

ABSTRAK

PATMA YANTI, NPM: 2022041, Judul “EFEKTIVITAS SISTEM *ONLINE SINGLE SUBMISSION* (OSS) DALAM PROSES PERIZINAN USAHA DI DINAS PENANAMAN MODAL DAN PELAYANAN TERPADU SATU PINTU KABUPATEN HULU SUNGAI UTARA” dibawah bimbingan Ibu **Hj. Saidah Hasbiyah, S.Sos, M.AP** sebagai pembimbing I dan Ibu **Latifah, S.Sos, M.AP** sebagai pembimbing II.

Pemerintah menerapkan *Online Single Submission* (OSS) Berbasis Risiko sebagai upaya penyederhanaan perizinan usaha, yang diperkuat oleh Peraturan Pemerintah Nomor 28 tahun 2025. Namun, penerapan OSS oleh DPMPTSP Kabupaten HSU menghadapi permasalahan, yaitu masih adanya masyarakat yang tidak mengetahui sistem OSS, sebagian masyarakat mengalami kebingungan dalam penggunaan sistem OSS, dan gangguan teknis pada sistem OSS akibat perubahan regulasi terbaru. Penelitian ini bertujuan untuk mengetahui efektivitas sistem OSS dalam proses perizinan usaha di DPMPTSP Kabupaten Hulu Sungai Utara dan faktor-faktor yang mempengaruhinya.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif kualitatif. Teknik pengumpulan data yang digunakan adalah wawancara, observasi, dan dokumentasi. Sumber data diambil melalui penarikan informan secara purposive sampling berjumlah 9 orang. Setelah data terkumpul kemudian dianalisis dengan teknik meliputi reduksi data, penyajian data dan penarikan kesimpulan.

Hasil dari penelitian menunjukkan bahwa efektivitas sistem *Online Single Submission* (OSS) dalam proses perizinan usaha pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kabupaten Hulu Sungai Utara cukup efektif. Hal ini dilihat dari pertama, keberhasilan program yang mempunyai indikator pengetahuan terhadap program dan indikator penerapan program yang kurang efektif. Kedua, keberhasilan sasaran yang mempunyai indikator target yang diharapkan cukup efektif dan indikator tahapan pengoperasian program kurang efektif. Ketiga, kepuasan terhadap program yang mempunyai indikator kepuasan terhadap program dan indikator kualitas program yang cukup efektif. Keempat tingkat *input* dan *output* yang mempunyai indikator sarana dan prasarana efektif dan indikator pertanggungjawaban cukup efektif. Kelima, pencapaian tujuan menyeluruh, yang mempunyai indikator transparansi efektif dan indikator penilaian terhadap program cukup efektif. Faktor-faktor yang mempengaruhi yaitu, faktor pendukung terdiri pengadaan komputer baru dan penguatan jaringan internet. Faktor penghambat yaitu, sosialisasi tidak merata, rumitnya tahapan sistem *Online Single Submission* (OSS) dan sulitnya akses masuk website *Online Single Submission* (OSS) pasca *update*.

Untuk meningkatkan efektivitas sistem *Online Single Submission* (OSS) dalam proses perizinan usaha di Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kabupaten Hulu Sungai Utara di sarankan kepada Dinas untuk melakukan sosialisasi secara merata beserta panduan penggunaannya, berkoordinasi dengan tim teknis untuk melaporkan gangguan, serta mengumumkan secara resmi terkait dengan gangguan, kepada masyarakat disarankan agar meningkatkan pemahaman dan literasi digital agar dapat memanfaatkan OSS secara efektif.

ABSTRACT

PATMA YANTI, NPM: 2022041, Title “EFFECTIVENESS OF *ONLINE SINGLE SUBMISSION* (OSS) SYSTEM IN BUSINESS LICENSING PROCESS AT THE INVESTMENT AND ONE-DOOR INTEGRATED SERVICES OFFICE OF HULU SUNGAI UTARA REGENCY” under the guidance of **Mrs. Hj. Saidah Hasbiyah, S.Sos, M.AP** as the first supervisor and **Mrs. Latifah, S.Sos, M.AP** as the second supervisor.

The government implemented the Risk-Based Online Single Submission (OSS) as an effort to simplify business licensing, which is strengthened by Government Regulation Number 28 of 2025. However, the implementation of OSS by the DPMPTSP of HSU Regency faces problems, namely that there are still people who are not familiar with the OSS system, some people experience confusion in using the OSS system, and technical disruptions in the OSS system due to the latest regulatory changes. This study aims to determine the effectiveness of the OSS system in the business licensing process at the DPMPTSP of Hulu Sungai Utara Regency and the factors that influence it.

This study uses a qualitative approach with a descriptive qualitative approach. Data collection techniques used were interviews, observation, and documentation. Data sources were obtained through purposive sampling of nine informants. After the data were collected, they were analyzed using techniques including data reduction, data presentation, and drawing conclusions.

The results of the study indicate that the effectiveness of the Online Single Submission (OSS) system in the business licensing process at the North Hulu Sungai Regency Investment and One-Stop Integrated Services Office is quite effective. This can be seen from, first, the success of the program, which has indicators of knowledge of the program and indicators of program implementation that are less effective. Second, the success of targets, which has indicators of expected targets that are quite effective and indicators of program operational stages that are less effective. Third, satisfaction with the program, which has indicators of satisfaction with the program and indicators of program quality that are quite effective. Fourth, the input and output levels, which have indicators of effective facilities and infrastructure and indicators of accountability that are quite effective. Fifth, the achievement of overall objectives, which has indicators of effective transparency and indicators of program assessment that are quite effective. Influencing factors are supporting factors consisting of the procurement of new computers and strengthening the internet network. Inhibiting factors are uneven socialization, the complexity of the stages of the Online Single Submission (OSS) system, and the difficulty of accessing the Online Single Submission (OSS) website after an update.

To improve the effectiveness of the Online Single Submission (OSS) system in the business licensing process at the Investment and One-Stop Integrated Services Office of Hulu Sungai Utara Regency, it is recommended that the Office conduct widespread socialization along with user guidelines, coordinate with the technical team to report disruptions, and make official announcements regarding disruptions, and to the public, it is recommended to increase their understanding and digital literacy so that they can utilize OSS effectively.