

Public Service Innovation of Licensing Process in Kudus District

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Abstract—Complaints against the leak services quality continues to increase, it is one indicator that suggests do not fulfill performance by Government bureaucratic apparatus. Needing fundamental strategy and efforts organizing the granting and public service renewal with thoughts, creations, methods, and innovative strategy to break down the public service culture, overhaul its mindset, and create the harmony field of public services within the fulfillment services framework for the societies Nations. Service innovation areas of licensing in Kudus district perform with strengthening and institutional changes, the application addition of management authorities, collaboration, e-filing and the simplification licensing procedures with the powerful supporting leadership commit and the human resources quality are adequate.

Keywords—Licensing; Public Service; Service Culture; Societies

I. INTRODUCTION

In the digital era today, innovation is oxygen. Innovation is a constant flow of breath source to creative ideas. Creative ideas flash, sown and developed consistently for the sake of realizing people's lives full of dignity and dignified. Along with its public service paradigm shift towards on the New Public Service Paradigm, innovation is absolutely required for the sake guaranteeing public services organizations that comply with the fulfillment necessities and societies demands. The role of public service innovation is highly awaited. Innovation is the method and the new ways or creative ideas in creating new ways or a combination of the old ways in particular become reality transform conditions and better reality with the latest technology produces consistent changes in the goal achievement of servicing society necessities. The Government bureaucracy are manifestation of the Government's hands and the length of Country in charge running functions State's in providing services society necessities in order to realize their prosperity. Government bureaucracy and apparatus as the last power has an obligation serving them and unfulfilled in order fulfillment necessities. Obtaining the public service organized a government bureaucracy have to be viewed as a right of citizens (citizen) who is supposed based on legal public services norms that set it explicitly. In this connection for the sake of public services organizing provided accordance with the General principles of good governance (good Governance), and on the other hand equalizing necessities fulfillment of the

public service organization as the ecological impacts of enclosing them, such a quick change of environment , competition, the pressure and society demands and also giving grant protection to any citizen and society of the perversion or authority abuse need innovation in the public service organization. The above urgency renders a public service nowadays is becoming an increasingly strategic policy issues. It is based on the fact that improvements to public services in Indonesia impressed "stagnant" while the implication is very widespread in the economic, political, social, cultural, education, agriculture, tourism, health and other areas coverage complexity of people's lives. Public services become the focus because appropriate and get in touch directly with the services user in qualify their necessity life. The next complex levels of public life nation are more complex also, the coverage of public services by bureaucratic support. The public service is fundamental to the essence every line of inaugural Government, especially since the enactment of Act No. 25 in 2009 about public service. Increasingly demands democratization rising as well as public awareness of what is the right new demand spawn over the quality service management. Therefore, the services provided by the Government are constantly undergoing updates from either side paradigm or the service format itself. Various innovations are implemented in order to provide the best service to the society. Innovation is carried out as much as possible for all of the services to the community in accordance with the field work is divided into units of Work Devices. In this research study is done on one door Integrated Services abbreviated (PTSP). Which then it is changed its name with capital investment and Service Agency Licensing abbreviated (BMPPT).

Based on the reality above, the research is undertaken aimed to describe and analyze the public service innovation areas permitting in this County; and analyze the driving factor and the restricting factor public service innovation in the permitting field in this County. The research is carried out by using qualitative descriptive method, which is expected to dig in-depth data on the public service organization, so that it can be described and identified various strategies and methods as well as public service innovation fields type themselves become objects of study in the district.

II. RESULT AND DISCUSSION

This analysis result of the study reveal public service innovations variety applied in the framework improvement of the service performance, establishing the innovation program success with different variations. Public service Innovation areas of licensing are done by the BPMPT District. First, the institutional status improvement of the Integrated Licensing Service Office (KPPT) into the main Capital Investment and Service Integrated Permissions (BMPPT) with a legal basis in the form of Kudus District Regulation number 6 in 2014 about changing applicable local law number 15 in 2008 about the organization and the Labor Inspectorate, the regional development Planning Board, Technical Institute, Police Unit *Pamong Praja*, Integrated Licensing Service Office in Kudus district. Through Local Regulation Number 6 in 2014, the BMPPT has a legal basis and a stronger structural position and on a par with other structural institutions making it easier in doing its main technical agencies with coordination. Secondly, the authority form addition of delegations signing over 20 types permissions and licensing as well as non authority signing the 27 types licensing and non-licensing. This is particularly important given the institutional strengthening status is not always accompanied by the reinforcement of the actual authority owned by institution. Third, the application of a collaborative management is done by reducing the bureaucratic formalities that resulted service areas slowness of licensing. Collaborative application management are able to facilitate organization relationships so that the original permit processing effort slow and hindered by its rigid bureaucracy can be overcome. Fourth are the E-filing applying and the electronic archiving. E-filing is done in the front office by doing a direct input on the computer so the data over a proposed licensing can be immediately accessed and acted upon by the other sections and automatically become an electronic archive that is easily accessible at any time and is much more efficient. Fifth, the implementation of tracking system that helps BMPPT officers, technical agencies, as well as the applicant in development licensing track files that have been registered. Sixth, the application of licensing package is an attempt to simplify licensing procedure by combining several similar permissions previously presented separately.

Public service innovation areas of licensing is also influenced by various factors both enforcing factors restricting who can come from internal, external or bureaucracy. The strong commitment existence from leadership which in this case in the Kudus district BMPPT willingness to adopt an external ideas such as the application tracking system using SMS Gateway and application package licensing, emphasis on the requirements fulfillment for achieving retribution target as well as satisfaction for society, and cultural factors service internal in Kudus Regency Government receptive to changes and the cultural factors that develop in Kudus district as the county-bases industry with the entrepreneur society condition, are some enforcing factors of public service innovation licensing areas in this County. While the factors restricting permissions field of public service innovation in Kudus, namely administrative barriers and pressure where the BMPPT that should open the gate wider investment thus hampered with Kudus district Regency allocating very small

industrial area and provide a less strategic. In addition, the human resources lack is also one of restricting services innovation factors at BMPPT. As explained earlier, the institutional change status into a Body coupled with the existence larger authority necessarily requires an additional employee number at BMPPT, but up to now there has not been the addition number of employees so that this could potentially be a restricting services innovation factor done at BMPPT. In addition, excessive reliance on a high performer also judged to be one of restricting innovation ministry factors because it inhibits lying, initiative, and innovation can be done by employees.

III. CONCLUSION

Bases on the analysis above, it can be concluded that there is some innovation of public service licensing areas, for example in Kudus District increased institutional status, the authority addition and the delegations, the collaboration implementation management, the e-filing utilizing and the electronic archives, application tracking system, the implementation licensing package is an attempt to simplify the licensing procedure. Successful public service Innovation implemented supported the commitment of the District Head leader strong rooted in lini2 service. Besides it is organizing also faced local society culture that fear change and dependence on a high performer.

Recommendations put forward, namely the necessity repeal an attempt towards Regulation in Kudus District number 16 in 2012 about Spatial Plan Area Housing System/ District Level System abbreviated as (RT/RW) and the appropriate Government Vision and Mission in Kudus district, and the innovation application service in electronic form archives applying to be supported by data base system security to prevent losing or data destruction in electronic archives.

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