

Research Article

SALAM-RINDO Application: An Innovation to Improve Licensing Services

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Abstract.

Innovation in public services through the application of information technology to improve the quality of public services in Indonesia, specifically through the SALAM-RINDU application (Integrated Easy Licensing Service System) launched by the Investment and One-stop Integrated Services Office (DPMPSTSP) of Banjarmasin City. Using a descriptive qualitative approach, this study aims to evaluate the implementation of the SALAM-RINDU application in strengthening bureaucratic reform and improving the quality of licensing services in the health sector. Data were collected through observation, interviews, and document studies, then analyzed using the Miles and Huberman method. The results of the study indicate that the SALAM-RINDU application facilitates the previously manual licensing process and supports bureaucratic reform by providing faster, more efficient, and easily accessible services. However, the implementation of this application still faces challenges such as a lack of socialization, unclear information regarding requirements, and technical issues. This study concludes that the SALAM-RINDU application can increase the efficiency and effectiveness of public services in Banjarmasin City but requires improved technology infrastructure and more intensive socialization efforts.

Keywords: public service innovation, licensing services, bureaucratic reform, SALAM RINDU application

1. Introduction

The transformation of public services currently focuses on improving the quality of government officials to be more responsive and adaptive in serving the community, especially in the face of the rapidly growing digitalization era. Public service innovation has become the key to meeting demands for greater efficiency, accessibility, and transparency, in line with the rapid development of information and communication technology (ICT). The implementation of ICT enables faster service processes, reduced operational costs, and streamlined bureaucracy, ultimately contributing to better public services. This aligns with the mandate of Law Number 25 of 2009 on Public Services [1], which emphasizes that public services are the constitutional right of every citizen

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and must be fulfilled by the state. Meanwhile, innovation in public services is specifically regulated by the Regulation of the Minister of Administrative and Bureaucratic Reform Number 91 of 2021 on the Development of Public Service Innovation, which encourages [2] the implementation of service improvements that emphasize aspects of effectiveness, utility, accessibility, and the sustainability of innovations implemented continuously.

In this context, the government's bureaucratic reform, which is rolled out every five years through the Grand Design of Bureaucratic Reform 2010-2025 and the Bureaucratic Reform Road Map 2020-2024, includes eight main areas of reform, with one of its primary focuses being the improvement of service quality. This improvement encompasses enhancements in organizational aspects, procedures, and human resources (HR), aiming to achieve good governance. This reform also aims to create a more professional, effective, and efficient state apparatus capable of providing public services that are fast, easily accessible, cost-effective, and able to build a positive image in today's digital society. Bureaucratic reform, which began in 2010, has entered its third phase under President Joko Widodo's administration, where the government's focus is on promoting digital-based public service innovations to enhance service quality by utilizing the latest technology (Wibowo & Pratomo, 2021).

For example, the application of digital innovation in public services can be seen in various digital platforms developed by the government to facilitate access to services for the public, such as online population administration services and the integrated business licensing system (Online Single Submission - OSS). Comprehensive public services can be achieved through good governance, which functions to optimize service delivery to satisfy stakeholders. In some situations, it is not easy to meet the need for comprehensive services, which is why service efficiency is needed through the facilitation of information flow both within institutions and externally to the broader community. Therefore, there is a need for a transformation that facilitates good governance through digital transformation [3]

The Indonesian government continues to improve service performance by implementing the One-Stop Integrated Service system to simplify public services. One-Stop Integrated Service is defined as the administration of licensing and non-licensing services managed in one place. The Investment and One-Stop Integrated Service Agency (DPMPTSP) of Banjarmasin City is one of the regional government agencies that carries out licensing services using the PTSP system based on the Regional

Regulation of Banjarmasin City Number 7 of 2016 on the Establishment and Organization of Regional Apparatuses of Banjarmasin City [4] [5].

DPMPTSP of Banjarmasin City has three licensing sectors, and one of its latest innovations is the SALAM-RINDU application (Integrated Easy Licensing Service System) launched in May 2023. The SALAM-RINDU application was created by the DPMPTSP of Banjarmasin City, in collaboration with DISKOMINFOTIK and the Technical Agency of Banjarmasin City, to facilitate the public in managing licenses online, especially in the health sector. This application can be accessed via the website using mobile or desktop devices. The process starts with account registration, selecting the type of license, filling out the form, and uploading the required documents. Complete applications will be processed, while incomplete ones will be rejected. As of March 20, 2024, the application has processed 2,038 licenses and covered 34 types of licenses in the health sector.

Before SALAM-RINDU, health sector licensing was done manually, requiring applicants to come to the office. This application is expected to make licensing processes more effective and efficient by allowing them to be done anytime and anywhere. However, the implementation of the SALAM-RINDU application still faces challenges in disseminating information related to the requirements for document processing within the application, making it difficult for users to understand the requirements, and the socialization of the SALAM-RINDU application is still not extensive. Observations conducted by researchers indicated technical issues such as internet network and server disruptions. Therefore, researchers are conducting a more in-depth study on the implementation of the SALAM-RINDU application with the title “SALAM-RINDU Application: An Innovation to Improve Licensing Services.”

2. Methods

This study employs a qualitative approach with a descriptive type to illustrate the issues being investigated. The focus of the research is on the implementation of the SALAM-RINDU application in strengthening organizational performance in the delivery of public services, conducted at the Investment and One-Stop Integrated Service Agency (DPMPTSP) of Banjarmasin City, covering the administrative area of Banjarmasin City. The main objective of this study is to identify how DPMPTSP delivers public services through the application and to reveal the factors that hinder its implementation. Data collection techniques include direct observation, interviews with relevant parties, and document studies. The collected data is then analyzed using the method of Miles and

Huberman as described by Sugiyono [6], which involves the stages of data reduction, data display, and drawing conclusions as well as verification. This study is expected to contribute to improving the efficiency of public services in Banjarmasin City through the optimization of information technology application usage.

3. Results and Discussion

3.1. Public Service Innovation

The development of information technology is one of the driving factors for public service innovation aimed at enhancing the quality of public services. Public service innovation is regulated by the Regulation of the Minister of Administrative and Bureaucratic Reform of the Republic of Indonesia Number 91 of 2021 on the Development of Public Service Innovation, which replaced Minister PAN-RB Regulation Number 30 of 2014 on Guidelines for Public Service Innovation. According to Article 1, Paragraph 5 of this regulation, public service innovation is defined as a breakthrough in the form of a creative idea or original and adaptive/modification that directly or indirectly benefits the community. The criteria for developing service innovation are outlined in Article 3 of the Minister PAN-RB Regulation Number 91 of 2021, stating that innovations must be innovative, effective, beneficial, easily disseminated, and sustainable.

The government organizes the Public Service Innovation Competition (KIPP) as a form of support and encouragement to maximize excellent service to the public. Since 2014, the number of public service providers participating in the competition has increased year by year. Banjarmasin City has also contributed to Public Service Innovation to support excellent service to the public, creating 33 registered public service innovations and governance improvements in 2024. One of the public service innovations created by the Banjarmasin City government is the SALAM-RINDU application, which serves as a licensing service application in the health sector for healthcare professionals in Banjarmasin City.

3.2. Bureaucratic Reform

Bureaucracy can be defined as a government institution that performs the function of managing the public or state sector. It is a system of authority, personnel, positions, and procedures used by the government to implement its policies in order to protect the

interests of the public [7] Bureaucratic reform adopts principles of a clean, neutral, and authoritative civil service, with systems and regulations that support the achievement of governmental objectives, while also creating good governance through sustainable development.

Bureaucratic reform is a systematic, integrated, and comprehensive process aimed at achieving good governance [7] Bureaucracy itself is a system for the execution of government activities carried out by state apparatus based on statutory regulations. Bureaucratic reform is seen as one way to build public trust. Its scope is not only limited to processes and procedures but also involves changes in structure, attitudes, and behavior. This is closely related to issues involving authority and power. Bureaucratic reform represents the public's hope that the government can combat corruption, collusion, and nepotism (KKN) and establish a clean government while providing efficient, responsive, and accountable public services [8]

The government periodically implements a bureaucratic reform program every five years. These efforts aim to regularly update the governance system, focusing particularly on aspects of organization, governance, and human resources. Various issues that prevent the governance system from functioning as it should drive the government to continuously carry out reforms to achieve good governance. Bureaucratic reform can be viewed as the government's strategic move to create a more effective state apparatus in performing governmental tasks and supporting national development. The bureaucratic reform program began in 2010, marked by the issuance of Presidential Regulation of the Republic of Indonesia Number 81 of 2010 on the Grand Design of Bureaucratic Reform 2010-2025. [9] Currently, bureaucratic reform is in its third phase under President Joko Widodo's leadership. The Bureaucratic Reform Road Map 2020-2024, established under the Regulation of the Minister of Administrative and Bureaucratic Reform of the Republic of Indonesia Number 25 of 2020, highlights eight key areas of focus for bureaucratic reform during the 2020-2024 period:

1. Changing organizational mindsets and performance culture.
2. Policy deregulation (simplification of regulations).
3. Organizational simplification.
4. Improvement of governance.
5. Structuring of civil service human resources.
6. Strengthening accountability and budget efficiency.
7. Strengthening supervision.

8. Improving the quality of public services.

Enhancing the quality of public services has become one of the main focuses of bureaucratic reform. Bureaucratic reform aligns with public service reform, as all governmental activities ultimately relate to providing services to the public. This reform must make public services faster, more accessible from anywhere, more affordable, and simpler, aiming to build a positive image among the public. This is also in line with the characteristics of today's society, which lives in the information era. The government has started to educate human resources in the public service sector so that they develop mindsets and work cultures that support the success of reforms in this field

3.3. The Implementation of the SALAM RINDU: Application in Bureaucratic Reform

The Investment and One-Stop Integrated Service Agency (DPMPTSP) of Banjarmasin City created the SALAM-RINDU application, launched in mid-2023, specifically in May. This application aims to enhance the quality of public services by utilizing information technology, which also supports the implementation of bureaucratic reform.

Before the launch of this application, licensing in the health sector still relied on a manual system, requiring applicants to visit the DPMPTSP office in person to process their licenses. SALAM-RINDU was developed to facilitate public services, and the steps to use the SALAM-RINDU application are as follows:

1. Register for a SALAM-RINDU Application Account.
2. Select the License to be Created.
3. Fill out the License Form and Upload Required Documents.
4. Wait for the Licensing Process to be Accepted or Rejected.
5. License Issuance According to the Specified Time.

The SALAM-RINDU application is an online licensing application that operates outside the OSS (Online Single Submission) framework, developed by the DPMPTSP of Banjarmasin City in collaboration with the Communication and Information Technology Office and technical agencies in Banjarmasin. This application operates based on principles of innovation, which are:

- a. Simple and Easy
- b. Secure
- c. Responsive

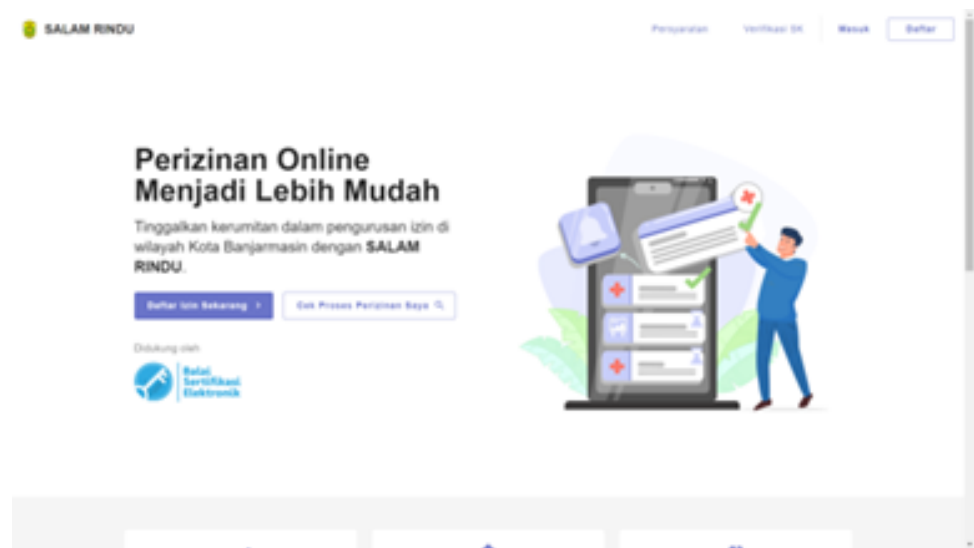


Figure 1: Display of the SALAM-RINDU Application. *Source: DPMPTSP of Banjarmasin City, 2024.*

d. Integrated

e. Multi-Platform

In its implementation, this application focuses on licensing, currently limited to health-related permits. There are 34 types of health licenses that can be processed through the SALAM-RINDU application. As of March 20, 2024, a total of 2,038 licenses have been processed through the SALAM-RINDU application.

Despite the intention of the SALAM-RINDU application to simplify document management, various challenges remain, particularly the lack of clear information regarding document requirements, which makes it difficult for users to understand the procedures they must follow. Additionally, the socialization of this application has not been widely conducted, resulting in many people being unaware of how to access it. Observations also revealed technical issues, such as network disruptions and unstable server performance, which hinder service processes and reduce the application's effectiveness. To address these issues, more intensive outreach and improvements in technological infrastructure are needed so that SALAM-RINDU can truly support bureaucratic reform and enhance the quality of public services.

3.4. The Innovation of the SALAM RINDU Application Creates Effective and Efficient Public Services

The Investment and One-Stop Integrated Service Agency (DPMPTSP) of Banjarmasin City has implemented an innovative service program called SALAM-RINDU (Integrated

Easy Licensing Service Application) to improve the quality of licensing services in terms of both time and cost. The SALAM-RINDU application provides convenience for users, as they can process licenses anytime and anywhere; however, the application is currently only available as a website and does not yet have a mobile application.

The SALAM-RINDU application specifically facilitates the licensing process for SIP (Practice Licenses) for healthcare professionals, and it was launched in May 2023. The application includes usage tutorials available on YouTube, and additional information about the application can be found on the DPMPTSP Banjarmasin City Instagram platform, making it easier for users to navigate the application.

Every innovation brings added value and novelty compared to previous service delivery. In the SALAM-RINDU application, users can obtain an account by simply using their email, phone number, and ID card as personal data. For license applications, users must fulfill the requirements based on the selected license, which are readily available within the application.

The SALAM-RINDU service innovation offered by DPMPTSP Banjarmasin City has advantages and added value compared to previous services, as illustrated in the following table.

TABLE 1: Differences Before and After the Introduction of the SALAM-RINDU Innovation.

Before	After
Permission processing could only be done at the office	Permission can be processed anywhere
Requirement documents still use paper	Documents only use PDF uploaded to the application
Permission issuance could take up to 30 working days	Permission issuance takes only 10 working days
Permits were issued on paper and had to be picked up at the office	Permits are issued within the application and can be downloaded as PDF

Source: DPMPTSP of Banjarmasin City, 2024

Based on the table above, the SALAM-RINDU application allows licensing processes to be completed anywhere and anytime. With this application, the public no longer needs to go to a physical location for licensing processes, and users can also complete licensing tasks outside of working hours. Additionally, the service provided is short and quick, requiring only 10 days from verification to issuance of the license, compared to the previous duration of 20 to 30 working days. This demonstrates that the SALAM-RINDU application supports the improvement of efficiency and effectiveness in public services.

4. Conclusion

Public service innovation is a crucial step in enhancing the quality of services to the community, especially through the application of information technology. According to Regulation of the Minister for Administrative and Bureaucratic Reform No. 91 of 2021, public service innovation must meet several criteria, such as renewal, effectiveness, benefits, ease of dissemination, and sustainability. One example of this innovation's implementation is in the city of Banjarmasin, which has created 33 public service innovations, including the SALAM-RINDU application. This application facilitates the licensing process for healthcare professionals by allowing users to manage permits online, thereby speeding up the issuance of licenses that were previously processed manually.

Additionally, this innovation aligns with the bureaucratic reform carried out by the Indonesian government, aiming to enhance the effectiveness and efficiency of public servants, with a focus on improving the quality of public services. The SALAM-RINDU application supports the bureaucratic reform agenda by providing faster, more efficient, and easily accessible licensing services. However, there are still some challenges in its implementation, such as a lack of socialization, unclear information regarding requirements, and technical issues. Therefore, improvements in technological infrastructure and more intensive socialization efforts are needed so that this application can have a maximum impact in supporting bureaucratic reform and enhancing the quality of public services.

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