E-Lebbami: An Innovation of Information Technology in Services at DPMPTSP of Makassar City

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Abstract. The take and give phenomenon between the community and the government is a consequence of a convoluted, inefficient and ineffective pattern of service delivery. Therefore, in addition to improving government management, the government apparatus also needs to be continually improved through public service innovation. This study aims to describe the process of developing public service innovations carried out by Investment Office and One Stop Integrated Services (DPMPTSP) and identify the factors that influence public service innovation implemented by DPMPTSP Kota Makassar. The research method used is descriptive qualitative. The researcher will explain the research problem in detail, namely the innovation process and the factors that influence it. The collection of data obtained through direct observation of the object of research and in-depth interviews (in-depth interviews) with resource persons. Data processing using the model of Miles and Huberman (1992), namely: data reduction, data presentation, and drawing conclusions /verification. Based on the results of the study, it can be concluded that the innovation development process carried out by DPMPTSP Kota Makassar can be categorized as a radical innovation because it makes fundamental changes in public services or the introduction of completely new ways in the organizational and service process. This can be reflected in the birth of the E-Lebbami application, where the licensing service application utilizes the development of information technology. However, there are factors that become obstacles in this innovation process, namely the dependence on certain figures in providing innovation ideas.

Keywords: Innovation, Public Services, Licensing Services

1. Introduction

Theoretically the presence of regional autonomy will increase the authority and discretion of the region to formulate and implement policies that are more in line with regional needs and community demands [1]. However, there are some weaknesses faced by the region in providing services to the community, including convoluted and inefficient services. This raises the phenomenon of take and give between the customer and the government. Consequently, in addition to improving government
management, the government apparatus also needs to be continually improved through public service innovation.

Innovation can be defined as a renewal movement. Innovation according to Rogers in Mirnasari [2] is an idea, practice or object that is perceived. In the public sector, innovation is very necessary in the development of a public service as a new idea that is replacing the old way. Innovation in the public sector is more emphasized on the aspect of "improvement", namely the government is able to provide public services more effectively, efficiently and with quality, cheap and affordable.

Geoff Mulgan and David Albury in Muluk [3] describe 3 levels of innovation, namely: Incremental innovation, radical innovation and transformative innovation. Although innovations have been carried out, there are some obstacles that are commonly faced by public sector organizations in the application of innovation, including a culture of Riska version and dependence on certain figures who have high performance.

Makassar as one of the metropolitan cities in Indonesia, also makes innovations in its public organizations. One of them is at the DPMPTSP of Makassar City.

DPMPTSP is a public agency that is used as a pilot project in providing integrated services in Makassar City. Since 2017-2018, this agency has managed 37 licensing services. Considering the large number of licensing authorities granted, this bureaucracy makes use of the progress of information technology (IT) to assist its duties and functions in the licensing service sector. It is intended that DPMPTSP can provide effective, efficient and quality services to the people of Makassar City.

One example of innovation that has been carried out is for example in checking the business permit process. Where people live to see the application directly through the internet. In addition, in terms of organizational culture, DPMPTSP leaders have a strong commitment and consistency in applying the concept of smart city and sombere (friendly service).

Since innovating in its various service lines, DPMPTSP has been awarded several times both at the local and national level. Even today, DPMPTSP is included in the agency category "A" in the field of community services. This has made DPMPTSP a comparative study site for other regions in Indonesia that will carry out service innovations.

2. Method
This research is located in the office of investment and one stop integrated services (DPMPTSP) of Makassar City. This is because DPMPTSP is a pilot project in developing one-stop integrated services in makassar city. This type of research is a qualitative research design. The use of this design is to see and explain the development of public service innovation in the DPMPTSP of Makassar City and identify the factors that influence it. Data collection techniques used in this study were first, observations were made relating to employees and the community who take care of licensing at DPMPTSP of Makassar City. Second, in-depth interviews were conducted with informants. The data analysis technique in this study refers to the stages according to the concept of Miles and Huberman [6], which starts from data reduction and data presentation. At the latest stage, the researcher conducts a drawing or verification.

3. Results and Discussions
Based on observations in the field, the researchers found that the innovation carried out by the Office of Investment and Integrated Services of One Door (DPMPTSP) Makassar City was called e-Lebbami. E-Lebbami is a local content (Makassar language) which, when interpreted in Indonesian means completed. E is for electronics, Lebbami is an extension of Business Services, Building and Investing.

This application was created with the aim to simplify and speed up licensing services. This application is in line with the Makassar DPM-PITSP tagline that is Tancap Gaz (Without Intermediary Brokers Take Care of Permits). According to the DPMPTSP Acting Officer, Firman Pagarra, through the application, people at home can immediately take care of it, faster and more effectively because the files are only uploaded because they live the application can provide convenience in accessing,
simplifying the licensing process and flow to make it more effective and efficient and timely in issuing permits.

The application of the E-Lebbami application will also be integrated in the future with the Online Single Submission (OSS) system or the Integrated Business Licensing Services in the central government. That way, the permit maintenance service database is increasingly maximized. However, OSS supporting rules in the form of norms, standards, procedures and criteria (NSPK) have not yet dropped, so the integration is still being coordinated.

When examining the definition of innovation, it can be said that the Makassar City DPMPTSP has innovated its public services by developing application services based on information technology. This is similar to what Mirnasari [2] said, where innovations in public services can be born in the form of initiatives such as:

a. Partnership in the delivery of public services between the government and the government, the private sector with the government, CBO-NGOs and the government
b. The use of information technology for communication in public services
c. Procurement or establishment of service institutions that clearly increase the effectiveness of services (health, education, law or security)
d. Increased enrichment of the role of the internal system of government that previously existed in the community.

The use of information technology in services at DPMPTSP is believed to be able to simplify and simplify the licensing process and flow so that it is more effective and efficient and timely in issuing permits in Makassar City.

The level of innovation developed by the Makassar City DPMPTSP is included in the discontinues innovation category, meaning that the innovation process brings a completely new change and is no longer based on pre-existing conditions (Muluk in Fitriana [4]). Meanwhile, according to Halvorsen [5], the typology of innovation that was developed was a new or improved service (new services or improved services) because the services provided are new services that take advantage of advances in information technology.

The E-Lebbami application is an extension of Business Services, Building and Investing. The term Lebbami is also a Makassar language which means it's finished. The local content jargon displayed in the development of innovation in DPMPTSP is in line with the image that Makassar wants to build as a culture-based city.

Based on the results of the analysis of the data obtained, the researchers concluded that the innovations that took place at DPMPTSP in Makassar were included in the level of radical innovation. According to Geoff Mulgan and David Albury in Muluk [3], radical innovation is a fundamental change in public service or the introduction of completely new ways of organizational and service processes. This type of innovation is rarely done because it requires enormous political support because generally it has a greater risk as well. Radical innovation is needed to bring tangible improvements in the performance of public services and meet the expectations of service users who have long been ignored.

This is reflected in the service pattern provided to the community, where it is a very new service pattern. In addition, this innovation also received enormous political support from public officials, especially the Mayor of Makassar. Through the development of service innovations especially E-Lebbami, Makassar City is determined to be an innovative city in providing services to the public in Indonesia.

However, innovation cannot always run smoothly, Mulgan and Alburry explained the eight inhibiting factors in the growth of innovation, namely:

a. Reluctance to close down failing programs or organizations (unwillingness to close programs or organizations that fail)
b. Over-reliance on high performers as source of innovation (high dependence on one party as a source of innovation)
c. Technologies available but constraining cultural or organizational arrangements (technology available but not in accordance with organizational culture)
d. No rewards or incentives to innovate or adopt innovations (no rewards or incentives to innovate or adopt innovations)
e. Poor skills in active risk or change management (low ability)
f. Short-term budget and planning horizons (short-term planning and budgeting)
g. Delivery pressures and administrative burdens (administrative pressure)
h. Culture of risk aversion (culture of risk aversion)

In DPMPTSP of Makassar City, the over-reliance factor on high performers as source of innovation (high dependence on one party as a source of innovation) is very dominant. Where the idea of developing innovation comes only from certain figures.

4. Conclusions
Service innovation that took place at DPMPTSP in Makassar City is in the level of radical innovation, where a fundamental change in public services or the introduction of completely new ways in the process of organization and service. This is reflected in the pattern of services provided to the community, which is a very new service pattern. In addition, this innovation also received enormous political support from public officials, especially the Mayor of Makassar. Through the development of service innovations especially E-Lebbami, Makassar City is determined to be an innovative city in providing services to the public in Indonesia.

The factors that influence this innovation, namely the existence of over-reliance factors on high performers as a source of innovation (high dependence on one party as a source of innovation) which is very dominant. Where the idea of developing innovation comes only from certain figures.

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