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## Effectiveness of Trade Business Licensing Services Through The Papa Joss Program In The Padang Pariaman Regency

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The purpose of this research is to analyze and describe the effectiveness of the PAPA JOSS Program in trade business licensing services in Padang Pariaman Regency. The method research is descriptive qualitative with approach inductive for describing object research based on facts in the field. Data collection techniques are carried out by method observation, interviews, and documentation. Then analyzed through reduction data, presentation data, and conclusion. The research show that the PAPA JOSS Program in Padang Pariaman Regency is based on the five dimensions research have been running effectively. This can be seen from the increasing number of people who take care of licensing, the increase in the community satisfaction index, and the community is greatly helped because they do not need to spend money and energy to come directly to the office in the context of managing trading business licensing services.

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## INTRODUCTION

The government is obliged to provide quality public services as a form of meeting the needs of the community (Sagita, 2018). Philosophically, the government was formed not to serve itself but to provide services to the community (Rasyid, 2000). The fulfillment of quality public services is a constitutional mandate (Undang Undang Dasar Negara Republik Indonesia Tahun 1945, 1945). The form of public services can be in the form of goods or services (Hasanah, 2016). However, in practice there are still convoluted services (Marini, 2019), illegal fees are still found (Yasa et al., 2021), and have not had a positive impact that is felt directly by the community (Rukayat, 2017).

The government has set a major design for bureaucratic reform to improve public services and improve the structural fundamentals of government (Peraturan Presiden Nomor 81 Tahun 2010 Tentang Grand Design Reformasi Birokrasi 2010-2025, 2010). At the People's Deliberative Assembly Session on October 20, 2019, it was also emphasized the importance of concrete changes in improving public services (Surat Edaran MENPANRB Nomor 389 Tahun 2019 Tentang Langkah Strategis Dan Konkret Penyederhanaan Birokrasi, 2019). Because until now the dominant bureaucratic orientation is driven by regulations rather than substance (Yasa et al., 2021). So it needs structural and fundamental improvements (Adlin, 2018).

Technological advances in the 4.0 industrial revolution era are expected to be able to transform the implementation of higher-quality public services (Karno et al., 2020). This is in line with the mandate of the Law on Public Services which directs the improvement of services by utilizing advances in knowledge and information technology (Undang-Undang Nomor 25 Tahun 2009 Tentang Pelayanan Publik, 2009). It is hoped that with technological advances, the bureaucratic structure in public services can be simplified and no longer tiered (Khairi, 2022). Until now, the policy of simplifying the bureaucracy to improve public services is still running following the direction of the Government (Peraturan Menteri PANRB Nomor 25 Tahun 2021 Tentang Penyederhanaan Struktur Organisasi Pada Instansi Pemerintah Untuk Penyederhanaan Birokrasi, 2021).

Public service is an activity to meet public needs (Sawir, 2020). The public itself can be interpreted as the society in general or the state (Mulyawan, 2016). Public services include all

services needed by every citizen (Undang-Undang Nomor 25 Tahun 2009 Tentang Pelayanan Publik, 2009). Both in the form of administrative services, services, and goods (Keputusan MenPANRB Nomor 63 Tahun 2003 Tentang Pedoman Umum Penyelenggaraan Pelayanan Publik, 2003). Public services provided by the government should be effective, efficient, responsive, clear, and open (Sawir, 2020).

Local government administration is organized through principle decentralization with deliver affairs government from the central government to local governments in regulating and managing their government (Undang Undang Dasar Negara Republik Indonesia Tahun 1945, 1945). To achieve decentralization, the area has been given autonomy area for organizing government area so that can push the creation well-being community in empowerment, service improvement, as well as community participation (Undang-Undang Nomor 23 Tahun 2014 Tentang Pemerintahan Daerah, 2014). The government has many aspects that will be held both in terms of service, procurement, funding, and education and training. Responsive and massive service become a reference for the success of the government to carry out its obligations as a waiter Public. Service public also Becomes an issue strategic because still many services must be improved for the best, most effective, and efficient service efficient. Public services are now unable to produce quality that is following hope Public, because still many found weaknesses, like lack of participation Public in support service government, the Wrong one for example is support service in Thing service permits, which were service This is one of the administrative requirements in doing anything such as setting up a business or trade that must go through government services. Finer in (Ndraha, 2003) states that the dimensions of services provided by the government include 2 (two) things, namely: civil service and public service.

Effort trading is an effort in which the activity mainly does purchase something goods or products which next goods product that for sale repeat and profit without any change in the condition of the goods sold. In effort, trading needs existing permission for setting up effort. What's more again if effort trading which established this large enough that business actors must register their trading activities to obtain a business license. This license to run a trading business is called a SIUP (Trade Business License), this SIUP is a document that

must be owned by a business entity or individual who wants to establish a trading business. Even though only regional traders are small in scale, it is better to have a Trading Business License or SIUP. SIUP holders do not always have to be large-scale traders, but this rule applies to all types of traders. An example is found in Padang Pariaman Regency where there is still a lack of public awareness to take care of licensing business trade permits even though there has been an appeal from the regional head to take care of the permit. It is explicitly explained in (Regulation of the Regent of Padang Pariaman Regency Number 4 of 2017 concerning the Delegation of Authority in the Licensing and Non-Licensing Sector to Regional Apparatuses Carrying Out Government Affairs in the Investment Sector, 2017), which contains recommendations for managing permits following the Regent's regulation. Although there is a Regent's regulation that regulates it, there are still many who are not aware of implementing the Regent's regulation. There are two possible causes for this lack of public awareness, namely from the community itself and also from the Government as the service provider. Seeing that the current atmosphere is still in a state of the Covid-19 pandemic, it appears that there is a decrease in public participation in carrying out licensing services. In providing services to the community, the Government must overcome public awareness to carry out these services, such as maximizing governance and the performance of government officials and using technology to facilitate the implementation of services. The reason is that people are not aware of the importance of getting government services, especially in terms of licensing because of the lack of government socialization to the community and standard operating procedures on government services that are passed are complicated and convoluted. One of them is in terms of licensing services that make people have to go back and forth to deliver documents and take back the required licensing documents.

Electronic-Based Government Systems are important in creating clean, effective, transparent, and accountable government management as well as quality or reliable public services (Peraturan Presiden Nomor 95 Tahun 2018 Tentang Sistem Pemerintahan Berbasis Elektronik, 2018). The implementation of e-government is an effort to administer government by using electronics to improve public services that are effective and efficient and able to respond to the demands of

effective change. The rapid development of technology today makes many existing licensing processes undergo various changes. The licensing process, which previously had to be done manually, can now be carried out online. The changes made should be able to provide convenience to the community, including those who want to take care of licensing to set up a business so that it is more practical and not hampered. To support this convenience, Government Regulation Number 24 of 2018 concerning Integrated Electronic Business Licensing Services is made, which is called the online single submission licensing system, following the government's recommendation, whether business actors who have received a permit or have not received a permit must take care of it again through the online system (Peraturan Pemerintah Nomor 24 Tahun 2018 Tentang Pelayanan Perizinan Berusaha Terintegrasi Secara Elektronik, 2018). But the licensing system using this method is still widely unknown to the public and there are still many people who do not understand how to process permits through this system, online single submission is a permit made by the OSS Institution for and on behalf of the Minister, Head of Institution, Governor, and Regent with an integrated electronic system. To support this government program, in 2018 the Padang Pariaman Regency Investment, Integrated Services, and Industry Office issued a Decree (Surat Keputusan Kepala Dinas Penanaman Modal, Pelayanan Terpadu, Dan Perindustrian Kabupaten Padang Pariaman Nomor 35 Tahun 2018 Tentang Inovasi Pelayanan Prioritas Online Single Submission, 2018), the innovation was named the PAPA JOSS (Padang Pariaman Jemput Online Single Submission) program which aims to assist the community in managing permits, especially for trading business permits through the online single submission system by going directly to the field and also minimizing the costs incurred. as well as the time required can be more efficient and efficient, this program is still running until now. The PAPA JOSS program is an innovation formed by the District Government of Padang Pariaman.

Several relevant previous research for consideration and comparison include research conducted (Sylvia, 2020) entitled the effectiveness of the easy online licensing website by the Batam City Investment and One Stop Integrated Service Office. In this research, it is said that the implementation of online licensing by DPMPSTP has not been very effective according to the existing

effectiveness theory, because there are still shortcomings in remote areas that are still difficult to access online licensing, as well as facilities and infrastructure that are not maximized. Therefore, the overall measurement of the effectiveness of online licensing by DPMPTSP is considered not to be effective in its implementation. The research was conducted (Lanumansya, 2018) entitled the implementation of the SiCANTIK program at the Investment Office and One-Stop Integrated Service, North Bengkulu Regency, Bengkulu Province. In this research, it can be concluded that the implementation of the SiCANTIK program in Bengkulu Regency is still not optimal. This is because the resources of the apparatus that are experts in operating the SiCANTIK program are still inadequate. The existing facilities or infrastructure are still lacking and the internet network is not yet stable, the Regional Regulations governing the SiCANTIK program have not yet existed. Then research was also carried out (Marlina, 2017) entitled the effectiveness of the online licensing system and tracking system by the Investment and One Stop Service Office of Siak Regency. In this research, it is stated that the implementation of online licensing by DPMPTSP has been effective based on the effectiveness theory taken. However, there are still shortcomings in remote areas where it is quite difficult to access permits online, as well as facilities and infrastructure that are not maximized. However, in the overall measurement of effectiveness, online licensing by DPMPTSP is considered quite effective in its implementation. Researchers conducted different research that had not been carried out by previous research, where the context of the research carried out was the research conducted (Sylvia, 2020), namely the descriptive-qualitative method to know the effectiveness of the online licensing website at DPMPTSP, the supporting and inhibiting factors, or what efforts are being made by DPMPTSP to deal with the problems encountered. The research conducted by (Lanumansya, 2018) using a descriptive-qualitative method which aims to find out how the SiCANTIK program is implemented in Bengkulu Regency, what are the influencing factors, and what efforts are made by DPMPTSP in overcoming problems. that happened. Research related to services was also carried out by (Yahya, 2022) which focused on the effectiveness of complaint management on the SP4N-LAPOR application which showed that it had not been effective. And Another research (Marlina,

2017) with a descriptive-qualitative method has the aim of knowing the effectiveness of online licensing at DPMPTSP, the factors that support or hinder it, and the efforts made by DPMPTSP to overcome the problems faced.

Effectiveness is a measure of the success or failure of achieving the goals of an organization to reach its targets. If an organization achieves its goals, then the organization is already running effectively. Effective benchmarks show the range of effects or impacts of program outputs to achieve program objectives. The more output roles that are obtained through achieving the goals and targets set, the more effective the work process of an organizational unit (Mardiasmo, 2017). Meanwhile, according to (Wiyono, 2017) effectiveness is defined as an activity that is carried out and has the expected impact and results. This means that the effectiveness of a program must have an influence on the community and be following predetermined goals and expectations. Then according to (Ravianto, 2014) effectiveness is how well the work is done, and the extent to which people produce outputs as expected. This means that if a job can be completed following the plan, both in time, cost, and quality, it can be said to be effective. An activity is called efficient if it is carried out correctly or according to the rules, if it is called effective if the activity is carried out correctly or gives useful results, targets and planning results are often not following the target. effectiveness can be used as a measure of the success of the activities carried out by an organization, agency, or another group.

To measure the level of effectiveness of a program, (Sutrisno, 2007) uses 5 indicators, namely: Program understanding, Right on target, Right on time, Achieved goals, and Real change. Program understanding is how far people can understand the activities of a program through training or socializing the programs that have been made. Right on target, which can be seen through the knowledge that has been given by the manager of a program through understanding the knowledge that is the target of the right skills in the program. On time, which is seen in the use of time to carry out the planned program whether it is following what was expected before that. The achievement of goals is measured through the achievement of the target activities of a program that is already running, either through training or other activities. Real change, is measured by how far this activity gives a real effect and impact or change on the local people.

Based on the phenomena that occur, this research aims to determine and describe the effectiveness of the PAPA JOSS Program in trading business licensing services in Padang Pariaman Regency by using the indicators described by (Sutrisno, 2007).

**METHOD**

The method research is descriptive qualitative with approach inductive for describing object research based on facts in the field. This descriptive research, namely research that focuses its attention on the problem as it was when the research was conducted, is called descriptive because it is useful for obtaining an objective explanation. Inductive research is research that puts forward a fact in a social problem which is then analyzed in depth through questions.

As previously explained, the indicators used to determine the effectiveness of the PAPA JOSS Program are based on explanations (Sutrisno, 2007) which include: understanding the program, being right on target, being on time, achieving goals, and real changes. Data collection techniques were carried out through observation, interviews, and documentation. The determination of informants is done through a purposive technique, where the determination of informants has been made based on the objectives and data needed in the research. Informants from this research amounted to 10 (ten) people as follows:

**Table 1. Research Informants**

NO	INFORMANT
1	Head of Departmen
2	Secretary of Departmen
3	Head of Licensing and Non Licensing
4	Head of Data and Information Section
5	Service Officer
6	Businessmen
	<b>TOTAL</b>

Processed by researchers in 2022

Consideration of the selection of informants listed in the table 1 was chosen because they above informants know the information needed by researchers, where the above informants can be divided into two units, namely those who serve and those who are served. Here, researchers choose business actors to be one of the informants because business actors are one of the important objects about how the program can run smoothly, and also researchers here can compare the information

submitted by the PAPA JOSS program service officer with information submitted by business actors as recipients services from the PAPA JOSS program.

The data analysis technique was carried out through data reduction, data presentation, and conclusion drawing (Sugiyono, 2017). With data reduction, qualitative data can be simplified or modified in various ways through rigorous selection. Through a brief description, classifying it into a broader pattern, and so on. Then in qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcharts, and others. By presenting the data, it will make it easier to understand what happened and plan the next work based on what has been understood. And finally, concluding to provide a final picture of how the results of the research.

**RESULTS AND DISCUSSION**

The PAPA JOSS program is an innovation from the Government of Padang Pariaman Regency to support the acceleration of the implementation of electronically integrated licensing services or Online Single Submission (OSS) (Peraturan Pemerintah Nomor 24 Tahun 2018 Tentang Pelayanan Perizinan Berusaha Terintegrasi Secara Elektronik, 2018). This innovation also answers several problems in the implementation of this system, including ignorance of business actors, some business actors who are still stuttering in operating this system, and business actors who already have permits are reluctant to change their **AMOUNT** into this Online Single Submission application. This program has been running since 2018 until now, at the beginning of the implementation of the PAPA JOSS program, it immediately received a good response from the community because with this program the community became enthusiastic about making trading business licenses because with this program the management of permits became more effective. because it doesn't have to be complicated to come to the office, just wait at their respective places, and later the officers from the PAPA JOSS program will come to the community's place. Over time, during the Covid-19 outbreak, the service from the PAPA JOSS program decreased slightly due to the government's recommendation to limit outside activities, most of the employees worked from home and only worked a few times in the office, but even so, the PAPA JOSS program remained running even though the operational time is less and limited.

To determine the level of effectiveness of the PAPA JOSS program using the indicators described by (Sutrisno, 2007) which include: Understanding of the Program, Right on Target, Right on Time, Goal Achievement, and Real Change. This indicator was chosen as the unit of analysis because it is very suitable to describe the effectiveness of the PAPA JOSS program. In addition, the selection of this indicator is also different from previous research. The research results based on the indicators described by (Sutrisno, 2007) are described as follows:

### **Understanding of the Program**

Understanding of the program is the extent to which a person can understand and understand a program running program (Sutrisno, 2007). Here program understanding is measured in two aspects, namely: officer and public, then be measured also through to what extent somebody can understand and understand about a program that is running and whether there have been any socialization efforts about the program to be run. The level of understanding of officers and the community about a program becomes one of the benchmarks to determine the level of program effectiveness PAPA JOSS, this program can be said to be effective because it has succeeded in making people understand the licensing process through the online single submission system. The Government of Padang Pariaman Regency has carried out training on licensing through the online single submission system to officers special services appointed to run the PAPA JOSS program so that officer Becomes understand about OOS system, from side other Public also already understand how to operate this OSS system because of the socialization of the service officers permits. Socialization is very important in the smooth running of a company program because socialization can help someone and increase knowledge about something program which socialized that, so that later When socialization is carried out, a person can understand what has been socialized. The Government of Padang Pariaman Regency already to do training about permission through the system online single submission to special service officers appointed to run the PAPA JOSS program, from side other Public also already understands about method operate OSS system because already the existence of socialization from

the service officers of the PAPA JOSS program to the place of the perpetrator's effort.

### **Right on Target**

Right on target could be seen through knowledge which already given manager something program through understanding knowledge is the right target of skills in a program (Sutrisno, 2007), a program must have a target to be achieved as well as the PAPA JOSS program, for the PAPA JOSS program must achieve the target following the target so that no occur error in operating something program. Something service must according to what is needed and expected by the community, because if the service is not on target, then a service is considered not optimal in performing their services. The PAPA JOSS program has been achieved because the number of the Public who look after permission has increased because the existing program and the community are also greatly assisted in the issuance of trading business licenses. Target Service which is determined must be following the way the PAPA JOSS program because if a program is run but does not match its service to the intended target they can say that something program failed in doing its service. The Government of Padang Pariaman Regency already succeeds increase amount Public which looks after permission and the community is also satisfied and feels helped by this PAPA JOSS program service because it can be said that the previously set target has been achieved with the existence PAPA JOSS program.

### **Right on Time**

Timeliness can be seen in the use of time to carry out programs that are what has been planned is what was previously expected (Sutrisno, 2007). Operate the PAP JOSS program from the year 2018 and until now still continues, The Government of Padang Pariaman Regency also already arrange o'clock operational from the PAPA JOSS program from 08:00 to 16:00, then also already there is a team service ready for plunge to the field if there is Public need service. Efficient is a business that requires the completion of work on time, quickly, and satisfactorily. So efficiency is closely related to accuracy time, because the more we are on time in everything, the more efficient we are which has our Use. The Government of Padang Pariaman Regency has been quite efficient in determining the operational time of the PAPA JOSS program, although there are many obstacles due to the

pandemic, but the overall punctuality and operational hours of the PAPA JOSS program are sufficient to help the community in service.

**Goal Achievement**

The achievement of goals is measured through the achievement of the target activities of a program that has been running, either through training or other activities (Sutrisno, 2007). Each activity or program must have a destination that will be achieved so that something program can walk effectively services can be seen that the officers also have obstacles and support in carrying out the program, will, however, the Government of Padang Pariaman Regency is also making efforts to overcome these obstacles and take advantage of the existing supporting factors so that the program's objectives can be achieved. From the interviews that the researchers conducted with some of the informants above, The researcher can conclude that the purpose of the PAPA JOSS program by the Government of Padang Pariaman Regency is: already achieved, although there are obstacles the officers can overcome with some efforts that have been done and service personnel can also take advantage of the supporting factors there is. Licensing management has increased and the satisfaction of the service recipients has increased as shown in the following table:

**Table 2. Licensing Management in Padang Pariaman Regency**

YEAR	PERSON	ITEM	SATISFACTION PERCENTAGE
2018	2053	1350	77,2%
2019	3051	3022	80,7 %
2020	2649	2625	80,9 %

Source: Government of Padang Pariaman Regency, 2021

As seen in the table 2 shows that the number of people taking care of permits has increased from year to year, where 2018 there were 2053 people who took care of permits, then in 2019 there was an increase in licensing arrangements to 3051, and in 2020 there was a slight decrease from 3051 to Only 2649 people, but the index of community satisfaction with services from year to year continues to increase, this can happen because of the PAPA JOSS program in 2018 where with this program the community feels helped and their willingness to take care of permits increases, so we can conclude that the community was satisfied with

the services provided by the Integrated Services Investment and Industry Office of Padang Pariaman Regency even though in 2020 there was a decline in licensing arrangements.

**Real Change**

Real Change is measured by how far this activity has an effect and impact or real changes to local people. A program can be said to be effective if there are real changes that occur in society. One of the indicators of change real that is understanding the Public in management letter permission effort trade, it is said that there has been a real change that has occurred when the former community does not know about an OSS-based licensing system, after the existence of PAPA JOSS program for people who previously did not understand how to operate OSS system now understands because of educational assistance from program officers PAPA JOSS. Actually, PAPA JOSS program already gives change which is real to the Public and with the program the also Public very helped and increase his will to look after permits. Wrong one indicator of change is an increase in the number of people in the management of trading business permits, if the amount of management permission Public each year experience increase so could it is said that something program that has given change real to the number of management permits. amount of permission from year to year increased although in 2020 there is drop a little according to me that Thing which can understandable because existence pandemic and the index Satisfaction Public also Keep going increased although on the year 2020 occur drop amount permits, according to a statement from the Government of Padang Pariaman Regency can be said with existence PAPA JOSS program can make change good in Public.

From the interviews that the researchers conducted with some of the informants above, the researchers can conclude that The Government of Padang Pariaman Regency through the PAPA JOSS program has been effective in providing change In the past, the community had to spend energy and money to carry out permits, but now it is enough just to wait at home to get permits, and through data, the number of permits has also increased every year and the community satisfaction index has increased every year as well.

By comparing previous research as research conducted by Sylvia in 2020 with a descriptive-qualitative method, the aim is to find out the

effectiveness of the online licensing website at DPMPTSP, the supporting and hindering factors, or what efforts are being made by DPMPTSP to deal with the problems faced. . In this research, it is said that the implementation of online licensing by DPMPTSP has not been very effective according to the existing effectiveness theory. because there are still shortcomings in remote areas where it is still difficult to access permits online, as well as facilities and infrastructure that have not been maximized. Therefore, the overall measurement of the effectiveness of online licensing by DPMPTSP is considered not to be effective in its implementation. Research conducted by Shara Lanumansya in 2018 using a descriptive-qualitative method which aims to find out how the SiCANTIK program is implemented in Bengkulu Regency, what are the influencing factors, and what efforts are made by DPMPTSP in resolving problems which occur. From the research, can be concluded that the implementation program beautiful in Regency Bengkulu is still not yet optimal. Thing because the resources of the apparatus who are experts in the operation of the SiCANTIK program are still not enough adequate. This means infrastructure which there is even still not enough and the network Internet is not yet stable, the Regional Regulation that regulates the SiCANTIK program to date is also not there. research conducted by Marlina in 2017 with the method descriptive-qualitative aims to determine the effectiveness of online licensing in DPMPTSP, factors that support or hinder it, as well as the efforts made by DPMPTSP to overcome the problems encountered. In this research, it is stated that the implementation of online licensing by DPMPTSP has been effective based on the theory effectiveness taken. However, there are still shortcomings in remote areas that quite difficult to access permits online, as well as the facilities and infrastructure that are not yet maximum. However, by overall effectiveness measurement.

## CONCLUSION

PP JOSS Program in Service Permission Effort Trading in the Padang Pariaman Regency has been effective. This can be seen from the increasing number of people who take care of permits from year to year although in the year 2020 occur a little drop will but thing that can understandable because of the Covid-19 pandemic. Then the community satisfaction index from year to year also increased even though in 2020 there was a slight decrease the

index of community satisfaction with services continues to increase. The community is very helpful because people don't need to spend money and energy to come directly to the office. After all, the Public is enough in the house and the officer from PAPA JOSS program will come directly to the community place to do service.

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