



An Implementation on the Innovation of SIMAP License Program in Palopo City

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Abstract. The performance of public services has a very large influence on the quality of people's lives, therefore building a good public service management system is a must for regions to improve the welfare of their people. The government as the leading sector functions as the highest policy-making actor in a country. The policies issued for the implementation of development, manage and regulate the community and provide good public services and integrity in the context of realizing good governance. For this reason, the government must continue to innovate in providing public services in order to provide maximum benefits to the community, therefore this research wants to find out and analyze how the implementation of innovation from SIMAP at the Investment Service and One Stop Integrated Services, and what factors influence the implementation of these innovations. The Innovation Implementation Approach analyzed in this study consists of individual, structure, and cultural dimensions. Approach This research uses a qualitative approach with an exploratory type, the number of informants in this study as many as 10 people consisting of the Head of the Office of Investment and One Stop Integrated Services, Chief of Staff for Information, Technical Team and Community as SIMAP service recipients. Data collected through observation, interviews and documentation. The data analysis carried out in this study consisted of three interrelated sub-processes, namely data reduction, data presentation, and verification conclusion. The results showed that the Office of Investment and One Stop Integrated Services of Palopo City has been running well because all indicators have been appropriate to support the implementation of the SIMAP licensing program.

Keywords: Innovation · Innovation Implementation · SIMAP · Individual · Structure · Culture

1 Introduction

In essence, the public bureaucracy is obliged and responsible for providing good and professional services [1]. The performance of public services has a very large influence on the quality of people's lives, therefore building a good public service management system is a must for regions to improve the welfare of their people. The government as the leading sector functions as the highest policy-making actor in a country. Policies issued

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for the sake of implementing development, managing and regulating the community and providing good public services and integrity in the context of realizing good governance [2]. Good governance or what is known as “good governance” is a practice of governance in providing services to the community as well as possible. The government is also expected to be able to produce innovations that trigger rapid economic growth [3].

With the establishment of the One Stop Integrated Licensing Service Office/Department as an institution specifically tasked with providing licensing services to the public for licensing arrangements, it is enough to visit only one office/office. The implementation of One Stop Integrated Services is the activity of administering licensing and non-licensing whose management process starts from the application stage to the issuance stage of documents carried out in one place [4]. The presence of online-based licensing basically aims to provide convenience to the public with a short, fast, precise and satisfying procedure, while the innovation of the MABASSA program is in the form of an application, namely the Licensing Administration Management Information System (SIMAP) [5]. This service is intended to provide quality services to the community in accordance with changes in the Information Technology-based environment and can facilitate the community in accessing the services needed without having to meet directly with service providers and can increase transparency in providing services [6]. In practice, the online licensing that has been implemented since January 2017 has not had such a significant impact on public interest in managing Building Construction Permits (IMB), Domestic Investment Permits (IPMDN), Construction Services Permits, Interference Permits and others [7]. Most people are not aware of the online services implemented by the Office of Investment and One Stop Integrated Services of Palopo City.

The use of SIMAP by the community is still considered a hassle because it is necessary to first scan documents that are a requirement, and also sometimes network access is not optimal and applications are sometimes difficult to access which makes it difficult for people to upload documents into the application system. In addition, the consistency of the service personnel who run the application to always carry out maintenance on the application and the alertness of the officers to process documents that have been entered into the application so that they can be completed on time.

2 Research Methods

This study uses a qualitative approach to analyze and describe the reality and events studied in determining objective data. The focus of this research is the Implementation of the SIMAP Licensing Program Innovation in Kolta Palopo. The type of data consists of primary and secondary data. The informant determination technique is purposive sampling, which focuses on targets that consider certain criteria in line with the research objectives [8].

3 Literature Review

Policy innovation focuses on how innovations emerge, are selected, or propagated, whereas the complexity of implementing, evaluating, or ending innovations has received less attention [6]. In much of the policy literature, innovation begins when new ideas

are placed on the agenda [9]. This can happen when a new policy idea coincides with a properly framed political environment and problem definition. In the bottom-up view, effective innovation implementation is a function of several interrelated activities and capabilities, to identify and understand the factors relevant to a particular innovation and to see the potential success or failure of that innovation.

Whereas in the top-down view, effectively implementing innovative policies is a function of aligning formal and intensive structures [10]. According to Steelman [10], there are ideal conditions that encourage the implementation of innovation from time to time. Among them:

- Individuals who are motivated and working within workplace social norms and the dominant agency or organizational culture that supports the innovation or the innovative practice;
- Structures that facilitate clear rules and communication, incentives that induce compliance with innovative practices, political environments that are open to innovation, and awareness of resistance and measures to address, mitigate, or otherwise neutralize opposition; and
- Strategies to frame problems to support innovative practice, capitalize on shocks or focusing events if they occur, and use of innovation to enhance legitimacy.

4 Result and Discussion

In developing service quality and achieving an up to date service as an effort to support investment development programs, SIMAP online based on a web site is an absolute standard so that the services provided can be carried out quickly, accurately, transparently, and accountable and can be accessed at any time. SIMAP Online Licensing is a program issued by the Office of Investment and One Stop Integrated Services which aims to facilitate the licensing service process using an online system. With this system, the public can easily find out information from the Office of Investment and One Stop Services of Palopo City, the process of licensing services, both registration and licensing complaints, it can be done online through the web site address of the Investment and One Stop Service Office, namely “dpmptsp.palopokota.go.id”. The presence of Online Licensing is expected to make licensing services at the Palopo City Investment Office and One Stop Integrated Service more qualified and provide benefits and convenience to the community in managing Licensing Services. Through the Web site, the public can view information related to licensing services, download important documents related to licensing services related to SOPs, as well as various forms of transparency related to activities and activities carried out by the Office of Investment and One Stop Integrated Services. The presence of Online Licensing is expected to make licensing services at the Palopo City Investment Office and One Stop Integrated Service more qualified and provide benefits and convenience to the community in managing Licensing Services. Through the Web site, the public can view information related to licensing services, download important documents related to licensing services related to SOP, as well as various forms of transparency related to activities and activities carried out by the Office of Investment and One Stop Integrated Services. The presence of Online Licensing is expected to make licensing services at the Palopo City Investment Office and One Stop

Integrated Service more qualified and provide benefits and convenience to the community in managing Licensing Services. Through the Web site, the public can view information related to licensing services, download important documents related to licensing services related to SOPs, as well as various forms of transparency related to activities and activities carried out by the Office of Investment and One Stop Integrated Services.

Based on 3 factors proposed by Toddi A. Steelman [10], namely individual factors, structural factors, and cultural factors in the implementation of the SIMAP Online Licensing Program.

1. The individual factors

Of the SIMAP online licensing program have been able to motivate employees in providing services, but have not been able to motivate the public to use SIMAP online licensing. Individual values and institutional values at the One Stop Integrated Service and Investment Service are aligned in the effort to implement the SIMAP Program. The institution's value in this case is MABASSA which is Easy, Accountable, Friendly, Fair, Simple, Sympathetic, and Safe which is a patron for the Investment and One Stop Service Office in carrying out their daily activities in providing services to the community [10].

2. The structural factor

Where the grouping is an identification of the losses felt by the community in receiving the services of the Investment Service and One Stop Integrated Services, especially in the implementation of the SIMAP online licensing service, which explains that the perceived losses of the community are the condition of the community who are not ready to change technology and the absence of follow-up actions were taken to resolve these problems, thus affecting the operation of the SIMAP online licensing program [10].

3. Cultural factors

Can be seen from the changes in conditions that affect the implementation of the SIMAP Online Licensing Innovation Program which requires adjustments. However, the Office of Investment and One Stop Integrated Services of Palopo City did not make adjustments to improve the quality of the website which is the main facility for online licensing, due to the inability to handle the problems that are present on the website of the Office of Investment and One Stop Integrated Services. In addition, the change from a manual process to an online system needs to be preceded by socialization and guidance and assistance to the community using the service [10].

5 Conclusion

The implementation of the SIMAP Licensing Program Innovation in Kolta Palopo has not run optimally, it can be seen from individual factors where SIMAP implementers have not been able to motivate the community to use SIMAP licensing, then in the structural factor that the community is not ready to change technology, then the last factor is the culture that there is a change in conditions that require adjustments to improve the quality of the website because it is not able to handle the problems that are present on the website which is applied by the Office of Investment and One Stop Integrated Services in the implementation of the SIMAP program. The change from a

manual to an online-based system should take into account the expertise of the apparatus within the scope of the work unit and the level of understanding and ease of access for the community as service users must be increased in various ways through outreach, guides and assistance from service officials.

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