GAMPIL FOR PUBLIC : The Application for Licensing Services

Nia Karniawati, Rizki Adi Purnama, Nafisa Nurfatin
Program Studi Ilmu Pemerintahan, Universitas Komputer Indonesia, Indonesia

Email : nia.karniawati@email.unikom.ac.id

Abstract. The purpose of this study is to examine about Gampil for Publict. This is an application based smartphone (Gadged) developed by the Department of Investment and Integrated Licensing Services (DPMPTSP) in Bandung City. This is government licensing services application with goal to providing ease of public services, especially licensing services. This study uses a descriptive method with a qualitative approach. The results of the study show that this application has made it easier for public to obtain licencing services. People who use this application have felt the benefits. This is in acoordance with the purpose of making this application.
Keyword : application, public services, licensing services

1. Introduction

The use of information technology has become part of people's lives. With the development of increasingly sophisticated technology, the world is now entering the era of the industrial revolution 4.0, which emphasizes digital economy patterns, artificial intelligence, big data, robotics, and so on, known as the phenomenon of disruptive innovation [1]. Likewise in terms of governance. The use of information technology in administering government, known as e-government, has become a necessity. This is one of the innovations in governance. Innovation can be interpreted as a process and/or result of developing the utilization of knowledge, skills and experience in creating or improving products, whether in the form of new goods or services, processes, and/or systems that can provide significant value [1].

The success of online licensing services can be seen from the effectiveness of these services. The effectiveness of a licensing service can be seen from the achievement of the goals of a service itself. There are several factors that become obstacles, including the introduction of the program, which is not yet comprehensive, there is still a lack of supporting infrastructure in services and the limited ability of human resources both from officials and the permit applicant community [2]. The lack of public understanding of the benefits of online services is one of the obstacles to the success of online service goals. Besides that, the community has limitations in accessing online services. This happens to people who are not used to using technology and the elderly [3]. Intensive and thorough socialization of online services is a must. The failure of an online service caused by a lack of information and understanding of the community [4].

Bandung City Government has made innovations in terms of public services. The city of Bandung as a city that organizes smart cities already has the Bandung command center (BBC) as a data integration center. However, this shows that the city of Bandung as a smart city prioritizes the technological dimension rather than the human and institutional dimensions [5]. Another innovation that has been carried out is by providing services online. Licensing is a service from the government that has an important role. The Bandung City Government has organized online licensing through an application known as Gampil for Public.

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The Gampil for public application (Gadget Mobile Application for License) is an android-based application that makes it easier for business and tha public to apply for permit in the Bandung City. This app is on-line-based licencing registration application via android OS mobile which can be downloaded on Google Play. The purpose of this application is to make easier for the public to apply permits, anywhere and anytime. The purpose of this study is to examine aboit Gampil for Public.

2. Method

The method used is a qualitative research method with descriptive analysis. This research will explain about Gampil,For Public, the appication for Licencing Services in Bandung City. Data collection techniques used are: the study of literature such as textbooks, journals, research results, reports and other documents about Gampil,For Public and obsevation. And data analysis techniques using three components of the analysis, namely data reduction, data presentation and conclusion.

3. Results And Discussion

There is a phenomenon where ignorance and procedures in dealing with the legality of small businesses cause the legality of small business ownership to decline [6]. This has prompted the Bandung City Government to innovate in licensing services. The GAMPIL application (Gadget Mobile Application for License), is an Android-based application. This application makes it easier for businesses and the public to apply for permits in the city of Bandung. The launch of the GAMPIL application was held today, Thursday, 25 February 2016. It was witnessed by the Minister of Cooperatives and Small and Medium Enterprises (KUKM) Anak Agung Gede Ngurah Puspayoga, Mayor of Bandung Ridwan Kamil, Deputy for Production and Marketing of the Ministry of Cooperatives and SMEs, Yuana Setyowati Barnas. In addition, the Chairperson of OJK Bandung, Kajari Bandung, Dandim, Chairperson of the Bandung District Court, and UKM players in Bandung were also present.
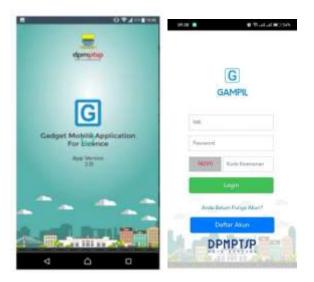The following is a display of the Gampil application:

Figure 1. a display of the Gampil application
Source: DPMPT Bandung City, 2022

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The benefits of this online-based service are felt by the community, especially during the Covid-19 pandemic. Application services have made it easy for the public in the service process. This can improve good and efficient government services [7]. Some of the advantages of online services are user friendly, flexible, dynamic, eliminating face-to-face meetings, simplifying and speeding up services. So that the licensing process becomes more efficient, transparent and accountable [8].

The presence of GAMPIL as an application-based business license management innovation is able to increase the competitiveness of micro-scale retailers and their interest in having legality increases by 49.1%. The implementation of the Gampil application policy has had a positive and significant impact on the competitiveness of UMKM players in the city of Bandung. Where this makes UMKM actors have a very high interest in managing business licensing [6].

But in fact, in practice there are several things that must be considered in the implementation of this online service. There are weaknesses in online services such as processes depending on internet access, data prone to loss, lack of user understanding [8]. There are several aspects that must be considered in implementing online services such as technological dimensions, human and institutional dimensions [5]. In terms of technology, the Gampil application has specifications as shown in the following figure:

Figure 2. Specifications of Gampil application
Source: DPMPT Bandung City, 2022

Based on the picture above, the specifications of the Gampil application are sufficient. So that in the technological dimension, this service is adequate. Next is the human dimension. In this dimension, it is influenced by the ability of government officials as service implementers and the public as service users. The importance of the knowledge and abilities of the apparatus in managing online services will affect the success of the service itself [8]. Increasing the capacity of this apparatus is carried out by training activities and improving facilities and infrastructure. Service providers have the ability to carry out their duties. Knowledge of service personnel as a very important part in maximizing the service process [9].

The existence of a permit application file through an application that is rejected by the system because the applicant's file is incomplete or does not comply with the requirements and the lack of clarity of information provided in response to public complaints makes online licensing services not optimal [10].

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Community capacity building is carried out through socialization. Socialization about this application is always carried out by the City Government of Bandung. Socialization is carried out through the local government to MSME actors in their respective regions. Socialization is also carried out online. By providing information related to this application through the website and social media. Information about Gampil can be accessed via the link https://gratis.bandung.go.id/gratis/gampil/. And information about how to use the Gampil application can be accessed via the link https://play.google.com/store/apps/details?id=com.egref.bpptpemohon&gl=us.

Next is the institutional dimension. The government as an online service provider institution must have a policy that regulates these services. This is necessary as the legality of the implementation of the service. Integrated services and licensing in carrying out tasks based on Standard Operating Procedures (SOP) in accordance with technical policies in the field of public services and licensing services to the public which so far have not been in line with the expectation of timely, appropriate, correct, targeted and precise permit services [9].

4. Conclusion

The use of information technology in administering government, known as e-government, has become a necessity. This is one of the innovations in governance. The Gampil for public application is an android-based application that makes it easier for businesses and the public to apply for permits in the city of Bandung. The purpose of this application is to make it easier for the public to apply for permits anywhere and anytime. People who use this application have felt the benefits. This is in acoordance with the purpose of making this application.

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