

## IMPLEMENTATION OF RISK-BASED BUSINESS LICENSING POLICY (OSS-RBA) AT THE ONE-STOP SERVICE AND INVESTMENT OFFICE OF PONTIANAK CITY

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### Abstract

Business activities are very identical to the licensing process to obtain legality of business activities. In order to simplify the procedures, time, and costs of licensing services, the government has implemented e-government on the aspects of licencing services by issuing a Risk-Based Enterprise Licensing Policy through the OSS-RBA system. However, in the implementation process of this policy there are still problems so that implementation is not optimal. The problem raised in this study is the poor understanding of the entrepreneur to the use of the system, the socialization held by DPMPTSP Pontianak City is still ineffective, and still the low knowledge that the officials possessed by the DPMPsP Pontian City about using the OSS-RBA system. The purpose of this research is to know and analyze the implementation process of the policy of licensing attempts based on risk on DPMPSP Pontiaanak City. The methods used are descriptive qualitative research methods. Data is obtained through observation, interviews, documentation, and triangulation. This study uses the implementation theory of Donald S. Van Meter and Carl E. Van Horn. The results of the research show that implementation of a risk-based licensing policy on Pontianak City DPMPTSP is not optimal. This can be seen from the absence of the Operational Standards Procedures in service, the many features in the OSS-RBA system becoming an obstacle to the entrepreneur, the participation of entrepreneurs is still low to understand the use of the system, the lack of knowledge and skills of some staff on how the system works, training of staff uneven, and ineffective socialization programmes.

**Keywords:** implementation, OSS-RBA Policy, DPMPTSP, E-government.

### Introduction

In today's era of globalization, very rapid growth is taking place in the telecommunications and information technology sectors, and these developments affect all aspects of life, especially in the field of public administration. E-Government