

**STRATEGI DINAS PENANAMAN MODAL DAN PELAYANAN
TERPADU SARU PINTU DALAM MENINGKATKAN INVESTASI
KABUPATEN BINTAN**

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Abstrak

Pemerintah memiliki peran untuk memfasilitasi perkembangan penanaman modal, salah satunya peran pemerintah daerah. Hal tersebut tidak lepas dari peran Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu untuk terus membuat strategi melalui program-program baru untuk meningkatkan pelayanan perizinan dan penanaman modal. Maka dari itu penelitian ini bertujuan untuk mengetahui bagaimana strategi Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu dalam meningkatkan investasi di Kabupaten Bintan. Peneliti menggunakan metode kualitatif. Adapun subjek dari penelitian ini yaitu kepala Dinas dan Kepala Bidang Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kabupaten Bintan serta pihak investor atau pengusaha di Kabupaten Bintan. Peneliti menggunakan teknik pengumpulan data berupa wawancara serta dokumentasi. Hasil dari penelitian yaitu strategi DPMPSTPS untuk meningkatkan investasi. Pertama perumusan strategi melalui visi misi yang tercantum dalam Renstra. Kedua Implementasi strategi melalui program-program DPMPTSP Kabupaten Bintan yaitu: Program Pengembangan Penanaman Modal, Program Promosi Penanaman Modal, Program Pelayanan Penanaman Modal, Program Pengendalian Pelaksanaan Penanaman Modal dan Program Pengelolaan Data dan Sistem Informasi Penanaman Modal. Terakhir Evaluasi Strategi berupa evaluasi kinerja untuk program yang telah terlaksana. Adapun kendala yang masih Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu rasakan saat ini yaitu masih adanya ketimpangan peraturan dengan pemerintah pusat.

Kata Kunci : Strategi, Investasi, DPMPTSP

STRATEGY OF INVESTMENT DEPARTMENT AND INTEGRATED SERVICES IN INCREASING INVESTMENT IN BINTAN REGENCY

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Abstract

The government has a role to facilitate the development of investment, one of which is the role of local government. This cannot be separated from the role of the Investment and One Stop Services Office to continue to develop strategies through new programs to improve licensing and investment services. Therefore, this study aims to find out the strategy of the Investment and One-Stop Service Office in increasing investment in Bintan Regency. Researchers use qualitative methods. The subjects of this study were the Head of the Service and the Head of the Investment and One-Stop Services Office of Bintan Regency as well as investors or entrepreneurs in Bintan Regency. Researchers used data collection techniques in the form of interviews and documentation. The results of the study are the DPMPSTPS strategy to increase investment. The first is the formulation of the strategy through the vision and mission listed in the Strategic Plan. Second, the implementation of the strategy through DPMPTSP programs in Bintan Regency, namely: the Investment Development Program, the Investment Promotion Program, the Investment Service Program, the Investment Implementation Control Program and the Investment Data Management and Information System Program. Finally, Strategy Evaluation is in the form of performance evaluation for programs that have been implemented. The obstacle that is currently being experienced by the Investment and One-Stop Services Office is that there is still an imbalance in regulations with the central government.

Keywords : Strategy, Investment, DPMPTSP