

ABSTRAK

Wanda Hamida, Ihyani Malik, Haerana, 2025. Inovasi Sistem *Online Single Submission* (OSS) di Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Provinsi Sulawesi Selatan.

Pelayanan perizinan usaha di Indonesia kerap menghadapi kendala birokrasi yang kompleks, sehingga pemerintah menghadirkan inovasi *Online Single Submission* (OSS) sebagai sistem perizinan terintegrasi secara elektronik untuk mempercepat, mempermudah, dan meningkatkan transparansi layanan publik. Penelitian ini bertujuan menilai keberhasilan inovasi OSS di Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Provinsi Sulawesi Selatan dengan menggunakan teori Real dan Poole (2005) melalui lima indikator: Penggunaan, Kinerja, Sikap dan Keyakinan Pengguna, Integrasi ke dalam Organisasi, dan Efektivitas Upaya Implementasi. Metode yang digunakan adalah Jenis penelitian kualitatif dengan tipe penelitian deskriptif dan menggunakan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi di lapangan, melibatkan pegawai dinas serta pelaku usaha sebagai informan.

Hasil penelitian menunjukkan bahwa (1) Penggunaan pemanfaatan OSS belum optimal; jumlah pengguna meningkat pada 2023 namun menurun di 2024 akibat kendala teknis, kompleksitas bagi non-UMK, rendahnya literasi digital, dan perubahan kebijakan. (2) Kinerja OSS terbukti mempercepat proses perizinan dan mengurangi dokumen fisik, tetapi masih terkendala gangguan sistem dan infrastruktur terbatas. (3) Sikap dan Keyakinan Pengguna umumnya positif, meski sebagian masih kebingungan dan membutuhkan pendampingan berkelanjutan. (4) Integrasi ke dalam Organisasi OSS mulai masuk dalam SOP dan proses kerja dinas, namun belum menyeluruh karena keterbatasan SDM. (5) Efektivitas Upaya implementasi berupa sosialisasi, bimbingan teknis, dan pendampingan telah dilakukan, tetapi belum merata terutama di wilayah dengan infrastruktur minim. Penelitian ini menyimpulkan bahwa inovasi OSS berkontribusi pada efisiensi layanan publik meski belum sepenuhnya optimal, sehingga diperlukan penguatan kapasitas SDM, pemerataan infrastruktur digital, dan pendampingan berkelanjutan guna meningkatkan kualitas pelayanan dan mendukung iklim investasi di Sulawesi Selatan.

Kata Kunci: Inovasi, *Online Single Submission* (OSS), Pelayanan Publik, Perizinan Usaha

ABSTRACT

Wanda Hamida, Ihyani Malik, Haerana, 2025. *Innovation of the Online Single Submission (OSS) System at the Investment and One-Stop Integrated Service Office of South Sulawesi Province.*

Business Licensing Services in Indonesia often face complex bureaucratic challenges, prompting the government to introduce the Online Single Submission (OSS) system as an integrated electronic licensing platform aimed at accelerating processes, simplifying procedures, and enhancing transparency in public services. This study seeks to evaluate the success of OSS innovation at the Investment and One-Stop Integrated Service Office of South Sulawesi Province, employing Real and Poole's (2005) framework through five indicators: Use, Performance, User Attitudes and Beliefs, Integration into the Organization, and Implementation Efforts Effectiveness. The research applied a qualitative descriptive method, using data collection techniques such as observation, interviews, and documentation, involving both office staff and business actors as informants.

The findings reveal that: (1) Use of OSS remains suboptimal; while user numbers increased in 2023, they declined in 2024 due to technical barriers, complexity for non-MSMEs, low digital literacy, and regulatory changes. (2) Performance shows that OSS has accelerated licensing processes and reduced physical documentation, yet system disruptions and limited infrastructure persist. (3) User Attitudes and Beliefs are generally positive, though some users remain confused and require continuous assistance. (4) Integration into the Organization has been initiated through SOPs and work processes, but full integration is hindered by limited human resources. (5) Implementation Efforts, including outreach, technical guidance, and mentoring, have been carried out but remain uneven, especially in areas with inadequate infrastructure. This study concludes that the OSS innovation contributes significantly to public service efficiency, though its implementation is not yet fully optimal. Strengthening human resource capacity, ensuring equitable digital infrastructure, and providing sustained assistance are necessary to enhance service quality and support the investment climate in South Sulawesi.

Keywords: Innovation, Online Single Submission (OSS), Public Service, Business Licensing