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Implementation of the Online Single Submission Risk-Based Approach in MSME Business Licensing: A Study at the Investment and One-Stop Integrated Service Office of Pringsewu Regency

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Abstract

The low participation of MSME operators in the digital business licensing system has become an issue in the implementation of the Online Single Submission Risk-Based Approach (OSS RBA) policy at the regional level. In Pringsewu Regency, only about 18% (8,251 out of 45,683) of MSMEs are registered in the OSS RBA. This study aims to describe the process of implementing the OSS RBA policy for MSME licensing and to identify the problems at the Pringsewu Regency Investment and One-Stop Integrated Service Agency (DPMPTSP). The study employed a qualitative descriptive method using purposive sampling and data triangulation. The analysis utilized George Edwards III policy implementation theory, which was elaborated into four variables: digital communication, digital resources, digital civil service, and digital government. The results indicate that the services are functioning well: information is conveyed through multiple channels using simple language; officials act as competent facilitators; and Business Identification Numbers (NIBs) for low-risk businesses are issued within 10–15 minutes at no cost, supported by the GASPOL and LAZIZ KEREN innovations. Low participation is influenced by low digital literacy and limited internet access in rural areas, insufficient outreach and assistance due to budget and personnel constraints, and instability in the central server. The success of digital policies is determined by user readiness and connectivity across all levels of government, not just by the sophistication of the system.

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Introduction

Public services are a crucial aspect of governance because they are directly related to meeting the needs of the public in accordance with applicable regulations (Sinambela, 2010). However, in Indonesia, public services still face a number of challenges, such as discriminatory treatment, lengthy processes, illegal fees charged by unscrupulous officials, and low public trust and satisfaction with government performance (Dwiyanto, 2013). One of the improvement efforts undertaken is the utilization of technology to make services accessible anytime and anywhere through innovations such as the implementation of e-government (Dwiyanto, 2021). This effort is in line with Presidential Regulation of the Republic of Indonesia No. 95 of 2018 on the Electronic-Based Government System, which aims to realize clean, transparent, effective, and accountable governance. High-quality public services serve as an indicator of good governance (Hardiyansyah, 2018), and the use of technology in licensing services plays a crucial role in supporting public welfare (Ridwan, 2019). These licensing services are carried out by the Investment and One-Stop Integrated Service Agency (DPMPTSP) in accordance with Minister of Home Affairs Regulation No. 24 of 2006 on Guidelines for the Implementation of Integrated Services.

Technology-based licensing services have been developed in an integrated manner to make them easier, faster, and of higher quality (Setiawan et al., 2024). One such system is the Online Single Submission Risk-Based Approach (OSS RBA), which is regulated by Government Regulation No. 24 of 2018. This policy aims to accelerate and enhance investment in accordance with Law No. 25 of 2007 on Investment, and is based on Presidential Regulation No. 91 of 2017 on the Acceleration of Business Implementation. Through an integrated system between the central and local governments, the implementation of OSS RBA is intended to save time and streamline business licensing bureaucracy. This initiative was prompted by numerous complaints prior to the implementation of OSS RBA regarding the lengthy licensing process and convoluted procedures. Risk-based business licensing policies also represent the government's efforts to regulate capital investment activities (Faustina & Rusli, 2025).

Through the implementation of OSS RBA, the government seeks to improve the quality of transparent and reliable services, simplify the licensing process, and make it easier to do business in Indonesia (Febryana, 2023), particularly for micro, small, and medium-sized enterprises (MSMEs) in order to create a better investment climate (Nurfauziah et al., 2025). The OSS RBA is accessible via the *oss.go.id* website to business operators, whether individuals or legal entities. MSMEs obtain official business licenses after completing the registration process on the OSS RBA, which includes creating an account, filling out personal information, and providing accurate business details that reflect actual conditions. This licensing process reflects a paradigm shift from a bureaucratic, manual system toward transparent, integrated, and digitally based services.

Attention to MSMEs is important because of their significant role in the Indonesian economy. They are vast in number of them, and they are capable of absorbing labor while utilizing local resources, creativity, and artistic value in producing goods or services. Nationally, MSMEs employ approximately 117 million workers or 97% of the total national workforce and contribute 61.07% of the gross domestic product (GDP), valued at Rp8,573.89 trillion (Andini, 2024). The number of MSMEs in Indonesia has reached 65.5 million units, or about 99% of all business activities, making their existence crucial in reducing unemployment and promoting economic equality (Andini, 2024). At the regional level, the Pringsewu Regency Government, through the DPMPTSP, has implemented the OSS RBA as a digital-based business licensing service for MSMEs. This service was launched in

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2018 and implemented in 2020 through Pringsewu Regent Regulation No. 26 of 2020 concerning Service Standards for Business and Non-Business Licensing at the DPMPTSP of Pringsewu Regency. Although it has been in operation for approximately six years, the reality is that many MSMEs remain unregistered in the OSS RBA. In fact, Pringsewu Regency is one of the regions with the highest number of MSMEs in Lampung Province, totaling 45,683 MSMEs, as shown in Table 1.

Table 1. Number of MSMEs in Lampung Province, 2025

No	Kabupaten/Kota	Jumlah UMKM
1.	Lampung Barat	20.521
2.	Tanggamus	27.801
3.	Lampung Selatan	41.173
4.	Lampung Timur	33.528
5.	Lampung Tengah	60.848
6.	Lampung Utara	28.656
7.	Way Kanan	58.004
8.	Tulang Bawang	32.428
9.	Pesawaran	43.330
10.	Pringsewu	45.683
11.	Mesuji	16.433
12.	Tulang Bawang Barat	23.750
13.	Pesisir Barat	10.621
14.	Kota Bandar Lampung	30.940
15.	Kota Metro	19.270
16.	Provinsi Lampung	492.986

Source: Statistics Indonesia (BPS), Pringsewu Regency (2026).

Table 1. shows that the number of MSMEs in Pringsewu Regency totals 45,683, while only 8,251 or about 18 percent are registered in the OSS RBA. Pringsewu Regency is dominated by household-based MSMEs and the informal sector, where digital literacy is still developing, thus requiring more intensive guidance and outreach. This situation indicates that Pringsewu Regency is still in a transitional phase toward the digitization of licensing. From an institutional perspective, the Pringsewu Regency DPMPTSP is responsible for the implementation, outreach, and guidance regarding the OSS RBA. However, the low participation rate among MSMEs suggests that these efforts have not yet been optimal.

Therefore, this study not only discusses the implementation of the OSS RBA in general but also highlights the gap between the total number of MSMEs and the number of MSMEs registered in the OSS RBA in Pringsewu Regency, indicating that policy implementation has not been optimal. This gap serves as the basis for a deeper examination of the causes of low MSME participation, which is addressed through George Edwards III policy implementation theory using four variables elaborated in the context of digital-based policies: Digital Communication, Digital Resources, Digital Civil Service, and Digital Government. Based on this background, the research questions in this study are: (1) how is the OSS RBA policy implemented regarding MSME licensing at the DPMPTSP of Pringsewu Regency; and (2) what problems exist in the implementation of the OSS RBA policy regarding MSME licensing at the DPMPTSP of Pringsewu Regency. This study aims to describe the

dynamics of OSS RBA implementation in Pringsewu Regency by addressing these two research questions.

Methods

This study is a qualitative descriptive study, which is a type of research aimed at describing a particular situation or phenomenon (Arikunto, 2013). The descriptive method was chosen because this study uncovers facts, obstacles, and constraints, and its results are easier to analyze through in-depth descriptions, thereby allowing conclusions to be drawn that address issues regarding the implementation of the OSS RBA in MSME licensing at the DPMPTSP of Pringsewu Regency. The purposive sampling technique was used to obtain data from informants involved in and familiar with the OSS RBA implementation process and the phenomena occurring therein. In addition to informants, data were obtained from policy documents and regulations related to the implementation of OSS RBA; performance reports and statistical data on business permit processing through OSS RBA; organizational structures; standard operating procedures for licensing services; technical workflows for using OSS RBA; photographs of service activities; and other field documentation. Data validity was tested through triangulation, that is, comparing and verifying information from various sources, methods, or different time periods to ensure that the data obtained is more accurate, consistent, and reliable.

Results and Discussions

The Investment and One-Stop Integrated Service Agency (DPMPTSP), located at the Pringsewu Regency Public Service Center (MPP), is tasked with assisting the regent in matters of investment as well as licensing and non-licensing services, with its organizational structure governed by Pringsewu Regent Regulation No. 8 of 2017. Its human resources consist of 23 civil servants (PNS), 9 full-time PPPK employees, and 2 part-time PPPK employees. In the implementation of the OSS RBA, the DPMPTSP serves as a supporting agency and facilitator for business operators facing challenges with registration, data entry, and the issuance of the Business Identification Number (NIB). The analysis employs George Edwards III policy implementation theory (Edwards, 1980), adapted to the context of digital services, and is organized into four variables: digital communication (transmission, clarity, consistency, feedback), digital resources (infrastructure, systems and applications, budget, technical support), digital civil service (competence, technological adaptation, attitude and commitment, performance), and digital government (system integration, efficiency, transparency, accessibility, digital innovation).

1. The Implementation Process of the OSS RBA Policy in MSME Licensing

a. Digital Communication

DPMPTSP disseminates information on OSS RBA through various channels: Instagram and Facebook accounts (*@dpmptsp_pringsewu*), the official website, a YouTube channel, webinars via Zoom, as well as WhatsApp groups and a help desk at the MPP. Educational content is posted two to three times per week, while webinars are held three to four times per year and on an ad hoc basis when there are system updates or regulatory changes from the Ministry of Investment/BKPM. The social media audience is segmented to target the general public and aspiring entrepreneurs; webinars target medium-to-large business owners, investors, and sub-district and village officials; while WhatsApp and the helpdesk handle technical consultations and complaints. The Head of DPMPTSP explained.

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> *"Kami memanfaatkan platform digital yang dekat dan banyak digunakan oleh masyarakat, seperti akun instagram DPMPTSP @dpmptsp_pringsewu, akun facebook DPMPTSP Kab. Pringsewu @dpmptsp_pringsewu, serta website resmi DPMPTSP Kab. Pringsewu. Selain itu, kami juga melakukan sosialisasi melalui webinar terkait penggunaan OSS RBA sebagai media pelayanan perizinan secara elektronik." ("We utilize digital platforms that are accessible and widely used by the public, such as the DPMPTSP Instagram account @dpmptsp_pringsewu, the DPMPTSP Pringsewu Regency Facebook account @dpmptsp_pringsewu, and the official website of DPMPTSP Pringsewu Regency. In addition, we also conduct outreach through webinars on the use of OSS RBA as a medium for electronic licensing services." (Interview with A. Handri Yusuf, Head of DPMPTSP)*

The DPMPTSP implementing an "Anti-Confusion" communication strategy using "market-friendly language" to replace confusing technical terms. The Operations Service Manager stated:

> *"Dalam membuat konten di media sosial kami memuat konsep konten 'ANTI PUSING' jadi pelaku UMKM dapat dengan mudah memahami informasi yang kami sampaikan... Seperti mengganti pertanyaan tentang KBLI, kalau kami tanya 'Ibu kode KBLI usahanya apa?' pelaku UMKM pasti akan bingung. Jadi kami mengubah bahasanya menjadi bahasa yang lebih sederhana 'Ibu jualan apa sehari-hari?' setelah pelaku UMKM menjawab kami baru mencarikan kodenya dalam OSS RBA." ("When creating content for social media, we incorporate the 'ANTI-CONFUSION' concept so that MSME owners can easily understand the information we convey... For example, regarding questions about the KBLI code: if we ask, 'What is the KBLI code for your business?' MSME owners will surely be confused. So we've simplified the language to ask, 'What do you sell on a daily basis?' Once the MSME owner answers, we then look up the corresponding code in the OSS RBA." (Interview with Nani Ari Suzana, Operations Service Manager)*

The guide includes visual instructions and short video tutorials that can be downloaded so they don't use up your data allowance. Consistency is ensured by managing information through a content bank system verified by leadership, in accordance with Government Regulation No. 5 of 2021 and the latest technical guidelines from BKPM, and published simultaneously across all platforms.

> *"Kami membuat bank content, jadi semua konten yang kami unggah di media sosial bersumber dari konten yang sama sehingga tidak terjadi perbedaan informasi antar media sosial. Selain itu, kami juga membuat konten berjadwal... agar konten tersebut terbit di waktu yang bersamaan di berbagai media sosial DPMPTSP Kab. Pringsewu sehingga tidak ada platform yang ketinggalan info." ("We've created a content bank, so all the content we post on social media comes from the same source, ensuring there are no discrepancies in information across social media platforms. In addition, we also schedule content... so that it is published simultaneously across various social media channels of the Pringsewu Regency DPMPTSP, ensuring no platform misses out on the information." (Interview with Nani Ari Suzana, Operations Service Manager)*

Regarding feedback, there are four complaint channels available: SP4N-LAPOR! direct messages on social media, WhatsApp, and in-person service counters at the MPP, with a standard response time of within 24 hours on business days. Technical issues beyond the region's authority such as server outages are escalated via a ticketing system to the central BKPM.

> *"Terdapat akses pengaduan bagi pelaku UMKM melalui mekanisme pengaduan langsung pada MPP Kab. Pringsewu, DPMPTSP Kab. Pringsewu juga menyediakan kanal pengaduan yang dapat diakses oleh pelaku UMKM melalui nomor whatsapp DPMPTSP Kab. Pringsewu dan melalui direct-message akun social media DPMPTSP Kab. Pringsewu." ("There is a complaint channel available to MSME operators through the direct complaint mechanism at the Pringsewu Regency One-Stop Service Center (MPP). The Pringsewu Regency Investment and One-Stop Service Agency (DPMPTSP) also provides a complaint channel accessible to MSME operators via the DPMPTSP's WhatsApp number and through direct messages on the DPMPTSP's social media accounts." (Interview with Yopia Arnawati, Associate Expert Licensing Coordinator)*
> *"Begitu ada obrolan chat atau keluhan masuk di hari kerja, kami usahakan merespons dalam hitungan menit... Jika masalahnya berupa salah pilih KBLI, bingung mengisi data modal, atau lupa password, kami akan langsung berikan panduan teks/gambar langkah demi langkah detik itu juga... Kami baru menganggap aduan tersebut selesai jika pemohon sudah berhasil melanjutkan proses pengisian data usahanya." ("As soon as a chat message or complaint comes in on a workday, we strive to respond within minutes... If the issue involves selecting the wrong KBLI code, confusion about filling out capital data, or a forgotten password, we'll immediately provide step-by-step text or image instructions right then and there... We only consider the complaint resolved once the applicant has successfully continued the process of entering their business data." (Interview with Nani Ari Suzana, Operational Services Manager).*

Although the channels and messages have been well-designed, the effectiveness of communication is still limited by the digital literacy gap, particularly among rural MSME operators and older adults who are afraid to enter data and do no understand how to select the KBLI code. These findings align with previous research concluding that a lack of understanding of digital procedures makes business owners reluctant to register (Al Fawwaz, 2019) and that uneven outreach hinders participation (Mu'abidah, 2023).

b. Digital Resources

The infrastructure at the regional level is deemed ready. The computers at the service counters and used by the verification teams meet the specifications set by the Ministry of Investment/BKPM; the internet network is provided by the Communications and Information Technology Agency with priority interconnection; Wi-Fi is available in the MPP waiting area; and backup power is provided by UPS units and generators. However, the main OSS RBA server is located at the central level and is entirely under BKPM's control, while local government systems serve only as intermediaries.

> *"Kami memastikan seluruh perangkat komputer yang ada di loket pelayanan maupun tim verifikator telah memenuhi standar spesifikasi yang ditetapkan oleh Kementerian Investasi/BKPM. Serta jaringan internet kami didukung penuh oleh Diskominfo Kabupaten Pringsewu menggunakan interkoneksi yang diprioritaskan. Tata kelola server*

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OSS RBA sepenuhnya berada di bawah kendali pusat yakni BKPM." ("We ensure that all computers at the service counters and used by the verification teams meet the specifications set by the Ministry of Investment/BKPM. Additionally, our internet network is fully supported by the Pringsewu Regency Communication and Information Technology Agency using a prioritized interconnection. The management of the OSS RBA server is entirely under the control of the central office, namely BKPM.") (Interview with A. Handri Yusuf, Head of DPMPTSP)
"Server utamanya ada di pusat Jakarta milik Kementerian Investasi/BKPM. Server di DPMPTSP Kabupaten Pringsewu hanya sebagai penghubung. Jadi kalau ada kendala server down, biasanya itu terjadi karena antrean trafik dari seluruh Indonesia di server pusat, bukan karena server DPMPTSP Kabupaten Pringsewu yang rusak." ("The main server is located at the central office in Jakarta, owned by the Ministry of Investment/BKPM. The server at the Pringsewu Regency DPMPTSP serves only as a relay. So, if there's an issue with the server going down, it's usually due to traffic congestion from all over Indonesia at the central server, not because the Pringsewu Regency DPMPTSP server is malfunctioning.") (Interview with Nani Ari Suzana, Operations Manager).

In daily operations, an NIB for low-risk businesses can be issued within 10 to 15 minutes through self-declaration in accordance with Government Regulation No. 5 of 2021, provided that the internet connection is stable, the NIK is synchronized with the Population and Civil Registration Office (Disdukcapil), and the applicant understands how to use the system.

"Bagi pelaku UMKM yang telah mengisi dan melengkapi data yang diperlukan dalam OSS RBA maka hanya perlu waktu sekitar 10-15 menit maka NIB akan langsung terbit. Namun kecepatan ini harus dengan syarat jaringan internet stabil, data NIK pemohon sinkron dengan database Disdukcapil, serta pelaku UMKM paham mengenai cara penggunaan OSS RBA." ("For MSME operators who have filled out and completed the required data in the OSS RBA, it only takes about 10–15 minutes for the NIB to be issued immediately. However, this speed is contingent on a stable internet connection, the applicant's NIK being synchronized with the Disdukcapil database, and the MSME operator understanding how to use the OSS RBA." (Interview with Yopia Arnawati, Senior Licensing Coordinator).

Issues arise during peak hours (9:00 AM–2:00 PM WIB) when a surge in national traffic slows down or causes errors on the central server, compounded by system maintenance during operating hours and reliance on the Disdukcapil and Directorate General of Taxes servers. To mitigate this, the administrator recommends that MSME operators enter their data in the afternoon or evening.

"Pada jam sibuk yakni pukul 09:00 sampai pukul 14:00 kinerja OSS RBA terkadang mengalami perlambatan. Hal tersebut terjadi karena server pusat melayani jutaan pengakses seluruh Indonesia secara bersamaan... Makanya kami sering menyarankan pelaku UMKM untuk melakukan pengisian secara mandiri di rumah saat sore atau malam hari agar prosesnya lebih cepat." ("During peak hours from 9:00 a.m. to 2:00 p.m. the OSS RBA system's performance sometimes slows down. This happens because the

central server serves millions of users across Indonesia simultaneously... That's why we often advise SME operators to fill out the forms on their own at home in the afternoon or evening so the process goes faster.") (Interview with Nani Ari Suzana, Operations Manager)

Regarding the budget, the Pringsewu Regency Government does not allocate funds for application development, as that falls under the central government's authority. The budget is focused on support and operations through the Non-Physical Special Allocation Fund for Investment Facilities (outreach, training, and oversight) and the Regional Budget (maintenance of MPP computers, internet network, helpdesk staff, and the GASPOL outreach program).

"Kalau ditanya jujur mengenai mencukupi atau tidak anggaran yang ada jawabannya adalah 'dicukup-cukupkan dan menggunakan skala prioritas'... Anggaran yang ada belum memadai untuk meng-cover intensitas kegiatan GASPOL setiap minggu." ("If asked honestly whether the existing budget is sufficient or not, the answer is 'we make do with what we have and prioritize'... The existing budget is not yet sufficient to cover the intensity of GASPOL's weekly activities.") (Interview with Yopia Arnawati, Senior Licensing Coordinator)

The Licensing Coordinator stated that the budget is "allocated based on priority" and is not yet sufficient to implement GASPOL every week across the entire region. Technical support is provided by a tiered team: the Head of the Agency as the authorizing administrator, the Licensing Coordinator and their team as verifying administrators, and service managers as data administrators or helpdesk staff. Local issues (forgotten passwords, incorrect KBLI codes, data entry errors) are resolved within minutes at the MPP service counter, while central system disruptions are escalated to BKPM IT Support via a national WhatsApp group and the official ticketing system.

"Kalau kendala yang dihadapi cuma masalah salah klik, lupa password atau bingung kategorisasi KBLI tim admin bisa menyelesaikan kendala tersebut dalam hitungan menit. Namun jika kendala yang dihadapi seperti server down, data NIK tidak sinkron, atau sertifikat perizinan tidak dapat diunduh dari sistem maka admin DPMPTSP Kab. Pringsewu akan langsung berkoordinasi dengan tim IT kementerian investasi/BKPM di Jakarta. Kami punya whatsapp group dan sistem ticketing langsung ke tim pengembangan pusat." ("If the issues encountered are merely a matter of clicking the wrong button, forgetting a password, or confusion over KBLI categorization, the admin team can resolve them within minutes. However, if the issue involves a server outage, unsynchronized NIK data, or an inability to download a licensing certificate from the system, the DPMPTSP administrators in Pringsewu Regency will immediately coordinate with the Ministry of Investment/BKPM's IT team in Jakarta. We have a WhatsApp group and a ticketing system that connects directly to the central development team.") (Interview with Nani Ari Suzana, Operational Service Manager).

c. Digital Apparatus

Civil service competencies are developed through tiered training: intensive BKPM training on Government Regulation No. 5 of 2021 and simulations of the OSS RBA subsystem; coaching clinics

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and webinars organized by the Lampung Provincial Government; and internal knowledge-sharing sessions and self-directed training.

> *"Untuk seluruh pegawai DPMPTSP Kab. Pringsewu belum seluruhnya mahir dalam mengoperasikan OSS RBA karena memang tidak harus seluruh pegawai memiliki tingkat kemahiran yang sama... Namun untuk tim admin dan verifikator OSS RBA bisa dipastikan 100% sudah mahir dan kompeten." (""Not all DPMPTSP employees in Pringsewu Regency are yet proficient in operating the OSS RBA, as it is not necessary for every employee to have the same level of proficiency... However, we can confirm that the OSS RBA admin and verifier teams are 100% proficient and competent.") (Interview with A. Handri Yusuf, Head of DPMPTSP)*

The Head of the DPMPTSP confirmed that the admin and verifier teams are 100% proficient, even though not all employees need to have the same level of proficiency. In terms of adaptation and attitude, there has been a shift in the role of civil servants from permit issuers or "gatekeepers" to facilitators and investment advisors, and no internal resistance to the OSS RBA has been observed.

> *"Kami melakukan strategi seperti reorientasi mindset aparatur DPMPTSP Kab. Pringsewu. Kami menanamkan kesadaran bahwa dengan OSS RBA terjadi pergeseran peran aparatur dari yang semula sebagai penjaga gerbang atau pemberi izin, namun sekarang menjadi fasilitator dan pengawas. Aparatur harus memahami bahwa kecepatan mereka dalam melakukan verifikasi berkontribusi langsung pada pemulihan ekonomi daerah." ("We've implemented strategies such as reorienting the mindset of DPMPTSP staff in Pringsewu Regency. We instilled the understanding that with the OSS RBA, there has been a shift in the role of officials from being gatekeepers or permit issuers to now serving as facilitators and supervisors. Officials must understand that the speed with which they conduct verifications directly contributes to the region's economic recovery.") (Interview with A. Handri Yusuf, Head of the DPMPTSP)*

Resistance actually comes from external sources, namely rural MSME operators who are accustomed to submitting physical documents and view online registration as more complicated. Government officials demonstrate their commitment to integrity through the "zero-tipping" principle, which ensures 100% transparent and free services, as well as after-hours support via the WhatsApp helpdesk to assist with password resets and document verification in the evenings when server traffic is lighter.

> *"Kami tidak langsung berhenti melakukan pelayanan ketika jam menunjukkan pukul 16:00 WIB, sering kali kami tetap membalas chat di hotline whatsapp, membantu mereset password, atau memverifikasi berkas pemohon pada sore hingga malam hari saat trafik server OSS RBA sedang longgar-longgarnya... Kami juga memegang prinsip zero tip. Kami berkomitmen memberikan pelayanan perizinan 100% transparan dan gratis." ("We don't immediately stop providing services when the clock strikes 4:00 p.m. WIB; we often continue to respond to messages on the WhatsApp hotline, help reset passwords, or verify applicants' documents in the late afternoon and evening when OSS RBA server traffic is at its lightest... We also adhere to the 'zero-tipping' principle. We are committed to*

providing 100% transparent and free licensing services.") (Interview with Nani Ari Suzana, Operations Manager).

Performance is evaluated internally through monitoring the OSS RBA dashboard, which is integrated into the Employee Performance Appraisal and monthly evaluation meetings, as well as externally through public satisfaction indices, Google reviews, and PTSP performance evaluations conducted by BKPM and the Ministry of PAN-RB. However, the number of assistance officers is still not proportional to the number of MSMEs, resulting in long lines for in-person assistance during peak hours.

d. Digital Government

OSS RBA is connected vertically with central ministries and agencies and horizontally with local government agencies. NIK validation is performed in real time through the Population and Civil Registration Office (Disdukcapil); the digital RDTR map via GISTARU from the Ministry of Agrarian Affairs and Spatial Planning/National Land Agency (ATR/BPN) accelerates the automatic issuance of KKPR; Single Sign-On connects OSS RBA with the Public Works and Public Housing Agency's (Dinas PUPR) SIMBG system for Building Permits; and there are connections with the Regional Revenue Agency (Bapenda) and the Regional Trade, Industry, and Cooperatives Agency (Diskoperindag). The challenges include delays in data transmission between applications due to central server queues and limited network capacity, as well as NIK desynchronization where updates to ID card data at local Disdukcapil offices have not yet been reflected in the central database, causing applicants to fail validation.

In terms of efficiency, the conventional process takes 3 to 7 business days and involves verification of physical documents and wet signatures, whereas through the OSS RBA, low-risk businesses can obtain an NIB in 10 to 15 minutes, and medium- to high-risk businesses require 3 to 7 business days. The NIB now replaces separate documents such as the Business License (SIUP), Business Registration Certificate (TDP), and Business Operation Permit (SKU), and includes access to halal certification and SNI registration. In terms of transparency and accessibility, applicants can track the progress of their applications in real time on the dashboard, at no cost (Rp0), and can access the system 24 hours a day via smartphone or computer. This minimizes the opportunities for illegal fees and brokerage practices. The Licensing Coordinator emphasized:

"Bagi pelaku UMKM pelayanan perizinan usaha melalui OSS RBA sangat membantu dan mempercepat proses perizinan usaha, bagi pelaku UMKM yang telah mengisi dan melengkapi data yang diperlukan dalam OSS RBA maka hanya perlu waktu sekitar 10-15 menit maka NIB akan langsung terbit. Transparansi menjadi salah satu indikator paling nyata. Di dalam OSS RBA terdapat fitur tracking yang dapat digunakan pemohon memantau progress permohonan perizinan usaha." (""For MSME operators, business licensing services through OSS RBA are very helpful and speed up the business licensing process. For MSME operators who have filled out and completed the required data in OSS RBA, it only takes about 10–15 minutes for the NIB to be issued immediately. Transparency is one of the most tangible indicators. The OSS RBA includes a tracking feature that applicants can use to monitor the progress of their business licensing applications." (Interview with Yopia Arnawati, Associate Expert Licensing Coordinator).

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In terms of digital innovation, the DPMPTSP launched GASPOL, a proactive service that uses mobile operational vehicles equipped with specialized connectivity devices to visit markets, subdistricts, and areas with poor signal coverage. This program has increased the average daily issuance of NIBs from 15–25 applications to 30–50 applications. The second innovation, LAZIZ KEREN (Free Licensing Service for Vulnerable Groups), provides intensive assistance to people with disabilities, the elderly, and vulnerable MSMEs in rural areas.

> *"Inovasi yang dilakukan dalam mendukung implementasi OSS RBA oleh DPMPTSP Kab. Pringsewu yakni menyediakan layanan jemput bola bagi pelaku UMKM yakni GASPOL! dan LAZIZ KEREN (Layanan Perizinan Gratis bagi Kelompok Rentan). Inovasi ini kami lakukan untuk menghadirkan pelayanan perizinan keliling ke kecamatan-kecamatan dan wilayah pedesaan terpencil yang jauh dan sulit akses internetnya." ("The innovations implemented by the Pringsewu Regency DPMPTSP to support the implementation of OSS RBA include providing outreach services for MSME operators, namely GASPOL! and LAZIZ KEREN (Free Licensing Services for Vulnerable Groups). "We implemented these innovations to bring mobile licensing services to subdistricts and remote rural areas that are far away and have limited internet access." (Interview with A. Handri Yusuf, Head of the DPMPTSP).*

2. Problems in the Implementation of OSS RBA in MSME Licensing

Based on the analysis of the four variables, the low participation of micro, small, and medium enterprises (MSMEs) in the Online Single Submission Risk-Based Approach (OSS RBA) system in Pringsewu Regency is not primarily attributable to resistance from government officials or deficiencies in local public services, but rather to three interconnected factors. First, limited digital literacy among MSME operators, coupled with inadequate access to digital devices and internet connectivity, particularly in rural areas, restricts their ability to utilise the system effectively. Second, budgetary constraints and insufficient personnel limit the frequency and geographical coverage of outreach programmes and face-to-face assistance, resulting in uneven service distribution concentrated around the regency's administrative centre. Third, technical difficulties, including unstable internet connectivity and disruptions to the centrally managed OSS RBA server, further hinder system accessibility and remain beyond the direct authority of the Pringsewu Regency DPMPTSP. These findings demonstrate that the successful implementation of digital policies depends not only on technological sophistication but also on users' digital readiness, equitable access to supporting infrastructure, and effective coordination across levels of government. A summary of the achievements and challenges associated with each variable is presented in Table 2.

Table 2. Summary of Achievements and Problems in the Implementation of OSS RBA

Variable	Achievements/Positive Findings	Problems Identified
Digital Communication	Multichannel (Instagram, Facebook, YouTube, website, webinars, WhatsApp, helpdesk); "Anti Pusing" content; complaint channels with a response time of within 24 hours	Digital literacy gap among rural SMEs and the elderly; confusion in selecting KBLI codes; outreach efforts have not been evenly distributed down to the village level
Digital	Adequate devices, internet (support from the	Server downtime during peak

Variable	Achievements/Positive Findings	Problems Identified
Resources	Communication and Information Office), UPS, and generators; Non-Physical DAK and APBD funds for assistance; tiered technical teams	hours (9:00 AM–2:00 PM WIB) and system maintenance initiated by the central office; limited budget for GASPOL; weak signal in remote areas
Digital Civil Service	100% of administrators and verifiers are proficient; tiered training; shift in roles to facilitators; zero tipping; services available outside regular working hours	The number of support staff is not yet proportional to the number of MSMEs; long wait times for in-person assistance during peak hours
Digital Government	Low-risk NIBs issued in 10–15 minutes at no cost; real-time tracking; integration with Disdukcapil, GISTARU, SIMBG, and Bapenda; innovations in GASPOL and LAZIZ KEREN	Reliance on the central system; NIKs are not synchronized with Disdukcapil; DPMPTSP lacks the authority to resolve central system issues

Source: Research findings, compiled by the researcher (2026)

Accordingly, optimization efforts should focus on institutionalizing scheduled outreach services, increasing budget allocations and the number of support staff, training volunteers in permit-related literacy at the village level, strengthening village internet networks, and enhancing server capacity and simplifying the KBLI search feature by the central government.

Conclusion

The implementation of the OSS RBA in MSME licensing at the Pringsewu Regency DPMPTSP has been successful in terms of service delivery, but MSME participation has not yet been optimal, with only about 18% (8,251 out of 45,683 MSMEs) registered. Of the four variables, digital communication has utilized multi-channel approaches with simple content; digital resources are supported by MPP facilities and a tiered technical team; digital civil servants serve as competent facilitators with integrity; and digital government has accelerated the issuance of NIBs for low-risk businesses to 10–15 minutes free of charge and in a transparent manner interagency integration as well as the GASPOL and LAZIZ KEREN innovations.

Low participation is influenced by three factors: low digital literacy among MSME actors and limited signal coverage in rural areas; limited outreach and direct assistance due to budget and personnel constraints; and instability of the central OSS RBA server, which is beyond the region's authority. Therefore, the DPMPTSP is advised to schedule and strengthen GASPOL and increase the number of support staff; the Pringsewu Regency Government should establish licensing literacy volunteers at the village level and increase the budget and improve village internet access; and the Ministry of Investment/BKPM should increase server capacity and simplify the KBLI search process.

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