

MICRO SMALL BUSINESS LICENSE SERVICES COLLABORATIVE GOVERNANCE IN NORTH JAKARTA ADMINISTRATIVE CITY

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ABSTRACT

The aims of this study is at identifying collaborative governance in micro and small business licensing services in the Administrative City of South Jakarta, as well as how the ideal collaborative governance model is provided in Micro Small Business Licensing Services (IUMK). This is a descriptive qualitative study in which data was gathered through in-depth interviews, observation, and documentation. According to the study's findings, the concept of Collaborative Governance provided has eight dimensions: (1) Network structure: network structure that allows active participation in the network, network structure that is not hierarchical but tends to be flat and non-monopolistic; (2) Commitment to common goals: the government's commitment to providing simple, quick, and transparent services; (3) Participant Trust: Public/applicant trust must be strengthened, particularly during the implementation phase. The implementation of the Collaborative Governance concept is expected to accelerate licensing services in every PTSP where this institution is very close to the community, in accordance with the DKI Jakarta Government's goals, vision, and mission.

Keywords: *Collaborative Governance, Micro Small Business License Service*

1. INTRODUCTION

The purpose of this research is to identify collaborative governance in micro and small business licensing services in the Administrative City of South Jakarta, as well as how the ideal collaborative governance model is provided in Micro Small Business Licensing Services (IUMK). This is a descriptive qualitative study in which data was gathered through in-depth interviews, observation, and documentation. According to the study's findings, the concept of Collaborative

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Micro, small, and medium-sized

enterprises (MSME) play an important role in the Indonesian economy, with the potential to boost economic development, particularly in the Jakarta local market, by developing technology, creating new markets, increasing job opportunities, and improving production results. A micro, small, or medium-sized economy is preferable because this business absorbs a large amount of labor with a small amount of capital. Furthermore, micro, small, and medium enterprises can increase the power of creativity for people who want to earn more money while also serving as a defining feature of a company's identity. production zone

Business licensing, which includes having a micro and small business license, is one of the most important aspects of running a business (IUMK). Many people believe that large corporations take the form of limited liability companies and so on. IUMK is a single sheet that represents legality to a person or business actor/certain activity.

MSEs in Jakarta can now exhale a sigh of relief, as the DKI Jakarta Provincial Government issued Governor Regulation Number 30 of 2018 concerning Micro and Small Business Permits, allowing any citizen to convert their home into a place of business. However, according to the Governor's Regulation signed on April 16,

2018, micro and small business actors will be required to obtain an IUMK from the Investment Agency and One Stop Integrated Service (DPMPTSP) at the Village level. The new rules, however, have not yet been implemented in all Jakarta urban villages. Many Jakarta residents have questioned the permit's ownership obligations as well as the local lurah's socialization. Many residents, however, believe that whether or not such a permit exists has no bearing on MSEs.

Pesanggrahan Sub-district is one of the South Jakarta sub-districts, consisting of 5 (five), namely Pesanggrahan Village, South Petukangan Village, North Petukangan Village, Ulujami Village, and Bintaro

(1) The applicant comes to register with the UP PTSP Village to handle the micro and small business license (IUMK) (IUMK). (2) UP PTSP assists applicants who come to register by providing the IUMK form requirements to be completed. (3) The applicant then returns to the PTSP and submits the form. (4) The UP PTSP conducts a survey with the Village party. (5) Following the survey, the Lurah issues a letter of recommendation, which is returned to PTSP, followed by the issuance of a printed IUMK. (6) The issued IUMK can be used to borrow business capital from Bank DKI.

To realize the DKI Jakarta Provincial Government's vision of "New Jakarta, a modern city that is neatly organized, becomes a decent and humane place to live, has a cultured society, and has a service-oriented government." It is no secret that banks and even microfinance institutions almost certainly require a business license to provide financial assistance, but business actors face new challenges, one of which is the requirement to obtain a business license because the location used is not their own (lease). Many business actors are unable to provide proof of ownership of their business location.

There is also a lack of public awareness as business actors in managing micro and small business licensing; some of them believe that licensing is unnecessary, as seen in one of the villages in the Pesanggrahan area. Even though there is business potential, the number of UMK actors who apply for UMK licensing services is not proportional to the number of businesses in the field.

Ulujami Village, the DKI Jakarta Office of Investment, and One Stop Integrated Services are the parties involved in resolving this issue. These two agencies collaborated to develop a service procedure for micro and small business licenses, known as IUMK (Micro Small Business

Permit), as well as the linkage of Bank DKI in providing easy loan services for business actors who have made IUMK as the basis for loan application requirements. This collaboration between interconnected agencies/institutions is not yet effective.

In its implementation, it is felt that the community still does not understand what the requirements for making the permit are, so the community must go back and forth, namely to PTSP at the village level to ask for permission. Explanation of how to register the length of the process of obtaining a business license is considered difficult by the community, particularly for ordinary people who do not understand it at all.

2. LITERATURE REVIEW

The main key to understanding good governance is to understand the principles that underpin it. Furthermore, the implementation of good and responsible governance will be accomplished only if the three components of good governance have equal networks and interactions in the application of political, economic, and administrative authority. Such interactions and partnerships can usually only thrive if the principles of good governance are properly implemented. According to the United Nations Development Program

(UNDP), the Good Governance principles are as follows:

1. Participation

Every person or citizen has the same voting rights in the decision-making process, whether directly or through representative institutions, based on their respective interests and aspirations. This broad participation must be built on the principles of free association and expression, as well as the freedom to participate constructively.

2. Legal Certainty (Rule of Law)

The framework of the rule of law and legislation must be fair, enforceable, and fully complied with (impartially), especially when it comes to the rule of law and human rights.

3. Openness

Transparency must be built within the framework of free information flow; various processes, institutions, and information must be freely accessible to those who need it and adequately and easily understood so that it can be used as a monitoring and evaluation tool.

4. accountability (Responsiveness)

Each institution and its processes must be directed toward efforts to serve various interested parties. When public organizations' programs and service activities are aligned with the needs and desires of the community, the performance of these organizations improves. The

misalignment of services and community needs indicates extremely low responsiveness. This clearly demonstrates the organization's failure to achieve the mission and goals of public organizations.

5. Consensus Orientation

Good governance will act as a mediator for various interests to reach a consensus or agreement that is best for the interests of each party; if possible, it can also be applied to various policies and procedures that will be set by the government.

6. Fair (Equity) (Equity)

A good government will give equal opportunities to men and women in their efforts to improve and maintain their quality of life.

3. RESEARCH METHOD

This type of research employs descriptive qualitative research, in which (Sugiyono, 2015) makes the following claims about qualitative research methods: Qualitative research methods (as opposed to experiments) are research methods used to examine the condition of natural objects in which the researcher serves as the instrument. The key point is that data collection techniques are triangulation (combined), data analysis is inductive, and qualitative research findings focus on meaning rather than generalization.

According to (Creswell, 2015), qualitative research begins with assumptions and the application of an interpretive/theoretical framework to the study of research problems related to the meanings imposed by individuals or groups on a social or human problem. The voices of the participants, the researcher's reflexivity, descriptions and interpretations of the research problem, and their contribution to the literature or calls for change are all included in the final report or presentation. According to Erliana Hasan, qualitative research is a type of formative research that employs specific techniques to elicit detailed responses about what the target audience thinks and feels.

Qualitative research aims to understand the phenomena of what research subjects experience, such as behavior, perception, motivation, and others. Holistically and through description in the form of words and language, in a unique natural context and using natural methods

Meanwhile, based on the data presentation technique, the research employs a descriptive pattern. Best (as quoted by Sukardi) defines descriptive patterns as a research method that seeks to describe and interpret objects based on what they are (Moleong, 2012).

According to the above definition, the qualitative research method with a

descriptive pattern is used to accurately describe the facts and characteristics of the object or subject being studied. The researcher chose this method for the following reasons: (1) empirical observations revealed that the majority of research reports were written in descriptive form. (2) The descriptive qualitative research method is very useful for obtaining a variety of problems in the field of education, as well as human behavior (3) Being sensitive and adaptable in the face of numerous influences arising from patterns encountered.

This study aims to discover the collaboration carried out by stakeholders in handling collaborative governance in micro and small business licensing services (IUMK) in the North Jakarta Administrative City, specifically the collaboration carried out by the DKI Jakarta One Stop Integrated Service and Investment Office, Ulujami Village, Bank DKI, and the public as applicants.

In this case, the researcher will conduct a description based on field data of the collaboration carried out by relevant stakeholders in handling the governance of micro and small business license services (IUMK) in the DKI Jakarta Provincial Government, accompanied by a description of the obstacles that occur in collaboration,

and the effectiveness of the collaboration will be assessed. The goal of the collaboration is to provide community satisfaction in

4. RESULT AND DISCUSSION

Micro Small Business License Services in North Jakarta Administrative City: Collaborative Governance

It is still classified as a new service because this permit was previously only used as a replacement for a Business Certificate (SKU) service, and service procedures are still carried out manually without the use of the system. Furthermore, as the licensing service procedure demonstrates, cooperation between related agencies has been ineffective.

The IUMK will be issued after a survey is completed and a letter of recommendation from the Lurah is obtained. As a result, the Governor of Jakarta Province's Special Capital Region issued Regulation Number 30 of 2018 regarding the issuance of micro and small business permits.

The Covid19 pandemic happened at the end of 2019, when the service system switched from face-to-face (offline) to online until now, as for several types of services that must use the dropbox system.

This dropbox service is used as an alternative to combat the high rate of acceptance of online services that enter the system but are not properly handled, as well as to combat the high rate of acceptance of online services that enter the system but are not properly handled.

Commitment to A Common Purpose

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Mr. Ahmad Hasan Husaeni, S.Sos, the researcher, stated on Monday 28 September 2021 at 13.00 WIB at the Ulujami Village Office: "This IUMK service is a service product in the village to help improve community micro and small businesses in equal distribution of services and to support the acceleration of Jakarta City development that leads to service centers (Service City) and increase supervision of a business entity engaged in the field of service." Because Ulujami Village owns the land, there is no written agreement committing to implementing this IUMK service."

Mr. Fachri Kurniadi, Head of the Bank DKI Kebayoran Baru Micro Service Unit Branch Office, stated on Friday, October 2, 2021 at 09.00 WIB: "In accordance with Bank DKI's vision and mission, the bank is always committed to serving people who apply for loan funds for additional business capital." Bank DKI also assists UMK players with business prospects but limited collateral through the People's Business Credit (KUR) facility, one of whose products is the Monas KUMK."

According to the researcher's interview with community/micro small business actors (UMK), people who have obtained the IUMK are very satisfied with the collaboration, but many feel that this licensing service is less effective because they have to travel back and forth to the village. During the current pandemic, the implementation of micro and small business license services has been switched to Dropbox, which means that people are not receiving timely information about the IUMK's management.

5. CONCLUSION

Based on the results of the research conducted, it can be concluded that collaborative governance in micro and small business licensing services in North Jakarta Administrative City is that. The results of collaborative governance in micro and small business licensing services with respect to its dimensions are illustrated as follows: In the Networked Structure dimension, it can be seen that the network structure here does not form a hierarchy, but tends to be flat and there is no monopoly. All of them are equal both in carrying out their rights and obligations as well as related to accessibility opportunities both from the PTSP UP Party and from the Village Party. So it can be concluded that the type of networked

structure in collaboration here is the type of self-governance. In the Commitment to a common purpose dimension, it can be seen that the commitment to the government's goal of providing easy, fast, and transparent services must be strengthened to make it easier to manage business permits, especially in Ulujami Village.

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