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Supervision Of Karaoke Business Licensing In Jember City
(Study In The Dinas Of Investment And One-Door Integrated Service, Jember District)

**SUPERVISION OF KARAOKE BUSINESS LICENSING IN JEMBER CITY
(STUDY IN THE DINAS OF INVESTMENT AND ONE-DOOR INTEGRATED
SERVICE, JEMBER DISTRICT)**

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ABSTRACT

This study aims to provide an overview of the supervision carried out by the Investment Agency and One Stop Services of Jember Regency on the licensing of karaoke business organizers in the city of Jember. In addition, this study also aims to provide an overview of the inhibiting factors in the implementation of supervision of the licensing of karaoke business operators in the City of Jember. The results showed that there were still many violations in the supervision of karaoke businesses in Jember City, such as violations of business licenses, and even many karaoke businesses that did not have a license and had not extended their business licenses. The results of this study also indicate the lack of awareness of karaoke owners about the applicable policies and in the process of making karaoke licenses. Relevant agencies responsible for supervising karaoke businesses are also less strict in making decisions or imposing sanctions on karaoke businesses that violate the rules. The main obstacle faced in supervising karaoke permits is the low awareness of the surrounding community to want to carry out supervision of the karaoke business and the lack of conditionality between related agencies in conducting supervision and providing information from one agency to another related to the karaoke business.

Keywords: *Supervision, Licensing, Karaoke Business*

INTRODUCTION

Currently, one of the business sectors that is growing quite rapidly is the entertainment tourism sector. This sector is a sector with great potential to be developed as one of the main sources of regional income (Indra, 2017). This entertainment tourism activity is seen as a multidimensional activity from a series of development processes (Zarfandi, 2018). Entertainment tourism activities are various kinds of activities supported by various facilities and services provided by the community, businessmen, government and local governments. The development of entertainment tourism activities in Jember Regency is very rapid and provides opportunities for local economic growth. The entertainment tourism activity for Jember Regency is a sector that plays a very important role in the development process because it contributes to regional and community income.

Entertainment tourism activities in Jember Regency have an impact on changes in lifestyle and the needs of the community. One of the indicators is the community's need for entertainment media. This can be seen from the increasing number of tourist attractions for entertainment and recreation in Jember Regency such as cinemas and even natural attractions. One of the most visible types of entertainment tourism businesses that the residents of Jember Regency feel are increasing in number are singing houses or karaoke venues.

Karaoke business is a medium of entertainment enjoyed in Jember Regency because most people have very high activity activities so that people need alternative recreational places after completing their daily activities. The increasing number of karaoke businesses in Jember Regency apart from being a medium of entertainment, also has its own negative effects on society. In Jember City itself, there are several entertainment tourism businesses such as Karaoke places, for example: Oasis, TNT, Happy Puppy Tiv, and others (Prasetyo, 2017).

The large number of karaoke businesses is directly proportional to the potential for violations of the operation of the karaoke business. Such as violations of business licenses, business operations that are not in accordance with the license, even karaoke businesses that do not have a license. This of course can disrupt public order and reduce regional income with the consequence that it can further reduce the welfare of the community. Therefore, a tighter supervision process and firmer sanctions are needed to provide a deterrent effect so that these problems can be resolved (Hatta, 2016).

The increasing number of karaoke businesses in Jember Regency has found several business license violations. Based on the factualnews.co news on Tuesday, 8 October 2019 at 10:09 WIB Journalist: Muhammad Hatta was reported that the Camp'us 888 singing house on Jalan Jawa, Summersari District, Jember Regency, East Java, was the scene of the case of the persecution of former members Maman Sabariman's council, known to be unlicensed. The permit issued is from the Jember Tourism Office,

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which is known to have been published since April 6, 2016. So that the singing house which is located in the campus area violates the rules contained in the Minister of Home Affairs Regulation Number 138 of 2017 concerning the Implementation of One-Stop Regional Services 1 which reads "In implementing Licensing and Non-licensing services, the One Stop Integrated Service Office is administratively responsible, while technical responsibility lies with the relevant regional apparatus".

From the explanation above, the researchers are interested in conducting research on the Supervision of Karaoke Business Licenses in the City of Jember (Study at the Investment Service and One Stop Services, Jember Regency)".

Literature review

Supervision Concept

Sujatmo (2003) states that supervision is all activities carried out to find out the real thing about the implementation of an activity which describes the form of monitoring activities and the objectives that the supervision wants to achieve. Meanwhile, Sukanto (2002) defines that supervision is an effort to provide instructions to officers to always act according to predetermined plans and regulations.

Thus, supervision is a very urgent matter and is one of the main elements of the five management functions, namely: planning, organizing, staffing, mobilizing and supervising (Dharma, 2004). Furthermore, Brantas (2009) argues that the supervision process is carried out in stages, namely: (a) establish various standards that will be used as the basis for implementing supervision; (b) measure the implementation or results of supervision that have been achieved; and (c) take corrective actions, if there are deviations, so that the implementation and objectives can be achieved in accordance with the plan.

According to Zelthauzallam (2013) there are two types of supervision, namely internal supervision and external supervision. Internal supervision is supervision that is carried out from within the organization concerned, while external supervision is supervision that is the subject of parties from outside the object of the organization being supervised. This theory explains that supervision is very important to be carried out by internal and external parties. Supervision carried out by internal parties can be a control over the running of a program and self-correction in order to observe the running process of the program and what deficiencies are found. On the other hand, external supervision is an external party who helps to supervise the program so that the program runs according to the plan and achieves results in accordance with the objectives. The existence of this monitoring activity, the program that is being carried out can be monitored during the process, whether the implementation is in accordance with the plan and whether the results are in accordance with the stated objectives. In

addition, supervision carried out both internally and externally can become a control for a program during its implementation.

Newman (1975) put forward his theory that the stages in supervision consist of three steps, namely:

1. Establishment of standards and basis for supervision. The first stage in supervision is to determine implementation standards. Standard is a unit used as a benchmark for assessment of the results of an activity. There are 3 types of standards in general, namely: (1) Physical Standards, namely standards covering quantities such as the amount of goods or services, the amount of production, and so on; (2) Monetary Standards, namely standards relating to money and costs; (3) Standard time, which includes the time to complete an activity or job. In addition, there are other standards that cannot be calculated or measured, namely qualitative standards, for example teamwork in completing activities. Standard setting will be useless if it is not accompanied by various ways to measure the actual implementation of activities. Measuring the implementation of activities can be done by making questions for these activities. For example: (1) who is involved in the implementation; (2) what is the progress of the implementation.
2. Measurement of implementation or results achieved. After the frequency and monitoring system have been established, measurement of the implementation of activities is carried out as an iterative and continuous process.
3. Taking corrective action. This activity is only carried out if there are deviations that occur in the activity. Corrective action can be in the form of: changing the original standard, changing the implementation measurement, changing the way of analyzing and interpreting the problem.

Licensing Policy

Regulation of the Minister of Tourism of the Republic of Indonesia Number 10 of 2018 concerning Electronic Business Licensing Services Integrated in the Tourism Sector Article 9 as referred to in Article 8 is issued by the OSS Institution for and on behalf of: the Minister, Governor or Regent / Mayor. Article 10 reads as follows:

1. Issuance of Tourism Business Registration Certificate (TDUP) for and on behalf of the Minister as referred to in Article 9 letter a shall be carried out for businesses that have foreign capital, domestic investment whose scope is cross-province in accordance with the provisions of statutory regulations.
2. The issuance of TDUP for and on behalf of the Governor as referred to in Article 9 letter b shall be carried out for businesses whose business locations or offices are in more than 1 (one) regency / city in 1 (one) province.

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3. The issuance of TDUP for and on behalf of the Regent / Mayor as referred to in Article 9 letter c is carried out for businesses whose business locations or offices are within a district / city.
4. The issuance of TDUP for and on behalf of the Governor as referred to in paragraph (2) shall also apply to tourism businesses whose business or office location is in the Special Capital Region of Jakarta.

Matters or contents and explanations contained in TDUP include:

1. Tourism Business Registration Number. Code and serial number in accordance with the registered field / type / sub-type of tourism business shall be generated.
2. Date of Tourism Business Registration. Is the date on which the TDUP is issued.
3. Name of Entrepreneur This is the full name of the company owner who applies for business registration.
4. Entrepreneur Address is the complete address of the company owner.
5. The name of the management of the business entity (for the form of a business entity) is the name of all the directors and / or shareholders listed in the deed of establishment of the company.
6. Type of business is the name of the type of tourism business and the sub-type of tourism business (if it is a sub-type of business), for example: General Entertainment and Recreation Business, Hotel, and others.
7. Office address or Location Address is adjusted to the type of registered tourism business, for tourism area businesses and tourist attractions, in addition to the address of the manager's office, the location or location of the area or tourist attraction is also listed.
8. Business Mark Is the brand / name of the type or sub-type of tourism business.
9. Business Entity Deed Number is the number of the Deed of establishment of the business entity, including the amendment deed number (if any). For individual entrepreneurs, the Identity Card (KTP) number is stated.
10. Name, Number and Date of Technical Permit as well as SPPL Name, number and date of the technical license obtained from the competent agency.
11. The available capacity and facilities are listed for certain tourism businesses, for example: accommodation provision business, food and beverage service business, transportation service business, and others.
12. Information to be filled in if there are changes in the tourism business, for example changes in address, changes in certificates, technical permits, capacity and so on. Except for the tourism transportation service business and tourist pier business, if you do not have a technical or operational permit, it is added that "still must be equipped with a technical or operational permit. TDUP contains the clear name, position and signature of the issuer as well as the date of issuance of the TDUP.

Understanding Karaoke

According to the Big Indonesian Dictionary, karaoke is a type of entertainment by singing popular songs to the accompaniment of previously recorded music. A basic karaoke machine consists of a microphone input music player, a converter of the music played and an audio output. Some low-end machines attempt to provide vocal emphasis so that one can play regular tunes into the machine and erase the original singer's voice. The most common machines are CD, Laser Disc, VCD, or DVD players. With the built in microphone input and audit mixer the CD player uses special paths called subcodes to encode the lyrics and images displayed on the screen while other formats natively display both audio and video.

Karaoke as a lifestyle has various meanings, according to Kolter, a person's lifestyle is a person's pattern of life in everyday life which is said in activities in giving the opinion concerned. Meanwhile, according to Berkowitz and Kerin, a person's lifestyle is a person's lifestyle that is identified from how time (activity) is used, asking about the importance of the environment and opinions about oneself and the world around them.

RESEARCH METHODS

This research uses descriptive qualitative research, namely research that aims to describe the phenomenon. This research was conducted at the Department of Investment and One Stop Services, Jember Regency. The reason the researchers chose this location was because the One-Stop Investment and Integrated Service Agency had a business license for entertainment and recreation, especially karaoke businesses.

Sources of data in this study are primary data and secondary data. Primary data is obtained from interviews with informants and related parties related to the problem under study, while secondary data is obtained through reports, archives, agency data and other documents that have previously existed related to the problem under study. While the method of determining the informants used was selected by purposive sampling which was carried out with certain considerations, for example by considering choosing the person who is considered to know best about what is expected.

Furthermore, data collection techniques used are data obtained directly at the research location to find the truth of complete data related to the problem under study. In research, primary data collection is carried out by means or techniques of interviewing, observation and documentation.

The data analysis method from primary data and secondary data that has been collected is then processed and analyzed qualitatively. Qualitative analysis in this case is an analysis that examines the existing data in depth and is then combined with other data, then combined with supporting theories and then conclusions are drawn.

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Furthermore, the validity of the data in the study used triangulation. This method is most commonly used in ensuring the validity of qualitative research data. Triangulation is a technique of checking the validity of data by utilizing something other than the data for data checking purposes or as a comparison to the data.

RESULTS AND DISCUSSION

Supervision of Karaoke Business Licensing Policies

Supervision is needed in entertainment venues in Jember Regency, especially the karaoke places under study, because in Jember Regency there are still many violations committed by karaoke business organizers. In this study, it was found that many violations such as violations of business licenses, business operations that are not in accordance with the license, even karaoke businesses that do not have a license and have not extended their business license. This of course can disrupt public order with the implication of reducing the welfare of the community. To overcome this problem, the supervision of the licensing policy on existing regulations needs to be carried out firmly and fairly by the Jember Regency Government.

With the discovery of a violation of the license to operate a karaoke business, the Jember Regency Government must carry out continuous supervision in the licensing policy for the operation of a karaoke business. As is known, the one who gave permission to establish karaoke was the Investment Service and One Stop Integrated Service of Jember Regency which coordinated with the Jember Regency Tourism and Culture Office in providing recommendations for granting karaoke business licenses. Starting from the licensing process and checking the location before the operation of the entertainment venue can minimize other violations.

In this study, the focus of the problem on the supervisory process is divided into 3 (three) indicators which explain how the supervision of TDUP by the Jember Regency Government on Karaoke Business carried out by the agency in charge of supervising. To find out the efforts to supervise a karaoke business place, the writer sees it through the supervision process, namely:

1. Determine standards and basis of supervision
2. Measure the implementation or results that have been achieved
3. Take corrective action

Furthermore, the researcher will explain the various of each indicator according to the results that have been obtained in the study.

Determining Standards and Basis for Supervision

In carrying out a supervision, it is necessary to have a standard so that it can be known if there is a violation. Where this standard is a provision that must be followed and adhered to, and after the assessment is carried out it will be known whether or not

violations have occurred in its implementation and further action will be taken against the violations that have occurred. Setting up a karaoke business in Jember Regency should have conditions that must be met by karaoke entrepreneurs so that the business is not considered illegal. And every agency related to or responsible for the karaoke business in Jember Regency must be emphasized even more, both in the supervision and in the issuance of licenses for TDUP which have been listed in the decision of the Head of the Investment and One Stop Integrated Services Service of Jember Regency.

Based on the researcher interview with Rachminda Iskandarian as the Head of Services and Licensing Section of the Investment and One Stop Integrated Service Service, Jember Regency stated that: "If what is entered in the One Stop Investment and Integrated Services Service is an extension permit or new permit and if it has been processed. means that it has met the administrative requirements, if a karaoke business has committed a violation it means that the administrative requirements are not fulfilled or they have not even registered for an extension "(interview, 17 February 2020).

Based on the results of the interview, it is very clear that the Jember Regency Investment and One Stop Integrated Services Office is fully responsible for administration. If a karaoke business is found to have committed a violation, it means that the karaoke business does not meet the standard requirements for a tourism business registration certificate (TDUP).

In implementing the supervision of the Tourism Business Registration Certificate, especially the karaoke business in Jember Regency, the Investment Service and PTSP are only responsible administratively, while technical responsibility lies with the relevant regional apparatus. If seen in reality, the supervision of the entertainment business, especially the karaoke business, has not been carried out optimally by the relevant government in Jember Regency. This is as stated by the Head of Services and Licensing Determination Section that: "based on the Regulation of the Minister of Home Affairs Number 138 of 2017, the Office of Investment and One Stop Services of Jember Regency is only responsible administratively, while the technical operations are with the Tourism and Tourism Office. Civil Service Police Unit "(interview, 10 January 2020).

Regulation of the Minister of Home Affairs of the Republic of Indonesia Number 138 of 2017 concerning the Implementation of Regional One Stop Services Article 9 states that: (1) in carrying out Licensing and Non-licensing services, the Investment Service and One Stop Integrated Services are administratively responsible, while the responsibility is technical personnel are in the relevant regional apparatus; (2) monitoring and evaluation after the issuance of Licensing and Non-licensing is carried out and becomes the responsibility of the relevant regional apparatus, in accordance with the provisions of the statutory regulations.

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Furthermore, Rachminda Iskandarian revealed that: "technical control is in the Tourism Office, our main task and function is only licensing administrative services. For example, the Health Service finds a pharmacy that has not renewed its license, the officer makes a letter to the Head of the Service, then the Head of the Service makes a letter to the Investment Service and One Stop Integrated Service to warn pharmacies that have not extended their license "(interview, 10 January 2020).

Rachminda Iskandarian added that businesses that do not have a license and have not extended their business license must immediately register their business license at the Investment and One Stop Integrated Services Service, Jember Regency. From interviews in the field, researchers analyzed the supervision of the implementation of a karaoke business in Jember Regency involving various government agencies. For example, the Department of Tourism and Culture as the coordinator of the technical supervision team which has the task of coordinating activities and programs in the tourism sector. The One Stop Investment and Integrated Service Service as the party issuing the permit has the task of exercising authority in the field of licensing services, the Civil Service Police Unit as the party that has the task of exercising authority in the field of security and order.

Measure the implementation or results that have been achieved

In measuring the implementation of supervision, there are two things that have been carried out by the Investment Service and One Stop Integrated Services, namely conducting direct and indirect observation activities. The direct observation referred to is the process of direct supervision or checking the field of the relevant agencies regarding the karaoke business. Meanwhile, indirect observation is the process of monitoring or checking indirectly the spaciousness of the related agencies regarding the karaoke business. This direct and indirect observation activity aims to be able to find out which karaoke businesses violated the established rules.

Regarding the direct and indirect inspection activities Rachminda Iskandarian as the Head of the Licensing Service and Determination Section stated that: "after we conducted surveillance in 2019 with the related technical team, it turns out that the" TNT "karaoke business does not have a nightly entertainment permit and a quiet house also does not have. license renewal. After conducting surveillance in the field according to the Building Construction Permit (IMB) it is still problematic because the karaoke-singing house turns into a hall (club) "(interview with Rachminda Iskandarian, 10 January 2020). Based on the results of this interview, it was found that building permits were still problematic for one of the entertainment businesses, especially night entertainment.

Supervision of karaoke businesses from related institutions can also be facilitated by complaints from the public or from social media. Based on the results of

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interviews with the community around the location of the karaoke house singing, it was revealed that: "why do we bother to supervise the karaoke business, as far as I know, if the karaoke business is already running, it means that you already have a license, so you can say the karaoke business is safe and does not break the rules "(interview with Wahyu, 9 February 2020). Based on the results of the interview, around the location of the house where the karaoke business was singing indicates the low awareness of the surrounding community to want to carry out supervision of the karaoke business.

In conducting supervision, in addition to having standards and basics, supervision must also see the results that have been achieved in the supervision. Supervision is carried out after an action is carried out by comparing what has happened with what should have happened. By carrying out the supervision it is intended to find out whether the activities that have been carried out have followed the policies and provisions that have been determined.

The results that have been achieved in supervising karaoke businesses are that there are many violations of TDUP licenses, especially karaoke businesses that do not have complete licenses and some have not yet extended their business licenses. The following is a list of karaoke businesses in Jember Regency.

In supervising karaoke in Jember Regency, researchers found from the news website Factualnews.co that one of the Karaoke Camp'us 888 Jember businesses is not licensed, will be taken firmly, the Head of the One Stop Integrated Service Investment Service (PMPTSP) Syafii said that the singing house not recorded in the data of the company that manages the permit at PMPTSP.

Syafii as the Head of the One Stop Investment and Integrated Service Office stated that: "For the house singing Camp'us 888 on Jalan Jawa, according to our records, there is no data because they have not entered the permit, if there is data entered it means they are licensed" (www.faktualnews. co January 3, 2020)

Based on this information, it was found that one of the karaoke businesses that carried out customers did not comply with the TDUP completeness standard. Karaoke owners should have registered with the One-Stop Investment and Integrated Service Office, because other agencies have no right to issue any permits. This violation indicates that many karaoke businesses in Jember Regency do not meet the TDUP standard requirements.

Take Corrective Action

Actions are changes made to solve a problem. The action referred to in this research is to impose sanctions on karaoke businesses that commit irregularities / violations.

a. Giving Sanctions

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In order to avoid violations or deviations from predetermined operational standards, the Jember Regency government in conducting field supervision shall supervise everything related to the karaoke business based on karaoke entertainment venue standards. If there is a mismatch of activities or the operating system from the standard (procedure), it can be said to be a violation. Incompatibility can be said that violations should be taken in order to provide a deterrent effect for both those who violate and for those who are likely to violate, because it emphasizes that the imposition of sanctions against those who violate the standard must run so that it will give fear of further violations.

b. TDUP Supervision Development

Based on article 32 of the Regulation of the Minister of Tourism of the Republic of Indonesia Number 10 of 2018 concerning Electronically Integrated Business Licensing Services in the Tourism Sector, it is expressly stated that: Ministers, Governors and Regents / Mayors carry out guidance in the framework of business licensing in the tourism sector in accordance with their respective authorities based on the provisions of the legislation. Based on field observations that have been carried out, coaching activities have been carried out, namely socialization, monitoring, evaluation, or implementation of technical guidance on the implementation of business licensing in the tourism sector.

c. Coordination in Supervision

Coordination problems that are deeply felt on the internal side, namely the weak coordination between the Tourism and Culture Office, the Investment Service and One Stop Integrated Services, the Civil Service Police Unit of Jember Regency. Based on interviews, researchers with Nanik as staff of the Jember Regency Tourism and Culture Office stated that: "under the supervision of the Tourism Office, it is only a technical team and provides recommendations for entrepreneurs who want to open a karaoke business after that register a business license at the Investment and One Stop Integrated Services Service. Meanwhile, for supervision and order, it is in the technical affairs of each agency involved in the supervision of the karaoke business "(interview with Nanik, 28 November 2019). Based on the results of this interview, it indicates that in supervising karaoke businesses in Jember Regency, coordination and information between related agencies is still lacking, so this needs to be improved in the future.

Inhibiting Factors

Based on the observations of researchers, which are the inhibiting factors for the Investment and One Stop Services of Jember Regency in supervising the licensing policies of karaoke business organizers in 2017 - 2019 include:

1. Lack of Awareness of Karaoke Business Owners

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The lack of awareness of karaoke business owners towards the applicable regulations can be seen from the many karaoke business owners who do not have permits and violate existing regulations in Jember Regency. This is because sanctions have not been implemented by the competent authorities in taking action against violations of karaoke businesses that violate the rules. Therefore, many karaoke entrepreneurs arbitrarily open their business premises without a license and violate the rules. As well as the governments responsible for supervising the karaoke business are less strict in making decisions or imposing sanctions on karaoke businesses that violate the rules.

2. Barriers from Local Government and Communities

Based on the researcher's observations, it shows that the obstacles faced by the Regional Government of Jember Regency are very complex, these obstacles come from entrepreneurs or karaoke owners who do not comply with the regulations set by the government. Where the karaoke owners prioritize their own income and profits and ignore the regulations that have been set by the government. Meanwhile, the obstacle faced by the community is the lack of awareness of the surrounding community to be willing to supervise karaoke businesses.

3. Weak Supervision Coordination

Based on the observations of researchers in the field, it shows that the coordination of supervision between related agencies is still weak, even though this is very necessary to provide information to one another from one agency to another related to the karaoke business. With good coordination, good cooperation between agencies will be realized in supervising the karaoke business. With the coordination between local government agencies that handle karaoke supervision properly, it is hoped that it can reduce the occurrence of violations of karaoke business licenses.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the research conducted, it shows the following: first, supervision (supervision) of entertainment venues, especially karaoke businesses, there are still many violations, such as violations of business licenses, even many karaoke businesses do not have a license and have not extended their business license.

Second, there is still a lack of awareness from karaoke owners about the applicable policies and in the process of making karaoke licenses. In addition, the relevant agencies responsible for supervising karaoke businesses are less strict in making decisions or imposing sanctions on karaoke businesses that violate the rules.

Third, the main obstacle faced in supervising karaoke licenses is the low awareness of the surrounding community to want to supervise karaoke businesses and the lack of conditionality between related agencies in conducting supervision and providing information from one agency to another related to the karaoke business.

Suggestions

Based on the results of the research, the suggestions that can be given include: first, there is a need to increase the supervisory function carried out by the Jember Regency Tourism and Culture Office and the Jember Regency One Stop Investment and Integrated Service Office for karaoke business places by carrying out good supervision and firm in giving sanctions.

Second, the agency that supervises the karaoke business must establish good communication with each other, so that the supervision process can be carried out effectively. In addition, it is necessary to improve coordination with other agencies responsible for the supervision of the karaoke business, so that in its implementation each agency knows their respective duties and functions.

Third, the Jember Regency Tourism and Culture Office and the Jember Regency One Stop Investment and Integrated Service Office must be more committed to implementing policies and take a firm stance against anything that clearly violates the rules and must increase supervision of karaoke place entrepreneurs in carrying out business operations. karaoke so that there is no more reason for karaoke entrepreneurs not to know about the rules that have been set.

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