

ANALISIS PENERAPAN *GOOD GOVERNANCE* DALAM PELAYANAN PUBLIK PADA SEKTOR PERDAGANGAN DI DINAS PENANAMAN MODAL DAN PELAYANAN TERPADU SATU PINTU (DPMPTSP) KOTA TANJUNGPINANG

Oleh
Diah Ayu Sholeha
NIM. 2205010067

ABSTRAK

Penelitian ini membahas tentang analisis penerapan *good governance* dalam pelayanan publik pada sektor perdagangan di Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP) Kota Tanjungpinang. Permasalahan yang dihadapi yaitu masih adanya kendala teknis pada sistem OSS RBA, ketidaksesuaian waktu penyelesaian izin, keterbatasan sumber daya manusia, serta masih rendahnya pemahaman pelaku usaha terhadap prosedur perizinan berbasis online dan pentingnya legalitas usaha. Penelitian ini bertujuan untuk mengetahui bagaimana penerapan *good governance* dalam pelayanan publik sektor perdagangan di DPMPTSP Kota Tanjungpinang dengan menggunakan teori *Good Governance* mengacu pada 5 indikator yaitu akuntabilitas, transparansi, partisipasi, efektivitas dan efisiensi dan supremasi hukum. Jenis penelitian ini menggunakan metode deskriptif kualitatif dengan pendekatan studi kasus (*case study*). Teknik pengumpulan data dilakukan melalui wawancara dan dokumentasi, sedangkan sumber data dalam penelitian ini diperoleh dari hasil wawancara. Hasil penelitian menunjukkan bahwa penerapan *good governance* dalam pelayanan publik sektor perdagangan di DPMPTSP Kota Tanjungpinang sudah berjalan cukup baik, namun belum sepenuhnya optimal. Pada indikator akuntabilitas, pelayanan telah dilaksanakan sesuai SOP, tetapi masih terdapat keterlambatan akibat kendala sistem OSS yang *error*. Pada indikator transparansi, DPMPTSP telah menyediakan informasi pelayanan melalui website dan media sosial, namun masih terdapat masyarakat yang belum memahami alur perizinan secara jelas. Pada indikator partisipasi, dalam perizinan perdagangan mengalami penurunan akibat tidak adanya sosialisasi. Pada indikator efektivitas dan efisiensi, pelayanan berbasis OSS dinilai mempermudah proses perizinan, namun masih ditemukan kendala teknis seperti *maintenance* pada OSS dari sistem pusat yang mengganggu kelancaran pelayanan. Pada indikator supremasi hukum, pelayanan telah dilaksanakan sesuai regulasi dan prinsip keadilan, namun pemahaman masyarakat terhadap prosedur perizinan masih perlu ditingkatkan melalui sosialisasi dan edukasi yang lebih optimal tentang pentingnya legalitas usaha.

Kata Kunci: Analisis, Pelayanan, Perizinan, Perdagangan, OSS

**ANALYSIS OF THE IMPLEMENTATION OF GOOD GOVERNANCE IN
PUBLIC SERVICES IN THE TRADE SECTOR IN THE DEPARTMENT OF
CAPITAL INVESTMENT AND ONE-DOOR INTEGRATED SERVICES
(DPMPTSP) TANJUNGPINANG CITY**

By
Diah Ayu Sholeha
NIM. 2205010067

ABSTRACT

This research discusses the analysis of the implementation of good governance in public services in the trade sector at the Tanjungpinang City Investment and One-Stop Integrated Services Service (DPMPTSP). The problems faced are that there are still technical obstacles in the RBA OSS system, discrepancies in permit completion times, limited human resources, and business actors' low understanding of online-based licensing procedures and the importance of business legality. This research aims to find out how good governance is implemented in public services in the trade sector in DPMPTSP Tanjungpinang City using Good Governance theory referring to 5 indicators, namely accountability, transparency, participation, effectiveness and efficiency and the supremacy of the law. This type of research uses a qualitative descriptive method with a case study approach. Data collection techniques were carried out through interviews and documentation, while the data sources in this research were obtained from interviews. The results of the research show that the implementation of good governance in public services in the trade sector in the DPMPTSP of Tanjungpinang City has gone quite well, but is not yet fully optimal. In the accountability indicator, services have been implemented according to the SOP, but there are still delays due to errors in the OSS system. In terms of transparency indicators, DPMPTSP has provided service information through websites and social media, but there are still people who do not understand the licensing flow clearly. In terms of participation indicators, trade licensing has decreased due to the absence of socialization. In terms of effectiveness and efficiency indicators, OSS-based services are considered to simplify the licensing process, but technical obstacles are still found such as maintenance on OSS from the central system which disrupts the smooth running of services. In the rule of law indicator, services have been implemented in accordance with regulations and principles of justice, however public understanding of licensing procedures still needs to be improved through more optimal socialization and education about the importance of business legality.

Keywords: Analysis, Services, Licensing, Trade, OSS