Implementation of Investment Policy
in Pekalongan Regency through "Via Super OK"
during the Pandemic

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Abstract. The COVID-19 pandemic has not only disrupted the foundation of life in the health sector but has also penetrated the economic sector. The Pekalongan Regency Government in an effort to keep moving the wheels of the economy tries to innovate policies so that investment continues to run well. One of the policies to expedite this investment process is through "Via Super OK" (Video Call assistance for Online Licensing Solutions during a pandemic). This study aims to analyze the implementation of the Via Super OK policy with a qualitative descriptive research method. The results of this study indicate that the target of Via Super OK is licensing that has minimal requirements such as the UMKM group (Small and Micro Enterprises). The resources involved to support the implementation of Via Super OK are also still very limited, both in terms of implementing personnel and facilities and infrastructure. In its implementation, the Via Super OK policy received support from the environment. The attitude shown by the implementers is always guided by the Smile, Greet, Greeting, Polite and Courteous. The obstacles faced were mainly related to the limited implementers and the available infrastructure.

Keywords: Policy Implementation, Investment Policy, Via Super OK

1 Introduction

Investment can be seen as a root is from its role that can make the economy recover and grow, this is because investment is related to making the business sector more fertile with investment which has an impact on the production process in business to be higher, then also makes home consumption increase. In the process of economic recovery, it can be seen that investment has a positive correlation with the infrastructure development of the country, this is due to the investment that invests so that national income / GDP increases and from this the government will build infrastructure to support and attract investors. Previous investment will also encourage the growth of emerging new businesses such as UMKM (Small and Micro Enterprises) or in the property business sector. The impact of other investments is to encourage the creation of new job opportunities so as to support the growth of household consumption (BKPM, 2020).

Policies taken by the Indonesian government to make incoming investments include the construction of the Trans Java toll road and toll roads outside Java, providing incentives, ratification of the Job Creation Law (Omnibus Law), facilitating the application of business and investment permits by BKPM and forming a special task force for foreign investment. These

various policies are expected to make the economy recover and grow, so that the government's target can be achieved well.

The government continues to coordinate and strive to make the economy grow, in this case continue to coordinate between the centre and the regions so that there is a continuity of policies and investments that are expected to continue so that the economy can recover and grow. One of the local governments in Central Java that is quite attentive in increasing investment in its area is the Pekalongan Regency Government

The Government of Pekalongan Regency in its policy to make investment continue to grow is by preparing the Siwalan Industrial area of 1,500 hectares which is near toll roads, double-track railways and near the sea. The existence of the industrial area is expected to attract investors to develop their industry in Pekalongan Regency. Pekalongan Regency is known to be one of the regencies that has the potential to be developed because from a geographical point of view it is on the North Coast route and in terms of land prices it is still affordable and the Regency Minimum Wage (UMK) is still standard invest in Pekalongan Regency so that the economy can progress and grow [1].

Pekalongan Regency in its investment realization is known to have developed quite well, although in 2020 it experienced economic turmoil caused by the Corona pandemic but did not experience too much decline from 2019. The complete realization of the investment value can be seen in Table 1.

Table 1. Investment Realization Value of Pekalongan Regency in 2018-2020

Year	Investment	Investment Value
2018	LKPM	1.265.951.636.002
	Local Permit	1.187.381.797.494
	Total	2.453.333.433.496
2019	LKPM	491.247.033.064
	Local Permit	1.213.014.916.182
	Total	1.704.261.949.246
2020	LKPM	602.543.782.421
	OSS NON IUMK	635.402.720.021
	OSS IUMK	367.679.378.878
	Total	1.605.625.881.320

(DPM PTSP dan Naker Kabupaten Pekalongan 2020)

Table 1 shows that in its realization in 2019 the number of realized investment values decreased compared to 2018, this was caused by the LKPM (*Laporan Kegiatan Penanaman Modal* = Investment Activity Report) which experienced a lot of decline, then in 2020 it was found that the investment value decreased again even though in this case The value of LKPM has increased and it can be seen that it is still holding up relatively well due to the Corona pandemic. Looking at the data in Table 1 which has undergone many changes and the current Corona pandemic, investment policy in Pekalongan Regency is very important to be explored more deeply because it involves increasing the economy during the pandemic which involves many people.

One-Stop Integrated Service Investment Office and Manpower (*Dinas Penanaman Modal Pelayanan Terpadu Satu Pintu dan Tenaga Kerja = DPM PTSP dan Naker*) Pekalongan

Regency which handles investment problems is known to have several movements to make existing investments in Pekalongan Regency grow even more.

One of the policies to expedite this investment process related to this pandemic is through "Via Super OK" (*Video Call Asistensi Solusi Perizinan Online Kala Pandemi*) Video Call Assistance for Online Licensing Solutions During a Pandemic. This study aims to analyze the implementation of the Via Super OK policy.

2 Method

The type of research used in this researche is a qualitative descriptive research type, which is to describe and analyze the implementation of the Via Super OK (Video Call Assistance for Online Licensing Solutions during a pandemic) policy carried out by the One Stop Integrated Service and Manpower Investment Service (DPMPTSP and Naker) Pekalongan Regency. The subjects of the research or as resource persons and also referred to as informants in the research entitled Implementation of Investment Policy in Pekalongan Regency through "Via Super OK" during the Pandemic at the Investment and One Stop Service and Manpower Office of Pekalongan Regency. are some of the officers and officials who implement the Via Super OK Policy in the DPMPTS and Naker Pekalongan Regency

3 Result and Discussion
3.1 Public Policy

Public policy is an effort made to make changes in the system or specified goals (Amirullah, 2001). According to Bridgman and Davis [2], public policy contains 3 things, namely goals, which in this case are several things that will be done to achieve something that has been previously determined. Legal action is the first thing that is a manifestation of the making of public policy by the authorized government agency, then the hypothesis which is a reflection of public policy because in making public policy it is made from a problem that is given a solution or answer by taking into account cause and effect [3].

Public policy according to Mac Rae and Wilde explains that public policy is a series of actions that are chosen by the government and have an important influence on a large number of people. This statement brings an understanding that in existing public policy concerns the interests of the people who are affected in the regulatory process so that in public policy it must take into account the interests of the relevant stakeholders to be able to make policies that tend to the interests of the community and have a lasting impact to support a better life. This is due to the nature of the policy that is binding, has certain goals and most importantly the fulfillment of the public interest.
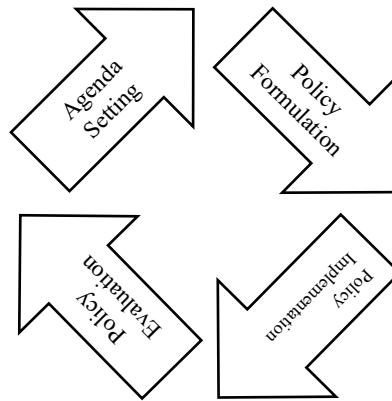
Fig. 1. Policy Cycle
(Wahab [4])

Fig. 1 explains that the public policy process has a cycle, namely from policy formulation, policy implementation and policy evaluation. Policy formulation is the process by which existing policies are formulated by the legislature and executive as well as the public. Policy formulation is carried out by finding out how the problems to be regulated are related to the substance of the understanding of the problem, who is affected, what is regulated, and how it is implemented to the evaluation to be carried out and formulated in regulatory documents.

3.2 Policy Implementation

Policy implementation is an important stage in the public policy process. A program must be implemented in order to have an impact or achieve the desired goal. Winarno [5] argue that implementation is what happens after a law is enacted that gives authority to programs, policies, benefits, or a type of tangible output.

Mazmanian and Sabatier [6] give their opinion on policy implementation as follows:

Implementation is the carrying out of a basic policy decision, usually incorporated in a statute but which can also take the form of important executive orders or court decisions. Ideally, that decision identifies the problems to be addressed, stipulates the objective to be pursued and in a variety of ways structures the implementation process.

As for O'Toole [7] defines policy implementation as:

What's develops between the establishment of an apparent intention on the part of government to do something, or stop doing something and the ultimate impact in the world of action.

Furthermore, Winarno [5] limit policy implementation as actions taken by government and private individuals (or groups) directed to achieve the goals set in the decisions. previous policy decisions.

The model of policy implementation according to Winarno [5] there are seven variables that affect the success of policy implementation. The seven variables are:

a. Policy standards and objectives are things to be achieved from a policy/program. Policy objectives must be clear so that they can be seen specifically so that at the end of the program it can be known whether the program is successful or failed.
b. Policy performance is an assessment of the achievement of established policy standards and targets.

c. Resources, refers to how much financial support and human resources to implement policies / programs.
d. Communication between implementing agencies, leads to procedural mechanisms that are announced in order to achieve the goals and objectives of the program.
e. The characteristics of the implementing agency, refer to how much the carrying capacity of the organizational structure, developing values, relationships and communication occur in the internal bureaucracy.
f. The social, economic and political environment implies that the environment in the realm of implementation can influence the success of policy implementation. These variables include environmental economic resources that can support the success of policy implementation; the extent to which interest groups support policy implementation; the characteristics of the participants, namely supporting or rejecting; how is the public opinion in the environment; and whether the political elite provides support for policy implementation.
g. The attitude of the implementer is an important variable in policy implementation. The attitude of the implementer that should be possessed is such as a democratic attitude, enthusiasm and responsiveness to the target group and the environment.

The van Meter and van Horn models can be seen in Fig. 2.:
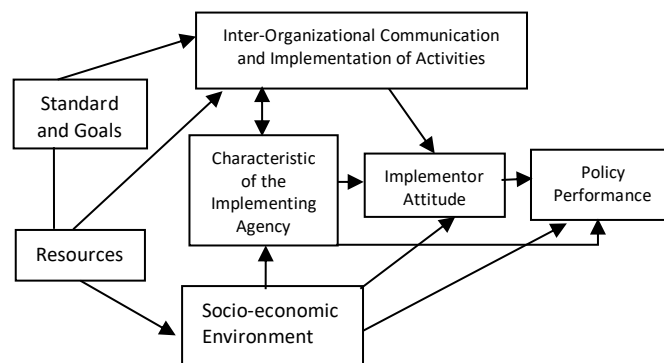
Fig. 2. Policy Implementation Model – Van Meter and Van Horn
(Van Meter and Horn [8])

3.3 Investment in Pekalongan Regency

In the RUPM (*Rencana Umum Penanaman Modal*= General Investment Plan) of Pekalongan Regency, it is stipulated that the direction of investment development policy must be towards a green economy development program. In this case, the target of economic growth must be in line with the issues and objectives of environmental development, which include: climate change, controlling damage to biodiversity, and environmental pollution, as well as the use of new and renewable energy and oriented towards developing strategic areas for productive, efficient regional economic development. and able to compete with the support of a network of transportation infrastructure, telecommunications, water resources, energy and industrial designation areas.

Investment also requires regulatory support that guarantees legal certainty and security guarantees as well as ease of doing business, incentives to stimulate investment interest and pro-investment social culture, support for the availability of labor, and natural resources. In line with

the need for regulatory support, the Pekalongan Regency Government has stipulated Pekalongan Regency Regional Regulation Number 3 of 2010 concerning Providing Incentives and Providing Ease of Investment in the Regions.

Furthermore, the provision of facilities and/or incentives as well as the promotion and control of investment are also important aspects in building a competitive investment climate. The provision of facilities and/or incentives is aimed at not only encouraging competitiveness, but also promoting strategic and quality investment activities, with an emphasis on increasing added value, increasing investment activities in certain priority sectors or regional development. Meanwhile, the dissemination of information on investment potential and opportunities in a focused, integrated and sustainable manner is important and requires adequate and proportional control.

In order to implement the entire direction of the investment policy mentioned above, the RUPM of Pekalongan Regency also sets out the stages of implementation that can be a direction in setting priorities for implementing investment policies in accordance with the potential and conditions of regional economic progress. The implementation stages need to be followed up by the Regional Apparatus within the scope of the Pekalongan Regency Government consistently with a high and sustainable commitment. The RUPM of Pekalongan Regency is needed so that the implementation of investment in Pekalongan Regency is in accordance with the investment policy of the Pekalongan Regency Government so that the objectives of economic development to realize community welfare as stated in the Regional RPJP (*Rencana Pembangunan Jangka Panjang* = Long Term Development Plan) of Pekalongan Regency can be achieved.

The direction of the UMKM empowerment policy is carried out based on 2 (two) strategies, namely:

a. Upgrading strategy, which is a strategy to encourage businesses that are on a certain scale to become larger scale businesses, micro businesses develop into small businesses, then become medium businesses, and in the end become large scale businesses.

b. Strategic alliance strategy, namely a partnership strategy in the form of a relationship (cooperation) between two or more business actors, based on equality, openness and mutual benefit (providing benefits) so as to strengthen the relationship between business actors in various business scales. The alliance is built so that entrepreneurs with smaller business scales are able to penetrate the market and production cooperation networks on a larger scale. The alliance was built based on business considerations and mutually beneficial cooperation. This kind of alliance pattern will create business linkages between micro, small, medium enterprises, cooperatives, and large businesses.

4 Result

The results of research conducted in the field indicate that the implementation of investment policies in Pekalongan Regency in implementing the Via Super OK program shows that the target of this program is licensing with minimal requirements, one of which is UMKMs. The target in the form of UMKM is because it is very limited to meet face to face, only via mobile phones. With this UMKM target, not many requirements are needed. If it is to serve those who require a lot of requirements, then the HP capacity does not meet the requirements/inadequate. Likewise, the existing holders are still limited. They convey requirements or upload requirements via WA (WhatsApp), including through video calls

The public met face-to-face with the officers via video calls, what they asked for, then the officers entered on the computer for the requirements that they could upload via WA, then WA

would upload it to the system. This Via Super OK policy only handles small and micro entrepreneurs, if for medium and large entrepreneurs still use the Sip TENAN and SINTA SAH BU Policies The resources used are from the licensing section staff, the main ones are OSS assistants. The facilities and infrastructure needed to support the Via Super OK Policy also take advantage of the facilities and infrastructure that have been available at the office for the equipment/device.

The communication that exists is communication between policy implementers and the community, namely at the time of socialization or the introduction of the Via Super OK program to the community. Besides that, communication also takes place intensively between the implementers of the policy itself, namely internal communication.

The characteristics of the Implementing Body are shown by the carrying capacity of the Via Super OK program implementers in the form of bureaucratic ranks and the organizational structure that exists in DPMPTSP in implementing this program, as well as the support for values that have been developed in the agency that are able to support the smooth running of the Via Super OK program through communication. and intensive coordination.

The support of the Community Environment in carrying out the Via Super OK program is very encouraging. Evidence of the community's support for this program is that they take care of permits in droves when there is government assistance for micro-enterprises affected by the Corona pandemic.

The attitude shown by the implementers of this policy is always guided by service ethics, that public servants must always be able to serve the community. The jargon developed in serving the community is in the form of 5 S (Senyum, Sapa, Salam, Sopan dan Santun = Smile, Greet, Greeting, Polite and Courteous) Public service officers are always reminded to always be patient in serving the community, not easily angry or emotional The obstacle faced in the implementation of the Via Super OK program is a matter of infrastructure which is still very limited

5 Conclusion

Based on the description above, it can be concluded that the target of Via Super OK is licensing that has minimal requirements, such as the UMKM group (Small and Micro Enterprises). The resources involved to support the implementation of Via Super OK are also still very limited, both in terms of implementing personnel and facilities and infrastructure. In its implementation, the Via Super OK policy received support from the environment. The attitude shown by the implementers is always guided by the 5 S (*Senyum, Sapa, Salam, Sopan dan Santun* = Smile, Greet, Greeting, Polite and Courteous). The obstacle faced in the implementation of the Via Super OK program is a matter of infrastructure which is still very limited.

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