

Urgency Of Public Service Mall Licensing Of Marine And Fisheries Business Entities

Suryadi Suryadi*, Moh. Zeinudin, Muhammad Aini, Ma'ruf Akib, Marnia Rani

¹Program Studi Ilmu Hukum, Universitas Maritim Raja Ali Haji

²Program Pascasarjana Universitas Wiraraja

³Fakultas Hukum, Universitas Islam Kalimantan

⁴Fakultas Hukum, Universitas Muhammadiyah Kendari

⁵ Program Studi Ilmu Hukum, Universitas Maritim Raja Ali Haji

*Corresponding Author: suryadi@umrah.ac.id

Abstract. The processing of permit issuance by the One-Stop Investment and Integrated Services Agency (DPMPTSP), which must have a technical recommendation from the relevant Regional Apparatus Organization (OPD) before issuing documents because the permit results in the licensing process taking a long time, is the motivation for this research. Methods: Efficiency Theory is the theoretical framework used in this qualitative research. Observation, interview, and documentation are the collection methods. Meanwhile, the author used data collection techniques, data reduction, data presentation, and data analysis to draw conclusions. Results/Findings: The study findings show that public complaints about the need for more information technology facilities are still relatively low. For example, updating government websites that are rarely used, or perhaps distributing information brochures and, more specifically, disseminating information to the general public. Next we look at how the Licensing and Investment Agency builds institutional capacity to create a One Stop Integrated Investment Service. In addition, NPWP/taxes are not paid, notarial deeds are not renewed, and they do not fill in extensive business capital and long distances.

Keywords: Regional, Apparatus, Organization, agency.

1. Introduction

The pattern of relationships that form planned, directed, measurable, and sustainable linkages between institutional elements and resources so that a network of science and technology is built as a whole in supporting maintenance is what Law Number 11 of 2019 calls the National System. In Government Regulation of the Republic of Indonesia Number 38 of 2017 concerning Regional Innovation, what is meant by "Regional Innovation" is any and all forms of administrative renewal within the Regional Government. What is meant by "Regional Government" is the administration of government affairs by the regional government and the Regional People's Representative

Council in accordance with the principles of autonomy and assistance in the Unitary State of the Republic of Indonesia, as outlined in the 1945 Constitution. Republic of Indonesia a. According to Rogers' perspective, innovation is an idea, practice, or object that is realized and accepted as something new by a person or group for adoption. Meanwhile, Rina Mei Mirnasari (2013) asserts that innovation in public services can be interpreted as an achievement in achieving, improving, and increasing the effectiveness, efficiency, and accountability of public services through the introduction of new methods, tools, or approaches. According to RB KEMENPAN NO 30 of 2014, which outlines innovation guidelines in the public sector, innovation is the creative process of finding new ideas or making changes to existing ones. Meanwhile, Wes and Far (in Ancok 2012) stated that innovation is the introduction and deliberate application of new concepts, procedures, products, and ideas to the units that implement them in order to benefit individuals, groups, organizations, and society as a whole. Therefore, this article focuses on analyzing community innovation in the field of fashion and jewelry for daily pints. The Minister of Administrative Reform and Bureaucracy Regulation No. 23/2017 on the Implementation of Public Service Malls is the legal basis used in the mall selection process. Mall for Public Purposes (MPP) in Indonesia began in 2017 with the launch of four Pilot Projects: DKI Jakarta, Surabaya, Denpasar, and Batam. 31 Public Service Malls will be opened in various provinces, districts, and cities in Indonesia until 2021. There are several organizations responsible for the dissemination of public information in specific locations - they are responsible for assisting individuals in the implementation of the licensing process. There are permits that have been approved by the One Stop Investment and Integrated Services Agency (DPMPTSP), but the permits must include recommendations from the Regional Apparatus Organization (OPD) for a longer period of time. This shows that there is a lot of bias in the licensing process, both in terms of the quality of guidance and the personnel involved. In accordance with Law 1945 up to Article 10 of Law No. 33/2004 on Regional Government and Article 2 and Article 10 of Law No. 33/2004 on Central and Regional Finance, the Regional Government to regulate and manage its own government affairs. Normally, desensitization and autonomy are used to indicate the influence of the state on the masses through public education that is lower than the mass population. Most of the desensitization and autonomy practiced are largely unsatisfactory and do not contribute to improving the quality of life of the people. This situation has caused the bureaucracy to increasingly deviate from its main mission of providing public services with a very strong power orientation when implemented. This condition has implications for the poor attitude and behavior of the bureaucracy in providing services to the public; there is even a tendency to ignore the interests of the community because they see themselves as rulers rather than as servants or servants of the community. Based on the findings of the analysis, the following:

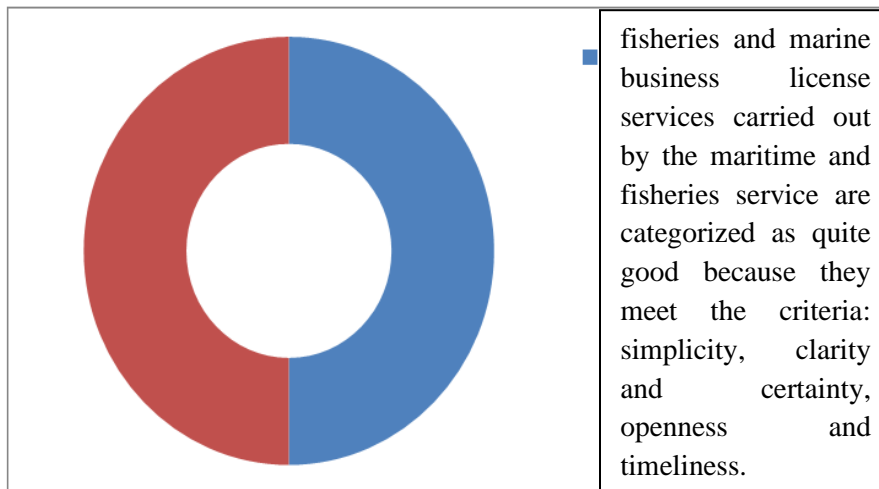
1. The Department of Maritime Affairs and Fisheries provides excellent service to fisheries and marine business licensing because it meets the following standards: openness and timeliness,

simplicity and certainty.

2.NPWP/taxes not paid, notarial deeds not renewed, and not filling in business capital in large and distant areas are obstacles in the service of fisheries business licenses from government officials. There is no socialization of facilities and infrastructure, no computers, printers, or special furniture, and the community does not realize the importance of IUP.

In accordance with applicable regulation, the Marine and Fisheries Service will try to overcome various obstacles in providing fisheries business license services submitted by the community and business actors in terms of administration, facilities, infrastructure, and apparatus. It will always make various innovations in collaboration with various parties, socializing the importance of IUP.

Table 1: Bureaucratic Behavior in Organizing Public Services



The general principles of good governance form the basis for the implementation of public services, which aim to fulfill the state's obligation to serve the community or society by issuing permits for fisheries and marine activities.

Seeing these conditions, the author is interested in conducting research as follows: "**Urgency of public service mall licensing of marine and fisheries business entities**"

Starting with the implementation of the Public Service Mall, several problems emerged. The government's decision to develop online-based licensing stems from the limited availability of data, information, and data that is not integrated. Service Mall provides an online licensing system. It is difficult for individuals to complete the licensing process because many public

service providers are located in various locations. The One-Stop Investment and Integrated Services Agency (DPMPTSP) has been granted permission to issue several permits; however, before they can do so, they must obtain approval from our corresponding Regional Technical Apparatus O organization (OPD). As a result, license applicants have to spend a lot of money to manage the licensing process, resulting in time inefficiency.

1.2 Gaps in Problems Addressed

1.2.1. Starting with the implementation of the Public Service Mall, several problems emerged. Good, fast and affordable online-based public services can now be provided by local governments thanks to advances in technology and information. The government's decision to develop online-based licensing stems from the limited availability of data, information, and data that is not integrated. In this case, the General Service Center provides an online licensing system. It is difficult for individuals to complete the licensing process because many public service providers are located in various locations. The One-Stop Investment and Integrated Services Agency (DPMPTSP) has been granted permission to issue several permits; however, before it can do so, it must obtain approval from the corresponding technical Regional Apparatus Organization (OPD). As a result, license applicants have to spend a lot of money to manage the licensing process, resulting in time inefficiency.

1.2.2 Since no research has been conducted on the role of the bureaucracy in providing effective, accountable and responsive public services, the following points are raised in this study:

1.How good is the service of the Department of Maritime Affairs and Fisheries in issuing Fisheries Business License (IUP)?

2. What obstacles does the Department of Maritime Affairs and Fisheries face in issuing Business Licenses (IUP) as part of its responsibility to ensure community welfare?

1.3. Previous Research

The author will conduct research with the following title: "**URGENCY OF PUBLIC SERVICE MALL LICENSING OF MARINE AND FISHERIES BUSINESS ENTITIES**"

"There are previous studies that are relevant to this research to support the research to be carried out, including:

Table 2.1 Current Studies

NO	NAME OF RESEARCHER	YEAR	JUDGEMENT	RESEARCH RESULTS
----	--------------------	------	-----------	------------------

1.	Muzdalifah	2016	Implementation of management information systems to support administrative services at Sma Negeri 1 Barru	<p>Information technology, especially the application of information processing in various fields, which is often called MIS (Management Information System) or SIM (Management Information System), is absolutely necessary for schools that provide services to students in order to support the improvement of service quality. As part of service quality, management information systems at educational institutions provide faster, more accurate, and convenient information, which will be a competitive advantage.</p> <p>2. On the KAMTIBMAS Disturbance Report Service through Kentongan Online Polres Jember 2017 Ahmadi Imam Muslim innovates public services based on information and communication technology. The innovative service of Jember Police's WAR application for public order and security disturbances through online kentongan is an effective service. The public no longer needs to leave the location to report disturbances to Kamtibmas, which can save time, costs, and energy by implementing a simpler service process.</p> <p>3. Gandulan Village Officials, Kaloran Sub-district, Temanggung Regency, Utilizing Information and Communication Technology, Kurniawati 2017, Due to the</p>
----	------------	------	---	--

				<p>limited expertise of Village Officials in operating computers and computer applications, the utilization of Information and Communication Technology (ICT) in facilitating communication and obtaining information is still not optimal. Because the community and village officials are still unable to operate ICT according to their needs, the utilization of ICT in the process of increasing community awareness and abilities is still low.</p> <p>4.A. Strategy Asnaldi Trisetia Syafruddin 2016 Improving the Quality of Business Licensing Services in Makassar City SIUP services at BTPM Makassar are quite good, but there are still several things that need to be improved, especially in the reliability dimension. has not produced satisfactory results, Customer Strategy needs to be reformulated.</p> <p>Source: Indonesian Academic and Publication Index</p>
2.	Ahmadi Imam Muslim	2017	<p>public service innovation based on information and communication technology.</p> <p>Innovative service of Jember Police WAR application for public order and security disturbances through online kentongan</p>	<p>Innovations in service processes and methods demonstrate this. The public no longer needs to leave the location to report disturbances to Kamtibmas, which can save time, money and effort by implementing a simpler service process.</p>
3.	Kurniawati	2017	Utilizing Information and Communication	The utilization of Information and Communication

			Technology for Gandulan Village, Kaloran Sub-district, Temanggung Regency	Technology (ICT) in facilitating communication and information acquisition is still not optimal. Because the community and village officials are still unable to operate ICT according to their needs, the utilization of ICT in the process of increasing community awareness and capabilities is still low.
4	A. Asnaldi Trisetia Syafruddin	2016	Strategies for Improving the Quality of Business Licensing Services in Makassar City	Improving the Quality of Business Licensing Services in Makassar City

Source: Indonesian Academic and Publication Index

Related to the author's expertise in the field of business law, research on the Public Service Mall Licensing System (MPP) at One Stop Integrated Services and Investment Services in Indonesia has similarities and differences with previous research. Muzdalifah's 2016 study, Implementation of Management Information Systems in Supporting Administrative Services at Sma Negeri 1 Barru, became the focus of research. Focused on the development of local government innovation programs for education delivery, the findings show that education innovation can only occur through the formulation and establishment of local policies (Perda/Perbup) that regulate innovation programs in a way that is responsive, democratic, and open to participation. The fact that both investigate and analyze influential relationships is where these studies have similarities. Based on empirical evidence, service delivery in the field of fisheries business licenses has not met community expectations, and services to the community have been found to be lacking.

1.4. Scientific Novelty Statement

The author conducts unique research that has not been done before and is used as research material for communities in various loci regarding Public Service Malls. Then, in contrast to previous research, new challenges and approaches were used

1.5 Research Objectives

The following are the research objectives:

1. understand how, what obstacles exist, and what efforts have been made to improve the effectiveness of public service centers in improving one-stop integrated services (PTSP) in Indonesia's development sector.
2. determine and evaluate the quality of services of the Department of Maritime Affairs and Fisheries related to Fisheries Business License.
3. review and ascertain the obstacles faced by the Ministry of Maritime Affairs and Fisheries in issuing Fisheries Business Licenses (IUP) as part of its responsibility to ensure community welfare.

2. Methods

Using the researcher as the main instrument, qualitative research examines natural object conditions. Field research, participatory observation, and in-depth interviews are all examples of qualitative data collection methods. The researcher used phenomenology, a type of research that looks at data to elaborate on the fundamental and essential aspects of the phenomenon, reality, or experience of the research subject. Phenomenological research can begin by focusing and analyzing the focus of the phenomenon, which examines various subjective aspects of the object's behavior. In-depth interviews with research objects or informants, as well as direct observation of how research objects interpret experiences for others, are used to conduct this data mining.

3. Results And Discussion

The author examines the effectiveness of public service centers in improving one-stop integrated services (PTSP) in the development sector in Karawang Regency, West Java Province, with the following findings and discussion:

A. Achieving Goals Dimension: Achieving goals includes several important things related to the implementation of public service malls, certainty of the time of program implementation, the number of licenses issued (target) in existence, and certainty of the costs of the people who receive service facilities from this program. How compatible are the expected results with the correspondence between concepts and facts that occur in the field? This is closely related to the effectiveness of organizing public service malls. There are those who provide services to BPJS, Samsat, Polri, and Bapeda, then service users will make payment transactions there. No need to go far, save fuel, just walk to the bjb or bri bank outlet, no need to go back and forth, no traffic jams, red train lights, and so on. There are also those who have not felt the benefits for a handful of people, such as in licensing, some of which are not very helpful. With this MPP,

B. Dimension of Integration (Integration): Public service recipients in the development sector

continue to complain about projects that are not completed on time, which will make it difficult for every customer or public service recipient to carry out their work. evidenced by the documentation attached to the appendix three public service mall services and the author's observations in the field,

Table 3.1
Service Standards of the One-Stop Investment and Integrated Service Office

No.	Component	Description
1		One-Stop Integrated Service and Investment Service Standard Description of components: For changes in the field of business (type/production capacity) equipped with: Copy of the Principle License for which the change is requested Copy of the Deed of Establishment and its amendments Description of the activity plan in the form of a flowchart and a list of various raw materials used in the production process; if necessary, advice from relevant government agencies. Investment Activity Report (LKPM) Power of Attorney with sufficient stamp duty for the processing of applications that are not carried out directly by the applicant/company director Copy of the KTP of the recipient of the power of attorney Business Domicile Certificate State the reason for the change project completion period.
2.	Systems, mechanisms, and procedures	Information on Applicant systems, mechanisms and procedures: Front Office Back Office Kasubbag Pelayanan Kasubbag Pelayanan Head of Agency Back Office Officer processes and prints the draft of the Change in Principle Permit. The Head of Subdivision checks and initials the Change in Principle Permit. Head of Subdivision checks and initials the Change in Principle Permit. The Head checks and signs the Change in Principle Permit. The Back Office Officer administers the Change in

		Principle Permit. The Front Office Officer hands over the Change in Principle Permit to the Applicant.
3.	Term and Completion Time	The completion period starts one working day after the completeness of the document is announced. And others that are specific to the type of service management Tariff or fee Free of charge or free Make use of the suggestion box and the place designated by the officer in order to handle complaints, suggestions, and input.
4.	Rates or Fees	No cost or free
5.	Utilize the suggestion box and the officer's designated place	in the context of handling complaints, suggestions, and feedback
6.	Service guarantee	Services are supported by officers who understand the importance of providing excellent service to customers.
7.	Service security and safety assurance	To ensure authenticity, the permit is signed and stamped with a wet seal. Special document use permit with the head of the agency.

Source: One-Stop Integrated Service and Investment Office in 2021

Factors Limiting the Effectiveness of Public Service Mall Policy Implementation

Not always following the plan that has been made. Every policy and every implementation will always encounter obstacles and barriers. The following challenges remain in the implementation of the Public Service Mall through the Investment and One-Stop Integrated Service Office (DPMPTSP):

Internal Constraints

Limited Human Resources (HR)

Due to the capabilities of our staff, we have maximized our human resources to use them according to their expertise. DPMPTSP only provides consultation for IMB permits, which have changed to PGB (Building Approval) at this location; the rest of the technical agencies handle the licensing process. Although there is no regulation yet, everything must be carried out first due to this change in terminology. There is still no legality, despite the limited human resources who master the licensing regulations in development.

Facility Limitations

The organization's budget plays an important role in the implementation of all activities. Due to the appointment of DPMPTSP as the Coordinator of the Public Service Mall and the inability of the official budget to cover all the activities that needed to be done that year, DPMPTSP's budget planning had to be reworked, which needed to be done with great care given that the Public Service Mall is an icon of service that is of public concern at the moment.

Budget constraints

While the current situation is still inadequate, the office must guarantee and provide facilities that support employees at work to create success at work.

Internal Human Resource Management

Efforts to Improve the Quality of Human Resources

Training available

Efforts to Improve the Quality of Existing Human Resources Opportunities and encouragement for DPMPTSP, employees who want to participate in education and training in order to improve their unique abilities related to development licensing services. This was done because the Head of DPMPTSP realized that there were still employees at DPMPTSP who did not understand development licensing services. Therefore, he designed a program to provide technical guidance on licensing and non-licensing as well as technical training on development licensing.

This socialization was the first step in introducing the Community Service Mall to the wider community. External Efforts: Intense socialization of the Public Service Mall, especially in the field of development The ability of DPMPTSP as the MPP coordinator in community socialization determines whether or not the Public Service Mall is known. Banners, print media, and electronic media have been the only means of socialization up to this point.

1.Licensing of Marine and Fisheries Business Entities Legal Basis: Regional organization regulation established in accordance with regional regulation number 8 of 2008.

2. Main Duties and Functions: The main duties and responsibilities of the marine and fisheries department are outlined in regulation number 18 of 2008, which was issued on December 22, 2008. This regulation outlines the main details and responsibilities of the marine office.

Main Duties: In the field of fisheries and marine affairs, carry out decentralization and deconcentration tasks.

Scope of Use: formulation of technical policies in accordance with policies established by applicable laws and regulations in the field of marine and fisheries.

- a. Developing technical policies for the marine and fisheries industry in accordance with applicable laws and regulations
- b. Administration of fisheries infrastructure and facilities.
- c. Direction and growth of the fishing industry
- d. Growth, preservation, and safeguarding of the fishing industry
- e. Technological advancement and production growth

4. Conclusion

Based on research on the effectiveness of public service centers in improving one-stop integrated services (PTSP) in the development sector, researchers came to the following conclusions:

Since there is only a building permit consultation service in the public service mall which is then handed over to the technical department, there is still no specific innovation for licensing services in the field of development to achieve the goal.

Integration, DPMPTSP employees have not been able to socialize with the entire community because there are still people who do not know the operational procedures of the service.

Building facilities at DPMPTSP and public service centers in particular have not been able to adapt according to anticipated needs and technology.

The ability of the Public Service Mall to improve the One Stop Integrated Service in the Development Sector is hampered by several factors. These obstacles include:

- Limited Human Resources
- Facility Limitations

- Budget Limitations
- Lack of Public Understanding
- Server Crash Occasional Formulation of technical policies in the field of marine and fisheries in accordance with policies set by applicable laws and regulations
 - a. Formulation of technical policies in the field of marine and fisheries in accordance with policies established by applicable laws and regulations
 - b. Administration of fisheries infrastructure
 - c. Supervision, control, monitoring, evaluation, and reporting on the implementation of marine and fisheries.
 - d. Production and technology development
 - e. Facilitation of fisheries business development and marketing
 - f. Guidance, services, supervision, control, monitoring, evaluation, and reporting

There are various ways to improve the quality of your workforce, including attending training and education programs. DPMPTSP provides opportunities for employees to participate in education and training to improve their skills in developing licensing services. The office has tried to provide adequate infrastructure so that service officers who will provide services during the licensing process do not experience problems. The Investment and Integrated Services Office takes steps in the budget planning process to focus on improving the quality and effectiveness of services. This includes ensuring the budget is well planned and focused on improving the quality of services we provide to our community, as well as investing in infrastructure to improve the quality of life of our residents.

References

- [1]A.S *Moenir*. 1992. Indonesian Public Service Management. Jakarta: Bumi Aksara.
- [2]Abdurahmat. 2003. "Understanding Effectiveness". Jakarta: PT Rineka Cipta.
- Cresswell, John. 2009. *Research Design, Qualitative, quantitative, and Mixed Methods Approaches*. Third edition. California: Thousand Oaks.

- [3]_____. 2011. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. California: Sage Publications.
- [4]_____. 2013. *Research design qualitative, quantitative, and mixed approaches*. Yogyakarta: Student Library.
- [5]Gibson, James L. et al. (1996). *Organizations: Behavior, Structure, Process*. Translated by Ninuk Adriani. Jakarta: Binarupa Aksara.
- [6]Hodge, B.J. &William P. Anthony, 1984, *Organization Theory*, Second Edition, United State of America: Allyn and Bacon.
- [7]Kothari, C.R., *Research Methodology*, New Delhi: New Age International Limited Publishers, 2004.
- [8]Labolo, Muhadam. 2011. *Understanding Government Science*. Jakarta: PT Raja Grafindo Persada.
- [9]Nasution. 2011. *Scientific Research Methods*. Jakarta: PT Bumi Aksara.
- [9]Nazir, Moh. 2017. *Research Methods*. Bogor: Ghalia Indonesia.
- [10]Ratminto and Winarsih Atik Septia. 2005. *Service Management: Development of Conceptual Models, Implementation of Citizen's Charter and MiniMall Service Standards*. Yogyakarta: Student Library.
- [11]_____. 2010. *Service Management*. Yogyakarta: Student Library.
- [12]Salim. Syahrur. 2012. *Quantitative Research Methodology*. Bandung: Cipta. Library.
- [13]Satispi, Evi & Taufiqurokhman. 2018. *Theory and Development of Public Service Management*. South Tangerang: UMJ PRESS.
- [14]Septi Winarsih, Atik & Ratminto. 2014. *Service Management*. Yogyakarta: Student Library.
- [15]Silalahi, Ulber. 2012. *Social Research Methods*. Bandung: Refika Aditama.
- [16]Simangunsong, Fernandes. 2016. *Government Research Methodology*. Bandung: Alfabeta.
- [17]Sinambela, Litjan Poltak, et al. 2014. *Public Service Reform*. Jakarta: PT Bumi Aksara.
- [18]Steers, RichardM . 1985. *Organizational Effectiveness* . (Translation. M.Yamin)
- [19]Sugiyono. 2008. *Understanding Qualitative Research*. Bandung: Alfabeta.
- [20]_____. 2011. *Administrative Research Methods Equipped with R&D Methods*. Bandung: Alfabeta.
- [21]_____. 2015. *Quantitative Research Methods Qualitative and R&D*. Bandung: Alfabeta.
- [22]_____. 2015. *Understanding Qualitative Research*. Bandung: Alfabeta.
- Tangkilisan, Hessel Nogie S. 2005. *Public Management*. Jakarta: Gramedia Widia Sarana Indonesia.
- [23]Law of the Republic of Indonesia Number 23 of 2014 on Regional Government. Law Number 25 of 2009 on Public Services.
- [24]Presidential Regulation No. 97/2014 on the Implementation of One-Stop Integrated Services.
- [25]Regulation of the Minister of Administrative Reform and Bureaucratic Reform Number 23 of 2017 concerning the Implementation of Public Service Malls.
- Karawang Regent Regulation Number 9 of 2021 concerning the Implementation of the Public Service Mall.
- [26]Leny Ismayanti. 2015. Effectiveness of One-Stop Integrated Service Implementation in Malang Regency. *Journal of Social and Political Sciences*. Vol. 2 No. 2. pp. 2.
- [27]<https://dpmpstsp.karawangkab.go.id> (accessed September 15, 2021).
- [28]<https://mpp.karawangkab.go.id> (accessed January 6, 2022).
- [29]<https://www.menpan.go.id/site/berita-terkini/Mall-pelayanan-publik-suatu-perjalanan-renewal> (accessed September 12, 2021).
- [30]Othenk. (2008). Definition of Effectiveness and Theoretical Foundations of Effectiveness. Available at <http://literaturbook.blogspot.co.id> (accessed September 14, 2021).