

Smart Governance in Integrated Services in The Department of Investment and One Door Integrated Services of Makassar

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Abstract

Smart governance is an effective realization of public services in the field of government. This study aimed to find out the application of smart governance in public services, bureaucracy, and public policy at the Makassar City Investment and One-Stop Integrated Service (DPMPTSP). In order to achieve these objectives, the research method used qualitative research methods with data collection techniques through interviews, observation, and documentation. The primary data sources were the Makassar City Investment and One-Stop Integrated Service (DPMPTSP) apparatus and the public, who had provided direct licensing services. The data had been obtained from the research result. It is processed based on the analysis technique of a descriptive qualitative approach. From the study results, it could be found that the implementation of smart governance in public services, bureaucracy, and public policies at the Makassar City DPMPTSP was still ongoing and continues to be developed. The service mechanism had been carried out online since 2019 through the Makassar City DPMPTSP official website, the bureaucratic system had run and organized effectively, and the mayor of Makassar had supported policies related to the implementation of smart governance.

Keywords: *smart governance, integrated services*

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INTRODUCTION

In its development, the community's needs from year to year have progressed very rapidly, both in terms of operational needs and the need for a good service system from the government. Slow service, slow response, offensive treatment or grammar when the service is running make people doubt the service system of government or regional agencies. Circumstances like this require the government to provide innovation and respond to public concerns. Technological advances have succeeded in providing breakthroughs that are used by several regions towards a Smart City.

Smart City is governance with a smart city concept that helps the community manage resources efficiently and coordinate the community/institution to realise an activity or anticipate unexpected events (Mira et al., 2019).

Improving public services is one aspect of providing convenience to the community. This effort starts from cutting procedures and service flow to integrating services in online systems that are included in the e-government (e-gov) framework. This is the basis for improving the quality of public services

through the development of smart cities (Rahman, 2018).

E-Government made the Indonesian bureaucracy in 2003 gave birth to regulations regarding the application of E-Government, in the formation of the Presidential Instruction of the Republic of Indonesia Number 3 of 2003 concerning National Policies and Strategies for E-Government Development.

The concept of E-government is realized to create a relationship between the government and its people. This is needed to spur the spirit of the community so that the government can position its responsibility towards the state and the community can get rights and carry out their duties peacefully and peacefully so that the whole thing can be achieved through improving the structure of the bureaucracy. E-government is one solution, according to Hartono in Pratama et al. (2019).

Public services are something that the government must consider because these services have an impact and are felt directly by the community so that if an error occurs in the service flow, the community will assume that the service system provided by the government is unsatisfactory to be felt by the people themselves.

Makassar City is one of the areas with several services in it, of course with these various kinds of services, the government hopes to provide good, effective, and efficient services to its people, both direct (offline) and indirect (online) services and Smart City is The key to the success of this good service, it is proven that Makassar City has a "Smart City Online News" in the form of a website in the application of Smart City.

In its application, the Smart City concept is categorized as having several variables that are mutually sustainable in developing a city towards a Smart city, including Smart Governance, Smart People, Smart Living, Smart Mobility, Smart Economy, and Smart Environment. However, in this research, the researcher only focuses on the concept of implementing Smart Governance as one of the dimensions of the successful realization of Smart City.

In general, Smart governance is a term that refers to the practical realization of public services in the field of government. Before Smart governance emerged, there was already an E-government that focused on initiatives with the hope that technology could be maximized to improve the quality and effectiveness of a service. However, at the stage of its realization,

the concept of E-government was considered less effective for use by the community because of the service system that was exclusive and separate. With the existing E-government foundation, a renewal called Smart Governance emerged.

The Office of Investment and Integrated Services is one of the government agencies engaged in investment and service assistance in an integrated manner with a service system utilizing digital innovative governance operations. In 2016 the Integrated Licensing and Investment Agency (BPTPM) was officially changed to the Makassar City Investment and One-Stop Integrated Services Agency (DPMPTSP).

The main tasks of the Makassar City Investment and Integrated Services Office have been regulated based on Makassar Mayor Regulation number 99 of 2016 concerning the Position, Organizational Structure, Duties and Functions and Work Procedures of the One-Stop Integrated Investment and Service Office. the task of assisting the Mayor in carrying out government affairs in the investment sector which is the authority of the region and assistance tasks assigned to the region (Chapter III Article IV Paragraph I).

The Makassar City Investment and One Stop Integrated Service Office (DPMPTSP) has implemented an online service implementation system through the official website <https://dpmptsp-star5.makassar.go.id/> Presidential Instruction of the Republic of Indonesia Number 3 of 2003 concerning National Policies and Strategies The development of E-Government and the Law of the Republic of Indonesia Number 25 of 2009 concerning Public Services are used as a reference in the application of online-based licensing services in the Makassar City area (Bilyastuti, 2019).

The online licensing feature of the Makassar City Investment and One-Stop Integrated Service (DPMPTSP) system implements a service and information system related to online licensing, permit application data, Indonesian Standard Classification of Business Fields (KBLI) data, licensing requirements, licensing database, licensing mechanisms, queues. Online, up to the Makassar City DPMPTSP profile.

In the implementation of services to the community at the Makassar City Investment and One Stop Integrated Service Office (DPMPTSP), people are still often found complaining about the services provided, this concerns people

who do not like it when the queue is too long, arrives early but is preceded by them. who came at the end because they were helped by their friends, slow responders, and so on.

Judging from the operating system, the Makassar City Investment and One-Stop Integrated Service (DPMPTSP) has implemented a Smart governance system, this can be seen from the service system that has been implemented through the official website-based website, which means that smart governance has been implemented by The Makassar City DPMPTSP, but there are still people who are not satisfied and even complain about the services provided.

The implementation of Smart governance of the Makassar City Investment and One-Stop Integrated Service (DPMPTSP) began to run online on the DPMPTSP official website but it cannot be denied that operationally the service system is still in the form of a website and, of course, there are obstacles or obstacles that will have a direct impact on the community so that The Makassar City DPMPTSP has officially prepared an online-based application system, but the release date is not yet known.

RESEARCH METHODS

The research time was carried out for three months, starting from May-August and the research location was carried out at the Makassar City Investment and One-Stop Service (DPMPTSP), Makassar Mayor's Office, 1st floor, Jalan Ahmad Yani, official website: <https://dpmpptsp.bintang5.makassar.go.id/>.

This study uses a qualitative approach, a type of research whose findings are not obtained through statistical procedures or other forms of calculations. The qualitative approach was chosen because the method used can reveal and understand something behind the phenomenon that has not been mediated. The type of research uses a descriptive approach.

Informants in this study were officials at the Makassar City Investment and One-Stop Integrated Service (DPMPTSP) and people who felt directly or indirectly involved in this research so that the information obtained could be accounted for and valid. Then the data collection technique is done through interviews (interviews), observation, and documentation.

The data validation technique carried out in this study used triangulation, namely by providing comparisons between one data source and another data source. Triangulation of sources means checking and comparing the degree of trustworthiness of the information that has been obtained at the research location.

The data analysis technique used is data analysis in a qualitative research approach, then carried out during data collection and after completion of data collection within a certain time.

RESULTS AND DISCUSSION

The research objectives listed in the previous chapter are to determine the application of smart governance in public services, bureaucracy, and public policy at the Makassar City Investment and One-Stop Integrated Service (DPMPTSP). Based on the Instruction of the President of the Republic of Indonesia Number 3 of 2003 concerning National Policies and Strategies for the Development of E-Government and the Law of the Republic of Indonesia Number 25 of 2009 concerning Public Services are used as a reference in the implementation of online-based licensing services in the Makassar City area.

The smart city is one of the vision & mission concepts developed by the Mayor of Makassar, to realize the smart city concept, there are several indicators that affect the success of its implementation, one of which is smart governance.

Makassar City is one of the cities that has become a model in implementing smart cities so that the city of Makassar also does not want to be left behind in providing improvements to its public service providers, one of which is the Makassar City Investment and One-Stop Integrated Service (DPMPTSP). An agency that performs many services to the community, starting from licensing administration services, investment licensing services, licensing and non-licensing, business licensing, and non-business licensing.

The Makassar City Investment and One-Stop Integrated Service (DPMPTSP) is one of the agencies that develop a smart governance program with a service concept according to its main tasks. Capital that is under the authority of the Region and the Co-Administration Tasks assigned to the Region.

Therefore, the Makassar City DPMPTSP is one of the services expected to be a reference for other

agencies in developing smart governance programs in the city of Makassar based on licensing services.

As stated in the book Anityasari (2019) that the concept of implementing smart governance is measured based on three dimensions, namely Public Service, Bureaucracy, Public Policy.

Public Service

In the book, Anityasari (2019) has stated that public services must be able to utilize the latest technology in innovative and creative ways, and local governments can provide all forms of administrative services to the public online and transparently utilizing the concept of Smart Governance.

The service mechanism implemented at the Makassar City DPMPTSP has been operated online and can be categorized as satisfactory because the party managing the service continues to strive to provide a good service system to the community so that the community can complete the service process quickly.

In implementing the website-based service system at the Makassar City DPMPTSP, there are still several obstacles related to people who do not understand how to operate the website provided, as previously stated by

<http://journal.unismuh.ac.id/index.php/kolaborasi>

respondents. However, the Makassar City DPMPTSP continues to try to provide convenience to the community to enjoy an effective and efficient service system.

From the final report on the Work Plan (RENJA) of the Makassar City Investment and One-Stop Integrated Service (DPMPTSP), the final value of the Community Satisfaction Index is 90.36 from the target index value of 85, and this indicates that the existing service system in the Makassar City DPMPTSP can be said to be satisfactory.

This was then strengthened from the results of interviews with two respondents who were community members and had done licensing services directly. They said that the service system in the Makassar City DPMPTSP was quite satisfactory, the responses given were also very good, the services carried out were also fairly fast so that the community those who do are quite satisfied with the service system that has been provided.

Currently, the Makassar City Investment and One-Stop Integrated Service Office has attempted to have an E'Lebbami online licensing application to solve the problem of procedure and licensing processing period. In addition to licensing services, the community

can also monitor this application, so it doesn't take much time to wait at the Makassar City DPMPTSP office.

Bureaucracy

An organized and formal social structure characterizes a good bureaucratic system. In the Makassar City Investment and One-Stop Integrated Service (DPMPTSP), each service has its own functional position in accordance with its ability to provide services so that people who provide services can be served effectively.

In the application of innovative governance, the bureaucratic system is carried out through the use of technological developments that are carried out innovatively and creatively in order to build a government with a bureaucratic system that is effective, efficient, and transparent to the public (Anityasari, 2019).

The bureaucratic system within the Makassar City Investment and One-Stop Integrated Services Agency (DPMPTSP) has been running effectively and efficiently, seeing that each type of service runs according to applicable procedures and each service is handled by different staff according to their respective abilities or basics.

From the results of interviews conducted by researchers, the two respondents said clearly that, of course there are different mechanisms in each service in the Makassar City DPMPTSP depending on what type of service the applicant wants to issue, then if there are people who are still not able to operate the website and When registering online, the staff on duty will provide assistance to people who want to perform licensing services.

Different in terms of transparency, transparency was found to be an obstacle on the official website of the Makassar City DPMPTSP website where the profile section cannot be accessed at all, and this was confirmed by the research informant who said that the profile page on the Makassar City DPMPTSP website could not be accessed because the data was still incomplete. While being completed so that it can then be included or uploaded on the website.

Based on the observations, it can be clearly seen that each staff performs their respective types of services so that it can be concluded that the bureaucratic system that runs at the Makassar City Investment and One-Stop Integrated Service (DPMPTSP) has been running effectively and efficiently. Transparently, the Makassar City

DPMPTSP official website on the profile page is still not accessible until now.

Public Policy

Public policy is a plan, program, decision, action, and activity that is then carried out or not carried out as a form of problem-solving. As has been said by Herdiana (2018) that public policy can be in the form of things that the government has decided to do or not to do.

Public policy in the Makassar City Investment and One-Stop Integrated Service (DPMPTSP) is based on the form of decisions or programs that will be implemented and then can be implemented. The Makassar City DPMPTSP itself has made smart governance one of the main programs that must be realized and is currently being implemented.

Procurement of services in the form of a website-based online is one of the main points that becomes a benchmark for the realization of the smart governance program at the Makassar City Investment and One-Stop Integrated Service (DPMPTSP) so that the implementation of the smart governance program in the Makassar City DPMPTSP has been regulated based on regulations from the relevant

or government rule. The implementation of the smart city program where the indicators of the success of its implementation are smart governance. As told by the informant to the researcher that the smart governance program has been regulated based on regulations from the local government rule, not even only between the mayor and deputy mayor but several related institutions are also synergizing with each other in the successful implementation of smart cities, and the Ministry of Communication and Information is the one who handles the smart city section.

The attitude of the apparatus in providing services related to the implementation of public policies at the Makassar City Investment and One-Stop Integrated Service (DPMPTSP) for the apparatus supports each other's programs. Similarly, the implementation of smart governance has become a system to be run at the Makassar City DPMPTSP and is expected to be able to provide significant changes related to providing maximum service to the community.

The Makassar City One-Stop Integrated Service and Investment Service (DPMPTSP) in implementing its e-government service program is adequate. However, regarding the

implementation of smart governance, it is still being implemented and developed, with the hope that the Makassar City DPMPTSP can become a reference institution in implementing smart governance in the field licensing service.

CONCLUSION

From the results of research conducted by researchers related to Smart governance in integrated services at the Makassar City Investment and One-Stop Integrated Service (DPMPTSP), it can be concluded that the application of smart governance in the Makassar City Investment and One-Stop Integrated Service (DPMPTSP) Office is still in the development stage and its realization continues to be maximized.

The service mechanism has been carried out online by the Makassar City DPMPTSP so that people who want to apply for service registration no longer need to bother coming to the office, they just need to open the Makassar City DPMPTSP official website and register according to the service procedures that have been determined.

If viewed from an electronic governance perspective, the Makassar City Investment and One Stop Integrated Service (DPMPTSP) can

already be said to have e-governance seen from the service system provided to the community which has been carried out online based on the official website.

Of the three main indicators of the success of implementing smart governance in the Makassar City Investment and One Stop Service (DPMPTSP) Office, it is still running and will continue to grow, although there are still some obstacles in its operation, the Makassar City DPMPTSP will continue to do their best and keep trying become a reference institution in implementing smart governance that is engaged in licensing and public services.

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