

OSS (Online Single Submission) Program Innovation to Support Business License Services at DPMPTSP Sidoarjo Regency

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ABSTRACT

Objective: the purpose of this study is to analyze and describe the Innovation of the Online Single Submission (OSS) Program in improving business licensing services at the Investment and One-Stop Integrated Services Office (DPMPTSP) of Sidoarjo Regency using the innovation diffusion theory from Everett Rogers. The focus of the research is directed at five key indicators of innovation: relative profitability, suitability, complexity, triability, and ease of observability. **Method:** The method used is a descriptive qualitative approach with purposive sampling techniques on relevant informants. Data were collected through interviews, observations, and documentation, and analyzed with the Miles and Huberman model through the stages of reduction, data presentation, and conclusion drawn. **Result:** The results of the study show that the **Relative Advantage** indicator provides great benefits such as time efficiency, legal certainty, easy access, and supports the principle of good governance. **OSS conformity** supports bureaucratic reform and technology-based governance and supports local economic growth. **Complexity** regarding the difficulty of understanding the terms KBLI and NIB, especially the MSME community. **Possible to try** OSS allows for initial testing before full launch to help users and governments, **OSS Ease of Observability** is easy to observe such as improved time efficiency, transparency, and easier access. **Novelty:** The novelty of this study lies in the comprehensive theory-based evaluation approach of Rogers (1962) to the implementation of OSS in the context of local licensing, which has not been explored in depth. This study confirms that the successful adoption of digital innovations in public services is highly dependent on a combination of system readiness, people's digital literacy, and active support from the government.

INTRODUCTION

Public service innovation in the field of business licensing To improve the efficiency and effectiveness of existing processes in public services. Online Single Submission (OSS) is one of the innovative programs launched by the Indonesian government. The goal of the program is to make it easier for businesses to take care of their business licenses electronically, thereby reducing the time and costs typically required for the conventional licensing process. President Joko Widodo established the OSS on July 9, 2018 in an effort to simplify business licensing and address long and complex bureaucratic problems. The Indonesian government has implemented various policies to make it easier to do business in recent years; Data from the Coordinating Ministry for Economic Affairs shows a large increase in the number of business licenses issued electronically. This shows that OSS can speed up and increase the transparency of the licensing process [1]

In accordance with Presidential Regulation Number 95 of 2018 concerning the Electronic-Based Government System (SPBE) issued by the Government of Indonesia to

modernize the government sector by utilizing information technology, so that this OSS program becomes a tangible manifestation of government implementation that utilizes ICT Information and Communication Technology. The Presidential Regulation stipulated on December 24, 2018 aims to encourage the use of ICT at all levels of government to make public services and government administration management more efficient, transparent, and accountable. Government Regulation Number 24 of 2018 concerning Electronically Integrated Business Licensing Services plays an important role in the implementation of OSS. The legal basis for the implementation of OSS emphasizes the importance of digitalization in public services, where the use of information technology is a priority in licensing management. The use of OSS is expected to be able to reduce the time and costs that are usually incurred by business actors in obtaining permits [2]. Indonesia's licensing reform began with Law Number 11 of 2020 concerning Job Creation. The purpose of this law is to speed up the business licensing process, including building an electronically integrated OSS system. By making the Job Creation Law, the government is trying to create a more attractive investment climate for businesses, especially MSMEs.

In Indonesia, the implementation of the Online Single Submission (OSS) system has significantly changed the landscape of business licensing and public service provision. The OSS system, introduced as part of the government's e-Government initiative, aims to simplify the process of obtaining business licenses, thereby improving efficiency and accessibility for entrepreneurs and businesses across the country. These innovations are particularly relevant in the context of Indonesia's ongoing efforts to improve governance and drive economic growth. The OSS system has been recognized for its potential to facilitate good governance by utilizing advanced information technology. In research [3] The OSS framework allows for a more transparent and efficient licensing process, which is critical to fostering an environment conducive to business operations and investment.

The OSS program runs through several stages, starting from the implementation of socialization related to the mechanisms and benefits of OSS for business actors. After socialization, business actors are supported to access the OSS platform, including registration to obtain a Business Identification Number (NIB) [4]. On the oss.go.id website there is an OSS-RBA service, namely *Online Single Submission-Risk Based Approach* (Risk-based business licensing system) that serves the issuance of risk-based business licenses, there are also for micro and medium enterprises, business licensing to support business activities, Building Approvals (PBG). The non-OSS-RBA services are Self-Service Shop Business License (IUTS), Veterinarian Practice Permit, Pharmacy/Drug Store Operational Permit Closure, Government-Owned Clinic Permit, Government-Owned Hospital Permit, Non-Business Space Utilization Activity Suitability Approval Permit (PKKPR). Then there are Licensing Information Services and Online LKPM, Self-Licensing Services, and Licensing Complaint Services. The use of OSS as a business license service only requires to access the official website oss.go.id and log in to the website then, the applicant completes the necessary data to obtain a business license after

that, the applicant obtains a business license legally and directly, including obtaining the issuance of NIB, SIUP, and other supporting documents for commitments.

Table 1. Recapitulation of business license applicants at DPMPTSP Sidoarjo Regency

Type of business	2022	2023	2024	sum
Pharmacy	238	165	151	554
Motorcycle Workshop	138	234	136	510
Restaurant	161	179	170	510
Car Repair Shop	148	163	141	452
Cafe	155	236	231	622
Computer Repair	114	123	104	341
Electronics Workshop	47	65	71	183
Communication Equipment Repair	42	110	54	205
Beauty Salon	169	239	299	707
Laundry House	225	437	493	1.101

Source: Data from the Sidoarjo Regency Investment and One-Stop Integrated Services Office Processed by the Author

It can be seen that some of the businesses listed above have increased and decreased the number of applicants, one of which is pharmacies in 2022 the number of applicants is 238, it has decreased in 2023 and 2024, business license applications that have increased every year there are beauty salons where in 2022 there are 169 applicants to 239 in 2023 and to 299 in 2024, business license applications that have increased and decreased there are 114 computer repair businesses in 2022 increased in 2023 with a total of 123 applicants and then decreased again to 104 applicants in 2024. The data only shows several types of businesses registered in the 2022-2024 period. Business Licensing Services can reach tens of thousands with the OSS program at the Sidoarjo Regency DPMPTSP.

Several previous studies with similar discussions, first there is a study from Yasmin [5] with the title "The Effectiveness of the Implementation of Business Licensing Program Services *Online Single Submission* (OSS) at the One-Stop Investment and Integrated Services Office (DPMPTSP) in Badung Regency" qualitative research of a descriptive approach. The theory used is the Effectiveness theory of Campbell J.P. indicators of program success, goal success, satisfaction with the program, level of output and input, achievement of overall goals. As a result, the effectiveness of the Online Single Submission (OSS)-based licensing program from 5 indicators, only 2 have run optimally, namely the input and output level indicators. *Second* research written by Thareeq and Fitrah [6] with the title "ANALYSIS OF SERVICE QUALITY *ONLINE SINGLE SUBMISSION* (OSS) AT THE ONE-STOP INVESTMENT AND INTEGRATED SERVICES OFFICE (DPMPTSP) OF BENGKULU PROVINCE" using qualitative research

methods, with a snowball approach. The theory used is the SERVQUAL method by Parasuraman et al., with 5 indicators in measuring service quality, namely: reliability, empathy, tangibles, responsiveness, and assurance. With the results showing that the implementation of OSS services by the Bengkulu Province DPMPTSP was carried out in accordance with the established procedures. However, there are obstacles in the implementation of the OSS system, namely the lack of user understanding in using the system. *Third* Research written by [7] with the title "The Effectiveness of the Implementation of the Single Submission Online System (OSS) in the Context of Improving Tourism Business Licensing Services in the City of Medan" With a descriptive method with qualitative analysis. Using the theory of effectiveness of Sutrisno (2007:125) with the indicators of Program Understanding, Right on Target, On Time, Goal Achievement, and Real Change. Program effectiveness can be measured by looking at the extent to which the goals are in accordance with the set goals, as well as assessing the level of program suitability as a way to measure program effectiveness.

Based on observations in the field, there are several problems in the innovation of the OSS program in the Sidoarjo Regency DPMPTSP business license service. First, the high improvement of the requirements file is due to applicants who do not understand the licensing process based on *Online Single Submission* OSS due to a lack of socialization so that people who want to do business licenses do not understand the term KBLI in business license services. The second problem is that the requirements given when registering a business license are too easy so that there is an abuse of the system for the applicant to register a Business Identification Number (NIB).

Based on the research issue. The author identified the results of the research with the title OSS Program Innovation in the Business License Service of DPMPTSP Sidoarjo Regency using the theory of Rogers (1962) in (Wuri, 2016:5) in the research of Putri salsabilla [8], OSS program innovations can be identified based on five indicators including the first, Relative advantage or *Relative advantage* the level at which innovation is perceived as better compared to existing solutions. Second, the suitability or *Compatibility* the degree to which innovation corresponds to the values, experiences, and needs that exist in a particular system. Third *Complexity* or complexity related to the extent to which innovation is considered difficult to understand and use. Simpler innovations tend to be adopted faster than complex ones [9] Fourth *Triability* or the possibility to try, referring to how likely it is for users to try innovations on a small scale before fully adopting them. The opportunity to experiment with innovations without great risk will increase the desire to adopt those innovations, and lastly, *Observability* or ease of observability, The level at which the results of the innovation can be seen and assessed by others to see this study conducted in Sidoarjo Regency.

RESEARCH METHOD

The research method used in the study entitled "OSS Program Innovation in the Business License Service of DPMPTSP Sidoarjo Regency" is qualitative with a descriptive approach, which aims to describe and analyze phenomena related to OSS program

innovation (*Online Single Submission*)) in the context of business license services by providing explanations through descriptions in accordance with the facts that are happening in the field clearly and are used as the main source in the main collection. According to Sugiyono in the research [10] The descriptive method is a research approach that aims to describe or explain the phenomenon being researched without intervening or manipulating the existing variables. This approach is appropriate to gain insight into how the program is perceived and implemented in practice[11]. The research location that was used as a research place was the Sidoarjo Regency Capital Funding and One-Stop Integrated Services Office.

The focus of the research uses theoretical concepts Rogers in the study, OSS program innovations can be identified based on five indicators, namely: 1) Relative profit or (Putri Salsabila, n.d.) *Relative advantage*. 2) suitability or *Compability*, 3) *Complexity* or complexity, 4) *Triability* or possibly, 5) *Observability* or convenience. The technique of determining the source or informant is one that has a purpose related to the research theme because the source person is felt to have the information that the researcher needs, namely the technique *purposive sampling*. Purposive sampling is a sampling technique used in research to select individuals or cases that have specific characteristics that are relevant to the purpose of the research[12]. The types of data obtained are primary and secondary data. Data collection was carried out by observation, interviews, interviews and documentation. Using Miles and Huberman's data analysis techniques with 3 main stages: data reduction, data presentation, and conclusion drawn. Data collection with research conducted by researchers in the field, while the reduction of data collection is to examine the data that researchers get while in the field during data collection. Then the presentation of data, the data that has been selected will be compiled until a conclusion is obtained.

RESULTS AND DISCUSSION

Results

The OSS system, based on Government Regulation Number 24 of 2018, is an important innovation in licensing administration that aims to simplify and unify various procedures that were previously separate and convoluted, so as to increase efficiency and effectiveness in services [13]. Online Single Submission or familiarly called OSS at the Sidoarjo Regency Investment and One-Stop Integrated Services Office (DPMPTSP), is important to understand the context and usefulness of this system. OSS is part of the government's efforts to improve the ease of business licensing. With the existence of OSS, it is hoped that the licensing process will be faster, more transparent, and more integrated, which will contribute to a better investment climate [14]

1. Relative Advantage

To support business license services, the presence of OSS offers a number of advantages for the business licensing process. First, OSS provides advantages by simplifying and speeding up the business license application process which was previously often hampered by complex bureaucratic processes. According to Syafrizal's

research, the use of digital technology in licensing services allows for increased speed and efficiency and provides greater transparency in the process. So business actors can access information and register more easily.

"Risk-based licensing, especially low risk, the applicant can do licensing from home without having to come to the office, because of the nature of this OSS, if the risk is low, all provisions related to spatial planning, environmental management is only a self-declaration (self-declaration) as a reference system"

The main advantage of the implementation of the OSS program compared to the traditional licensing system previously used in the Sidoarjo Regency DPMPTSP is that it becomes easier to use the program and is effective. With techniques *Single Sign-On* This is to allow users to log in multiple with a single login credential. This SSO combines multiple app login screens into one. [15]

The OSS system also contributes to providing legal certainty for business actors. The government has made efforts to provide legality in running a business, thereby reducing the risk for entrepreneurs related to the existence of valid permits. This is in line with research that shows that the use of OSS has empowered business actors by providing clear rights and obligations in the management of business licenses.[16]

"The legality of the business is clearly recorded in the system if the hard copy requirements for example are lost but in the system it will still exist due to the registration of an account"
Interview conducted with the agency

Table 2. Number of Several types of businesses in the field of services and industries applying for business licenses in DPMPTSP Sidoarjo Regency

Year	Number of permit applications	Type of Business
2022	1437	Multiple types
2023	1951	business in the
2024	1850	industrial and service sector

Data source: obtained through the Office of Investment and One-Stop Integrated Services

Data on business license applications for several types of businesses in the industrial and service sectors for the last three years, namely in 2022, 2023, and 2024. In 2022, the number of business license applications was recorded at around 1,450. This figure has increased significantly in 2023, with the number of applications reaching around 1,950. This increase shows that there is considerable interest and growth in business establishments in the industrial and service sectors. However, in 2024, the number of applications will decrease slightly to around 1,850. Although there was a decrease compared to the previous year, this number is still higher than in 2022, which indicates that in general the trend of business license applications in this field remains positive. Fluctuations that occur can be caused by various factors such as economic conditions, government regulations, or market competitiveness.

Based on the phenomenon discussed above, if it is associated with Everett Rogers' theory of Innovation regarding Relative Profit, this is appropriately defined as the level at which innovation is considered better than previous ideas or practices. The relative advantages are explained by mentioning various advantages of OSS compared to the traditional licensing system such as simplification and acceleration of the licensing process (reducing bureaucracy), ease of access so business actors can apply for permits without having to come to the office, Single Sign-On (SSO) can log in using an account for all services, and then legal certainty and business legalias are recorded digitally.

2. Compatibility

The needs of the community in carrying out the licensing process are met by the OSS program, especially for MSMEs with a low average risk, it is enough to use NIB. NIB is proof of registration for business actors in order to carry out business activities and as an identity for business actors in carrying out their business activities. The function of NIB is not only as an identity but also as a Company Registration Certificate (TDP), Import Identification Number (API), and customs access rights, can obtain financing facilities from banks and has the potential to expand its business.[17]

The OSS program is in accordance with the principles of good governance. The digital-based OSS program prioritizes transparency and accountability in licensing management, two main pillars of good governance. The implementation of a more open and transparent service model can increase public participation and public trust in the government. When the licensing process is easily accessible and clear, this supports the government's goal of providing good services in accordance with the expectations of the community. [18]

The implementation of the OSS system in Sidoarjo Regency shows that it is compatible with uoaya to increase the effectiveness of services. The results of the research show that with the existence of OSS, the application process becomes more concise and efficient, which in turn contributes to reducing the bureaucratic burden that existed before. This shows that OSS is not only compatible with the government's administrative needs, but also responds to the challenges faced by business actors by obtaining permits quickly, which is crucial in supporting local economic growth [19].

However, even though there are many suitability of OSS implementation, one of which is due to the too easy registration of NIB resulting in the abuse of the system where individuals who do not have a business but print KBLI due to the ease of account registration which only requires ID card requirements and then data input and completion, these individuals will very easily issue their own NIB to get facilities from the bank, As said by the agency in the interview below

"For MSMEs, it is very suitable, they don't need to go to PTSP, just at home using a cellphone, they can process NIB, on average, MSMEs are all low-risk, so it is enough to input NIB at home a day later. If he needs capital, then this NIB is enough to prove that he is running a business. Because of the correlation, he took care of the NIB independently without coming to the office and printing he could. If you need capital, you can go directly to the bank, that's the plus. The minus is because it is too easy to print this NIB so it is an abuse of the system, there are people

who don't have a business, for example, they print KBLI as much as they want, right, because it's just an ID card, the data input continues to connect, it is recognized as soon as he can run but the benchmark is still on the ID card, yes but I don't know anymore about the crime, yes, that's one example because it's too easy, yes, there are some who are rich," an interview with the agency.

Based on the phenomenon discussed above, if it is associated with Everett Rogers' (1962) theory of innovation regarding conformity or *Compability*, it is appropriate which is defined as the degree to which an innovation is considered consistent with existing values, past experience and the needs of prospective adopters. In the part of the suitability that is in accordance with Rogers' theory, it is to answer the needs of the relevant community for MSME actors because this system allows the management of low-risk-based permits only with NIB that is in accordance with the needs of small businesses that crave ease and speed. Then supporting the principle of good governance by encouraging transparency and accountability, this shows that OSS is in line with the values of good governance. In accordance with the administrative objectives of the government and the demands of modern society.

3. Complexity

The OSS program, which is integrated for various permits that were previously difficult to obtain, has shown a significant positive effect on the complexity faced by business actors in accessing the legality of their business. As a result, through the implementation of OSS, business actors only need to register NIB as a substitute for a series of complicated permits [20]. The terms KBLI and NIB are one of the challenges for business actors to understand, research shows that many MSME actors have not fully understood the urgency and procedures of issuing NIB through OSS optimally in the management of their business licenses. [21].

On oss.go.id website there is information about KBLI and NIB but there are still many people who do not understand it as a result of interviews with the agency

"The complexity of understanding the term KBLI certainly exists, but on the oss.go.id website, there is already a variety of information, people just need to read it and access it if they are still difficult, we also provide assistance at the Public Service Mall."

Assistance and socialization efforts to business actors are very crucial in reducing this complexity. Several studies have stated that mentoring programs carried out by related agencies have helped to reveal the understanding of MSME actors regarding the procedures for managing business licenses through OSS. For example, in Sukahayu village which has been proven to be successful in providing an understanding of the importance of NIB and the benefits of using OSS, so that business actors feel more confident in taking care of their permits [22].

However, challenges remain, especially in terms of information distribution and mastery of the technology required to access OSS, plus business actors have the capacity to reach the resources needed to manage licensing digitally, thus creating additional difficulties in the implementation of OSS. Therefore, the development of additional features in the OSS system and increasing automation are needed to support local economic growth and provide easy access for business actors in the community.

Based on the phenomenon discussed above, if it is associated with Everett Rogers' theory of innovation regarding complexity or *complexity*, it is appropriate to define it as the extent to which innovation is considered difficult to understand and use. This complexity is in accordance with Rogers' theory, namely the challenge of understanding technical terms such as KBLI and NIB, many business actors, especially MSMEs, have difficulty understanding OSS terms and procedures, which is a real form of complexity, this is in line with Rogers' theory because complexity is an inhibiting factor for adoption. The limitations of information and digital literacy are also in line with Rogers' theory which emphasizes that access to information and support will affect the perception of complexity levels.

4. Triability

Innovations in the licensing system have shown high potential to implement it widely in Sidoarjo Regency. The community also benefited from the pilot program, which gave confidence to business actors to try the newly inaugurated OSS program at that time. On the login page there is a website link which at that time was tested before the system was launched.

Regarding the challenges faced during the launch of the OSS system, the success of the implementation of the information technology system is highly dependent on the understanding and support of users. By providing opportunities for business actors to conduct system trials on a small scale, it is hoped that it will make it easier to identify problems and solutions needed before full implementation.

Triability's approach in launching the OSS system is crucial to ensure that this system can be accepted and used properly by the community in Sidoarjo district. Engaging business actors in the early phases of the trial will provide the feedback needed for continuous improvement and create greater trust in the system. With the right support from the local government to improve the quality of business license services in the future. [23].

The Office of Investment and One-Stop Services is tasked by the Law to enforce the OSS *Online Single Submission* system to socialize to the public, starting from what is OSS? to how to carry out licensing in OSS so that the public can test the system and assess the system and conduct evaluations before its launch as said by the agency in the interview below.

"Because of this, the mandate of the law inevitably has to be enforced so that we socialize more, so once the law is socialized to the government, the government socializes it to the community, starting from the legality process of licensing, the process is like this, using this application, so there is more there. It is no longer encouraging 'you just use OSS instead of others', not because this is a legal mandate, whether you like it or not, it has to be done, but using the socialization approach."

Based on the phenomenon discussed above, if it is associated with Everett Rogers' theory of Innovation regarding the Possibility of Being Tried or Triability, which is defined as the level at which an innovation can be tested on a small scale before being fully adopted. There is an OSS trial before the full launch, the trial is carried out on the

login page, this shows that users are given the opportunity to try the system on a small scale that is directly in accordance with the Triability indicator. Feedback from users is added to the system evaluation material by providing input that is the basis for system improvement. The support of the local government in the trial process through the PMPTSP Office conducted socialization and education before the full implementation, providing opportunities for the community to try first.

5. Observability

An important aspect to consider refers to the extent to which benefits and outcomes can be seen and measured by users, especially in the context of public acceptance of the new system. A key aspect of observability is the ability to demonstrate directly from the OSS system the agency licensing process. In this context, the implementation of OSS is expected to speed up permit processing times, reduce bureaucracy, and increase transparency. The success of the implementation of a new system is often measured through the user's perception of the ease and efficiency of the system [24]. Therefore, from the beginning of the launch stage, it is important for stakeholders to provide a clear demonstration of how the OSS system can produce the desired results.



Figure 1. Picture of the home page of the oss.go.id website

"Here there is a video tutorial, there are many assistance features, including consultation if there are difficulties with the helpdesk. So, this system is built as familiar as possible to make it easier for the community."

Discussion

The OSS website provides easy access for business people, which is its main feature. They can apply for different types of permits that previously required direct contact with various agencies, but now they can do so through this digital platform. They are integrated into a single system by OSS, which allows employers to meet all licensing requirements in one place. This not only saves time and effort, but also reduces the cost of business licenses required. In addition, it is hoped that the OSS website will increase transparency and accountability in the licensing process. The digital system records all

permit applications in a database, which allows the government to better monitor and assess. This is in line with the government's efforts to modernize and digitize the bureaucracy[25].

In the OSS system, it refers to the extent to which the user observes the results of using the system in a good and clear way. Business actors, especially MSMEs, are using technology more quickly as a result of the digital era. MSMEs often face challenges in the licensing process. Studies show that OSS improves business legality by simplifying the procedure for registering and obtaining a Business Identification Number (NIB) [26]. MSME actors admitted that their experience using the OSS system showed faster and more transparent results compared to previous licensing methods.

In addition, additional benefits of this observed ease include the accessibility of information and the ease of use of the OSS system. Research in various regions shows that the OSS system can reduce the bureaucratic complexity that often occurred before, making it easier for actors to take care of permits [27]. For new business actors, training and mentoring during the permit application process through OSS is essential, as it greatly influences their understanding of the overall process. This is also evidenced by the finding that business actors understand better after the mentoring session[28].

Business actors who received education on the importance of having a Business Identification Number (NIB) through OSS showed a significant increase in understanding and appreciation of the new licensing system. This shows that the OSS program not only provides a platform to apply for licensing, but also educates business actors about the importance of the legality of their business[29].

The results of the evaluation of OSS observations indicate that the use of OSS with accompanying support for business actors allows them to experience the direct and tangible benefits of this system, such as the ease of digital business license processing. A structured education process increases the importance of having a license and using OSS for their licensing affairs legally [30].

Based on the phenomenon discussed above, if it is associated with Everett Rogers' theory of Innovation about observability or observability which is defined by the extent to which the results of an innovation can be seen and observed by others. The benefits of OSS can be directly observed by business owners because OSS speeds up the permit process, reduces bureaucracy and makes it easier to access, these results can be felt directly by users, and it is even said that users experience increased understanding and confidence after using it. Direct visualization on the OSS website oss.go.id which displays the OSS page view that allows the public to access and view the licensing process digitally in real time. OSS records all licensing processes digitally, this provides transparency and allows monitoring in accordance with the Observability aspect because the results of the innovation process are observed by other parties such as the government, the public, and potential users.

CONCLUSION

Finding Fundamental : Based on the results of the research, it can be concluded that the implementation of the OSS (Online Single Submission) program in Sidoarjo Regency has succeeded in five main dimensions of innovation according to Everett Rogers' theory. First, in terms of relative benefits, OSS provides significant benefits, such as time efficiency, legal certainty, transparency, and ease of access. Second, the suitability of this program can be seen from its support for the needs of MSMEs and the principles of good governance. Third, the complexity aspect shows that technical terms such as KBLI and NIB are still a challenge for business actors, especially MSMEs. Fourth, the ability to be tested can be seen from the existence of a system test before full launch, which allows for gradual adaptation. Fifth, observability is evident from easy-to-observe results, such as an increase in the number of permits and user satisfaction. **Implications :** This study shows that OSS innovation can strengthen digital public services in the field of licensing. The success of OSS has a positive impact on governance, encourages community participation, and accelerates regional economic growth through ease of doing business. In addition, these results show the importance of integration between information technology and public services to improve bureaucratic efficiency. **Limitations :** The study has some limitations, especially in terms of community participation and technical understanding. The low level of digital literacy and lack of socialization cause business license applicants, especially from MSMEs, to experience difficulties in understanding terms such as KBLI and NIB. In addition, the ease of access to OSS has the potential to be abused by irresponsible parties due to weak verification during NIB registration. **Future Research :** Further research is suggested to explore more deeply the experiences of users from different educational and economic backgrounds in using OSS, as well as evaluate the effectiveness of programs in other areas to obtain comparisons. In addition, it is important to conduct further research on the long-term impact of OSS on business sustainability and legality, particularly in the context of post-registration oversight and abuse of the system.

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