

Termination of Implementation the Digital Government: Delivery Service in Micro and Small Business Licenses Pekanbaru City

Fitri Andriyah¹ Kushanjani² Rina Martini³

^{1,2,3}FISIP, Universitas Diponegoro, Indonesia

¹fitriandriyahh@gmail.com, ²ningkisworo123@gmail.com, ³rinamartini@gmail.com

Abstract

Termination Public service innovation for picking up micro and small business permits in Pekanbaru City is a form of conclusion that simplifies public services in licensing related to licensing requirements, procedures, processes, and completion with the aim of increasing standards and quality of licensing document services and facilitating and facilitating the community in managing micro and small business licensing in 2019. The problem in this research is the high level of slowness, injustice, and high costs. Not to mention the service has not been effective and efficient. The purpose of this study was to find out the termination of the innovation of shuttle service for micro and small business licenses in Pekanbaru City. The research approach used in this study is a qualitative approach and this type of research is descriptive. The location of this research was conducted in Pekanbaru City and data collection techniques was carried out by interviews and documentation. The results of this study are that Termination is a conclusion or dismissal of functions, programs, and policies in public services. The public service for picking up micro and small business licenses has been running and is a public service innovation that makes it easier for the community to apply for business licenses, but in 2019 this innovation has been discontinued. The following are indicators of innovation termination seen from 6 aspects of indicators, namely Development of Innovation Leadership, Development of Innovation culture, Development of Employees, Development of Work Teams and Partnerships, Development of Innovation Performance, and Network Development.

Keywords: Termination, Public service Innovation, IUMK

Abstrak

Terminasi Inovasi pelayanan publik antar jemput izin usaha mikro dan kecil di kota pekanbaru adalah bentuk konklusi penyederhanaan pelayanan publik dalam perizinan yang berkaitan dengan persyaratan, prosedur, proses, dan penyelesaian perizinan dengan tujuan meningkatkan standar dan kualitas pelayanan dokumen perizinan dan mempermudah serta memfasilitasi masyarakat dalam pengurusan perizinan usaha mikro dan kecil pada tahun 2019. Permasalahan pada penelitian ini adalah masih tingginya tingkat kelambanan, ketidakadilan dan biaya tinggi. Belum lagi pelayanan belum efektif dan efisien. Tujuan penelitian ini untuk mengetahui terminasi inovasi pelayanan antar jemput izin usaha mikro dan kecil di kota pekanbaru. pendekatan penelitian yang digunakan pada penelitian ini adalah pendekatan kualitatif dan jenis penelitian ini adalah deskriptif. Lokasi penelitian ini dilakukan di Kota Pekanbaru dan teknik pengumpulan data dilakukan dengan wawancara dan dokumentasi. Hasil penelitian ini adalah Terminasi merupakan sebuah konklusi atau pemberhentian fungsi, program dan kebijakan dalam pelayanan publik. Pelayanan publik antar jemput izin usaha mikro dan kecil sudah berjalan dan merupakan inovasi pelayanan publik yang memudahkan masyarakat dalam mengurus izin usaha, namun pada tahun 2019 inovasi ini mengalami pemberhentian. Berikut ini indikator terminasi inovasi dilihat dari 6 aspek indikator yaitu Pengembangan Kepemimpinan Inovasi, Pengembangan budaya Inovasi, Pengembangan

Pegawai, Pengembangan Tim Kerja dan Kemitraan, Pengembangan Kinerja Inovasi, dan Pengembangan Jaringan.

Kata kunci: Terminasi, Inovasi Pelayanan Publik, IUMK

Introduction

Law Number 9 of 2015 concerning Regional Government which is a change from Law Number 23 of 2014 concerning Regional Government and Government Regulation Number 72 of 2019 concerning Regional Apparatuses, is an opportunity for Regency/City Regions to self-regulate the formation, position, authority and the main tasks and functions of the sub-district are by the needs of the people in the area and the capabilities of the area so that they can differ from one regency/city area to another.

Based on the Presidential Regulation (Perpres) of the Republic of Indonesia Number 98 of 2014 concerning Licensing for Micro and Small Enterprises, followed by Pekanbaru Mayor Regulation (Perwako) number 96 of 2015 a concerning delegation of authority to implement micro and small business permits from the mayor to the sub-district head, making permits easy. This Perwako contains that micro and small business activities as one of the people's economic businesses engaged in the informal sector trading business need to be empowered to improve and develop business activities and the community's

economy that to improve and develop the community's economy through micro and small business activities.

Quality of service has become one of the important issues in the provision of public services because in general licensing services have a bad impression and are always attached to institutions providing licensing services. The central government, through presidential instruction, continues to improve in terms of business licensing to make it easier for domestic and foreign business owners (investors) to enter or simply revolutionize our bureaucratic service arrangement which has been problematic for a long time. Not a few local governments were quick to respond to the President's wishes, one of which was the City Government of Pekanbaru through the Mayor of Pekanbaru, Mr. Firdaus ST, MT who launched the free IUMK program for UMK in Pekanbaru City. Based on article 9 of Perwako of 2015, the granting of IUMK to Micro and Small Enterprises is not subject to fees, levies, or other levies. It is further explained in article 17 All costs incurred as a result of the issuance of this Mayor Regulation are charged to the Pekanbaru City Regional Expenditure Budget. Thus, in making permits there is no

fee or 0 Rupiah besides that it also has a simple, easy, and fast opening procedure.

There are various public service innovations in several sub-districts in Pekanbaru City, one of which is the Bukit Raya District to get the target system running optimally, Bukit Raya District comes with services such as the delivery of application letters and business licenses, public services in the form of product applications mobile which makes it easier for the public to obtain effective, efficient and transparent public services, and there is also an electronic signature where the processing of permits used to take up to five days, now it can only take one day and can even be waited for. If using a manual system, it will take a long time to administration and it is difficult to find data on Regional Government Organizations. Manual administrative service processes can transition into online administrative services, for the reasons are:

Services are manual, namely, there are still deficiencies in terms of time and flow which are very long, constrained if the authorized official is not in place, and difficult to find archives that have been issued by the relevant Regional Apparatus Organization (OPD).

Online services, which can minimize the occurrence of problems in administrative services, services can be

carried out by the community and officials concerned wherever they are, vulnerable and the process flow of management is faster and easier, in a short time the published archives can be obtained immediately. Bukit Raya District is one of the sub-districts in Pekanbaru City, Riau Province which implements e-government-based public services in providing services to the community to realize e-government and the concept of Smart City Madani. This can be seen from the patent service revolution in the Bukit Raya sub-district, which initially still provided services through the sub-district office patent counter, then changed to a patent pick-up service, so that in the end it changed to an online service in administrative matters in the Bukit Raya sub-district, Pekanbaru City. The types of E-Government-based services implemented by the Bukit Raya District Government of Pekanbaru City are:

Table 1. Types of E-Government-Based Services in Bukit Raya District

No	Type E-Government
1	Integrated Administration Service System (SIPADU)
2	E-Greetings Online Discussion Forum for Bukit Raya Residents
3	District website
4	Strategic Document Base
5	Patent and IUMK shuttle services

Source: *Processed data (Bukit Raya District Government website, Pekanbaru City (19-12-2022))*

Based on the data above, Bukit Raya District has implemented e-government in providing services to the community, 5 (five) types of services are directed towards the implementation of E-government. The first is the Integrated Administrative Service System (SIPADU) mobile application, Sipadu, which is the result of changing the manual service system to an online service which was launched in 2017 in Bukit Raya District, Pekanbaru City. This system provides easier administrative arrangements for the community, who initially had to come to the sub-district office for administrative matters, and now do not need to come to the sub-district office to get services. The community only needs to upload the requirements and when they have been received and completed, then all validations from both the lurch and others to the signature of the sub-district head use a digital system.

Quoted from (Riaupotenza; 2016) the arrangement of patent and IUMK pick-up services is online-based, the community only needs to inform the sub-district office about wanting to apply for a permit either by telephone/call center or through E-Sapa Warga Bukit Raya, then officers from the sub-district office immediately came to pick

up and the pick-up immediately carried out business verification, then after being picked up and verified and the others had been out, the sub-district office staff would also immediately deliver the permit arrangements to the residents. Services that are implemented can make it easier for the public to get public services that are effective, efficient, and transparent. It can be seen from the following residents' E-greeting application:

Figure 1. The E-Greetings Website of Bukit Raya Residents, Pekanbaru City



Source: *Processed data (Bukit Raya District Government website, Pekanbaru City (20-12-2022))*

Based on the picture above, you can see one of the business owners related to the laundry business he is involved in to get bank credit, then the Bukit sub-district admin explained the procedures that must be carried out and the requirements that must be completed later and the next step is to contact the call center listed. This shuttle for micro and small businesses is intended to simplify licensing services related to licensing requirements, procedures,

processes, and completion. The community does not need to leave their place of business when they are going to apply for a business license. It can be transferred if serving customers who come to the place of business.

The sub-district will deliver the issuance of permits as well as see the location of the existence of a place of business to avoid having a fictitious place of business. This service is also meant to control business owners who roam freely on protocol streets and have irregular locations because the district administration will not give permits to business owners who violate the rules. It is also hoped that the pick-up and drop-off of business licenses will increase self-confidence in administering permits according to procedures to minimize brokers roaming the Bukit Raya District area because the process of issuing micro-small business permits is free of charge or 0 rupiahs.

Methods

This study uses a qualitative approach using qualitative descriptive analysis techniques. The purpose of descriptive research is to accurately and systematically describe the characteristics of a population. And descriptive research presents research findings in their original form (Husna, 2017). The data source is the subject that can be found. Qualitative data

is defined as data in the form of words, pictures, and schemes (Rukin, 2019).

Sources of data in this study using primary and secondary data sources. Primary data was obtained through interviews with informants in the Bukit Raya district. The informants referred to are the Head of Community Empowerment and Development, Secretary of Community Empowerment and Development, Head of PATEN Section of Bukit Raya District, Operators of Bukit Raya District, Special Expert Staff for IUMK, and Micro and Small Business Actors. While secondary data consists of documents such as policies, previous journals, report archives, implementation of activities, and photo documentation of the implementation of IUMK that has been running in Bukit Raya District, Pekanbaru City. The data collection technique used is the method of observation, interviews, and literature study. Data analysis used in this research is data collection, data analysis, data presentation, and conclusion.

Result and Discussion

Termination of the Public Pick-Up Service for Micro and Small Business Permits in Bukit Raya District, Pekanbaru City

Public sector innovation is not a condition that can easily be carried out on a whim, let alone happen by itself. It takes

several critical factors to guarantee its success. Some of these factors include leadership that supports innovation, educated and trained employees, organizational culture, team and partnership development, and orientation toward measurable performance. Leadership that supports the innovation process is the main condition for the occurrence of governmental innovation. Without effective leadership, it is difficult to direct government programs that support the innovation process. This leadership does not only mean having a leader who supports the innovation process but also involves the strategic direction of the innovation process which becomes the operational basis of the innovation process for all elements of the organization.

a. Development of Innovation Leadership

The innovation process requires leaders who are capable of making changes, able to make many parties aware of the importance of innovation, and able to mobilize and provide role models that support the innovation process. Government innovation is implemented not just by speaking but also requires leaders who can inspire innovation. According to the following interview excerpt.

"This shuttle was originally initiated by the sub-district head who took office in 2015. He had advanced thoughts on how to make all services capable and easily accessible to the community without requiring the community to come to the sub-district office, especially for micro and small business owners because it can make it easier for them to borrow funds. with soft credit from the bank that cooperated at that time" (I, 19-12-22)."

The interview above, shows that this micro-small business permit pick-up service is expected to be able to provide services that can blend into the community easily, practically, effectively, and transparently. Another goal in implementing this pick-up service is to reduce manipulative business data or the presence of fictitious ones whose existence is only in photographs, in the micro-small business permit licensing process several people register for business licenses but when surveyed their presence in the field there is no such effort. Some of them have businesses owned by relatives or neighbors to obtain a business license and then have them processed by the bank.

Pick-up service for patents and IUMK, this is a shuttle service by the sub-

district government in managing the administration of permits and non-permits in Bukit Raya District. The role of leadership in implementing this program is needed because this is an innovation in facilitating service to the community so that people who have businesses can have proof of licensing from the Pekanbaru City Government, in this case, the author conducted interviews with the sub-district where the idea maker and this idea, the following is a quote from the results of the following waw;

"The online-based IUMK Program is an innovation from the previous sub-district leadership, where at that time the sub-district head was eager to carry out online services by the vision and mission of the city of Pekanbaru where all services are online-based, and the current sub-district leadership is also still implementing the online system as well. in managing IUMK, so the role of the Leader in Bukit Raya District is very involved" (I,19-12-22)

Based on the interview, it shows that the leadership in Bukit Raya District has played a major role in creating innovation in the form of managing online-based Micro and Small Business Permits, and during the previous leadership, this

innovation was also implemented in management and was reinforced by the following interviews:

"This permit arrangement has indeed been carried out for a long time, even the sub-district head previously made this online service, he said so that it would not be complicated by the community in obtaining permits for micro and small businesses, so that many traders or entrepreneurs have business licenses, but it only lasts a short time, and now the old sub-district head has been replaced by a new sub-district head so that innovations made by the previous sub-district head are no longer valid or not used by the new sub-district head" (BY.20-12-22)

Based on the interview, shows that this innovation exists and is going according to what was planned by the sub-district head the community also said that this innovation had existed during the previous sub-district head, but the community also said that this program did not run perfectly because it was hampered in 2019, where in 2019 this innovation was no longer running well, and the applications made by the Bukit Raya District were also not accessible properly, this prompted the author to dig deeper into the information to

get to the root causes of the leadership of the Bukit Raya District in carrying out innovations that had been done by the district head before.

b. Development of Innovation Culture

Culture can have a significant influence on employee attitudes and behavior, especially since culture performs several functions within an organization. The various functions that culture plays that it has a role to set boundaries, that is, culture creates a clear distinction between one organization and another. In this case, it also applies to an innovation carried out by the Bukit Raya District. With this innovation, it is hoped that officers and employees can adjust and change services according to the needs and desires of the community. The following must be changed in this innovation:

1. Readiness of officers (Human Resources)
2. Readiness of facilities and infrastructure

Resources within the organization can be a good support system or even become an obstacle that will be faced in achieving organizational goals. Human Resources is one of the inhibiting factors that can affect the implementation of the organization if the resources in the organization are not good, it can be said

that the organization is not effective and cannot run as it should.

Human Resources is one of the supporting factors that can influence the implementation of the organization if resources in the organization are not good, it can be said that the organization is not effective and can run as it should. Pick-up service for patents and IUMK in Bukit Raya District, Factors viewed from existing human resources are one of the obstacles in implementing patent and IUMK pick-up services in Bukit Raya District because the delegation of business permits has been handed over to the sub-district, several expert staff has been sent especially those who will go directly to the community. and Facilities and infrastructure are tools to support the success of a process of the effort carried out in public services, because if these two things are not available then all the activities carried out will not be able to achieve the expected results according to plan.

Facilities and infrastructure are the supporting factors that can affect the quality of services provided to the community, if the facilities and infrastructure do not support it, it can be said that it is not running properly. The facilities and infrastructure owned at the Bukit Raya Sub-district Office can be said to be quite ready and sufficient to support the implementation of innovations in the

pickup service for patents and IUMK Bukit Raya.

c. Employee Development

Employee Development is a measurement of the level of ability of the Bukit Raya District administration in conducting socialization and communication-related to the pick-up service for patients and IUMK Bukit Raya. Socialization is an important factor in realizing a policy or program. Without socialization in carrying out the Bukit Raya patent and IUMK pick-up service, of course, it is very unlikely that it will be able to run effectively. Socialization is conveying to the public news, policies, knowledge, and so on. The uneven understanding of the community results in a lack of in-depth information regarding the pick-up service for patents and IUMK Bukit Raya. excellent service and optimal readiness of facilities and infrastructure have an impact on the effectiveness of the patent and IUMK pick-up service.

d. Partnership work team development

Forming an aligned team requires mastery of the practice of dialogue and discussion. The success of a team can be assessed from three things, namely the products and services produced, team continuity, and team member satisfaction. The innovation work team will be

considered successful if the team produces innovative ideas and products. Team productivity is assessed from the quality and quantity of innovation in solving various problems, both public issues and government institutional issues. The team is also assessed on the team's ability to continue working and creating (team untenability). The existence of an innovation work team is needed to strengthen public sector innovation development programs because initially innovation programs cannot be run by themselves nor can they be run alone. The following is the development of a partnership work team according to the following interview excerpts;

"Picking up micro-small business permits is one of the ideas resulting from criticism and suggestions in the aspirations of the E-Sapawarga community who can provide soft loans for people sheltered by the industry and trade department of Pekanbaru city in collaboration with Bank BRI" (SK, 21-12 -22)

Based on the interview above, shows that one of the partners in this innovation is Bank BRI.

e. Innovation Development

Performance

The development of innovation performance begins with compiling performance indicators that facilitate the assessment of innovation performance. Innovation performance indicators can be distinguished at individual and institutional performance levels. Individual performance is needed to see the role of individuals in their contribution to the innovation program. While institutional performance is the overall performance of an innovation program or policy. This needs to be done to facilitate the next performance process, namely how to provide rewards for both success and failure. Because innovation is change and because every change is inherently a failure, it is important to properly assess failure.

In terms of public services, it is also necessary to provide a measure of new ideas or ideas in the development of public services, the government of the Bukit Raya District, Pekanbaru City has an idea for providing services to the people of the Bukit Raya District, the innovation is to pick up micro and small business permits. which is based online in the registration process, so it is very possible to measure innovation performance so that it can reach the peak of excellent service. The following is the development of innovation based on the following interviews:

"In the innovation that we have made, we have often evaluated its performance, both the application, the service, and even the human resources that we have assigned to service micro and small business permits and we also admit that there are many problems with this innovation, which at the beginning of 2016 this is our first year innovating, but we still experience many shortcomings such as the lack of socialization with the community, so many people register manually at the Bukit Raya sub-district office, and there are still many obstacles in the process of implementing the innovation for micro and small business permits " (KP, 27-12-22)

Based on these interviews, it shows that as the innovation performance of micro and small business licenses progresses, the Bukit Raya District also takes measurements in the process of implementing micro and small business permits based online or using an application, but at the beginning of the implementation of this innovation there were problems, such as the lack of outreach to the community, so that many people still come directly to the Bukit Raya sub-district office, in this case, the application that has been made is not used properly by the

community. Reinforced the problems faced by an innovation performance program for pick-up and drop-off permits for micro-small businesses, along with interview excerpts;

"During the implementation of micro and small business permits, there have been problems, such as the lack of socialization earlier, and there are still many limited human resources in carrying out the innovation process, many many people do not understand the development of this technology, so many people ask for online registration. manually, so that we experience a decrease in the quality of performance in implementing these innovations" (I,19-12-22)

Based on these interviews, shows that the process of implementing innovations for micro and small business permits still has several obstacles, including minimal socialization and limited human resources in understanding it. decline and not by existing regulations.

f. Innovation Network Development

Development of innovation networks is needed because the public sector will have wider impact if innovation involves a wider range of stakeholders. Innovation must always interact with the environment because innovation is

influenced by the environment and affects the environment as well. Innovation does require a base that depends on internal strength but it will blossom and develop because it absorbs various knowledge and needs that develop in its environment. Outsiders who can be involved in the innovation network are all parties who are useful in developing the knowledge needed to innovate.

Communities are the main stakeholders of public sector organizations. Apart from being connoisseurs of innovative public services, the community is also a source of knowledge. Community needs and demands are valuable information for the development of knowledge. Knowledge circulating in society can also be absorbed by public sector institutions.

Technology or ICT is also an aspect that has a big influence in all fields by the progress of science, especially in the function of government services to every citizen or community as a service provider institution. The government is also required to keep abreast of technological developments in serving the public more effectively, efficiently, quickly and efficiently, and the existence of technology, can be used to build an electronic-based government service system. Utilization of this information technology can change the

pattern of public services towards transparency and public convenience.

Conclusion

Termination of public service innovations for picking up micro and small business licenses in Bukit Raya District is as follows: Termination is a conclusion or termination of functions, programs, and policies in public services. The public service for picking up micro and small business licenses has been running and is a public service innovation that makes it easier for the community to apply for business licenses, but in 2019 this innovation has been discontinued. The following are indicators of innovation termination seen from 6 aspects of indicators, namely Development of Innovation Leadership, Development of Innovation culture, Development of Employees, Development of Work Teams and Partnerships, Development of Innovation Performance, and Network Development.

References

Books

- Ahmadi, R. (2014). *Metode Penelitian Kualitatif*. Ar-Ruzz Media
- Bungin, B. (2005). *Metodologi Penelitian Kuantitatif: Edisi Kedua*. In *Kencana*. PT fajar Interpretama Mandiri.
- Bungin, B. (2011). *Penelitian Kualitatif: Komunikasi, Ekonomi, Kebijakan*

Publik, Dan Ilmu Sosial Lainnya. Inu *Kencana* Hardiansyah. (2018). *Kualitas Pelayanan Publik*. Gava Media.

Hayat. (2017). *Manajemen Pelayanan Publik*. PT. Raja Grafindo Persada.

Herdiansyah, H. (2010). *Metodologi penelitian kualitatif untuk ilmu-ilmu sosial*. In *Jakarta: Salemba Humanika*.

Moleong, L. J. (2017). *Metodologi Penelitian Kualitatif (Edisi Revisi)*. In *PT. Remaja Rosda Karya*.

Mulyadi, D. (2015). *Studi Kebijakan Publik dan Pelayanan Publik*. Alfabeta.

Prastowo, A. (2012). *Metode Penelitian Kualitatif dalam Perspektif Rancangan Penelitian*. Ar-Ruzz Media.

Sangadji, E. M., & Sopiah. (2010). *Metodologi penelitian: pendekatan praktis dalam penelitian*. Yogyakarta: Andi.

Suaedi, F., & Wardiyanto, B. (2010). *Revitalisasi Administrasi Negara*. Graha Ilmu.

Metode penelitian kuantitatif, kualitatif, dan R&D, Alfabeta, cv.____(2016).

Tanlain. (2018). *Efektivitas Pelayanan Publik*. 13–33.

Journal article

- Badri, K. (2020). *Efektivitas Inovasi Pelayanan Publik Pada Gerai Pelayanan Publik (Gp2) Di Kecamatan Rambah Hilir Kabupaten Rokan Hulu*. 7(1501121255), 1–15. Batinggi, & Ahmad. (2013). *Manajemen Pelayanan Publik*. Andi.
- Indiahono, D. (2009). *Perbandingan Administrasi Publik model, konsep dan aplikasi*. Gava media Julita, A., Pembimbing, D., Yuliani, F., & Si, M. (2017). *Pelaksanaan Izin Usaha Mikro*

Dan Kecil (Iumk) Gratis Di Kecamatan Sukajadi Kota Pekanbaru. 4(1).

Nadela, A. L. (2017). Penerapan Izin Usaha Mikro Dan Kecil Di Kecamatan Tampan Pekanbaru. *Jom FISIP*, 4(2), 1–15.

Wulandari, F. (2016). *Efektivitas Penerapan Layanan E-Puskesmas di Kota Makassar*. Univeristas Hasanuddin.

Website

Riaupotenza.com. (2016 Agustus). *Dibukit Raya Urus Iumk Terus Dipermudah*.

Diakses pada tanggal 19 januari 2019, dari <http://riaupotenza.com/berita/4016/di-bukitraya-urus-iumk-terus-dipermudah>

Website document

Undang-Undang No. 23 Tahun 2014 tentang Pemerintahan Daerah

Peraturan Presiden (Perpres) Republik Indonesia Nomor 98 Tahun 2014 Tentang Perizinan untuk Usaha Mikro dan Kecil

Instruksi Presiden No 3 tahun 2003 tentang kebijakan dan strategi nasional pengembangan e-government

Peraturan Pemerintah Nomor 19 Tahun 2018 Tentang Kecamatan

Peraturan Walikota Pekanbaru No 11 Tahun 2013 Tentang Pelimpahan Wewenang Dari Walikota Kepada Camat

Peraturan Walikota (Perwako) Pekanbaru nomor 96 tahun 2015 tentang pendelegasian kewenangan pelaksanaan izin usaha mikro dan kecil dari walikota kepada camat

Profile

Fitri Andriyah S.IP. is a student of Diponegoro University in the Department of Political Sciences. Faculty of Social Sciences. completing undergraduate education with the Department of Government Science at Riau University in 2021