

## Research Article

# Licensing Business Services Through the SiCantik Cloud Application System

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**Abstract.**

Licensing business services through the SiCantik Cloud application system at the Investment and One-Stop Integrated Services office in Banda Aceh City is an implementation of business licensing services that are integrated electronically to speed up business licensing in Banda Aceh City. By providing one-stop integrated services, people can get services that are easier, faster, and more effective. One of the regulatory targets implemented by the government is the SiCantik Cloud application system, which is a smart application for integrated licensing services for the public. The theoretical benefits based on the results of this research provide an embodied design for the SiCantik Cloud application system at DMP-PTSP in Banda Aceh City. The practical use of this research is expected to be input and consideration in the implementation of non-business licensing services through the SiCantik Cloud application system at DPM-PTSP in Banda Aceh City. This research approach was carried out using qualitative descriptive methods through interview techniques, documentation, observation, and drawing conclusions to obtain business licensing services through the SiCantik Cloud application system in Banda Aceh City. The research results show that the business licensing services through the SiCantik Cloud application system at the Investment and One-Stop Integrated Services office in Banda Aceh City mean that the applicant's ability is only limited to fulfilling the business licensing documents being carried out.

**Keywords:** business, licensing, services

## 1. Introduction

According to Administrative Business licensing services are a form of public service that must be fulfilled by local governments to entrepreneurs. By emphasizing the importance of providing quality, transparent and accountable public services in order to meet the needs and expectations of the community implementation orientation Rules Minister of Home Affairs of the Republic of Indonesia Number 138 of 2017 concerning the Implementation of Regional One-Stop Services is an effort by the local government to improve public services by integrating/simplifying service procedures in various government agencies.

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Implementation of permits that are valid to date with various advantages include selecting the menu to register via the Counter on the Front Office homepage of the SiCantik Cloud application as well as submitting company data by selecting the type of application (New, Extension and/or Change).

Based on the background of the problems that have been discussed in this study, the problem identification is formulated as follows:

1. Low Implementation of Business Licensing Service Innovations Through the SiCantik Cloud Application System at the Banda Aceh City Investment and One-Stop Integrated Services (DPM-PTSP) Service. This is due to the limited capacity of human resources in data collection and reporting so that it is not known in real terms what business permits have been issued and have expired;

2. Weak Supporting and Inhibiting Factors for Implementing Business Licensing Services Through the SiCantik Cloud Application System at the Banda Aceh City Investment and One-Stop Integrated Services (DPM-PTSP) Service, assuming the applicant's limited ability to fulfill business licensing documents, thus causing delays or rejections application.

Based on the identification of the problems described above, the problem formulation of this research can be formulated as follows:

1. How to Implement Business Licensing Services Through the SiCantik Cloud Application System at the Banda Aceh City Investment and One-Stop Integrated Services (DPM-PTSP) Service;

2. What are the Supporting and Inhibiting Factors in the Implementation of Business Licensing Services Through the SiCantik Cloud Application System at the Banda Aceh City Investment and One Stop Integrated Services (DPM-PTSP) Service.

Research Objectives :

1. Describe and analyze the implementation of business licensing services through the SiCantik Cloud application system at the Banda Aceh City Investment and One-Stop Integrated Services (DPM-PTSP) Service;

2. To describe and analyze the Supporting and Inhibiting Factors in the Implementation of Business Licensing Services Through the SiCantik Cloud Application System at the Banda Aceh City Investment and One-Stop Integrated Services (DPM-PTSP) Service;

Theoretical benefits, as a researcher's effort to translate the results of this research on the one hand into a design for the realization of the SiCantik Cloud application, this is where the Banda Aceh City Investment and One Stop Integrated Service (DPM-PTSP)

Service becomes a pilot project forum for the city government in implementing the SiCantik Cloud application.

Practical Benefits, It is hoped that this research can be input and consideration in the implementation of Business Licensing Services through the SiCantik Cloud Application System at the Banda Aceh City Investment and One-Stop Integrated Services Service (DPM-PTSP) as a form of government policy based on Minister of Home Affairs Regulation Number 138 of 2017 concerning the Implementation of Regional One-Stop Integrated Services.

The researcher's aim in choosing this title is because this application uses a system that makes work activities easier in processing business permits; In accordance with regulations made by the government, this application is a new innovation in licensing life; Able to set risk reduction benchmarks during online activities; and also shortens the time, distance traveled, without face to face contact and can be done anywhere as long as it meets the requirements that must be met in processing permits.

## 2. Literature Review

Public Policy Implementation Theory, understanding implementation is synchronized with policies and/or laws and regulations regarding Business Licensing Services via the SiCantik Cloud Application System, namely Regulation of the Minister of Home Affairs of the Republic of Indonesia Number 138 of 2017 concerning the Implementation of Regional One-Stop Integrated Services.

Public Service Theory, is the act of providing services carried out by the government, private parties on behalf of the government or private parties to the public without payment to meet the needs and interests of the community.

Organization Theory, is a manifestation of organization as part of administrative science and is one branch of administrative science.

Human Resources Theory (HR), is a vehicle for empowering humans as resources in carrying out activities to achieve planned goals.

### 3. Research Methods

In general, this research was conducted regarding the Implementation of Business Licensing Services through the SiCantik Cloud Application System. Study of the Implementation of Regulation of the Minister of Home Affairs of the Republic of Indonesia Number 138 of 2017 concerning the Implementation of Regional One-Stop Integrated Services at the Banda Aceh City Investment and One-Stop Integrated Services Service (DPMPTSP) which is oriented towards a qualitative descriptive approach. According to Soetanyo [1] states that: "This qualitative method was developed to study human life in limited cases, but in depth and total/comprehensive (holistic), in the sense that it does not recognize the conceptual selection of symptoms into their exclusive aspects, which we recognize as a variable."

The researcher chose this research as the research object because it is relevant to the chosen title so that it can determine the object of Business Licensing Services Through the SiCantik Cloud Application System. Study of the Implementation of Regulation of the Minister of Home Affairs of the Republic of Indonesia Number 138 of 2017 concerning the Implementation of Regional One-Stop Integrated Services at the Banda Aceh City Investment and One-Stop Integrated Services Service (DPMPTSP), so that the government pays more attention to the community by simplifying services.

In the focus of this research, actions are taken in accordance with the flexible nature of a qualitative approach that follows a different mindset, where everything in this research is determined from the final results of data collection which reflects the actual situation. Meanwhile, the focus carried out according to Bunin in Moleong [2] states "The research focus contains an explanation of what dimensions are the center of attention and will be discussed in depth and comprehensively".

The research focus can change automatically and can develop according to real conditions in the field which is carried out through problem identification and formulation to make it easier for researchers to select and sort data according to their needs:

1. Business licensing services through the SiCantik Cloud Application System at the Banda Aceh City Investment and One Stop Integrated Services (DPM-PTSP) Service;
2. Supporting and Inhibiting Factors in Providing Business Licensing Services Through the SiCantik Cloud Application System at the Banda Aceh City Investment and One-Stop Integrated Services (DPM-PTSP) Service;

TABLE 1: Business licensing services.

No	Dimensions	Indicator
1	Service	a. Service standard; b. Standard Operating Procedures;
2	Service Components	a. Condition b. Mechanism

Source: article 12 and article 13 of Permendagri Number 138 of 2017

TABLE 2: Supporting and Inhibiting factors.

No	Dimensions	Indicator
1	Supporting factors	a. Businessmen; b. Provided legality
2	Obstacle factor	a. Rejecting the Permit Application; b. Cancellation of permit and/or permit documents

Source: Article 16 Permendagri Number 138 of 2017

Types and sources of data are differentiated theoretically, namely data obtained by researchers directly from informants in the field, while indirect data comes from documents relevant to the research focus in the form of statutory regulations, documents, minutes/notes, and books. which can be used as a guide in completing research. Thus, the qualitative research process uses 2 (two) data sources, namely primary data and secondary data, while the research supporting data is the researcher.

Informant research in research is actually an effort to prove data with the validity of accurate data obtained in the field by conducting interviews with informants. The main subjects (key informants) in this research are the Head of DPM-PTSP Banda Aceh City 1 (one) person, Secretary 1 (one) person, Head of Licensing Services Section 1 (one) person, Head of Licensing Services Section 1 (one) person, (one) person, (one) person, (one person. 1 (one) person, so there are 5 (five) people. Therefore, in the interactive method the researcher deliberately chose in-depth interviews and direct observation, while in the interactive method the non-interactive method -interactive researchers are more oriented towards the existence of documents and/or archives so that they can find out the existence of documents and archives, files,/or archives, thus making informants partners in providing information.

The data collection technique is responsive, which is a method used by a researcher to collect data and information which will later be useful as supporting facts in explaining his research.

The activities in data analysis are carried out using interactive methods which are grouped into 3 (three) components of analysis namely data reduction (data reduction),

TABLE 3: Informant.

No	Informant Name	Number of Informant
1	Head of DPMPTSP Banda Aceh City Secretary	1
2	Head of the Business Licensing Services Division	1
3	Head of Business Licensing Services Section.	1
4	Entrepreneur	2
5		
	<b>Amount</b>	<b>6 (six) People</b>

Source : Data Processed In 2023

data presentation (data display), and conclusion/ verification (conclusion drawing/ verification). According to Sugiyono [3] suggests data analysis techniques are activities in qualitative data analysis carried out interactively and continuously until complete, so that the data is saturated. Activities in data analysis are: Data Reduction (Data Editor), Data Display (Data Presentation), Conclusion Drawing/ Verification (drawing conclusions.)

If you look closely, this data collection technique is responsive, a method used by a researcher to collect data and information which will later be useful as supporting facts in explaining his research.

## 4. Research Result

### 4.1. Implementation of business licensing services through the SiCantik cloud application system at the Banda Aceh city investment and one-stop integrated services (DPM-PTSP) service

Banda Aceh City DPMPTSP service standards may include a specified service completion time. If the service standards state that permit processing must be completed within a maximum of 7 working days, then every service user has the same hope that permit processing does not exceed that time. This service standard can also include ease of access and availability of clear information. However, the problem is that the Banda City DPMPTSP Service needs to carry out regular evaluations of the implementation of existing service standards in minimizing errors or discrepancies, including in terms of providing clear information.

Condition, requirements for business licensing services at DPM-PTSP Banda Aceh City through the SiCantik Cloud application provide efficient convenience in processing permits, so that applicants can process them online without having to come to the office.

This application is used for various types of permits, such as work permits, doctor and nurse practice permits, school establishment permits, and even billboard installation permits. However, this newest licensing service is little known to the public and has received criticism because its implementation is too complicated. As a result, the permit application process becomes slow and inaccurate, thus hampering the achievement of service goals and objectives.

It is hoped that the Business Licensing Service Mechanism through the SiCantik Cloud Application System can make the licensing process more efficient and effective so that it can support business growth, investment and other activities in the City of Banda Aceh. However, there are still many people who do not fully understand the mechanism for using the application, which causes some people to still come directly to the office to ask about the requirements for obtaining permits.

#### **4.2. Supporting and inhibiting factors for implementing business licensing services through the SiCantik cloud application system at the investment and one-stop integrated services service (DPM-PTSP) Banda Aceh City office**

Regarding supporting factors, business actors really provide guidance, information and technical support so that the investment and licensing process can run smoothly. Implementing Government Policy, Banda Aceh City DPM-PTSP Business Actors operate in accordance with regional government policies regarding investment, licensing and economic development.

Regarding Legality is provided, the legality provided by the Banda Aceh City DPM-PTSP has an important role in creating a conducive business climate, encouraging economic growth, and protecting the rights of all parties involved in business activities and projects in the region. Therefore, the authorities need to continue to strengthen and improve services in providing legality so that the benefits can be felt more widely by the community and business actors.

Rejection of a permit application, must carry out in-depth analysis, consult with various related parties, and carry out careful consideration to ensure that the decision to reject is based on legal principles, ethics and the interests of society as a whole.

Cancellation of licensing documents, usually done with written notification to interested parties, provides an opportunity to defend themselves or make improvements if possible.

## 5. Research Discussion

### 5.1. Application of licensing services through the SiCantik cloud application system at the investment and one-stop services office (DPM-PTSP) of Banda Aceh City

Service, business licensing services through the SiCantik Cloud Application System at the Banda Aceh City Investment and One-Stop Integrated Services Service (DPM-PTSP) is a system used to simplify the business licensing process efficiently and effectively.

Lacking efficiency and openness, the use of SiCantik Cloud in the licensing process means that many people do not understand how to access and submit applications online so they still have to come to the DPM-PTSP office just to get access, which can cost them the time and money required.

Even though this system has brought many benefits, there are still some challenges that need to be overcome, such as increasing awareness and digital literacy for the community and users of the system.

Based on findings 1 (one) and 2 (two) regarding business licensing services via the SiCantik Cloud Application System, proposal 1 (one) is formulated as follows:

Overall, business licensing services through the Cloud Application System have brought significant positive changes in supporting economic development and serving society better.

The Banda Aceh City Investment and One-Stop Integrated Services Service (DMPTSP) is one of the government agencies that organizes a one-stop integrated service system. DPMPTSP is tasked with providing licensing services that relate directly to the community, and this is one of the government's efforts to provide quality public services to the community. Based on the discussion of Service Components at the Banda Aceh City Investment and One-Stop Integrated Services Service (DPMPTSP), it is formulated as follows:

The slow process can also cause dissatisfaction with the public and business actors. The ambiguity and non-transparency of the business licensing process in the Banda Aceh City DPMPTSP can face problems of ambiguity and non-transparency.

Lack of Inter-Institutional Coordination, lack of coordination between relevant agencies in business licensing services results in overlapping application processes.

Based on the findings in the Service Component of the Banda Aceh City Investment and One-Stop Integrated Services Service (DPMPTSP), it was formulated:



DPMPTSP Banda Aceh City needs to overcome various problems and challenges in its service components to achieve better services that are responsive to the needs of the community and business actors.

## **5.2. Supporting and inhibiting factors in the implementation of licensing and non-licensing services through the SiCantik cloud application system at the investment and one-stop services (DPM-PTSP) Banda Aceh City office**

### **5.2.1. Supporting factors**

Actors supporting the implementation of Business Licensing Services through the SiCantik Cloud Application System at the Banda Aceh City Investment and One-Stop Integrated Services (DPM-PTSP) Service, formulated findings 5 (five) and 6 (six) as follows:

**Accessibility and Ease of Use:** SiCantik Cloud can improve service accessibility for the community. With the web-based application, applicants can submit applications online without having to come to the DPM-PTSP physical office.

**To improve Service Quality,** With SiCantik Cloud, Banda Aceh City DPM-PTSP can improve the quality of services provided, with this system enabling the management of licensing applications to be more effective and organized.

Based on the findings of the Supporting Factors for Providing Business Licensing Services through the SiCantik Cloud Application System at the Banda Aceh City Investment and One-Stop Integrated Services (DPM-PTSP) Service, it can be formulated as follows:

Overall, the implementation of the SiCantik Cloud Application System at DPM-PTSP Banda Aceh City shows that these supporting factors play an important role in increasing the efficiency and effectiveness of business licensing services.

In implementing business licensing services through the SiCantik Cloud application system at the Banda Aceh City Investment and One Stop Integrated Services (DPM-PTSP) Service.

Based on the discussion of factors inhibiting the provision of business licensing services through the SiCantik Cloud Application System at the Banda Aceh City Investment and One-Stop Integrated Services (DPM-PTSP) Service, it can be formulated as follows:

Administrative and Bureaucratic Obstacles: Complicated and convoluted administrative and bureaucratic processes can slow down business licensing services. If the SiCantik Cloud application is not effective in dealing with these problems, then the service process could be hampered.

Requires certain technical skills. If DPM-PTSP staff do not have adequate skills or adequate training in using the application, this can cause delays in the licensing service process.

Based on the findings of the Inhibiting Factors for Implementing Business Licensing Services through the SiCantik Cloud Application System at the Banda Aceh City Investment and One-Stop Integrated Services (DPM-PTSP) Service, it can be formulated as follows:

In efforts to improve services, it is important for DPM-PTSP to identify these inhibiting factors and take appropriate corrective steps, such as improving technological infrastructure.

Based on the proposition above, the major proposition is formulated as follows:

Business Licensing Services Through the SiCantik Cloud Application System Investment Service and One-Stop Integrated Services (DPMPTSP) Banda Aceh City (Study of Implementation of Policy on Regulation of the Minister of Home Affairs of the Republic of Indonesia Number 138 of 2017 Concerning the Implementation of Regional One-Stop Services).

Based on the results of research and discussion regarding Business Licensing Services through the SiCantik Cloud Application for Investment and One Stop Integrated Services (DPMPTSP) in the City of Banda Aceh (Study of Policy Implementation of Regulation of the Minister of Home Affairs of the Republic of Indonesia Number 138 of 2017 concerning the Implementation of Regional One Stop Integrated Services) , can be concluded as follows:

Implementation of Business Licensing Services through the SiCantik Cloud Application System at the Banda Aceh City Investment and One-Stop Integrated Services (DPM-PTSP) Service.

The efficiency and speed of the SiCantik Cloud system has succeeded in increasing efficiency and speed in the business licensing service process. The use of this system allows applicants to submit applications online, thereby reducing the need to visit physical offices and fill out forms manually. This saves time and energy for both applicants and Banda Aceh City DPM-PTSP officers.

Supporting and Inhibiting Factors in the implementation of Business Licensing Services through the SiCantik Cloud Application System at the Banda Aceh City Investment and One Stop Integrated Services (DPM-PTSP) Service.

In implementing service licensing which is attempted through the SiCantik Cloud application system at the Banda Aceh City Investment and One-Stop Integrated Services Service (DPM-PTSP), there are supporting and inhibiting factors that can influence the success of implementing the system.

### 5.2.2. Suggestions

Based on the discussion above, the following suggestions can be concluded :

1. Implementation of Business Licensing Services through the SiCantik Cloud Application System at the Banda Aceh City Investment and One Stop Integrated Services (DPM-PTSP) Service,

Increasing Awareness and Education at DPM-PTSP Banda Aceh City needs to carry out campaigns and outreach to increase public and applicant awareness regarding the benefits and how to use the SiCantik Cloud system.

Effective education will help reduce resistance to change and ensure a good understanding of the benefits gained from using these systems. Supporting and Inhibiting Factors in the implementation of Licensing and Non-licensing Services Through the SiCantik Cloud Application System at the Investment and One-Stop Services (DPM-PTSP) Banda Aceh City Office.

2. Supporting and Inhibiting Factors in the implementation of Business Licensing Services through the SiCantik Cloud Application System at the Banda Aceh City Investment and One Stop Integrated Services (DPM-PTSP) Service.

Supporting factors, increasing awareness and education, DPM-PTSP Banda Aceh City must carry out awareness and outreach campaigns to introduce the SiCantik Cloud system to the public and applicants. This will help reduce resistance to change and increase understanding of the benefits and how to use the system.

## References

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