route to accompany conventional channels because, in time, especially after the majority of people are used to using digital channels, traditional channels must be abolished so that the government becomes highly efficient.

E-government can help increase the efficiency and effectiveness of completing mass processing tasks and public administration operations. Internet-based applications can make savings on data collection and transmission, as well as provide information and communication with

customers. Significant future efficiencies are achieved through the process of sharing data between governments.

Based on the results of the interview above, it appears that the Tasikmalaya Regency government, in this case the DPMPTSPTK, has opened access to the public via the web regarding procedures and steps in the process of using the Online Single Submission (OSS) application, which can already be accessed by the public who will arrange business permits. online through the web so that information disclosure is so open and transparent at the Investment and One-Stop Services Office of Tasikmalaya Regency

However, based on the author's observations in the field, the web can be accessed by the public, but direction is still needed from the Investment Service and the DPMPTSPTK One-Stop Integrated Service, especially for those who do not understand internet use. Furthermore, one of the barriers to accessing information related to the application is the weak strength of the internet network.

Based on the results of interviews, the author put forward as neriku that people already know about this application through the Tasikmalaya Regency DPMPTSPTK web, but knowledge related to the world of the internet is still very minimal among the community, coupled with the unstable strength of the internet network in Tasikmalaya Regency as one of the causes of the lack of information disclosure in MSME licensing services through this online single submission (OSS) application.

Conclusion

Based on the results of research and discussion related to the application of application-based E-Government in MSME

services at the DPMPTSPTK Tasikmalaya Regency, it can be concluded as follows:

1. By paying full attention to the types of public services available through the online single submission (OSS) application, it has been attempted to realize a variety of services by conducting various outreach to business actors. So that the process of submitting MSME licensing is more efficient, effective, transparent, and accountable. In implementing the Online Single Submission (OSS) application, it has received full support from the local government and other related parties. This is a good step taken by the central government in synergy with the Tasikmalaya Regency government, especially the DPMPTSPTK as the leading sector. This can make the process of applying for MSME licensing easier for business actors and reduce the length of the service process when applying for MSME licensing.
2. Creating a competitive environment where not only the government has a major role in implementing this OSS system, but community organizations and the private sector also have a stake in realizing this OSS system. This is due to the number of human resources in the Tasikmalaya Regency DPMPTSPTK who have to provide services to 39 sub-districts and 351 villages 24 hours a day, 7 days a week. This gives a signal that with the OSS system, the application for MSME licensing can be done anywhere and anytime. Of course, this requires cooperation from all parties, including electricity procurement, networks that must be online, and what is no less important, massive outreach to the whole community. The role of

community organizations, NGOs, and others can help socialize this OSS system.

3. Give credit to innovation and leave room for error. This often happens because the OSS system regulation will only take effect in 2021. Of course, there are many things that are not understood or understood by employees at the Tasikmalaya Regency DPMPTSPK. So when submitting MSME permits, they often cannot be processed directly because the employee does not understand the contents of the OSS system regulations as a whole. This means that technical instructions and SOPs need to be made so that employees are confident in every decision they make.
4. Emphasize achieving efficiency, bearing in mind that doing it online will automatically cut down on the number of funds spent, making it more efficient.

At the end of this sentence, it is noted that in order to realize an integrated OSS system, solid collaboration between the government and the government, the government and the community, the government and business, and the government and employees is needed so that they can carry out their duties according to their respective functions and roles. So that this collaborative synergy produces MSMEs that are tough, strong, and self-sufficient, and economic stability is maintained even when the crisis or global recession strikes.

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