

PUBLIC VALUE OF BUSINESS LEGALITY NUMBER (NIB) THROUGH ONLINE SINGLE SUBMISSION (OSS) SYSTEM

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ABSTRACT

This study aims to analyze the Public Value of Business Legality Business Identification Number (NIB) through the Online Single Submission (OSS) System, Obstacles or Constraints that often occur in the registration of Business Legality Business Identification Number (NIB) through the Online Single Submission (OSS) System, and also to analyze Efforts made to overcome obstacles or constraints in Business Legality Business Identification Number (NIB) through the Online Single Submission (OSS) System in Cirebon Regency. The analysis method used in this research is a qualitative descriptive analysis method. The results showed that the Public Value of Business Legality Business Identification Number (NIB) through the Online Single Submission System was still not formed because only two aspects of the Strategy Trilogy (a strategic triangle) were effective, namely Legitimacy and Support and Substantively valuable. Meanwhile, the Operational Capabilities aspect is still not effective.

Keywords: Public Value, Business Legality, Online Single Submission System (OSS).

Introduction

In the current era of globalization, human daily life is closely related to information technology. The development of information technology is very helpful in accelerating all activities, especially in the process of public services in the government sector. Public services continue to transform in creating effective and efficient services and continue to develop along with the times (Linda Lestari, 2023), in accordance with Indonesia's efforts to welcome the Industrial Revolution 4.0 where all aspects of life cannot be separated from the touch of technology.

Technology also plays an important role in people's lives, helping them to re-access information, including information about business legality or business licenses for business actors. Business legality which can also be referred to as a business permit is an important element in showing self-identity to legalize a business so that it can be accepted in society (Indrawati, 2021). Legality is a form of recognition from the state of a business so that it can be used as a condition in cooperating with various parties (NNN Oktaviani, 2022).

The government is transforming public services from manual (conventional) models to be prioritized through electronic devices (online). The government also issued the Republic of Indonesia Regulation No. 91 of 2017 on Business Implementation Closing. Pelrcelpatan

implementation of business is carried out with 2 stages, namely: first, escorting and resolving obstacles through the formation of a Task Force. Furthermore, in the second stage, acceleration in the implementation of the reform of Business Licensing regulations and the Implementation of the Electronic Integrated Business Licensing System (Online Single Submission). With the issuance of this Presidential Regulation, if you want to apply for a business license, you no longer need dozens of licenses such as Trading Business License (SIUP), Company Registration Certificate (TDP), and others. All are integrated into one license, namely NIB (Business Identification Number), which will be completed in 30 minutes (Presidential Regulation No. 91/2017).

According to Guwosari (2022), a Business Identification Number (NIB) is a document that functions as a substitute for a Company Registration Certificate (TDP), Import Identification Number (API), and Customs Access rights. NIB must be owned by all business actors (in the form of entities and individuals), both new business actors and business actors who run their businesses before NIB is enforced (Komalasari, 2023). The Guidelines and Procedures for Risk-Based Services regulate the completeness of individual business actor data when registering NIB: Name and NIK, residential address, business field, investment location, labor utilization plan, NPWP business contact number, individual business actors, plans to request fiscal, customs, and/or other facilities. If you are a non-individual business actor, you are required to provide information before registering for NIB: Name of company, type of company, investment status, number of deed of establishment or registration and authorization, correspondence address, size of investment plan, information on management and state shareholders. If all documents and data are ready, you can register and create an Online Single Submission (OSS) account through the Online Single Submission (OSS) System at www.oss.go.id.

Electronically Integrated Business Licensing or Online Single Submission (OSS) is a Business License issued by the OSS Institution for and on behalf of the minister, head of institution, governor, or regent/mayor to Business Actors through an integrated electronic system as stipulated in Government Regulation Number 24 of 2018 concerning Electronically Integrated Business Licensing Services. (PP No. 24/2018). The OSS system is intended to accelerate and increase investment and business and facilitate Business Actors, both individuals and non-individuals. To facilitate registration or licensing of business activities such as Environmental Permits, Building Permits, and so on (Miltha, 2023).

However, in its implementation, OSS, which was implemented in 2018, has not yet answered the ease of doing business marked by no significant change in the ranking of ease of doing business, illegitimate legality, and has not been maximized due to socialization that has not been conveyed evenly and lack of publication so that the public does not know about the licensing system and applications provided by the government. Therefore, the government continues to strive to improve the OSS system in order to create a better ease of doing business licensing. In August 2021, the Government again improved OSS through Government Regulation Number 5 of 2021 concerning the Implementation of Risk-Based Business Licensing, as well as Regulation of the Capital Coordinating Board (BKPM) Number 3 of 2021 concerning the Electronically Integrated Risk-Based Business Licensing System, as a

derivative regulation of the implementation of the Job Creation Law in the investment sector (Linda Lestari, 2023).

The central government built an electronic-based business service system such as the online single submission system to solve the problem of slow licensing services in several regions in Indonesia and to improve public services related to business licensing. This system is based on Government Regulation of the Republic of Indonesia No. 24 of 2018 concerning Electronically Integrated Business Licensing Services. The existence of OSS is expected to facilitate licensing, including business licenses, and operational licenses, both at the local and central levels (Chyndi Berliana Milta, 2023).

Public value is a concept that has many aspects and is a representation of collective expression, public value emerges as a result of processes that enable trust and equality (O'Flynn, 2007). Public value can be achieved if the services or programs created by public sector organizations can meet the needs of the community. Thus, the more people are satisfied, the more public value is created.

The Cirebon Regency Investment and One Stop Integrated Service Office (DPMPTSP) is one of the agencies that has implemented the implementation of public services regarding NIB business licensing through the OSS System. Cirebon Regency is a Regency in West Java Province, Indonesia. The capital of this Regency is located in Sumber District. Cirebon Regency consists of 40 sub-districts, 12 villages, 412 villages, and 4,284 business actors that have been registered in the OSS System. Sidawangi Village is one of the villages in Cirebon District, Sumber Subdistrict, which has implemented the implementation of public services regarding NIB business licensing through the OSS System and there are 33 business actors who have registered in the OSS System (Masori, 2024). In addition to Sidawang Village, Wanasaba Lor Village, located in Talun Sub-district, Cirebon Regency, is another village that has implemented public service delivery on NIB business licensing through the OSS System. However, in this village, only 6 people registered their businesses because business actors still think that their businesses are sold and get profits, some do not understand using technology, and finally there are also business actors who do not understand the importance of having NIB for their business (Dali, 2024).

Summarizing the initial observation data, the author found that the implementation of the telecommunication system did not go smoothly because of the delays in the implementation, the awareness of the business operators, and the response of the business operators in Delsa Sidawangi and Delsa Wanasaba Lor. Belrikult is the number of business operators who have registered on the OSS System and have NIBs in Delsa Sidawangi and Wanasaba Lor:

Table 1
Recapitulation of the Number of Business Actors Registered in the OSS System in Sidawangi Village and Wanasaba Lor

Sidawangi Village	Wanasaba Lor Village
January s/d April 2024	January s/d April 2024
33	6

Source: DPMPTSP Cirebon Regency 2024 (data processed by researchers).

From the table above, it can be seen that the number of Business Identification Number (NIB) business licenses registered in the Online Single Submission (OSS) system from January to April 2024 in Sidawangi Village has more business actors who have a Business Identification Number (NIB) compared to Wanasaba Lor Village.

Based on previous research conducted by Danam Banyu Pakarti in her research entitled "Public Values of Surabaya City Social Service Policy: A Study of the Public Values of the Surabaya City Campus Social Responsibility Program", researchers know that public value can be achieved if it can fulfill the strategic triangle of public value. In the strategic triangle, there are three aspects, namely legitimacy and support, operational capabilities, and substantial value. From the description above, the researcher wants to examine further: 1). Public Value Business Legality Business Identification Number (NIB) through the Online Single Submission (OSS) System in Cirebon Regency? 2). Obstacles or Constraints Business Legality Business Identification Number (NIB) through the Online Single Submission System (OSS) in Cirebon Regency? and 3). Efforts to overcome Obstacles or Constraints in Business Legality Business Identification Number (NIB) through the Online Single Submission (OSS) System in Cirebon Regency?

The purpose of this study is to analyze the Public Value of Business Identification Number (NIB) through the Online Single Submission (OSS) System, Obstacles or Constraints that often occur in the management of Business Identification Number (NIB) through the Online Single Submission (OSS) System, and analyze Efforts made to overcome obstacles or obstacles to the management of Business Identification Number (NIB) through the Online Single Submission (OSS) System in Cirebon Regency.

Research Method

The research method used in this research is a descriptive qualitative analysis method. Descriptive qualitative analysis is research conducted by describing, summarizing, and analyzing situations in the community which are then collected in the form of interviews or direct observations. The data sources used in this research are primary data obtained directly in the field and secondary data obtained through literature studies (Ni Nyoman Nia Oktaviani, 2022). This primary data was obtained through interviews with staff of the Cirebon Regency Investment and One-Stop Integrated Service Office. Secondary data is used in the form of literature studies, namely laws and regulations relating to licensing services, scientific works, and also the results of research why researchers use descriptive qualitative analysis methods because by using data in the form of stories, feelings, and explanations of informants, this method is able to explain the processes and patterns of human behavior that are difficult to measure with numbers.

Result and Discussion

Public Value of Business Legality Business Identification Number (NIB) in the Online Single Submission (OSS) System in Cirebon Regency

Public value is a multi-faceted concept and a representation of collective expression, public value emerges as a result of processes that enable trust and equality. "Public value has been described as a multi-dimensional construct a reflection of collectively expressed,

politically mediated preferences consumed by the citizenry, correlated not just through outcomes but also through processes which may generate trust or fairness" (O'Flynn, 2007).

A strategic triangle is a strategic triangle for the formation of public value, three aspects that must be fulfilled by public sector organizations, namely Legitimacy and Support (legitimacy and support), Operational Capabilities (operational capability), and substantially valuable (substantial value). These three aspects must go hand in hand because if the three aspects are not fulfilled, it will affect the formation of public value.

Legitimacy and Support

Legitimacy and Support is the legal recognition and community support for the authority. This can be seen from the laws or regulations of the program and the socialization carried out as well as the community's response to the program.

Business legality of the Business Identification Number (NIB) through the Online Single Submission System (OSS) in Cirebon Regency has the following legitimacy: a). Government Regulation of the Republic of Indonesia Number 24 of 2018 concerning Electronically Integrated Business Licensing Services, b). Cirebon Regent Regulation Number 15 of 2019 concerning Licensing and Non-Licensing Service Procedures for Capital Investment and One-Stop Integrated Services, c). Cirebon Regency Regional Regulation Number 2 of 2023 concerning the Implementation of Business Licensing.

Support from the One-Stop Investment and Integrated Services Office (DPMPTSP) in Cirebon Regency based on an interview with Mr. Masori as a resource licensing document analyst, namely "Registration of Business Legality Business Identification Number (NIB) through the Online Single Submission System (OSS) gets support and a positive response because it speeds up and helps staff in business licensing services".

Meanwhile, support from the community in Cirebon Regency in registering Business Legality Business Identification Number (NIB) through the Online Single Submission (OSS) System received support and a positive response from the community in Cirebon Regency because it was more effective and efficient in registering business licenses.

Legitimacy and Support in registering Business Legality Business Identification Number (NIB) through the Online Single Submission (OSS) System has been effective because it has received legitimacy and positive support from the One-Stop Integrated Investment and Service Office (DPMPTSP) and the Community in Cirebon Regency.

Operational Capabilities

Operational capability is defined as the ability to manage human resources, technology, or infrastructure owned by the organization. In this study, operational capability will be seen from the ability to manage human resources and technology.

The Operational Capability of service delivery through the Online Single Submission System (OSS) has been supported by human resources in Cirebon Regency and directly assisted by the NIB licensing expert staff of the Cirebon Regency One-Stop Investment and Integrated Services Office. Then, for the technology used, based on an interview with the Cirebon Regency One-Stop Investment and Integrated Service Office which was positioned to Mr. Masori as a resource licensing document analyst, namely "The technology used is still inadequate because it often experiences server downtime due to unstable networks".

Operational capability in organizing Business Legality Business Identification Number (NIB) through the Online Single Submission (OSS) System in Cirebon Regency is still ineffective because it often experiences server downtime and also the network is not stable.

Substantively Valuable

Substantial value is something that is substantially valuable or a benefit received by users or target groups in terms of economic value, political value, social and cultural value, educational value, and ecological value.

In organizing business licensing Business Identification Number (NIB) through the Online Single Submission System (OSS) has economic value because the community is helped to obtain business licenses because it is free of charge, and has socio-cultural value, namely the establishment of a well-established communication relationship for the community and DPMPTSP staff of Cirebon Regency because they are assisted in registering business licenses, has political value because the Online Single Submission System (OSS) makes it easier to round up business licenses, has educational value, the existence of this system helps people gain knowledge and broader insights about business licensing through the Online Single Submission System (OSS), and finally has ecological value, the existence of the Online Single Submission System (OSS) helps the community in protecting the environment because people can register their business from home. So the Substantial Value in the implementation of Business Legality Business Identification Number (NIB) through the Online Single Submission System (OSS) in Cirebon Regency is effective because it facilitates business licensing.

Based on the explanation above, it can be concluded that the Public Value of Business Legality Business Identification Number (NIB) through the Online Single Submission (OSS) System has not yet been formed because only two aspects of the Strategy Trilogy (a strategic triangle) are effective, namely Legitimacy and Support (Legitimacy and Support) and Substantively Valuable (Substantial Value). Meanwhile, the Operational Capabilities aspect is still not effective.

Obstacles or Constraints of Business Legality Business Identification Number (NIB) through the Online Single Submission (OSS) System in Cirebon Regency

The obstacles or constraints that often occur in the Business Legality of Business Identification Number (NIB) through the Online Single Submission System (OSS) in Sidawangi Village, Sumber District, Cirebon Regency are frequently server down because the network in the village is still unstable so it hampers the implementation of the Business Legality of Business Identification Number (NIB) registration through the Online Single Submission System (OSS). Meanwhile, the obstacles and constraints that often occur in the Business Legality of the Business Identification Number (NIB) through the Online Single Submission System (OSS) in Wanasaba Lor Village, Talun District, Cirebon Regency are that business actors still think that the businesses they sell sell well and get profits, some do not understand using technology, and finally there are also business actors who do not understand the importance of having a Business Identification Number (NIB) for their business.

Efforts to overcome Barriers or Obstacles to Business Legality Business Identification Number (NIB) through the Online Single Submission (OSS) System in Cirebon Regency

Efforts made to overcome Obstacles or Constraints to Business Legality Business Identification Number (NIB) through the Online Single Submission (OSS) System by the One-Stop Integrated Investment and Service Office (DPMPTSP) in Cirebon Regency are the Cirebon Regency Capital and One-Stop Integrated Service Office (DPMPTSP) coordinating with the original paraments such as the Investment Coordinating Board (BKPM) to improve servers or systems that are often down, then with Communication and Information of the Republic of Indonesia (KOMINFO) to improve unstable networks. In addition, the One-Stop Investment and Integrated Services Office (DPMPTSP) conducts Socialization and Education in every village in Cirebon Regency so that business actors know how to use technology and understand the importance of having a business legality Business Identification Number (NIB) for business actors.

Conclusion

Based on the results of the analysis related to the Public Valule Business Legality Business Identification Number (NIB) through the Online Single Submission (OSS) System in Cirebon Regency, it can be concluded that the benefits are not only felt by the government but also felt by business actors who continue to experience an increase in Business Legality Business Identification Number (NIB) through the Online Single Submission (OSS) System based on public services and data on the number of issuers from the Cirebon Regency Investment and One-Stop Integrated Services (DPMPTSP) Office.

The Public Value of Business Legality of the Business Identification Number (NIB) through the Online Single Submission System is still not formed because only two aspects of the Strategy Trilogy (a strategic triangle) have been effective, namely Legitimacy and Support and Substantively Valuable. Meanwhile, the Operational Capabilities aspect is still not effective.

Obstacles or obstacles that often occur in organizing business legality registration through the OSS System at DPMPTSP Cirebon Regency, namely: lack of awareness of business actors, business actors not understanding technology, the system is often down, and the network being unstable. But besides that, the Cirebon Regency DPMPTSP is trying to carry out strategies and focus on resolving the obstacles that often occur in the implementation of business legality registration through the OSS System, including conducting socialization and education in the villages of Cirebon Regency, coordinating with the Investment Coordinating Board (BKPM) to provide solutions and problem-solving for systems that are often down, then coordinating with the Ministry of Communication and Information of the Republic of Indonesia (KOMINFO) so that networks in several villages in Cirebon Regency that are less stable are immediately repaired.

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