

**INTEGRATED LICENSING INFORMATION SYSTEM (SIJITU)
APPLICATION IN LICENSING SERVICE
(A Study at the Department of Capital Investment and One-Stop Integrated
Services in Ponorogo District)**

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ABSTRACT

SIJITU (Integrated Licensing Information System) is an application developed by the Department of Capital Investment and One-Stop Integrated Services (*DPMPTSP*) in Ponorogo District in order to provide effective, efficient, and transparent service in Non-Business Licensing Service. The reason behind *the SIJITU* application is the rise of the management information system so it can be utilized in the process of licensing service implementation at *DPMPTSP* in Ponorogo District. This research aims to identify, analyze, and describe *SIJITU* implementation in Non-Business Licensing Service at *DPMPTSP* in Ponorogo District that includes implementation strategy, resources involved, procedure and mechanism, and service improvement through *SIJITU*. This research is descriptive research with a qualitative approach. The method of data analysis used is data analysis of Miles, Huberman, and Saldana's interactive model that involves data collection, data condensation, data presentation, and conclusion verification or description. The result of the research is that *the SIJITU* application certainly helps the performance of public service in the non-business license field that is held by *DPMPTSP* in Ponorogo District. Through *the SIJITU* application, the service process can be done transparently with the tracking feature. *DPMPTSP* in Ponorogo District also tries to increase the officers' ability through formal and non-formal education and conducts socialization to the society regarding the *SIJITU* application. Services procedure and mechanism through *SIJITU* can be known in detail on the Standard Operating Procedure (SOP) of Licensing Service at *DPMPTSP* in Ponorogo District.

Keywords: *Non-Business Licensing, SIJITU, Transparent.*

A. PRELIMINARY

The *Undang-Undang Republik Indonesia Nomor 25 Tahun 2009* about Public Services explains that "Public service is an activity or series of activities in order to fulfill service needs according to the laws and regulations for every citizen and population over goods, service, and/or administrative service provided by public service administrator". Based on the *Undang-Undang Republik Indonesia Nomor 25 Tahun 2009*, it can be understood that public service is the government's responsibility to provide service in terms of goods, service, and administrative service that is needed by the citizens. The three aspects of public service mentioned above should be given optimally by the government as the public service administrator.

The government as the public service administrator should be able to organize good governance. In order to reach good governance, the government can apply the e-government concept. The *Instruksi Presiden Republik Indonesia Nomor 3 Tahun 2003* about National Policy and Strategy of E-Government Development states that “E-Government development is an effort to develop the implementation of government that is based on (using) electronics in order to improve the quality of public service effectively and efficiently”. Through the Instructions of the President, it is clear that government development is surely needed so the government is able to run the governance implementation and public service optimally.

Based on the Central Bureau of Statistics (*BPS*), the Development Index of Technology, Information, and Communication (*IP-TIK*) in Indonesia in 2017 stayed at 4,99 out of 1-10 scale. Although there was an improvement from the year before, however, the index did not reach scale 5 out of 10 which means Indonesia is still far away from 10 (Fauzi, 2018). Based on the article, it can be concluded that the Development Index of Technology, Information, and Communication in Indonesia is not satisfying. Furthermore, through Kencana (2019), it is stated that according to the Head of National Development Planning Agency (*Bappenas*), Bambang Brodjonegoro, State Civil Apparatus (*ASN*) should not be technology illiterate in the era of industrial revolution 4.0 nowadays because society’s demand in the future requires the State Civil Apparatus to be able to do their tasks along with the implementation of e-government or Electronic-Based Governmental System (*SPBE*). The era of industrial revolution 4.0 requires state officials to be able to implement the government effectively and efficiently through the concept of e-government or electronic-based government implementation.

The use of an information system in government implementation is hoped to be able to increase the government’s capacity in implementing public service. Management Information System by Davis (1995: 57) in Rochaety, Ridwan & Setyowati (2013: 9) is a system of integrated human and machine to provide information in order to support the operational function, management, and the process of making the decision in an organization. Based on that opinion, it can be understood that Management Information System is the utilization of information technology advancements and is managed in an information system that is beneficial for making decisions in an organization.

The use of the Management Information System in public service can be applied to the licensing service. Licensing service in regions is implemented by the Department of Capital Investment and One-Stop Integrated Services (*DPMPTSP*). Article 1 Verse (6) of the *Peraturan Menteri Dalam Negeri Nomor 138 Tahun 2017* states that One-Stop Integrated Service (*PTSP*) implementation is an activity of Licensing and Non-Licensing implementation that its management process starting from requesting stage to document issuance stage is conducted in an integrated manner in one-stop service at one place. Based on the Laws and Regulations above, it can be understood that One-Stop Integrated Service (*PTSP*) is an activity implemented by Department of Capital Investment and One-Stop Integrated Services (*DPMPTSP*) including Licensing and Non-Licensing Service

and all of the processes are conducted at the same place at *DPMPTSP* in every region, such as districts, cities, or provinces.

Through the website of *the DPMPTSP* Ponorogo District that was downloaded on October 5th, 2019, it is known that one of the products of licensing service provided by *DPMPTSP* Ponorogo District is Non-Business Licensing Issuance via Integrated Licensing Information System (*SIJITU*) application. *SIJITU* is an application managed by the government of the Ponorogo District that functions as a tool for licensing applicants to obtain non-business licensing issuance that is integrated into an online system.

SIJITU that is managed by *the DPMPTSP* Ponorogo District as an online licensing system is one of the efforts done by the government of Ponorogo District to reach good governance through the e-government concept by optimizing the use of management information system. Products of non-business licensing service implemented by *DPMPTSP* Ponorogo District via *SIJITU* application are Commercial Sign Permit, Nurse Practice License, Midwife Practice License, Pharmacist Practice License, Optical Operational Permit, etc.

Before *the SIJITU* application, *DPMPTSP* conducted public service in the licensing field manually so it was not effective. Besides, there were a lot of complaints from the society related to the procedure that lacks transparency and in some cases when the officer or the head of *DPMPTSP* was not available at the office, the application process would be postponed. Through *the SIJITU* application, *DPMPTSP* expects they can provide effective, efficient, and transparent public service.

Based on the description above, the researcher selected the theme about Integrated Licensing Information System (*SIJITU*) Application in Licensing Service; A Study at Department of Capital Investment and One-Stop Integrated Services in Ponorogo District in order to identify the application of *SIJITU* in providing non-business licensing service for the applicants, especially in Ponorogo District.

B. THEORIES

a. Public Service

According to Denhart & Denhart (2003) quoted by Alamsyah (2016: 197-198), it is explained that there are several new public service principles, they are:

1. Serve citizens, not customers; Public interest is prioritized more than individual personal interest; therefore, it is needed to build trust and collaboration with and among citizens.
2. See the public interest; Public administrators should give a contribution to building common public interest in order to create common interest and common responsibility.
3. Value citizenship over entrepreneurship; Public interest is better conducted by public servants and citizens who have commitments to give a contribution to society rather than being conducted by private companies.

4. Think strategically, act democratically; Policies and programs to fulfill public interest can be reached effectively and responsibly through collective effort and collaborative process.
5. Recognize that accountability is not simple; Public servants should accomplish laws and regulations, citizenship values, political norms, professional standards, and citizens' interest.
6. Serve rather than steer; It is important for public servants to practice leadership that is based on common values rather than controlling or directing citizens.
7. Value people, not just productivity; Public organization and the network are more likely to reach success in long terms if conducted through collaboration process and common leadership that is based on the appreciation to all people.

Based on the *Undang-Undang Nomor 25 Tahun 2009* about Public Service, it is mentioned that "Public Service is an activity or a series of activities in order to fulfill service needs according to the laws and regulations for every citizen and population over goods, service, and/or administrative service provided by public service administrator". Hayat (2017: 22) explains that public service serves thoroughly the aspects of basic services that are needed by society to be fulfilled according to its requirements. Based on the comprehension above, it can be concluded that public service is a series of activities conducted by the government as the public service administrator in fulfilling service needs for all citizens, either in terms of goods, services, or administrative services.

Based on the *Surat Keputusan Menteri Pendayagunaan Aparatur Negara Nomor 63/KEP/M.PAN/7/2003*, public service principles are: 1) Simplicity; 2) Clarity; 3) Time Certainty; 4) Accuracy; 5) Security; 6) Responsibility; 7) Complete Facilities and Infrastructure; 8) Easy Access; 9) Discipline, Politeness, and Hospitality; 10) Convenience.

b. Licensing Service

Based on the *Peraturan Menteri Dalam Negeri Republik Indonesia Nomor 138 Tahun 2017* about Regional One-Stop Integrated Service Implementation, Article 1 Verse (6), it is stated that "One-Stop Integrated Service (PTSP) implementation is an activity of Licensing and Non-Licensing implementation that its management process starting from requesting stage to document issuance stage is conducted in an integrated manner in one-stop service at one place". Furthermore, on Article 1 Verse (8), it is stated that "Licensing is to provide documents and legal proof of government's approval to a person or businessman/woman or a certain activity doer according to the requirements of laws and regulations". Next, based on the *Peraturan Bupati Ponorogo Nomor 5 Tahun 2019* about Delegation of Authority on Business and Non-Business Licensing Field to Head of Department of Capital Investment and One-Stop Integrated Services in Ponorogo District, it is explained that types of services are: 1) Business Licensing Service; 2) Non-Business Licensing Service; 3) Other Licensing Services that become Operational Permit Commitment/ Commercial of OSS Application

Based on the *Peraturan Bupati Ponorogo Nomor 5 Tahun 2019* about Delegation of Authority on Business and Non-Business Licensing Field to Head

of Department of Capital Investment and One-Stop Integrated Services in Ponorogo District on Article 4 Verse (1), it is mentioned that “Non-Business Licensing is all forms of approvals issued by Local Government who has the authority according to the laws and regulations, and those which are not contained within the OSS system”.

c. Information System

Management Information System, according to Davis (1995: 57) in Rochaety, Ridwan & Setyowati (2013: 9), is a system of integrated human and machine to provide information in order to support operational function, management, and the process of making a decision in an organization. In line with the explanation above, Kroeber (1984: 232) in Darmawan & Fauzi (2013: 7) states that “Management Information System supports the actions of information data management, information flow, and the extension in the process of collecting information”.

In applying Management Information System, its development procedure should be noted so that the Information System can be applied well. Referring to the development methodology by Olle et. al (1991) in Susanto et. al (2015: 95), it is concluded that there are 5 procedure steps of information system development, they are: 1) Information System Planning that includes identification of an institution’s purposes and information needs; 2) Institutional Analysis that focuses on detailed analysis on the institution and activities; 3) System Design that includes system and sub-system specification, including data elements and system and sub-system components; 4) Design Construction (Programming); and 5) Product Design Trial, which is an application program testing.

Moreover, the *Instruksi Presiden Republik Indonesia Nomor 3 Tahun 2003* about National Policy and Strategy of E-Government Development explains that E-Government development is an effort to develop the implementation of government that is based on (using) electronics in order to improve the quality of public service effectively and efficiently. Through e-government development, it is hoped that management system arrangement and work processes in the governmental environment and in public services implementation can run optimally, effectively, and efficiently by optimizing information technology utilization.

d. Integrated Licensing Information System (SIJITU)

Through the *Keputusan Bupati Ponorogo Nomor 188.45/406/405.16/2019*, it is mentioned that in order to create Electronic-Based Governmental System (*SPBE*) and quick, accurate, and accountable Public Services in Licensing and Non-Licensing field; Integrated Licensing Information System (*SIJITU*) needs to be set in Licensing and Non-Licensing Services at Department of Capital Investment and One-Stop Integrated Services in Ponorogo District. Furthermore, in the *Keputusan Bupati Ponorogo Nomor 188.45/406/405.16/2019* also contains steps of licensing via Integrated Licensing Information System (*SIJITU*) that includes: 1) Data Entry through Front Office by Customer Service; 2) Data Validation by Back Office; 3) Technical Recommendation Submission; 4) Validation by Head of Service Department; 5) Document Approval and Signing

by Head of Department of Capital Investment and One-Stop Integrated Services; 6) Document Numbering; and 7) Document Printing.

Based on the *Peraturan Bupati Ponorogo Nomor 5 Tahun 2019*, the types of Non-Business Licensing which become the local authority of Ponorogo District or those which can be processed via *SIJITU* are: 1) Building Permit, using Building Information System (*SIMBG*); 2) Commercial Sign Permit; 3) Public Health Center (*Puskesmas*) Operational License; 4) Artisan Dental License; 5) Nurse Practice License; 6) Dental Nurse Practice License; 7) Midwife Practice License; 8) Analyst Practice License; 9) Sanitation Worker Practice License; 10) Physiotherapist Practice License; 11) Occupational Therapist Practice License; 12) Dental Practice License; 13) Medical Check Up Practice License; 14) Radiographer Practice License; 15) Nurse Anesthetist Practice License; 16) Blood Transfusion Technician Practice License; 17) Pharmacist Practice License; 18) Blood Transfusion Unit Operational Permit; 19) Pharmaceutical Medical Technician Practice License; 20) Electromedical Technician Practice License; 21) Speech Therapist Practice License; 22) Optician Refractionist (RO) Practice License; 23) Registered Traditional Healer; 24) Optical Operational Permit; 25) Social Welfare Institution (*LKS*) Management License; 26) Other Licenses that become Operational Permit Commitment/Commercial.

C. METHODS

This research is descriptive research with a qualitative approach because the researchers wanted to identify, analyze, and describe the application of *SIJITU* in non-business licensing services at the Department of Capital Investment and One-Stop Integrated Services of Ponorogo District. And, the focus of this research that is set is The Application of Integrated Licensing Information System (*SIJITU*) Apps in Ponorogo District that includes: 1) Application Strategy; 2) Resources involved; 3) *SIJITU* procedure or mechanism, and 4) The Improvement of Licensing Service via *SIJITU*.

Data collection was conducted by using direct observation techniques, in-depth interviews, and secondary data documentation that are related to the focus of the research. The research instruments in this research are the researchers, interview guidelines, and supporting devices as documentation tools during the field research. Meanwhile, for the data analysis technique, the researchers used Miles, Huberman, and Saldana interactive model data analysis (2014:33) that includes: 1) Data collection; 2) Data condensation; 3) Data presentation, and 4) Drawing conclusion.

D. RESULTS AND DISCUSSIONS

a. The Application of Integrated Licensing Information System (SIJITU) in Ponorogo District

1. Application Strategy

Based on the *Peraturan Bupati Ponorogo Nomor 5 Tahun 2019* about the Delegation of Authority on Business and Non-Business Licensing Field to Head of Department of Capital Investment and One-Stop Integrated Services of Ponorogo District on Article 4 Verse (1), it is mentioned that “Non-Business

Licensing is “Non-Business Licensing is all forms of approvals issued by Local Government who has the authority according to the laws and regulations, and those which are not contained within the OSS system”. *SIJITU* is an application that is developed and used by *DPMPTSP* of Ponorogo District in order to provide non-business licensing service for the society. In applying *SIJITU* apps on non-business licensing service, *DPMPTSP* of Ponorogo District has strategies or ways so that the application program can be accepted well by the society.

Kroeber (1984: 232) in Darmawan & Fauzi (2013: 7) states that the “Management Information System supports the actions of information data management, information flow, and the extension in the process of collecting information. Therefore, *SIJITU* should be able to play a role as service delivery media and beneficial information for the society as the service user.

In order to make *SIJITU* accepted by the society well, *DPMPTSP* of Ponorogo District conducts some efforts by improving the ability of the officers through formal and non-formal education and by introducing and socializing *SIJITU* to the society. Socialization by *DPMPTSP* is conducted through the levels of sub-district and village. Besides, socialization for the society is also conducted through seminars by involving associations related to non-business licensing by *DPMPTSP* so that *SIJITU* can be accepted well by the society and in the future, the society is able to know the procedure to apply for a non-business license online via *SIJITU* apps.

A customer Service of *DPMPTSP* in Ponorogo District, Eka Ulfi states that: “Our socialization (is started) through meetings to form a team, first we send letters to the district, then sub-district, later the sub-district gathers the heads and officials of the villages, after that, we socialize it (*SIJITU*)”. (Interview on December 4th, 2019, 02:00-03:00 pm at *DPMPTSP* of Ponorogo District)

Socialization is conducted by *DPMPTSP* of Ponorogo District by cooperating with Technical Department. The licensing applicant, Ms. Retno Dwi Astuti states that:

“We were gathered by the Department of Health and *DPMPTSP*, and then we were informed about the ways and other information (socialization) of *SIJITU*. So we were helped and informed about the procedure and the steps”. (Interview on January 8th, 2020, 09:00-09:30 am at *DPMPTSP* of Ponorogo District).

DPMPTSP of Ponorogo District has conducted socialization for the society for several times. They were conducted either at Meeting Hall or at Hospitals for health workers because non-business licensing is dominated by health workers’ practice license. The socialization needs to be conducted continuously so that the society is able to understand the application of *SIJITU*. With the advanced technology, the socialization by *DPMPTSP* of the Ponorogo District has also been conducted via the website. Unfortunately, *the DPMPTSP* of Ponorogo District still does not have a media social account, such as Facebook, Twitter, or Instagram as the media to be close to the society about licensing services including *SIJITU*.

In addition to the socialization, *DPMPTSP* of Ponorogo District also provides supervision for the society who comes to the office to apply their non-business licensing. The majority of the society that applies the licensing at *the DPMPTSP* office has not yet understood the licensing procedures via *SIJITU*. The lack of society's understanding requires the officers to patiently provide education and supervision for them.

2. Resources Involved

In applying *SIJITU* apps, *DPMPTSP* of Ponorogo District has various kinds of factors that should be fulfilled, one of them is resources. Resources involved play an important role in the success of *SIJITU* apps application by *DPMPTSP* of Ponorogo District. Resources involved as mentioned by Head of Registration and Verification Section in Service Division at *DPMPTSP* of Ponorogo District, Herdi Trisusilo, *S.T.* that:

“For human resources, we have IT staff; *SIJITU* will develop and keep providing other innovations. We do it independently without involving a third party. For the devices, we have a server and there are IT program tools. For the resources, we provide counters and facilities that have been standardized by Ombudsman”. (Interview on December 5th, 2019, 01:00-02:00 pm at *DPMPTSP* of Ponorogo District).

Based on the interviews and strengthened with the researchers' observation, it is known that resources involved in *SIJITU* apps application in licensing service at *DPMPTSP* of Ponorogo District are human resources, IT devices, and facilities and infrastructures, and also involving technical department as a party which provides recommendation so that licensing request can be processed. Human resources in this case are the officers who operate *SIJITU* in the process of non-business licensing service. Every officer in the Service Division has each task and responsibility in *SIJITU* processing. One of the officers who plays an important role is programmers who have a duty to manage *the SIJITU* system in order to run well. The programmers are also responsible for the suggestions and inputs from leaders and other officers to always repair all available obstacles and for other reparations in order to improve *SIJITU* accessibility convenience.

Besides programmers, there are also Customer Services at the Front Office who have a duty to provide services to the society that comes to the office. Customer Services are also responsible for providing education and understanding, and also supervision for the society in registering on *SIJITU* apps. In addition, there are also IT devices in the form of server and database that is beneficial to save documents of licensing request. IT devices owned by *DPMPTSP* of Ponorogo District are confidential, therefore not all people know about it. It aims to keep the security and the privacy of the licensing applicants.

In addition to human resources and IT devices, there are also facilities and infrastructures that are available at the office of *DPMPTSP* of Ponorogo District that is able to influence the officers' performance and convenience in working; and also giving comfortable feelings for the visitors. Facilities provided at the office of *DPMPTSP* are sufficient, starting from computer devices and comfortable rooms for the officers, and also Wi-Fi connection. It also has a waiting room that is equipped with AC, Television, and CCTV that gives a secure

and comfortable feeling for the visitors. Facilities and infrastructures at the office of *DPMPTSP* of Ponorogo District have been standardized and have received a decent score by Ombudsman of the Republic of Indonesia.

Another resource that is involved outside *the DPMPTSP* of Ponorogo District is the technical department. The technical department is responsible for a recommendation provided to the applicants. The recommendation provided by the technical department is absolute. If the recommendation is not issued, the licensing process via *SIJITU* will be hampered. The department that is related in this case is the Department of Health because the majority of non-business licensing is a health workers' practice license.

3. *SIJITU* Procedure and Mechanism

In applying a system or an application including *SIJITU*, it should have a procedure or mechanism about the process that occurred in the system. In this case, *DPMPTSP* has explained the procedure or mechanism of a non-business licensing request that is mentioned in the licensing service Standard Operating Procedure (SOP). However, on the official website of *the DPMPTSP* of Ponorogo District, it is not mentioned the description of *SIJITU* procedure or mechanism directly so that for the applicants who are inactive in searching for information, they will find it hard to find the licensing service SOP.

SIJITU procedure and mechanism is also cited in the *Keputusan Bupati Ponorogo Nomor: 188.45/406/405.16/2019* that states that licensing stages via Integrated Licensing Information System (*SIJITU*) include: 1) Data Entry through Front Office by Customer Service; 2) Data Validation by Back Office; 3) Technical Recommendation Submission; 4) Validation by Head of Service Department; 5) Document Approval and Signing by Head of Department of Capital Investment and One-Stop Integrated Services; 6) Document Numbering; and 7) Document Printing.

Related to *SIJITU* procedure and mechanism, *SIJITU* Programmer in Service Division at *DPMPTSP* of Ponorogo District, Gilang M Asadullah states that:

“The mechanism of *SIJITU* is the applicant comes to the licensing service to request a license at the front office, submit the documents, and then the documents will be inputted into the system; next, the applicant receives a receipt that states that the document has been inputted into the system. Then, back officers who handle the license are different. The back officers verify the data and the documents; if the data is complete, it will be passed to the related department (Department of Health via *SIJITU*, Department of Health has *SIJITU* user). The related department gives a recommendation that the data and the documents are fulfilled. After the recommendation from the related department is fulfilled, the data will be passed to the Head of Division. Next, it will be passed to the Head of Department as approval. All data that have been validated and certified will be inputted into the numbering division by the administration. After it is issued, it will be used to print the license decision letter. Later, the applicant can take the license decision letter at *DPMPTSP*”. (Interview on December 5th, 2019, 09:00-10:30 am at *DPMPTSP* of Ponorogo District)

In the implementation, *SIJITU* procedure or mechanism is started from the applicant comes to the office to submit the requirements that later will be checked by a Customer Service at the front office. Later, the request will be inputted or is known as Data Entry into *SIJITU* Apps. Next, the request will be processed in a period of time based on the applicable licensing service SOP. The process of the request will pass the verification stage or validation by back officers. If it has been validated by the back officers, it will be passed to the technical department to obtain recommendations. After obtaining a recommendation from the technical department, it will be validated by the Head of Service Division. After being validated by the Head of Service Division, then there will be approval and signing by the Head of *DPMPTSP*. After receiving approval from Head of *DPMPTSP*, next, there will be document numbering or License Decision Letter. And lastly, the document can be issued and printed.

For approval and signing stage done by Head of *DPMPTSP*, currently, it can be done in all places using a computer or smartphone. It does help the applicants when the Head of *DPMPTSP* is on duty outside the office or is unable to come to the office. The applicants still can get approval and sign online. However, the signature Head of *DPMPTSP* will be still in the form of a computer scan which is not quite legally strong. In the future development, the signature of the Head of *DPMPTSP* on *SIJITU* will be in the form of an electronic signature that is State Cyber and Code Agency (*BSSN*) certified in order to obtain strong legal certainty.

SIJITU procedure and mechanism that is applied currently is good and precise. Every officer at each division does the tasks in the process of *SIJITU*. If the registration form is already fulfilled, the request will be soon processed. All the processes have been transparent because the applicants are able to monitor how far their own licensing request has been processed using the Tracking feature.

b. The Improvement of Licensing Service via *SIJITU*

The application of *SIJITU* is hoped to be able to improve public service in the non-business licensing field. According to the *Surat Keputusan Menteri Pendayagunaan Aparatur Negara Nomor: 63/KEP/M.PAN/7/2003*, public service principles include: 1) Simplicity; 2) Clarity; 4) Time Certainty; 5) Accuracy; 6) Security; 7) Responsibility; 8) Complete Facilities and Infrastructure; 9) Easy Access; 10) Discipline, Politeness, and Hospitality; 11) Convenience.

Based on the Laws and Regulations above, it can be understood that the application of *SIJITU* should be in accordance with those applicable public service principles. By applying *SIJITU* Apps, the process of non-business licensing request is rated quicker, effective, and transparent because the processing period can be known according to the applicable SOP.

The simplicity of the process, the clarity of required documents, and the time certainty of the request have been explained in detail in the Licensing Service Standard Operating Procedure (SOP) of *DPMPTSP* of Ponorogo District. Licensing Service SOP can be downloaded on *the DPMPTSP* of Ponorogo District website. The service accuracy, security, and responsibility of *DPMPTSP* can be rated from the output or the service product in the form of a

License Decision Letter that has legitimate legal certainty. In the application, *SIJITU* Apps has published 1.970 Licenses in 2017, 3.684 Licenses in 2018, and 1.430 Licenses in 2019. Even though in 2019, the total of the license decreases, however, the types of licenses that are issued are larger than in 2017 and 2018. It is influenced by the OSS Application containing Business Licensing. The number in 2017 and 2018 is fairly high because it is dominated by Trading Business Permit (*SIUP*) and Company Registration Certificate (*TDP*) which is currently available on OSS.

Easy service access can be seen from how *DPMPTSP* of Ponorogo District can be reached effortlessly because it is located in the middle of town and it also has a website and email access that helps the society who needs information related to licensing service. Complete facilities and infrastructures, the officers' politeness, and hospitality that is always improved through formal or non-formal training in order to offer convenience for the visitors. Licensing applicants as the service receiver feel that with the existence of *SIJITU*, licensing service is quicker, efficient, and transparently supported by the license tracking feature to know how far the licensing request is being processed.

The society's satisfaction on the service offered can be seen from the assessment of society's satisfaction on *DPMPTSP* via *SI SEMAR* Apps (Society Smile Information System) that always shows satisfaction percentage above 90% (start from April 2019 or since *SI SEMAR* is available). Society's satisfaction on *DPMPTSP*'s service also can be seen from the interviews with several informants from the society who state that they feel that the service at *DPMPTSP* of Ponorogo District is good. They are treated professionally and there are not any complaints related to the service offered. The society who was applying for non-business licensing at *DPMPTSP* of Ponorogo District officials said that the service at *DPMPTSP* was good; as stated by Mr. Setya Dewantara, "There is no complaint in my opinion. The performance of the officers is also good; the service is friendly and quick". (Interview on January 8th, 2020, 11:30 pm-12:00 am at *DPMPTSP* of Ponorogo District).

With the service improvement at the non-business licensing field via *SIJITU*, it is hoped that the obstacles that appeared before *the SIJITU* Apps application can be solved. Yet, *DPMPTSP* of Ponorogo District should always be able to adapt to the available development. Therefore, *SIJITU*'s quality should be improved from time to time. And in the future, *SIJITU* is hoped to be able to be accessed independently by the applicants. Nevertheless, the challenge that is faced is how *DPMPTSP* conducts more intense socialization and supervision so that society truly understands the licensing plot without having to come to *the DPMPTSP* office.

E. CONCLUSION

Based on the analysis that has been done, it can be concluded that the application of *SIJITU* Apps in the non-business licensing service at *DPMPTSP* of Ponorogo District generally has been done well, although there are still several things that need to be improved more. *DPMPTSP* of Ponorogo District has implemented strategy in *SIJITU* application through training and formal or non-

formal education for the officers at *DPMPTSP*. In addition to the education, *DPMPTSP* has also conducted supervision and socialization to the society; applicants or prospective applicants of non-business licensing. The society's lack of understating on *SIJITU* requires Customer Services to provide understanding to the applicants. Resources involved in the application of *SIJITU* include officers or employees of *DPMPTSP*, IT devices, facilities and infrastructures, and also involving the technical department as the recommendation provider. *SIJITU* procedure and mechanism have also been explained in detail in Licensing Service Standard Operating Procedure (SOP) that can be downloaded on the official website of *DPMPTSP* of Ponorogo District. The improvement of licensing service via *SIJITU* currently can be seen more transparently because of the Tracking feature in order to know how far the licensing request has been processed. *DPMPTSP* of Ponorogo District always improves the quality of *SIJITU* as well so that it can be accessed optimally; and in the future, it is hoped that the society is able to access independently without having to come to the *DPMPTSP* office.

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