



## PRACTICE MANAGEMENT SERVICES BUSINESS LICENSE TO SWALLOW BIRD NEST HOME OFFICE INVESTMENT

Norma,  
Jamaluddin,  
Budi Suryadi<sup>i</sup>

Master of Government Science,  
Lambung Mangkurat University,  
Indonesia

### Abstract:

This study aims to describe the implementation of the Business License Management Services Home Swallow's Nest at the Office of Investment with integrated one-stop service system North Barito regency. A qualitative approach has been used in the study. A selection of descriptive methods oriented for empirical data collection in the field was considered. Data collection techniques used in this study were: interview, observation and documentation related to the study. Model Miles and Huberman performed by reduction, data presentation, and verification of data. Results of the study described the licensing service Home Management Swallow's Nest at the Department of Investment and One-Stop in North Barito regency can be seen from the licensing service mechanism and legal principles fast, easy, and inexpensive.

**Keywords:** business licenses services, integrated services

### 1. Introduction

Basically, public service is the provision of services to the community on the needs of the community in terms of quality and quantity in the life of the state or government system. The government as an instrument of the state is obliged to provide fulfillment of every need of the community; this is very necessary given that one indicator of success in the government system carried out by the bureaucratic apparatus is the existence of community satisfaction with the services they receive. This is a measure of success in serving bureaucratic implementation government. Public services become increasingly strategic for the improvement of public facilities in Indonesia. They tend to "run in place" with very broad implications in the economic, political, social, cultural and others (Margaretha, 2003).

---

<sup>i</sup> Correspondence: email [jurnalulm@gmail.com](mailto:jurnalulm@gmail.com)

Improvements in the public service sector can improve the investment climate that is needed by the nation to get out of the prolonged economic crisis. Poor public services in Indonesia are often the dominant variable affecting investment decline that resulted in the termination of employment. Improvement of public services that do not run linearly with the reforms carried out by various sectors. Based on the decision of the Minister of Administrative Reform No. 63 of 2003 on the guidelines for the provision of services, the public should be entitled to in any service activities that occur in the bureaucracy.

Completion of Act No. 32 of 2004 which suggests that the principle of autonomy, real and responsible, Act No. 12 of 2008 states the obligatory functions under the authority of local government as service, whether it is land services, the service population, and civil registration, public administration, and government services, administrative services and investment. Public service is an obligation of the government to all citizens and residents; so, such methods and procedures must always be actualized following the expectations and desires of the public. Public service is an activity or series of activities meant to meet the needs of the public facilities. They are included in the Indonesian state as a welfare state with *Zorg bestuur* objectives and the implementation of Law No. 25 of 2009 on public services. The government acts as a device able to quickly deliver good public services to the community. Public service delivery by government officials, especially in the field of licensing and services remains inadequate as expected.

Integrated Licensing Service Agency Barito Utara as organizers Licensing and formed from a process in the context of the North Barito regency government seeks the best pattern in providing services of licensing and to the community. The process begins with the establishment of the Integrated Service Unit (UPT) North Barito regency government. Regional Regulation No. 8 of 2011 concerning the lifting of some of the regulations includes levies, implemented/adapted to the service process in the Office of Integrated Services One-Stop (DPMPTSP) North Barito regency. UPT experiencing weakness, which is still processed licensing services and related SKPD, the cost is high. Therefore, this article aims to describe the implementation of the Business License Management Services for Swallow's Nest in the Investment Office with a one-stop integrated service system in North Barito Regency.

## 2. Research Methods

The researchers made use of the qualitative descriptive method. The descriptive study intends to make a depiction of a systematic, factual, and accurate about the facts and the nature of certain populations (Mulyana, 2001). The study aims to describe the nature of something ongoing at the time of the study. The research location is the Department of Investment and Integrated Services One-Stop (DPMPTSP) North Barito regency. Purposive sampling technique was done. In the research object that controls the problem studied is "*key informants*" (Nasution, 2003) further information requested to

the initial informant to appoint another person who can provide information. This method is commonly called "snowball sampling". In this regard the resource persons, namely; Head of PMPSTP Office, Head of Licensing Section, Licensing Verification Section, Licensing Administration Section and Licensing Determination Section, Technical Teams, Functional Position Groups, and Communities using DPMPTSP Public Services.

The data collection is done in three steps: 1) in-depth interviews and structured to obtain a detailed description, 2) observation study site and 3) documentation and literature to obtain secondary data, ie by examining documents and bibliography compiled from various documents such as; legislation, records, reports, and documents.

Data analysis techniques in this study included an interactive model. In this interactive analysis model researchers are moving on three components: data reduction, data presentation and conclusion (consulting drawing) (Satori, 2011). Qualitative research paradigm tends to doubt the validity of qualitative research results, unlike quantitative research which refers to the content validity and usefulness of measuring tools, as a disciplined inquiry. Qualitative research must-have criteria or standards between them, standards of validity and reliability in qualitative research has its specifications. Testing the validity of the data must wear Triangulation is to verify the source of a key informant, the informant also with community support (Huberman & Miles, 1992).

### **3. Results and Discussion**

Service is an activity or sequence of events which occur with indirect interaction between persons or a physical machine. In another sense, the service is essentially for a series of activities. Therefore, the service is a process. Services take place regularly and continuously, covering the entire organization in the community. Concerning the leading licensing services meant that permit a juridical instrument, used by the government to influence the citizens to follow the recommended way of achieving concrete objectives. How an instrument, license serves as the spearhead of a legal instrument as advisors, engineers, and designers just and prosperous society that manifested. This means it can be seen how the passing permission picture just and prosperous society is realized. This means that the requirements contained in the permit are controlling the functioning of the license itself. When it is said that the license can be used as a control instrument and an instrument to achieve a fair and prosperous status, as stated in the preamble of the 1945 opening of the fourth paragraph, the arrangement and permission settings as appropriate (Dwiyanto, 2010; Mulyadi, 2016).

In an effort to improve services to the community, the Government of North Barito district takes a policy to establish the Office of Integrated Services One-Stop (DPMPTSP) on October 22, 2008. The local regulation Barito Utara District No. 6 of 2008 on the Establishment, Organizational Structure and Work Institute Regional technical

Barito Utara district is a reflection of local governments to create a climate, leading to the creation of the uniformity of pattern and measures, implementation and facilities by government officials to the public so that the integration of licensing, eventually people can receive services more simple, clear and certain, secure, transparent, efficient, economical, equitable, timely and coordinated in one office.

The basic idea of this policy of Regulation No. 24 of 2006 on guidelines for the implementation of Integrated Services One-Stop, is to integrate all the licensing process into one system One-Stop or often referred to as the One-Stop Services (OSS), adopt procedures, permissions and delegate authority to the signing of licensing to the Head One-Stop services office (DPMPTSP) to expedite the service process.

#### **A. Settings Licensing Procedures at the Department of Investment and Integrated Services One Stop**

The flow of the licensing service procedures at the Department of Investment and Integrated Services One-Stop North Barito regency:

- a. An applicant came to obtain information about the required permits and their terms.
- b. The section gives information to the registration form filled out by the applicant.
- c. The applicant submits the application form and files the petition in the registration window.
- d. An employee at the registration booth to receive and check the complete application file, a complete file will be registered and the next administration register number and receipt while incomplete files will be returned to the applicant to include.
- e. Counters Services (Section Licensing Services Administration and Planning) held the validation document file if it is valid then scheduled to hold meetings and review of the technical team field.
- f. Sub-Division of Administration made a field survey assignment letter.
- g. Technical Team conducted a review of the location by creating a Field Investigation Report (BAPL) and the Meeting of the Technical Committee, if:
  - 1) To be eligible, then further processed as outlined in the Technical Committee recommendation.
  - 2) Declared unfit, the file is returned accompanied by a written request for unknown reasons by the Technical Team.
- h. The technical team handed Recommendations and attachments in the form of BAPL, SKRD, and SSRD in Locket Services for further processing.
- i. Furthermore, service counters to input data and text printing permit.
- j. Head of Sub Division of Administration to make corrections and initial license.
- k. Head of the Integrated Licensing Services and Investment signed a license.
- l. Applicant levy payment at Bank Counters.

## **B. Setting Requirements Licensing Services in the Department of Investment and Integrated Services One Stop**

Implementation of licensing permits filed before in the community, the service providers, in this case, the government should establish the requirements an applicant must fulfill and conditions which permit applications to be processed. The terms implementation of licensing both the building permit (IMB) and the business license (original) are always considered severe by the public, due to too many or too difficult to be met. This happens because the system of licensing services is not integrated; the applicant must come to many offices and on condition that sometimes overlaps. Integrated one-stop service system the government is trying to make changes in terms of the requirements to make it easier for people to do the licensing application.

Licensing services are one important part of the public service sector in North Barito regency. There is quite high public demand on building permit (IMB) and trading business license (original). Therefore, Barito Utara District Government through the City Planning Office and Investment North Barito regency demanded not only to be able to organize but to make it easier for the public. Terms of the licensing implementation are the first thing that must be met so that society permit application submitted to the Integrated Licensing Service Agency and Investment North Barito district can be processed. So these requirements should exist, but not to burden the people (Tangkilisan, 2003).

The ease with which has been given in terms of the implementation of the requirements of this permit can certainly provide positive encouragement for people in North Barito regency to trust the organizers of licensing, in this case, the Integrated Licensing Service Agency Investment and North Barito regency. In non-integrated systems previously required to obtain permission community or recommendation of the agencies concerned that permissions being requested can be processed, in fact, the terms of several agencies overlap so perceived by the public as if damning. Through a system of integrated licensing services in one entrance and the Licensing Service Agency issues Investment in non-integrated systems has previously been insurmountable and will also change the public's view of the implementation of the licensing process. Public service providers of this permit, the City Planning Office and Investment should be able to respond and provide concrete solutions to problems faced by the community. The existence of complaints, it is not just reserved for the technical problems faced by the community, but also to accept the community complaints and licensing organizers treatment apparatus, starting at the license application stage until the issuance of the permit.

## **C. Arrangement Fee Licensing Services and Complaints Department and Investment in One Door Integrated Service**

The cost of licensing services in question here is given by the administrative costs is defined for each licensing services, in return for the provision of public services magnitude and manner of payment established by the competent authorities following the legislation and other regulations. Determination of fees for licensing services is

unnatural and sometimes absurd. Therefore, it takes a transparent provision for the cost of licensing services. The certainty of the cost of services is essential to assure the public to manage licensing needs.

Public complaints, officers appointed by the duties and functions should process of restitution (of complaint) based on laws and regulations. Obtaining feedback from the public on services provided by the clerk, provided access to the public to convey information, opinions, complaints/complaint in the form of complaints boxes, mailboxes or receiver task force complaints function are helpful to receive and resolve complaints from the public (Winarno, 2002). To each person submitting a complaint, either in writing or in-person to the officer/clerk complaint is given a proof of the complaint. On receipt of the complaint is mentioned the name and position of authorized personnel to resolve the problem/complaint within a period of completion. Input from the community, either in the form of information, advice, opinions, comments and / or complaints should be followed up with the pace and service improvement by service unit concerned government agencies. Written complaint by mail or electronic media by the public should be clear and responsible with your name, address and identity of the legitimate.

#### 4. Conclusion

Based in North Barito Regent Regulation No. 6 of 2010, which describes the procedure of Licensing Services at the Department of Investment and Integrated Services One Stop, the implementation of the licensing requirement is the first thing that must to be met so the licensing service can be functional. So these requirements should exist, but not to burden the people. Regarding the amount of the licensing service fees and procedures for a payment, they have to be determined by the competent authority following the legislation and other regulations.

#### References

- Dwiyanto, A. (2010). *Manajemen Pelayanan Publik: Peduli, Inklusif, dan. Kolaboratif*. Yogyakarta : Gadjah Mada University Press.
- Huberman, A., & Miles, M. B. (1992). *Analisis data kualitatif Terj. Tjetjep Rohidi*. Jakarta : UI Press.
- Margaretha. (2003). *Kualitas Pelayanan: Teori dan Aplikasi*. Jakarta: Penerbit Mandar Maju.
- Mulyadi, D. (2016). *Studi Kebijakan Publik dan Pelayanan Publik*. Bandung : Alfabeta.
- Mulyana, D. (2001). *Metodologi Penelitian Kualitatif: Paradigma Baru Ilmu Komunikasi dan Ilmu Sosial Lainnya*. Bandung: PT Remaja Rosdakarya.
- Nasution. (2003). *Metode Penelitian Naturalistik Kualitatif*. Bandung: Tarsito.
- Satori, D. (2011). *Metode Penelitian Kualitatif*. Bandung: Alfabeta.

Tangkilisan, H. N. (2003). *Kebijakan Publik Yang Membumi*. Jakarta: Lukman Offset.  
Winarno, B. (2002). *Teori dan Proses Kebijakan Publik*. Yogyakarta: Media Pressindo.

Creative Commons licensing terms

Author(s) will retain the copyright of their published articles agreeing that a Creative Commons Attribution 4.0 International License (CC BY 4.0) terms will be applied to their work. Under the terms of this license, no permission is required from the author(s) or publisher for members of the community to copy, distribute, transmit or adapt the article content, providing a proper, prominent and unambiguous attribution to the authors in a manner that makes clear that the materials are being reused under permission of a Creative Commons License. Views, opinions and conclusions expressed in this research article are views, opinions and conclusions of the author(s). Open Access Publishing Group and European Journal of Social Sciences Studies shall not be responsible or answerable for any loss, damage or liability caused in relation to/arising out of conflicts of interest, copyright violations and inappropriate or inaccurate use of any kind content related or integrated into the research work. All the published works are meeting the Open Access Publishing requirements and can be freely accessed, shared, modified, distributed and used in educational, commercial and non-commercial purposes under a [Creative Commons Attribution 4.0 International License \(CC BY 4.0\)](https://creativecommons.org/licenses/by/4.0/).