

DEBIROCRATIZATION IN INDONESIA: A Case Study of Service Moderation at the Investment Office, One Stop Service and Labor (DPMPTSP NAKER) Pekalongan Regency

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Abstract: The problem of this research is "Is the Moderation of Sip TENAN Service Applications in DPMPTSP and Naker Pekalongan Regency can increase Community Satisfaction". While the objectives are 1) to describe the implementation of debureaucratization in DPMPTSP and Pekalongan Regency Nakers, 2) to find out whether the moderation of the service application for tenants has a significant role in community satisfaction. Qualitative research methods to get a complete picture of the implementation of debureaucratization in services. Indicators of debureaucratization include reducing government intervention in services. While the community satisfaction index is measured through 9 elements, namely: Requirements, Systems, Mechanisms, and Procedures, Completion Time, Costs/Tariffs, Product Specifications, Types of Services, Implementing Competencies, Implementing Behavior, Complaint Handling, Suggestions and Inputs, Facilities and Infrastructure. Meanwhile, the conclusion obtained is that the implementation of services with the moderation of the Sip Tenan service application has reduced government intervention in terms of service. The community is built to be independent to carry out business and non-business licensing. The Sip TENAN digital service application, which is expected to be a moderation in providing satisfaction to the community, is still not effective. Suggestions for perfecting and developing the Sip TENAN application so that it can be used freindly and there is a need for connecting service points in the sub-district and village/kelurahan based on an integrated application with the Sip TENAN application.

Keywords: Debureaucratization, Community Satisfaction and the application of SIP TENAN

Abstrak: Permasalahan penelitian ini adalah “Apakah Moderasi Aplikasi Layanan Sip TENAN di DPMPTSP dan Naker Kabupaten Pekalongan bisa meningkatkan Kepuasan Masyarakat“. Sedangkan tujuannya 1) mendiskripsikan pelaksanaan debirokratisasi di DPMTSPSP dan Naker Kabupaten Pekalongan, 2) ingin mengetahui apakah moderasi aplikasi layanan sip tenan berperan signifikan terhadap kepuasan masyarakat. Metode penelitian kualitatif untuk mendapatkan gambaran yang lengkap pelaksanaan debirokratisasi dalam pelayanan. Indikator debirokratisasi meliputi pengurangan intervensi pemerintah dalam pelayanan. Sedang indeks kepuasan masyarakat diukur melalui 9 unsur yakni: Persyaratan, Sistem, Mekanisme, dan Prosedur, Waktu Penyelesaian, Biaya/Tarif, Produk Spesifikasi Jenis Pelayanan, Kompetensi Pelaksana, Perilaku Pelaksana, Penanganan Pengaduan, Saran dan Masukan, Sarana dan prasarana. Sedangkan Kesimpulan yang didapat, bahwa Pelaksanaan pelayanan dengan moderasi aplikasi layanan Sip Tenan telah mengurangi intervensi pemerintah dalam hal pelayanan. Masyarakat di bangun kemandirian untuk melakukan perijinan usaha dan non usaha. Aplikasi layanan digital Sip TENAN yang diharapkan menjadi moderasi dalam memberikan kepuasan terhadap masyarakat, masih belum efektif, Saran melaksanakan prnyempurnaan dan pengembangan aplikasi Sip TENAN agar lebih bisa used freindly dan perlu adanya titik point pelayanan penghubung di kecamatan dan desa/kelurahan yang berbasis aplikasi yang terintegrasi dengan aplikasi Sip TENAN.

Kata kunci : Debirokratisasi, Kepuasan Masyarakat dan aplikasi SIP TENAN