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DIGITAL INNOVATION: THE STRATEGY OF THE TANGGERANG REGENCY GOVERNMENT IN AN EFFORTS TO STRENGTHEN REGIONAL COMPETITIVENESS

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Abstract

This study is about the digital innovation of the Tangerang Regency Government in an effort to strengthen regional competitiveness through the Community Assistance Information System (SIBAMAS) and the Integrated Licensing Service Information System (SIPINTER). The SIBAMAS innovation is a government effort to improve the welfare and stimulate the regional economy . The SIPINTER innovation is an e-Government application in improving the form of investment services and licensing or non-licensing. This study was conducted by the Regional Government together with the Regional Development Planning Agency of Tangerang Regency to improve the provision of public services more broadly to the community. Both innovations have given rise to various strategies that offer convenience in the use of public services. This study uses a qualitative approach research method. The data collection technique uses a literature review . Literature review or literature review is a systematic examination of critical scientific literature in analyzing, evaluating, and synthesizing research findings, theories, and practices . Literature review provides an overview of developments on a specific topic. The SIBAMAS innovation has facilitated capital assistance for layoffs and MSMEs affected by COVID-19. Meanwhile, the SIPINTER innovation provides ease, speed, and efficiency in investment services for all types of permits.

Keywords : Innovation, Public Services, Community, Local Government, Strategy.

I. INTRODUCTION

This research is about Digital innovation in Tangerang Regency in the form of SIBAMAS (Community Assistance Information System) and SIPINTER (Integrated Licensing Service Information System) innovations in an effort to improve public service delivery to the community. The COVID-19 pandemic in Indonesia has not only affected health but also the Indonesian economy, including in Tangerang Regency. Nearly all sectors have been impacted by the pandemic, including health, finance, social services, trade, employment, and the business world. Various policies that have been implemented will certainly change (Aisyah, 2020) . The problem found in Tangerang Regency in February 2020 was the implementation of Large-Scale Social Restrictions (PSBB), which resulted in business actors experiencing a decline in income. Limitations in the business world and people's purchasing power

also decreased due to the large number of layoffs (PHK) in Tangerang Regency. According to data from the Tangerang Regency Manpower Office, 24,341 people were laid off, and 9,406 were sent home due to the Covid-19 pandemic. The number of companies that closed due to the Covid-19 pandemic was 18 companies, and the number of job seekers during the Covid-19 pandemic was 17,342 people (Regional Innovation Report of the Tangerang Regency Government, 2020).

According to data from the Cooperatives and Micro Enterprises Office, the number of micro-enterprises in Tangerang Regency is 195,755 MSMEs affected by the Covid-19 pandemic. Micro-enterprises experienced a decline in sales and capital distribution (Bahtiar, 2021). One of the national economic recovery efforts carried out by the Tangerang Regency Government during the Covid-19 pandemic is to encourage the MSME sector, which has a vital role in the national economy due to the large number of workers directly involved. Through the Economic Impact Recovery (PDE) program, one of which is the Capital Assistance Scheme was launched. It is hoped that the PDE can help people affected by Termination of Employment (PHK) by becoming New Entrepreneurs (WUB). For MSMEs affected by Covid-19, they can apply for Capital Assistance using the SIBAMAS (Community Assistance Information System) Application. The SIBAMAS innovation is a form of regional government service in improving the welfare and reviving the regional economy, especially for people affected by layoffs and MSMEs affected by Covid-19.

The advancement of information technology from globalization has brought great demands for the public to the government as a service provider to be more open, effective and efficient in carrying out its duties, as well as easy access to information about government. The government is required to adapt to technological developments so as not to be left behind. In addition to service interests, integrity in carrying out duties is one of the supporting components of successful service to the public and entrepreneurs. (Atthahara, 2018). To encourage the government in implementing good governance, *E-government* is used. *E-government* is the use and utilization of information technology by the government to create communication with the public, the

business world and other interested parties in providing services quickly, precisely and efficiently. The One-Stop Integrated Investment and Licensing Service (DPMPTSP) provides convenience to the public in terms of investment and licensing/non-licensing services by creating a web-based information system for all online licensing and non-licensing data processing called SIPINTER (Integrated Licensing Service Information System). SIPINTER innovation is an e-Government application to improve the form of investment and licensing or non-licensing services.

The purpose of this study is to describe the form of efforts of the local government in addressing the impact of Covid-19 faced by the community and the function of public service delivery in the Tangerang Regency area. The locus of this research focuses on innovations carried out by the Regional Government together with the Regional Development Planning Agency of Tangerang Regency for the community victims of layoffs and MSMEs in addressing the impact of Covid-19 through SIBAMAS (Community Assistance Information System) and improving the implementation of public services through SIPINTER (Integrated Licensing Service Information System).

To date, there has been considerable research examining social assistance systems. For example, a 2020 study by Dini Silvi Purnia, Syaifur Rahmatullah, and Achmad Rifai in the *Indonesian Journal on Computer and Information Technology (IJCIT)* on the Use of a Mobile-Based Distributed Social Assistance Application that integrates all legally registered social NGOs. The goal is to facilitate social services in monitoring these institutions, both in terms of their activities and the transparency of their disbursement of funds. Furthermore, the application is designed to facilitate the public in distributing social assistance, whether in the form of funds or goods. This application includes a public service feature, making it easier for the public to communicate with social services regarding community welfare issues (Purnia, 2019). Furthermore, there is another study by Hutagalung et al., 2021. regarding the Application of the SMART Method in the Selection of Recipients of Social Assistance for Community Members Affected by COVID-19, especially to assist the Tabita Women's Association (PW) in determining the most

deserving community as recipients of social assistance so that they can on target. The criteria for selecting social assistance recipients refer to several elements, namely: employment status, monthly income, residential status, insurance participants, and PKH (Family Hope Program) participants. Then, other studies were also found in public services, one of which was research from (Syahputra, 2018) on the Innovation of the East Java E-Smart Samsat Application at the Traffic Directorate (Ditlantas) of the East Java Regional Police. This study identified the use of the smartphone-based (android and ios) East Java E-Smart Samsat application with several forms of services, including the process of registering new vehicles, mutations and changes to motor vehicles, validation of 1-year Vehicle Registration Certificates (STNK), 5-year STNK renewal service processes, information services and transparency of tax amounts and the process of paying administrative fees that are directly connected to the services of cooperative banking facilities, namely BRI, BNI, Bank Jatim, Bank Mandiri and BTN. (Source: Book of Online Integrated Samsat Service Systems at the Joint Samsat Offices throughout East Java).

However, several studies on social assistance systems, such as: The Use of Mobile-Based Distributed Social Assistance Applications, emphasize monitoring activities, distribution or channeling of assistance, and transparency of funds from the community or non-governmental organizations. The application of the SMART Method emphasizes the selection of recipients of social assistance for communities affected by Covid-19 according to the fulfillment of several elements including the type of work, income, number of dependents, residence, and others to ensure it is right on target. Then, research on public service systems such as the East Java Samsat E-Smart Application Innovation emphasizes motor vehicle services. While this study emphasizes the use of the SIBAMAS web-based social assistance application, especially for victims of layoffs and MSMEs affected by Covid-19, and the application of a web-based investment information system and one-stop integrated service called SIPINTER specifically for managing investment services and licensing or non-licensing. This study is also considered important and relevant because it looks at the

economic conditions in Tangerang Regency and to determine the form of local government efforts in improving the provision of public services to the community.

II. METHOD

This study uses a qualitative research approach. Data collection was carried out using a *literature review technique*. According to (Efron & Ravid, 2018) *A literature review* is a systematic examination of critical scientific literature in analyzing, evaluating, and synthesizing research findings, theories, and practices. A literature review will provide an overview of the development of a particular topic. The compilation of scientific literature involves several stages of the process, including finding relevant literature, evaluating literature review sources, identifying themes, identifying gaps between theory and field conditions, creating an outline structure, and compiling a literature review review (Cahyono et al., 2019). This research was conducted by presenting a social digital innovation, namely the SIBAMAS (Community Assistance Information System) application and its benefits for layoff victims and MSMEs affected by Covid-19 and the SIPINTER application to manage investment services and licensing or non-licensing in the Tangerang Regency area. This research was systematically compiled. Data collection was also carried out through searching various sources which were then processed and described in narrative form according to data needs. The data used came from reports, journals, books, scientific articles, and literature reviews containing the concepts being studied.

III. RESULTS AND DISCUSSION

A. Public Service Regulations

According to Government Regulation Number 96 of 2012 concerning Public Services in Article 1, public services are activities or a series of activities in order to fulfill service needs in accordance with statutory regulations for every citizen for goods, services, or administrative services provided by public service providers. The Integrated Service System is a unified management in providing services carried out in one place and controlled by a management control system to simplify, accelerate, and reduce costs. Then the

Regulation of the Minister of Social Affairs of the Republic of Indonesia Number 1 of 2019 concerning the Distribution of Social Assistance Expenditures within the Ministry of Social Affairs in Article 1 states that Social Assistance is assistance in the form of money, goods, or services to a person, family, group or community who is poor, unable, and/or vulnerable to social risks. The Recipient of Social Assistance is a person, family, group or community who is poor, unable, and/or has social welfare problems.

Meanwhile, according to Government Regulation Number 24 of 2018 concerning Electronically Integrated Business Licensing Services, it states that all business permits listed in Government Regulation Number 24 of 2018 must be registered through OSS (one single submission). In order to accelerate and increase investment and business, Business Permits issued by ministries/agencies and Regional Governments to start, implement, and develop businesses and/or activities, need to be reorganized so that they become supporters and not the opposite, become obstacles to business development and/or activities. The reorganization of the service system is carried out especially in the One-Stop Integrated Service (PTSP). This is because based on Article 25 paragraph (4) of Law Number 25 of 2007 concerning Investment, it states that investment companies that will carry out business and/or activities are required to obtain permits in accordance with the provisions of laws and regulations from authorized agencies, unless otherwise stipulated in the law.

B. Obstacles and Efforts

At the beginning of 2020, Indonesia was faced with the Covid-19 pandemic, which could impact the national and regional economies, one of which was policy changes. It was found in the Tangerang Regency area in February 2020 that there was the implementation of Large-Scale Social Restrictions (PSBB) which resulted in business actors experiencing a decline in income. Limitations in the business world and people's purchasing power also decreased due to the large number of layoffs (PHK) in Tangerang Regency. The regional development policy of Tangerang Regency also experienced changes but would not be separated from the vision and mission as stated

in the Tangerang Regency Medium-Term Development Plan (RPJMD) for 2019-2023. The Regional Government's efforts through Capital Assistance by submitting applications to the SIBAMAS Application (Community Assistance Application System) are expected to be able to help layoff victims. can become New Entrepreneurs (WUB) and MSME actors in Tangerang Regency who are affected by Covid-19 can save their businesses.

In addition, advances in information technology from globalization have brought great demands for the public on the government as a service provider. The government is required to adapt to technological developments so as not to be left behind and to have integrity in carrying out its duties. To encourage the government in implementing good governance, *e-government* is used. The One-Stop Integrated Investment and Licensing Service (DPMPTSP) provides convenience to the public in terms of investment and licensing/non-licensing services by creating a web-based information system for all online licensing and non-licensing data processing called SIPINTER (Integrated Licensing Service Information System). The SIPINTER innovation is an e-Government application in improving the form of investment and licensing or non-licensing services.

C. Digital Innovation: SIBAMAS and SIPINTER

Community Assistance Application System (SIBAMAS) is a website-based application system. SIBAMAS' innovation provides a platform for layoff victims and MSMEs to communicate their economic situation and apply for business capital assistance. The SIBAMAS website can be seen in Figure 1.

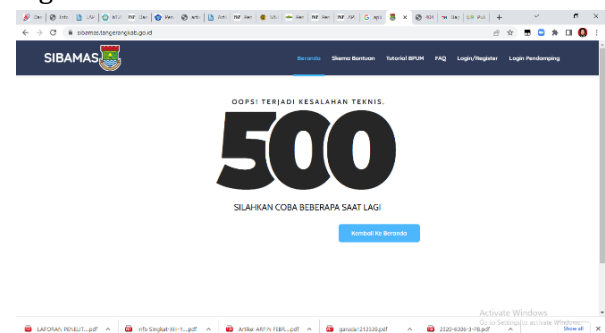


Figure 1. Website: <https://sibamas.tangerangkab.go.id/>

The purpose of creating the SIBAMAS application (Community Assistance Application System) includes: providing convenience to the community (Assistance Registration); convenience in administration; reducing the bureaucratic chain; faster file verification; reducing paper archive storage into digital archives (*paperless*); and data accuracy in reporting. The Tangerang Regency Government provides budget assistance of IDR 30 billion aimed at layoff victims and MSMEs who need capital assistance. The capital assistance can be started from phase I, August 26 - September 15, 2020, and phase II, October 13 - October 27, 2020. From the registration stage to the selection of proposals. Quoted from the *tangerangkab.go.id* page, the assistance aims to empower, stimulate and restore micro and medium enterprises. MSMEs can save their businesses and new entrepreneurial opportunities (WUB) to reduce unemployment by providing business opportunities for layoff victims. The benefits of SIBAMAS include: Helping victims of layoffs (PHK) in Tangerang Regency to become new entrepreneurs with capital assistance and helping MSME entrepreneurs in Tangerang Regency who are affected by Covid-19 so that their businesses can continue running.

The SIBAMAS Innovation mechanism begins with a data verification system for applicants through a collaboration with the Population and Civil Registration Office (Disdukcapil) to obtain valid identity data to avoid duplication of assistance in the community. The requirements for registering for aid funds are that applicants must have a Tangerang Regency domicile ID card and reside in the Tangerang Regency area. The selection process is carried out by determining aid recipients, followed by a team discussion to discuss survey results, reviewing locations to ensure data compliance, and administrative selection with the secretariat team to ensure completeness of administrative requirements. Then, for selected aid recipients, the disbursement of aid funds is through Bank Jabar Banten (BJB) as the aid distributor. Based on data from Bappeda, the results of the number of applicants for aid for MSMEs were 1,909 and WUB were 265 for a total of 2,174 applicants. It was emphasized that there is no return of capital related to this capital assistance. The monitoring and evaluation team

will monitor business operations, to ensure they comply with the General Guidelines for Handling the Economic Impact due to the impact of COVID-19 and are not for consumptive needs. (Quoted from the page <https://tangerangnews.com>).

The Integrated Licensing Service Information System (SIPINTER) innovation is a web-based application that provides investment and licensing and non-licensing services. The SIBAMAS website display can be seen in Figure 2.

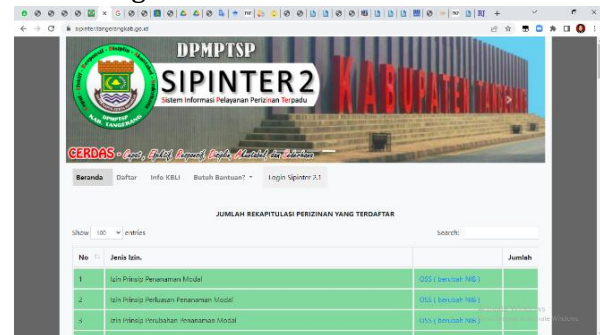


Figure 2. Website: <https://sipinter.tangerangkab.go.id/>

The new Information System is expected to be able to complement its function in processing investment data and can improve its function for licensing and non-licensing services so that the implementation of public services can run well, and can be used as one form of e-Government application. The advantages or benefits of implementing the eGovernment application of the One-Stop Integrated Investment and Licensing Information System are to increase the ease, speed, and efficiency of services of the One-Stop Integrated Investment and Licensing Service (DPMPTSP) to the public in terms of investment and licensing/non-licensing services through the development of a Web-Based Information System for all types of permits.

The mechanism for using the SIPINTER Innovation begins with registration on the sipinter.tangerangkab.go.id website. Then select the register menu to enter personal information and verify your email. Second, the applicant submits a permit application and uploads the requirements according to the application provisions. Third, enter the captcha as stated and if successful, the applicant can print proof of registration. Fourth, the tracking system uses the registration number to check the status of the application. Fifth, if the status is complete, you can collect the Decree (SK) by coming directly to the DPMPTSP Office (Source:

Guidebook of the Investment and One-Stop Integrated Service Office of Tangerang Regency). To find out the number of permit recapitulations registered through the SIPINTER application, you can check directly on the [website https://sipinter.tangerangkab.go.id/](https://sipinter.tangerangkab.go.id/).

IV. CONCLUSION

The COVID-19 pandemic in Indonesia has not only impacted health but also the country's economy, particularly in Tangerang Regency. The serious impact of the COVID-19 pandemic has been felt by MSMEs and workers affected by layoffs. One of the national economic recovery efforts undertaken by the Tangerang Regency Government is providing capital assistance through the web-based application SIBAMAS (Community Assistance Information System). Innovation in the Community Assistance Application System (SIBAMAS) is a web-based application system. Its function is as a means for victims of layoffs and MSMEs to obtain business capital assistance. SIBAMAS collaborates with the Population and Civil Registration Office (Disdukcapil) to avoid duplication of assistance to the community. The assistance aims to enable MSMEs to save their businesses and new entrepreneurial opportunities (WUB) to reduce unemployment by providing new business opportunities for victims of layoffs. In addition, advances in information technology require the government to be fast, responsive, and have integrity in carrying out its duties. To encourage the government in implementing good governance, *e-government* is used. The One-Stop Integrated Investment and Licensing Office (DPMPTSP) provides convenience to the public in terms of investment and licensing/non-licensing services by creating a web-based information system for all online licensing and non-licensing data processing called SIPINTER (Integrated Licensing Service Information System). The SIPINTER innovation is an e-Government application in improving the form of investment and licensing or non-licensing services.

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