

The Effectiveness of Via Super Oke Policy in Increasing Investment during Pandemic Period in Pekalongan District

Herbasuki Nurcahyanto¹, AUFARUL MAROM², DYAH HARIANI³
{herbasukinurcahyanto@lecturer.undip.ac.id¹}

Universitas Diponegoro, Indonesia^{1,2,3}

Abstract. Pekalongan Regency launches a Video Call policy for Online Licensing Solutions during a Pandemic, abbreviated as "Via Super Oke" to increase investment during the Covid - 19 pandemic situation. This study aims to analyze the effectiveness of the "Via Super Oke" policy by using descriptive research methods with a qualitative approach. The results of the study show that the policies taken by the Pekalongan district government are effective in helping entrepreneurs, especially Small, Medium and Micro Enterprises (SMEs/UMKM) take care of permits quickly. The obstacle that exists in the implementation of Via Super Oke is that there is only one call center number, causing a queue of business actors to conduct consultations through Via Super Oke. These obstacles can be overcome by adding a number of call centers as well as receiving operators, or by creating an application that can connect the WhatsApp application to a dashboard that can receive consultations simultaneously with different operators.

Keywords: Effectiveness, Investment Policy, Via Super Oke

1 Introduction

COVID-19 pandemic is a major obstacle to economic activity in Indonesia. The investment sector is also not spared from the adverse effects of a prolonged pandemic. The Investment Coordinating Board (BKPM) recorded investment realization throughout 2020 reaching 826.3 IDR trillion [1]. The achievement is higher than 1.1 percent of the investment target set at 817.2 IDR trillion. In detail, the realization of the investment is spread in two sub-investments. First, domestic investment (PMDN) amounted to 413.5 IDR trillion or equivalent to 50.1 percent of the total investment realization. Second, *Foreign Direct Investment* (FDI) worth 412.8 IDR trillion, equal to 49.9 percent of the investment achievement. Domestic investors are the support for investment in Indonesia, at a time when almost all of the world's economies are weakening due to the impact of the coronavirus pandemic.

Central Java is one of the provinces that get the most Domestic Investment (PMDN) value in 2020, which is at 30.61 IDR trillion by being ranked 6th nationally. The value of Foreign Investment (PMA) in Central Java reached 19.63 IDR trillion and was ranked 9th nationally. The realization of investment in Central Java exceeded the target set by the Investment Coordinating Board (BKPM) of 24.89 IDR trillion. The One-Door Integrated Investment and Service Office (DPMPSTP) of Central Java Province recorded the realization of investment in Central Java throughout 2020 reaching 50.24 IDR trillion or 202 percent of the specified target [2].

Pekalongan District is one of the leading Districts of investment projects in Central Java Province. In the last five years, the achievement of investment realization of Pekalongan District can exceed the target of the Regional Medium Term Plan (RPJMD). However, when compared to the year before / after the number of increases / decreases is still fluctuating.

Table 1. Comparison of Targets and Investment Realization of Pekalongan District

Years	Target RPJMD		Achievement			
	IDR	Increasing (%)	IDR	Project Amount	Target (%)	Increasing/Decreasing (%)
2016	389.099.210.000	-	2.243.469.061.092	667	602	-
2017	400.722.190.000	3	2.679.675.647.953	369	669	14
2018	412.795.450.000	3	2.453.333.433.496	587	594	-8
2019	425.179.210.000	3	1.704.261.949.246	902	401	-31
2020*	437.934.590.000	3	532.574.925.584	21	122	

(DPM PTSP and Employment of Pekalongan District, 2020)

In addition to pandemic factors, several other factors that cause investment in Indonesia to be hampered include licensing issues to administrative problems. Similarly, the issue of procurement and land acquisition, as well as obtaining permits, especially before the pandemic. This is in line with Indonesia's *Ease of Doing Business (EoDB)* ranking currently ranked 73rd out of 190 countries in the world [3]. Indonesia is also listed as the fifth lowest in ASEAN in the *Ease of Doing Business (EoDB)* index with a score of 69.6.

In an effort to increase investment realization in Indonesia during the pandemic, one of the strategies implemented by the Investment Coordinating Board (BPKM) is ease of licensing such as an accelerated licensing process and available in an online system or *Online Single Submission (OSS)*. In addition, the government's efforts in improving public services, cutting the bureaucracy of licensing and non-licensing services, one of which is with the establishment of One-Door Integrated Services (PTSP) [4]. Article 350 mandates that in order to provide regional licensing services form a one-door integrated service unit [5]. It is also to realize public services that are fast, easy, transparent, certain, and affordable, and in order to provide wider access to the community to get good public services.

In line with the efforts of the Central Government, Pekalongan District Government through One-Door Integrated Investment and Service Office and Manpower (DPM PTSP and Employment) launched a new breakthrough, namely the Pekalongan District Integrated Licensing Service Information System (SipTenan). To speed up and facilitate in the licensing service process, the licensing process is carried out online on the siptenan.pekalongankab.go.id website. This innovation can increase investment in Pekalongan District in a positive direction, both through the Investment Activity Report (LKPM), OSS Non Small Micro Enterprise Permit (IUMK), and OSS Small Micro Business License (IUMK).

Table 2. Value of Investment Realization of Pekalongan District in 2020

Years	Investment	Investment Value
2020	LKPM	602.543.782.421
	OSS NON IUMK	635.402.720.021
	OSS IUMK	367.679.378.878
	Amount	1.605.625.881.320

(DPM PTSP and Employment of Pekalongan District, 2020)

In order to prevent the spread of COVID-19 by reducing face-to-face services and limiting community mobilization, DPMPTSP and Employment of Pekalongan District launched an online service through video call assistance named "VIA SUPER OKE" Video Call Assistance Online Licensing Solution during Pandemic [6]. This service utilizes social media such as WhatsApp by the number of Call Centre in 082324422911. The community able to utilizes an assistance of permitting issue during COVID-19 pandemic without visiting to office DPMPTSP and Employment of Pekalongan District.

DPMPTSP and Employment of Pekalongan District issue a service policy named Via Super Oke as an adaptation form or new approach of giving service during the pandemic especially into permitting assistance. It is in line with statement conveyed by Anderson [7], mentioned that policy is an action steps who have certain goal followed and implemented by an actor or a group aiming to solve a certain problem [8]. Carl J Federick also defined a policy as an action or execution steps conveyed by individual, group or government in a certain environment where there is a various obstacles (difficulties) and opportunities on the implementation of this policy suggestion in the course of certain goal [9].

Although it has only been running for two months, this policy needs to be evaluated because of the limited face-to-face services due to the pandemic so that licensing services are not constrained and can produce maximum investment value in Pekalongan District. According to Anderson, policy evaluation is *"the appraisal or assessment of policy, including its content implementation and impact"* [10]. Policy evaluation can be defined as an activity that concerns the assessment or testing of a policy including the content, implementation and impact of the policy.

According to Dunn [11], there are six criterions for policy evaluation. First, effectiveness, with regard to whether an alternative achieves the expected outcome, or achieves the goal of action. Second, efficiency, with regard to the amount of effort required to produce a certain level of effectiveness. Third, adequacy, with regard to how far a level of effectiveness satisfies a need, value, or opportunity that fosters a problem. Fourth, equality is closely related to legal and social rationality and refers to the distribution of consequences and efforts between different groups in society. Fifth, responsiveness, with regard to how far a policy can satisfy the needs, preferences, or values of certain groups of people. Sixth, accuracy, in this process the success of a policy can be seen from the policy objectives that are actually achieved usefully and valuable in the target group, having the impact of change in accordance with the mission of the policy.

Researchers are interested in analyzing the effectiveness of Via Super Oke policies in increasing pandemic investment using Dunn six evaluation criterions, namely effectiveness, efficiency, adequacy, alignment, responsiveness and accuracy. Evaluation results can be used as input in improving services in pandemic times.

2 Method

Researchers are interested in analyzing the effectiveness of Via Super Oke policies in increasing pandemic investment using Dunn six evaluation criterions, namely effectiveness, efficiency, adequacy, alignment, responsiveness and accuracy. Evaluation results can be used as input in improving services in pandemic times.

The location of this study was conducted at DPM PTSP and Employment of Pekalongan District using qualitative research methods with a case study approach. The data collection techniques used by researchers are interviews, observations and documentation. The types of data used by researchers are primary and secondary data. The informant selection technique used by the authors in the study was to establish a key informant. Data analysis used is a descriptive analysis technique.

3 Discussion

Video Call Assistance Online Licensing Solution during this Pandemic or "Via Super Oke" is a policy issued by the Office of Investment and Integrated Services One Door and Labor (DPM PTSP and Employment) of Pekalongan District. This policy is in order to provide and facilitate online licensing service assistance services during COVID-19 pandemic that requires minimizing face-to-face services. Evaluation of the policy *Via Super Oke* can be seen from several criterions according to Dunn, namely effectiveness, efficiency, adequacy, equality, responsiveness, and accuracy.

First, Effectiveness is related to whether the desired result has been achieved. Based on the research results, *Via Super Oke* service still achieves the purpose of the service, namely the assistance of licensing services, especially SMEs actors. The difference is that the provision of services is provided online due to the conditions of COVID-19 pandemic.

Second, Efficiency is concerned with how much effort is needed to achieve the desired results both in terms of users and providers. The existence Service *Via Super Oke* makes the permit applicant can assist in making permits without having to come to DPM PTSP and Employment office of Pekalongan District, simply using WhatsApp service. This can minimize the effort and time needed, and reduce transportation costs incurred by the community especially in times of pandemics that require reducing community mobilization. The provider does not require extra costs with the Service through *Super Oke* because it is the duty of the employee.

Third, Adequacy is related to how far achieving the desired result in solving this problem. The existence of *Via Super Oke* has not entirely targeted prospective licensing makers because while only serving micro small and medium enterprises (SMEs) because of the limited resources available. This is expected to continue to stimulate SMEs in increasing economic movement in Pekalongan District.

Fourth, Equalization relates to whether the cost of benefits is distributed evenly to different groups. The presence of the new *Via Super Oke* service targets SMEs as an initial target, while large business actors cannot be served. SMEs actors are expected to move the wheels of the community economy.

Fifth, Responsiveness is concerned with whether policy outcomes satisfy the needs, preferences, or values of certain groups. The presence of *Via Super Oke* makes the assistant process time can be faster which an average of 15 minutes. This acceleration can be realized because of the simplification services to facilitate the licensing process during the pandemic period. The limitation is that the operator's service and service number are only one.

Sixth, Accuracy relates to whether the desired result (goal) is really useful or valuable. The results showed that SMEs as service recipients felt helped by the existence of this service. The number of SMEs who use these service as many as 94 units (data up to July 15, 2021) that absorbs a workforce of about 300 people and this licensing service is very

helpful for SMEs in the midst of pandemic conditions as a result of the elimination of face-to-face services.

Based on the analysis results, via Super Oke services issued by DPM PTSP and Employment of Pekalongan District as a policy adjustment of the provision of licensing service assistance in the pandemic period can be said to be effective. There are several obstacles that must be evaluated and improved to support the services provided to improve the investment climate during this pandemic. The policy of DPM PTSP and Employment of Pekalongan District can be said to be an innovation, because this innovation does not have to be a new discovery, but also includes new approaches, expansion and quality improvement in existing public service innovations. This is also in line with one example in the application concept of *Agile Government*. *Agile government* is the application of agile and responsive management systems (typically owned by private companies) into government management through the creation of adaptive organizational structures, the utilization of information technology, and anticipatory disruptive environments [12]. It aims to improve the performance and productivity process of the organization [13].

4 Suggestion

Recommendations that can be submitted to overcome existing obstacles by adding a call center number that currently only has one number and also adding operators who receive. Or by creating an app that can connect WhatsApp to a dashboard that can receive simultaneous consultations with different operators. This is to support easy and fast public services in times of pandemics.

References

- [1] BKPM, "Perkembangan Realisasi Investasi 2015 – Maret 2020 : Per Triwulan." pp. 1–5, 2020.
- [2] Provinsi Jawa Tengah, "Realisasi Investasi Jateng 2020 Capai Rp 50,24 T, Dua Kali Target BKPM," 2021. .
- [3] World Bank Group, "Doing business 2020 : comparing business regulation in 190 economies," 2020.
- [4] Pemerintah Republik Indonesia, "Undang-Undang Republik Indonesia Nomor 23 tahun 2014 tentang Pemerintahan Daerah," *Kementeri. Sekr. Negara RI*, 2014. .
- [5] Pemerintah Republik Indonesia, "Undang-Undang Nomor 23 Tahun 2014," 2014.
- [6] DPMPSTSP and Naker Kabupaten Pekalongan, "VIA SUPER OKE," 2021.
- [7] J. E. Anderson, *Public Policymaking*. Boston New York: Houghton Mifflin Company, 2003.
- [8] M. I. Islamy, *Prinsip-prinsip Perumusan Kebijaksanaan Negara*. Jakarta: PT. Bina Aksara, 2009.
- [9] L. Agustino, "Dasar-dasar kebijakan publik (Edisi Revisi)," *Bandung Alf.*, 2016.
- [10] J. E. Anderson, *Public policymaking*. Cengage Learning, 2014.
- [11] W. N. Dunn, *Public policy analysis*. Routledge, 2015.
- [12] W. Kumorotomo, "Agile Government (Pemerintah Cerdas)," 2019.
- [13] A. J. H. de O. Luna, P. Kruchten, and H. P. de Moura, "Agile governance theory: conceptual development," *arXiv Prepr. arXiv1505.06701*, 2015.