

IMPLEMENTATION OF INTEGRATED LICENSING SERVICE POLICY IN INCREASING THE EFFECTIVENESS OF PUBLIC SERVICES IN GORONTALO DISTRICT

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ABSTRACT

This study aims to describe: a) the strategy for implementing an integrated licensing service policy in increasing the effectiveness of public services in Gorontalo Regency, b) the factors that determine the implementation of an integrated licensing service policy in increasing the effectiveness of public services in Gorontalo Regency. The method used is Sequential Exploratory, data collection techniques using closed interviews, data reduction analysis techniques, data display, conclusions and data verification. The results of this study indicate a) the strategy of implementing an integrated licensing service policy in increasing the effectiveness of public services in Gorontalo Regency which can be seen from the planning, implementation and monitoring and evaluation. b) the factors that determine the implementation of the integrated licensing service policy in increasing the effectiveness of public services in Gorontalo Regency, seen from the mentality approach, system approach, networking approach, organization, interpretation, application.

Keywords: Implementation, Policy, Effectiveness, Service, Public

INTRODUCTION

The reform era brought changes in all fields, including public services. Public services that are the hope of the community are a service process that is not complicated, there is certainty of time and does not practice illegal fees, the behavior of service officers who are willing to serve, especially in regions as the key to leading community services in the state system.

Public service is a very strategic issue because it is an arena of interaction between the government and its citizens, the community is willing to pay the levy fees set by the government and the community even mandates the government to use the levy to serve the needs of goods and services in order to realize the welfare of the community. In fact, the community also gives full authority to the government to take repressive actions if necessary so that user fees and other sources of income can be collected effectively and used as much as possible to improve and streamline public services for the welfare of the community.

In fact, the reality that occurs in the licensing service office is still very far from what is expected, although the target for retribution revenue from the licensing service sector always increases every year but in fact, the increase in revenue has not been accompanied by improvements in the quality of services both to the community as service recipients. or to the apparatus itself as a service provider, it can be seen that there are still many complaints from the public, both from the time of service, the requirements are still convoluted, the fees to be paid are still not determined in a transparent manner, the public must go back and forth to the office or other technical institutions that issuing requirements as supporting documents for the licensing service office to issue permits, and the lack of professional service officers in providing services at the licensing service office.

Conditions that further worsen the service at the licensing service office are: 1) the lack of commitment of the apparatus in implementing the programs that have been set out in the planning, 2) the lack of concern from stakeholders to realize better public services to the community, 3) better coordination, confirmation and

simplification. not built properly, 4) Inadequate facilities and infrastructure, 5) low support for apparatus resources, 6) very minimal budget support, 7) Institutional forms that are no longer in line with community developments and demands, this cannot be avoided if there are still differences in understanding from the Gorontalo Regency government officials who only see the existence of the licensing service office as a SKPD unit tasked with collecting regional retributions which are then assumed to be local revenue, this is contrary to the direction of the President of the Republic of Indonesia which is followed up with a circular letter. the Minister of Home Affairs Number 100/6310/SJ dated 6 November 2014, as well as the sectoral ego of the head of the work unit who is still reluctant to delegate licensing arrangements to the licensing service office, which are obstacles for the licensing service office in providing services.

LITERATURE REVIEW

Public policy

The study of the concept of public policy is how the hierarchical policy process and environment and public policy actors, especially in the system of government and state administration. Keban Dalam (Kadji; 2008; 5) explains that "public policy" can be seen as a philosophical concept, as a product, as a process and as a framework. To produce policy products, one can also understand the concept of policy according to Abdul Wahab which is emphasized by Budiman Rusli in (Kadji; 2008; 6) further explaining: 1) Policy must be distinguished from its decision, and there are three basic things between policy and decision. a) the scope of the policy is much larger than the decision. b) understanding of the larger policy requires an in-depth review of the decision. c) policies usually include efforts to trace the interactions that take place among so many individuals, groups of organizations. 2) Policies are not necessarily distinguishable from administration. 3) The difference between policy and administration reflects the classical view.

Meanwhile, the definition of public policy given by Robert Eyestone in (Winarno; 2014; 20) that public policy can be said as the relationship between a government unit and its environment, the concept offered by Eyestone contains a broad and uncertain understanding because what is meant by public policy can include : many things. The process of making public policy is a complex process because it involves many processes and variables that must be studied.

Public policy implementation is the most crucial stage in the public policy process. A policy program must be implemented so that it has the desired impact or goal to understand the implementation of public policy. There are some of the best literatures that present theoretical or conceptual discussions, such as Berman, in (Winarno; 2014; 66) "The study of macro and micro implementation", Chase in (Winarno;2004;67) "implementing A Human Services program.

From the definitions of experts on public policy, researchers can draw the conclusion that what is meant by public policy is "a decision whether in the form of an order, recommendation, which is used as a basic concept to regulate, answer, explain a problem or thing that is happening in the community. " Public policy implementation is "elaboration of orders or recommendations carried out by policy actors / implementers in this case there is a bureaucracy to complete or regulate things in accordance with regulated procedures"

In KepmenPAN Number 63 of 2003 it is stated that the essence of public service is the provision of excellent service to the community which is the embodiment of the obligations of government officials as public servants. In public services, the principles that are put forward include: 1) transparency, being open, easy and accessible to all parties who need and provided adequately and easily understood. 2) accountability, can be accounted for in accordance with the provisions of the legislation. 3) conditional, in accordance with the conditions and capabilities of the service provider and recipient while adhering to the principles of efficiency and effectiveness. 4) participatory, encouraging community participation in the implementation of public services by taking into account the aspirations, needs and expectations of the community. 5) equal rights, non-

discriminatory in the sense of not discriminating against ethnicity, race, religion, class, gender and economic status. 6) the balance of rights and obligations, providers and recipients of public services must fulfill the rights and obligations of each party.

INTEGRATED SERVICE POLICY

Institution starts from the construction of Minister Domestic No. 25 years 1998 About one tap licensing service at Area. The instruction is intended for all governors and regents / mayors to improve services to the community and accelerate the completion of permits for investment in the regions.

issuance of Minister of Home Affairs Regulation No. 24 of 2006. About the guideline for establishing a one - door integrated service is part of the elaboration of Presidential Instruction No. 3 2006. Within the policy framework, it instructs several departments and ministries to generally carry out institutional strengthening in investment services through synchronization central regulations and regional regulations as well as clarity of provisions regarding the obligation to analyze environmental impacts.

In addition, it provides wider access for the community to obtain public services. Therefore, it is hoped that public services will be realized that are fast, cheap, easy, transparent, certain and affordable, in addition to increasing the rights of the community to public services.

The effectiveness of licensing services as carried out in accordance with the guidelines for the management of public services as stipulated by the Decree of the Minister of Administrative Affairs Number 81 of 1993, then the principles or principles can be understood with the following explanations: 1) Simplicity, is the principle or principle of simplicity which means that the procedure The service procedures are carried out easily by the people who request services. 2) Order is a system of organizing and storing documents/archives. 3) Capacity is sufficient counters and service personnel, meaning that in service delivery it is necessary to pay attention to whether the number of counters is adequate with the load/volume of service requests, 4.) Openness is the principle of openness in the service of providing instructions to publicly inform everything related to the implementation of service providers to the requesting community. 5). Efficient is this principle which emphasizes more on policies regarding the implementation of public services that pay more attention to so as not to burden the community and do not have an impact on excessive public spending. 6) Economical is this principle which means that the imposition of fees for providing services to the community must be determined fairly. 7) Equitable justice, this principle emphasizes more on the scope of community groups who receive services that must meet all social levels of society, do not discriminate in treatment and provide services both in the context of costs, actions in providing services, and the same time as the applicants. other. 8) Punctuality, it is necessary to maintain consistency in the implementation of services to the schedule in the provision of services, as well as to streamline the implementation of supervision and control both in recording, and often have to conduct briefings as a means to prepare plans to provide information on the progress of activities.

POLICY IMPLEMENTATION STRATEGY

Strategy is etymologically and its development and understanding of strategy comes from the classical Greek word, namely "Strategos" (general), which is basically taken from a selection of Greek words for "troops" and to lead. The use of this strategic word can be interpreted as "planning" by using an effective way based on the facilities owned by Bracker in (Heene; 2010; 53) . The general understanding of strategy according to Bagus in "Journal of strategic concepts" "Strategy is a process of determining the plan of top leaders that focuses on the long-term goals of the organization, accompanied by the preparation of a method or effort how to achieve these goals.

While implementation according to Usman in his book entitled "Context of curriculum-based implementation" expressed his opinion regarding implementation is "Implementation is leading to activities, actions, actions,

or the existence of a system mechanism, implementation is not just an activity, but a planned activity and to achieve goals. activities" the definition of implementation above can be concluded that implementation is not just an action or action but a planned action taken to achieve what is the goal of an activity.

While the policy according to Fredrickson in (Tangkilian; 2003; 12) is "an action that leads to the goals proposed by a person or group or government in a certain environment in connection with the existence of certain obstacles, while looking for opportunities to achieve the goals / realize the goals set. desired.

Various definitions from experts on strategy, implementation, and policy have been described extensively so that it can be concluded that the policy implementation strategy is "a plan that is drawn up, made to carry out activities or directed actions with the provisions stipulated, carried out by the implementer, either individuals or organizations in realizing and achieving the goals to be achieved "for that when we talk about implementation strategies, of course we will talk about planning which is closely related to management. Strategic management is a plan that is prepared and managed by taking into account various aspects with the aim that the impact of the plan can have a positive impact on the organization in the long term.

RESEARCH RESULTS AND DISCUSSION

The implementation strategy related to the integrated licensing service policy in Gorontalo district, includes: 1) Planning, 2) Implementation, 3) Monitoring and Evaluation, while in planning the preparation of the program the activities carried out are quite good based on the results of the research carried out but in reality the implementation and not done well so that it can be concluded that the strategy carried out by the licensing service office has not been carried out properly, this can be seen from the results of closed interviews and data analysis it is known that from the three indicators above 72.35% of informants answered that the strategy for implementing integrated licensing service policies in Gorontalo Regency strongly agrees/very important/very necessary/very much needed/ and agrees/important/needs/needs for improvement.

Related to the above facts, the policy implementer, in this case the licensing service office and the local government, need to be equally committed to providing public services, especially licensing services in Gorontalo Regency, which are better and more effective.

In planning strategy formulation activities, both private organizations and public organizations will know that the SWOT analysis is one of the most powerful analytical instruments if used properly. It is widely known that SWOT is an acronym for the words strengths or strengths, weaknesses or weaknesses, opportunities or threats and threats. Strengths and weaknesses are found in the body of an organization, the efficacy of SWOT analysis lies in the ability of the strategic determinants of the company / organization to maximize the role of strength factors and take advantage of opportunities as well as act as a tool to minimize weaknesses in the organization and reduce the impact of threats that arise and must face.

CONCLUSION

Based on the results of the research and discussion that has been described in the previous chapter which is a discussion of the data obtained in the field. In general, the implementation of integrated licensing service policies in increasing the effectiveness of public services has not been carried out properly, this is evidenced by the results of research conducted which are still in poor criteria, so it can be concluded: 1) Strategy for implementing integrated licensing service policies in increasing the effectiveness of district public services Gorontalo, both planning, implementation and monitoring and evaluation in general have not been carried out properly. 2) The factors that determine the success of implementing an integrated licensing service policy in increasing the effectiveness of services in Gorontalo Regency, which include: Mentality approach, System approach, Networking approach, organization, interpretation, application, based on research results in general, the criteria are still very poor , with the policy implementation strategy not yet good and the policy

implementation factors not being fulfilled, the implementation of the integrated licensing service policy in Gorontalo Regency is still not effective.

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