

**EFFECTIVENESS OF ROUTE LICENSE ONLINE SERVICES IN PENANAMAN
MODAL DAN PELAYANAN TERPADU SATU PINTU (PMPTSP) OFFICE WEST JAVA**

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ABSTRACT

Route licence online is a service in DPMPTSP West Java to increase public service in transportation. But there are still problems in licence online services. Such as applicants who prefer services manually compared to online. The results showed that the effectiveness of route licence online in DPMPTSP West Java was seen as ineffective because infrastructure was still lacking, costs were still limited and human resources with special expertise in the computer field were still few. The production process has not been effective due to lack of communication so the public response is low, socialization media needs to be addressed. Judging from the results it is effective because the apparatus serves well, friendly so that the community is satisfied. In productivity, it has not been effective because it is seen from the level of education, the apparatus with educational background in the computer field is still small.

Keywords: effectiveness, route permit online services.

I. INTRODUCTION

According to the Law of the Republic of Indonesia Number 30/2014, about Population Administration, there are 5 (five) Government Functions that must be implemented, namely functions of regulation, service, development, empowerment, and protection. The function of service as one of the functions of government is an provision that must be carried out by the government starting from the central government, regional government, to the village government. The service in question can be in the form of public administrative services or technical services.

One form of public service carried out by the government is the Public Transportation Sector. Public transportation is a tool in the form of a moving object used by the community as a support for carrying out activities related to distance. There are many types of public transportation such as large buses and small buses, trains, taxis, city transportation, and others. Transportation has an important role in increasing economic growth. The West Java Provincial Government applies e-Government which is an innovation that is carried out through the use of technology and information to support the process of providing services to the people. The implementation of e-Government provides positive value for the government to achieve development goals, both national development, provincial/national development and regional/local development. One of the goals is the creation of effective, efficient services, as well as increasing economic growth, expanding employment opportunities and growing investment.

The West Java Provincial Government through Penanaman Modal dan Pelayanan Terpadu Satu Pintu (PMPTSP) office uses the website <http://dpmptsp.jabarprov.go.id/> as a communication medium and uses Sistem Informasi Pelayanan Perizinan Untuk Publik (SIMPATIK) application as a means of online service provider. The online service of PMPTSP Office West Java Province refers to changes in licensing authority under the Law of the Republic of Indonesia Number 23/2014 concerning Regional Government. This online service provides easy service to the community because it is connected to a one-door system in the City.

West Java Province is one of the regions in Indonesia that has the authority to carry out licensing services regarding Inter-City Transportation in Province (AKDP) route permits. The AKDP route license is a service in the transportation sector that is integrated from the West Java Province Transportation Agency to PMPTSP Office West Java Province. This was done in an effort to improve the licensing service in the West Java Provincial Government in the field of land transportation online.

Although the PMPTSP Office West Java Province has made many efforts to facilitate licensing services online, there are still some obstacles such as the people who have not fully utilized the online licensing facilities. This is evident from the fact that there are still many people who prefer licensing services manually compared to doing services online, there are still limited online service support facilities, a lack of apparatus experts in the IT field and a lack of understanding of legal entities regarding AKDP online route permit services.

The focus of this research is the effectiveness of AKDP online route permit services at PMPTSP Office West Java Province. According to Mahmudi (2005)

effectiveness is the relationship between output and purpose, the greater the contribution (contribution) of output to the achievement of goals, the more effective the organization, program or activity. This shows that a program or activity can be said to be effective if there is a relationship between the objectives of the program with the results or outputs to be achieved. an effective program seen from the magnitude of the contribution of the results to the goals achieved, the more effective an organization or program is. The theory used in this study is the Effectiveness measure theory proposed by Sedarmayanti (2009). According to him, the effectiveness of a program can be seen from input, process of production, yield and productivity.

II. METODOLOGI

The research method used is descriptive method with a qualitative approach. The technique of collecting data is done through observation, putaka studies and interviews. Data analysis techniques used are Data Reduction (Data Reduction), Data Display (Data Presentation) and Conclusion Verification.

III. DISCUSSION

3.1 Proses *Input* dalam Efektivitas Pelayanan Izin Trayek AKDP *Online* di DPMPTSP Provinsi Jawa Barat

IT development in this time is increasingly advanced and rapid where with the advancement of technology, all agencies use facilities to support services. PMPTSP Office West Java Province is one of the agencies in West Java Province that uses IT facilities to improve the quality of services to the public. The inputs from AKDP Online Route Licensing Services in DPMPTSP West Java Province are physical, material, capital, and human resource facilities.

Physical facilities are facilities and infrastructure used by PMPTSP Office West Java Province in providing online AKDP route permits. The availability of facilities and infrastructure to service the AKDP route online is a supporting tool in realizing the implementation of e-government. The following are examples of physical facilities related to online services.

Gambar halaman utama aplikasi simpatik



source: <http://dpmptsp.jabarprov.go.id/> (2017)

On the main page the sympathetic application displays several menus, such as the "www" menu which can be connected directly to the official website of West Java

Province DPMPTSP, then the check status status menu where the applicant can see the status of the proposed permit, then the online permission menu where the applicant can register the permit electronically, if there is a complaint regarding licensing, you can fill in a complaint through the complaints menu online and finally the type of permit menu and the requirements can display what types of permissions are in DPMPTSP and the terms. The following is a picture of the PMPTSP Office West Java Province online licensing service facility:

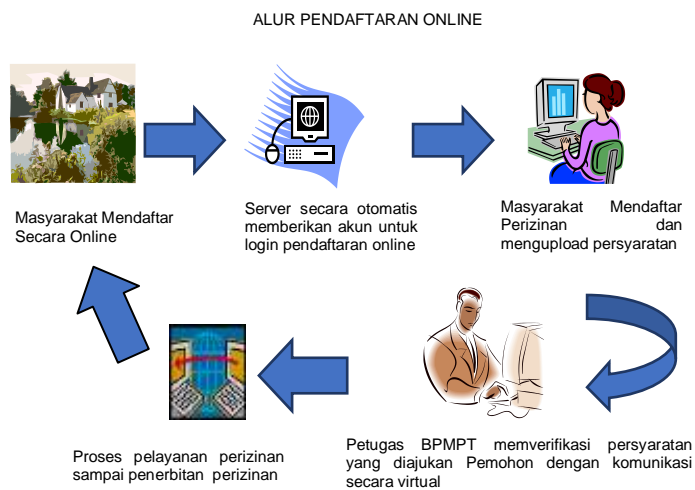
Fasilitas perizinan *online* DPMPTSP Provinsi Jawa Barat



Source : <http://dpmptsp.jabarprov.go.id/web/pages/detail/220-layanan-online/87> (2017)

Online licensing will display all types of permissions including AKDP Route Permit. Online services have provided a menu of licensing requirements. this is done to give approval to the legal entity / community to see what requirements must be prepared. To do online licensing, you can see the licensing service mechanism online, the security can be seen in the picture below:

Mekanisme Pelayanan Perizinan Secara *Online*



Sumber : DMPTSP Provinsi Jawa Barat (2017)

PMPTSP Office West Java Province has provided facilities to simplify the licensing service process, one of which is the online AKDP route permit. Applicants can easily register through online facilities. Applicants can see the licensing requirements to be carried out without having to go to the Service

However, in its implementation the use of e-government in PMPTSP Office West Java Province has not been carried out maximally. There are still many factors that are still hampered such as facilities and infrastructure that have not been maximized such as the number of computers and internet support and IT experts are still not maximized so that it can hinder the process of inputting data and services online. so that it can be said that the physical facilities of the AKDP Online Route Services in DPMPTSP West Java Province can be said to have not been effective.

Materials or raw materials from AKDP Online Route Licensing Services in PMPTSP Office West Java Province can be in the form of complete data and raw materials related to information about online licensing services. These data are not only obtained through regulations, data is obtained through public opinion in the form of suggestions and complaints which are then used as discussion material to improve the quality of licensing services in DPMPTSP, especially in the field of online AKDP route licenses. Examples of material or raw materials as information relating to PMPTSP Office West Java Province licensing services can be data obtained from West Java Provincial Regulation Number 3 of 2017 concerning PTSP Implementation including the purpose of implementing PTSP, licensing (issuance of licenses), service processes, licensing completion times, SOPs, complaints, to community satisfaction. So that we can know that the material or raw materials from the AKDP Online Route Licensing Service in PMPTSP Office West Java Province Province can be said to have been quite effective.

Capital is the source of funds used to finance all activities, one of which is online licensing services related to AKDP route licenses. Capital is a cost that needs to be issued by DPMPTSP West Java Province to develop the AKDP online service route permit system. Capital limitations will cause some activities to be hampered, such as the development of one-stop integrated services. However, the capital in PMPTSP Office West Java Province in developing the online service system for now is enough. So that we can see that the capital in the AKDP route service permit online in PMPTSP Office West Java Province has been effective.

Human Resources (HR) is an asset that is owned by every human being to realize his role as a social being who manages himself and develops his own potential to realize welfare in life. Based on field observations and interviews, the number of apparatus working in PMPTSP Office West Java Province is 132 apparatus. Judging from the education level of the DPMPTSP apparatus in West Java Province, the majority of them had postgraduate education as many as 31 people, as many as 48 undergraduates and 37 senior high school students. However, it is seen from the number of graduates of computer science majors that it is still minimal, so there is still a need for apparatuses who have special expertise in the field of IT, because these graduates will later act as managers of service information systems online. so that we can know that HR in online licensing services is quite effective, but in some sectors there are still shortcomings such

as in the field of data and information, the lack of human resources who are experts in the IT field.

3.2 Production Process in the Effectiveness of AKDP Online Route Licensing Services in PMPTSP West Java Province.

The production process in the AKDP online route permit service in PMPTSP Office West Java Province is also related to the socialization process carried out by PMPTSP Office West Java Province can be through websites, brochures, print media, radio and socialization to offices that have relevance to DPMPTSP West Java Province. As for what is included in the production process in performing services for AKDP online route licenses in DPMPTSP West Java Province, among others, the communication process of Decision Making process of socialization and apparatus development process.

The use of technology in a government agency is an attempt to improve the service system to the community. Information Technology (IT) that is used as a communication tool is a tool that is used as a support for the government to communicate with the public more easily. Communication is done in a language that is easy to understand, because not all people can communicate well. Communication conducted by PMPTSP Office West Java Province through a sympathetic application is carried out as an effort to provide licensing services online. Services provided through the sympathetic application are in the form of online licensing services, one of which is the online AKDP route licensing service. but in this application the community can only do licensing services online only to the extent of registration, while for the issuance of permits the legal entity must still go to PMPTSP West Java Province. In addition, legal entities with a majority of low education consider online services to make them feel confused, so further communication with legal entities is needed. Based on the description above, the communication carried out by the West Java Province DPMPTSP apparatus in providing information about the services for AKDP route licenses online has not been effective.

Decision making is an action taken as an effort to achieve the planned plan. Decision making is a step taken as a choice step in solving a problem. PMPTSP Office West Java Province has decided that the duration of service starting from permits to issuance must be carried out for 14 working days, but in fact there are still some entrepreneurs who complain of the promised service duration of 14 working days but in fact exceed the deadline. So that it can be said that the decision of PMPTSP Office West Java Province in providing AKDP Online route licensing services has not been effective enough. Socialization is a process carried out by certain parties to provide understanding to the community so as to make an effective contribution to an organization. The socialization process carried out by the apparatus regarding the AKPD online route permit service at PMPTSP West Java Province has been running every year. DPMPTSP always conducts socialization through electronic media such as radio, brochures and others. but there are still people who don't know so that the information provided is less effective.

Human Resource Development is a process carried out to improve the performance and quality of the apparatus so that the planned goals will be achieved. The

improvement process can be done by managing the apparatus and developing the capabilities of the apparatus. The development of apparatus must continue to be carried out to create competent human resources in their fields. Efforts to develop the capabilities of PMPTSP Office West Java Province apparatus carry out IT training, the training was carried out by the Ministry of Home Affairs, KPK, BKPM and sometimes we were told to be speakers. So that we can know that the apparatus development carried out by DPMPTSP West Java Province as an effort to improve the apparatus ability in conducting online licensing services has been quite effective.

3.3 Process Results in the Effectiveness of AKDP Online Route Licensing Services in PMPTSP West Java Province

Results are a final process which is the goal of a private process and the results can be in the form of products, services or information. Products that have forms can be physical in the form of permits, and intangible products can be services. Products are the results received from inputting data activities which are then processed according to existing provisions and finally produce a product that can be either physical or non-physical. One product in the form of physical issued by PMPTSP West Java Province is in the form of issuing permit documents. the issued permit will be used by entrepreneurs, one of which is a transportation business as a legal tool to carry out their activities as a transport entrepreneur. The following are examples of products produced in online licensing services:

Contoh Surat Izin Trayek AKDP



Sumber : Dokumentasi Hasil Penelitian (2017)

The importance of route permits in carrying out activities related to public transportation. Because without a route permit, the transport businessman cannot carry out his activities and with the route permit, public transport works in accordance with the line on the permit and cannot find passengers outside the route. DPMPTSP will provide a

notification via SMS to notify that the licensing service that has been handled has finished the process. This is intended to provide maximum service to the community by picking up the ball. West Java Province DPMPTSP gives satisfaction to the community through products that are produced from the AKDP Online Route Licensing Service in PMPTSP Office West Java Province. Service service is an activity offered by one party to another in the form of intangible services. Services have meaning as an activity that has benefits that are then offered to others. Based on the results of interviews with the PMPTSP Office West Java Province apparatus in West Java Province that the apparatus has provided good services, namely services that are in accordance with the procedures and provide friendly services to the community. The skills possessed by the apparatus are tested when facing the community and can meet the needs of the community. So that we know that the services provided by West Java Province DPMPTSP regarding AKDP Online Route License in West Java Province DPMPTSP are effective

3.4 Productivity Process in the Effectiveness of AKDP Online Route Licensing Services at DPMPTSP West Java Province.

Productivity is a measure of apparatus performance to find out whether performance is increasing or decreasing. Productivity can be achieved by PMPTSP West Java Province if the recruitment is done properly with the expertise possessed by the apparatus so that it will work in accordance with the capabilities possessed and will work optimally. Education has an important role in everyday life. The role of education as a basis for forming, preparing, fostering and developing the capabilities of human resources is crucial in success in development. Improvement of education must be able to ensure that the apparatus has the ability. Graduates who are qualified and in accordance with the needs of the community will have a large influence on the productivity of an organization. Based on the results of observations on the level of education of the apparatus in the transportation, communication and informatics sectors, they vary from the junior secondary level to the S2 level. Apparatus education in the transportation, communication and informatics sector S2 2 (two) people, S1 as many as 4 (four) people, high school level 2 (two) people and junior high school 1 (one) person

The level of education of the PMPTSP Office West Java Province apparatus in West Java Province in the field of data and information in the data processing sector and information system development starting from the Doctoral level up to the elementary level. The number of S3 staff is 1 (one), S2 is 2 (two) people, S1 is 3 (three) people, high school level is 4 (four) people, and elementary level is 1 (one) person. Judging from the education graduates, the apparatus with educational background in the computer field is only 3 people, so this will cause problems in the development of a system. So that we know that the education level of the DPMPTSP apparatus in West Java Province is still not effective.

Motivation is an activity to give enthusiasm to work to the apparatus to continue to improve services and provide maximum service to applicants. Motivation will affect the achievement of service needs to the community in particular in the field of AKDP online route permits. Work motivation has an important role in increasing the morale of

the apparatus. Motivation comes from outside and inside. Motivation from outside comes from outside of ourselves can be fellow apparatus or from superiors. While internal motivation comes from yourself.

Based on the results of interviews with the PMPTSP Office West Java Province Apparatus in West Java province, to encourage motivation for the work of subordinates, leaders give appreciation by providing work incentives for apparatus who have high work motivation and achievement. So that we can know that the motivation carried out by the West Java province DPMPTSP has been effective

Income is an income obtained as a reward for energy or thoughts that have been issued to other people in the form of money or facilities. income is all receipts in any form obtained from workplace organization. Based on the results of interviews with the West Java Province DPMPTSP apparatus, DPMPTSP basically has funds to be used to carry out activities both in fulfilling infrastructure and others. However, PMPTSP West Java Province in increasing its income cooperates with other agencies

IV. CONCLUSION

Based on the description above, it can be concluded that the AKDP Online Route Licensing service in PMPTSP Office West Java Province has not been effective. This can be seen from: The Input Process in the AKDP online route permit service at PMPTSP West Java Province on physical facilities, production processes, materials, capital, and human resources has not been fully effective. Infrastructure facilities that are still lacking, the budget is not maximized and the number of human resources experts in the IT sector is still lacking

1. Production Process in the AKDP online route service in PMPTSP Office West Java Province on aspects of communication, decision making, socialization, and apparatus development has not been effective enough because the communication was not enough so that the public response was still minimal regarding AKDP route services online. The duration of service that still exceeds time, socialization that has not been evenly distributed within the transport business environment has resulted in socialization not being effective.
2. Process Results in the AKDP online route permit services at PMPTSP West Java Province on products and services have been effective. Products produced are like licensing requirements that can be downloaded directly through a computer. Service services by the apparatus are carried out in a friendly and polite manner serving the community so that the community is satisfied with the services provided.
3. The Productivity Process in service for AKDP online route permit services in PMPTSP Office West Java Province on education, motivation, and income has not been effective. Even though the motivation to the apparatus is good through giving awards and incentives to outstanding apparatus, it is seen from the level of education of the West Java Province DPMPTSP apparatus that is lacking, because the apparatus has an IT education background especially the data processing sector and information system development.

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