The Effectiveness of Smart Application of Integrated Licensing Services for the Public (SICANTIK) on Community Services in Gianyar Regency

Ni Luh Mita Juniari[a], Kadek Wulandari Laksmi P[b], Ni Nyoman Sri Wisudawati[c], Ni Wayan Lasmi[d]

Management Study Program, Faculty of Economics and Business, Universitas Pendidikan Nasional, Bali, Indonesia

Corresponding author: [a]mitajuniari1406@gmail.com
[b]wulandarilaksmi@undiknas.ac.id
[c]sriwisuda@undiknas.ac.id
[d]wayanlasmi@undiknas.ac.id

ABSTRACT

Technological advances drive development and change in various sectors of life, including the government sector. In this case, the government sector began intensively developing ICT to replace traditional public service delivery systems with digital public service delivery systems or government electronic systems (e-government). The Investment and One-Stop Integrated Services Office of Gianyar Regency has implemented an e-government service system to improve service quality so people get better service satisfaction. One of the solutions carried out by the Gianyar Regency Government providing satisfaction with non-business and non-licensing services is by utilizing the SICANTIK application which has guaranteed security because it is managed directly by the Ministry of Communication Information and integrated Online Single Submission. SICANTIK application can access nine types of permits including, a midwife practice license, nurse practice license, medical laboratory technology practice license, dental nurse license, physiotherapy license, nutrition staff license, anesthesiologist license, pharmacist license, and pharmaceutical technical personnel license. In measuring the effectiveness of performance an application in this study uses the effectiveness of application consisting of interface, navigation, content, reliability, and technical. The effectiveness measures have been carried out by the Gianyar Regency Government have been quite effective because they've carried out by applicable Standard Operating Procedures to increase community service satisfaction.

ARTICLE INFO

INTRODUCTION

In the era of Globalization, as it is today, technological advances encourage development and change in various sectors of life, including the government sector. Technological developments provide various advantages (Fidanty and Wahyono, 2016; Prastyaningrum *et al.*, 2022). Along with the development of the era of phenomenal human aids that have been created is information technology, information technology is a combination of hardware (hardware) and software (software). The development of hardware technology tends to be small in size with high capabilities and capacities (Permana and Laksmi, 2019). However, relatively cheaper prices are attempted. The development of information technology can improve performance and allow various activities to be carried out quickly, precisely, and accurately to increase work productivity.

The development of information technology is important for the development of the era (Cholik, 2021). The development of information technology can improve performance and allow various activities to be carried out quickly, precisely, and accurately to increase work productivity. With good adoption, information technology can also make a positive contribution to the development of society (Lubis and Nasution, 2023). In the field of government, many countries in the world are currently developing ICT (Information, Communication, and Technology) to replace the traditional public service delivery system (manual) with a digital public service delivery system or government electronic system (e-government). In Indonesia, e-government is increasingly being applied in the world of government to provide services that are more efficient, simple, integrated, democratic and free from corrupt bureaucratic practices.

People complain a lot about the lack of public services (Firdaus and Lawati, 2019). The purpose of implementing *e-government* is so that government institutions can provide public services (Nugraha, 2018). A very important type of public service is licensing services. Licensing plays an important role in the development and progress of the development sector. Improving service quality and implementing bureaucratic reforms in public service licensing is one of the most important development goals in Indonesia.

In the world of government, licensing services are in the spotlight because in the field many people complain about slow service systems, convoluted procedures to processes that take a long time. Such things are one of the considerations for civil servants to carry out a transformation by finding alternative solutions so that public trust in the organization of licensing service providers is not lost or even considers civil servants who work in the licensing service section less competent in doing work. Pelayan publik merupakan agen perubahan yang harus dapat melakukan perubahan di instansinya masing-masing agar dapat memberikan perubahan (Riani, 2021).

In licensing service providers, it is important to provide service satisfaction to the community, however, public services are still a problem in the bureaucracy in Indonesia (Kurniawan and Nurmasari, 2017), therefore the government should pay more attention to community satisfaction and income as a party served in carrying out the licensing process. This is following the essence of Undang-Undang No. 23 of 2014 concerning Local Government Authority (autonomy) to realize community welfare through improving the quality of public services, community empowerment, and increasing community participation. With this implementation, the authority of the government becomes broader, but the most important thing is that local governments can carry out the duties given with responsibilities based on their functions in providing the best service to the community.
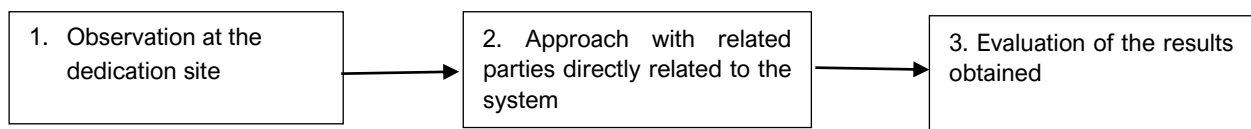
The implementation of *e-government* at the Investment and One-Stop Integrated Services Office (DPMPTSP) in Gianyar Regency is one solution to provide service satisfaction to the community where in

this case people only need to visit one page of the website to get public services such as licensing called SICANTIK. With the online licensing service system, it is possible to encounter many new problems such as the applicant who will apply for a permit will complete several requirements that must be completed, but there are still many applicants who upload incomplete files so that the apparatus in charge of the Investment Office and One-Stop Integrated Services of Gianyar Regency is late in carrying out the file issuance process so that it will cause delay in printing of permits. In addition, the SICANTIK website that is used often experiences problems where the website is often *maintained* and shows data that has been verified but reappears in the system in the application process. On the other hand, the website page on SICANTIK cannot see the date of submission of the application so the civil apparatus in charge of operating the system makes it random in the sense that it is not processed based on the date of submission of the application.

One of the public service media that can be accessed through the SICANTIK website (Smart Application for Integrated Licensing Services for the Public) is the Smart Application for Integrated Licensing Services for the Public in the form of a cloud system used by government agencies for free. The SICANTIK application itself is a web-based application that has been integrated with *Online Single Submission* (OSS) for non-business and non-licensing licensing services carried out at the Investment and One-stop Integrated Services Office (DPMPTSP). With this system-based online service system, it is hoped that the civil apparatus in charge of the Investment Office and One-Stop Integrated Services of Gianyar Regency can overcome problems related to licensing so that community complaints can be resolved.

MATERIALS AND METHOD

In conducting this study, the author obtained information during the Implementation of Field Work Practices using descriptive methods. Providing explanations and descriptions based on phenomena found in the field, both natural and man-made phenomena. In explaining and describing the facts and phenomena that occur in the field, several stages are carried out including observations or observations, interviews, and documentation. The research steps carried out are as follows:

1. Observation at the dedication site	→	2. Approach with related parties directly related to the system	→	3. Evaluation of the results obtained

FIGURE 1. Community Service Activity

- The initial stage is where researchers begin to make observations related to the surrounding environment, to find existing problems to be used as research objects and data sources.
- The second stage is to approach employees in charge of operating permits online using the SICANTIK application
- The third stage is to re-observe while evaluating the extent of the effectiveness of the online-based permit system with the use of applications to provide service satisfaction for the community or applicants.

With the stages of activities and direct review related to the problems obtained, solutions can then be given to the problems that occur.

RESULTS AND DISCUSSION

Where in this era of globalization, people's lives are more likely to like various things that are simple and flexible because, in today's era, all communication is more often done through mobile phones which

means it knows no boundaries of space and time. The development of technology in services is a demand for the government to be able to maximize services for the community (Suharyana, 2017; Nurnawati, 2020). The development of information and communication technology is a tool that can bridge problems related to activities carried out manually switching to the use of digital services within the government to provide services to the community (Ekram, Tuanaya, and Wance, 2022).

Initially, the licensing service system was carried out manually, where when this manual system was implemented, applicants were required to first visit the DPMPTSP office and take care of various data that they had to bring first so that along with the development of the technological era, it also progressed. Therefore, the Gianyar Regency Government, especially in the field of licensing, made an innovation to answer the needs of the community to increase the good image of licensing in the eyes of the community by participating in utilizing technological sophistication through work programs with the SICANTIK application.

The SICANTIK program is one of the digital transformation methods carried out by the Gianyar Regency Government, especially in the field of licensing by utilizing technological sophistication in the form of electronic devices based on online systems that aim to provide convenience and satisfaction to the people of Gianyar Regency which is more effective and efficient and can save time because the permit application process can be done anywhere without any time limit so that people no longer need to go to the Investment Office and One-Stop Integrated Services of Gianyar Regency to get non-business and non-licensing licensing services from the DPMPTSP service apparatus of Gianyar Regency.

The effectiveness of services using an online system is one of the methods taken by the Gianyar Regency Government to measure the achievement of the program's goals in the form of targets, time, and long-term targets. The effectiveness of SICANTIK is intended for applicants who will later submit applications related to non-business and non-licensing permits. The purpose of the SICANTIK application is to provide various conveniences to the community in obtaining public services by improving the quality of service to the community in terms of managing permits to realize excellent service. To obtain more valid information regarding the effectiveness of the implementation of SICANTIK in the licensing process, an interview was conducted with one of the employees from DPMPTSP in charge of operating SICANTIK named Mr. Wijana, where he stated that: "Since the implementation of the online licensing system using the SICANTIK application, many changes have occurred, where from the large number of files piled up due to the number of applications that came in Now all files are accessed online. In addition, with the digital transformation, I as an employee am also facilitated to no longer make recommendation letters to related agencies. In addition, SICANTIK has implemented an online system that has been integrated with Online Single Submission (OSS) so that all movements or licensing processes can automatically be monitored by the applicant because a tracking system feature has been provided. So there are so many conveniences that this application can provide."

FIGURE 1. Interview with Mr. Wayan Wijana

The same thing was also expressed by Dayu Devi an employee who is also in charge of operating the SICANTIK application, following the results of an interview where she said that "so many changes have occurred from the manual licensing system to online, because since the Gianyar Regency Government made this innovation, the licensing process has become faster. In addition, applicants will also be facilitated to carry out the permit application process because all processes can be done anywhere, so that later it will provide more optimal service satisfaction to the community. So in my opinion, the implementation of this licensing system online can increase the effectiveness of a service because, in addition to being able to answer public complaints about convoluted services, the late permit process is now fast and without any space or time restrictions. When compared to the manual one, there is a lot of yes, actually the convenience obtained from this application. The following comparison mentioned by Dayu Devi is then packaged in table form:

TABLE 1. Comparison of Manual Permissions Process and Online Permissions

Manual Permission Process	Online Permit Process (SICANTIK)
The number of applicant files piled up	Absence of applicant files piling up
Must make a letter of recommendation request to the relevant Agency	No longer need to make a letter of recommendation to the relevant agency
Must send a file to the Health Office regarding the permit submitted by the applicant	No need to send files to the Health Office regarding the permit submitted by the applicant
Must call the applicant if the permit is over	There is no need to call the applicant because there is already a tracking system feature

In addition to the effectiveness of a service that is applied online, this study also examines the effectiveness of the application itself, whereas in previous studies research was conducted related to the effectiveness of using applications using the effectiveness theory that has been conveyed by Campbell but some use the concept of *electronic government* innovation but in this study, the authors used a study using measures of application effectiveness that had been submitted by Merwe and Bekker in (Dewanti, 2017) which consists of five dimensions including:

- *Interface* is to see an application based on its appearance design, writing style, and flexibility. Where the SICANTIK application uses a logo shaped like the letter "S" making it easier for users to remember the same as the initial letter of the application. In addition, the color sorting used in this application also seems simple, besides that this application also provides comfort for users because it shows very flexible procedures in its use.
- *Navigation* is one of the tools to measure the effectiveness of an application by knowing whether the appearance of the application is well structured or not.
- *Content* is closely related to the accuracy of information provided by an application. In the SICANTIK application, information related to permissions is listed very clearly on the menu page when registering until the permit is complete. In addition, the SICANTIK application also provides a permit tracking system to make it easier for applicants to check or track the extent of the permit process that has been submitted so that applicants will later know when the permit has been completed and can download the permit. In addition, applicants also get an email when their permission has been completed.
- *Reliability* is related to the capture of licensing data so that later applicants will be facilitated to search for data that has been submitted when submitting to the SICANTIK application. Because the SICANTIK application has provided a feature to save profile data, the permission process has been submitted so that there are no more files scattered in archives at an agency.

- *Technical* deals with measuring the effectiveness of applications based on speed, security, software, and various design systems that can be utilized. In the SICANTIK application, the application security system is guaranteed because it is managed directly by the Ministry of Communication and Information and has been integrated with *Online Single Submission* (OSS). In addition, the SICANTIK application has also used *a cloud-based* and *maintenance-based system.*

Based on observations made in the field and supported by the results of interviews that have been conducted by the author, the effectiveness of licensing services carried out at the Investment Office and One-Stop Integrated Services of Gianyar Regency has been declared quite effective in line with the application of the Mojokerto information system application (Purnamawati *et al.*, 2022), because it has carried out the process of licensing online while still paying attention to the System Operating Procedures (SOP). In addition, it has also been able to answer complaints in the community regarding the permit system that is too convoluted and the permit process is slow, where with this digital transformation, the community will be facilitated by various things such as the permit process that is carried out without any space and time restrictions so that applicants can apply anytime and anywhere. In addition, the appearance of the application is also easy to remember because it has colors and logos that are easy to remember. In addition, the features and information available on the SICANTIK application page are also very clear so that applicants do not need to worry.

CONCLUSION AND RECOMMENDATION

Technological advances drive development and change in various sectors of life, including the government sector. In the field of government, many countries in the world are currently developing ICT (*Information, Communication, and Technology*) to replace the traditional public service delivery system (manual) with a digital public service delivery system or government electronic system (*e-government*). The implementation of public services at the Investment and One-Stop Integrated Services Office (DPMPTSP) of Gianyar Regency has implemented an *e-government service system*. DPMPTSP Gianyar Regency continues to strive to improve the quality of service through online-based licensing by utilizing the SICANTIK application as an auxiliary media in improving the quality of services provided so that the image of service in the eyes of the community becomes better. The effectiveness measures that have been carried out by the Gianyar Regency Government have been quite effective in providing non-business and non-licensing services based *on e-government*. In the SICANTIK application, applicants can access nine types of permits including, a midwife practice license, nurse practice license, medical laboratory technology practice license, dental nurse license, physiotherapy license, nutrition staff license, anesthesiologist license, pharmacist license, and pharmaceutical technical personnel license. However, on the other hand, to support the running of this program, it is also expected that the Gianyar Regency Government will continue to pay attention to more adequate infrastructure and develop it and utilize the infrastructure provided by the Ministry of Communication and Information. In addition, it is also expected that Gianyar Regency government agencies will further maximize all forms of supporting facilities related to employee needs and comfort such as computers and internet connections, because this can hamper employee performance. Not only that, for employees it is also necessary to improve the quality of work by seeking knowledge and skills so that the results of the permits produced can be effective and efficient.

REFERENCES

Cholik, C.A. (2021) 'Perkembangan Teknologi Informasi Komunikasi/ICT Dalam Berbagai Bidang', *Jurnal Fakultas Teknik*, 2(2), pp. 39–46.

Dewanti (2017) 'Pengaruh Keputusan Pembelian Produk Suplemen PT. Momen Blobal Internasional di Makassar', in *Universitas Hasanuddin Makasar*.

Ekram, I., Tuanaya, W. and Wance, M. (2022) 'Pemanfaatan Teknologi Informasi dalam Pelayanan Publik Kantor Manunggal Satu Atap Provinsi Maluku', *Journal of Governance and Social Policy*, 3(1), pp. 1–13. Available at: https://doi.org/10.24815/gaspol.v3i1.26209.

Fidanty, N.B. and Wahyono (2016) 'Faktor yang Mempengaruhi Minat Beli Konsumen di Toko Online', *Management Analysis Journal*, 5(4).

Firdaus and Lawati, S. (2019) 'Keterjangkauan Informasi Dalam Pelayanan Publik', *Jurnal Ilmu Administrasi dan Studi Kebijakan (JIASK)*, 2(September), pp. 1–7.

Kurniawan, R. and Nurmasari (2017) 'Analisis Kinerja Pegawai Pada Bidang Pelayanan dan Informasi di Badan Penanaman Modal dan Pelayanan Perizinan Terpadu Kabupaten Siak', *PUBLIKA : Jurnal Ilmu Administrasi Publik*, 3(1), pp. 122–134.

Lubis, N.S. and Nasution, M.I.P. (2023) 'Perkembangan Teknologi Informasi dan Dampaknya Pada Masyarakat', *Kohesi: Jurnal Mltidisiplin Saintek*, 01(12), pp. 21–30.

Nugraha, J.T. (2018) 'E-Government Dan Pelayanan Publik', *Jurnal Komunikasi Dan Kajian Media*, 2(1), pp. 32–42.

Nurnawati, E. (2020) 'Kinerja Sumber Daya Aparatur Melalui Penerapan E-Government', *VISIONER J. Pemerintah. Drh. di Indones*, 12(2), pp. 309–319.

Permana, G.P.L. and Laksmi, K.W. (2019) 'Pengaruh Persepsi Kegunaan, Persepsi Kemudahan Penggunaan, Persepsi Kenyamanan, Terhadap Penggunaan Transportasi Berbasis Online Pada Generasi Millennial', *Widya Akuntansi dan Keuangan*, 1(2), pp. 66–76. Available at: https://doi.org/10.32795/widyaakuntansi.v1i2.383.

Prastyaningrum, I. *et al.* (2022) 'Digital Advertising Content Training for Traditional Herbal Medicine SMEs', *Abdimas Umtas: Jurnal Pengabdian Kepada Masyarakat*, 5(2).

Purnamawati, D., Suyeno and Anadza, H. (2022) 'Efektivitas Program Aplikasi Sistem Informasi Mojokerto Dalam Meningkatkan Pelayanan Publik (Studi Pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kota Mojokerto)', *Jurnal Respon Publik*, 16(6), pp. 11–18.

Riani, N.K. (2021) 'Strategi Peningkatan Pelayanan Publik', *Jurnal Inovasi Penelitian*, 1(11).

Suharyana, Y. (2017) 'Implementasi E-Government Untuk Pelayanan Publik Di Provinsi Banten', *Jurnal Kebijakan Pembangunan Daerah*, 1(1), pp. 45–58. Available at: https://doi.org/10.37950/jkpd.v1i1.5.

Undang-Undang No. 23 Tahun 2014 tentang Kewenangan Pemerintah Daerah