

## **“SIMYANDU” IS FORMS OF INNOVATION IN PUBLIC SERVICE AGENCY INTEGRATED LICENCING SERVICES (BADAN PELAYANAN PERIZINAN TERPADU, BP2T) SOUTH TANGERANG CITY**

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### **Abstract**

*Background Issues, Indonesian people will often complain of poor public services, the weaknesses identified in the service delivery of government officials, among others: (1) lack of responsiveness, (2) less informative. (3). less affordable. (4). lack of coordination, the various units of service work related to one another is less coordination, (5) the bureaucracy, procedures tend to be complicated - a difficult and very long, (6) slow work, (7) lack of responsibility, (8) does not give a sense of security, (9) do not want to be blamed, and (10) are less sensitive, or even often considered less than human (JohanesBasuki, 13: 103). Problem Formulation: How SIMYANDU which is a form of Public Service Innovation applied in the Integrated Licensing Service Agency of South Tangerang City? And what are the Supporting and Inhibiting Factors in the implementation of Public Service Innovation in Integrated Licensing Service Agency (BP2T) South Tangerang City? Objective: to know the implementation SIMYANDU as a form of Public Service Innovation in South Tangerang City BP2T and identify factors supporting and inhibiting. Theory basis, used the theory of KhairulMuluk with 5 Typology of Public Service, namely a). Innovation of products / services, b). Innovation service processes, c). Innovation service methods, d). Innovation Policy, e). Innovation system. Research methods, descriptive methods with qualitative approach. Data collection techniques are interviews, observation and documentation. Mechanical withdrawal informant is purposive and Mechanical Engineering Accidental. Informants 10 people. Research is SIMYANDU apply groove licensing file by using a computerized system that is integrated in the service process are set according to SOP. Interaction with the public employee using two methods: 1). To-face interaction with the time of registration, site survey, and retrieval of files; 2). Through SIMYANDU people know where the file is being organize.*

**Keywords:** *System, Information, Management, Innovation, Services*

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### **INTRODUCTION**

**S**ervices can't be separated from human life, because the services are needed in all dimensions of life. Public service is any service activities undertaken by public service providers in an effort to meet the needs of the public and the implementation of the provisions of the legislation. JohanesBasuki (2013: 103) is not a secret, that the performance of government services to the community still does not meet the needs and expectations of society. Various complaints received from the public through a variety of means seems to have not fully boost the quality of public services.

Various weaknesses that can be identified in the service delivery of government officials, among others: (1) lack of responsiveness to the various complaints, aspirations, and expectations of the people are often very slow or even totally ignored, (2) less informative. A variety of information that should be conveyed to the public, slowly or even not up to the community, (3) less affordable. Various service implementation unit located away from the reach of the public, (4) lack of coordination. Various units related services lack coordination with each other, (5) the bureaucracy. The procedure tends convoluted - straightforward and very long, (6) slow work, (7) lack of responsibility, (8) does not give a sense of security, and (9) do not want to be blamed, and (10) are less sensitive, or even often considered less human. (John Basuki, 2013: 103).

Innovation in the public sector needed to provide public services that better reflect the availability for selection - the public option and create a diversity of methods of service. The traditional approach is influenced strictly legalistic approach would create a single approach in the practice of public administration (one-size-fist-all approach). This approach is certainly outdated because it does not give a choice in public services while the needs and demands of increasingly complex public. Innovation in the public sector could also be implemented to improve efficiency and reduce costs in view of essentially public sector organizations continue to face a scarcity of resources to improve service quality and its impact on society, especially to overcome the earlier policy appeared less satisfactory results.

Innovation can also be used to develop the use and Communication Technology (ICT) to improve the quality of public services, community participation, and transparency. (KhairulMuluk, 2008: 43). Sprung a number of innovative programs in the region is a very positive thing in the implementation of regional autonomy after enactment - No. 22 of 1999 on Regional Government which was later replaced by Law - Law No. 32 of 2004 on Regional Government and replaced again by Law - Law No. 9 Year 2015 on the second amendment of Law - Law No. 23 Year 2014 on Regional Government. Public Service Innovation is a breakthrough both types of services that are original ideas or creative ideas, adaptations or modifications that provide benefits for people, either directly or indirectly (PERMENPANRB 30 of 2014). Licensing Service Agency (BP2T) South Tangerang City is the regional work units that are expected to increase the professionalism of the performance of the apparatus South Tangerang City Government in providing services Licensing and Non Licensing based on the value - the value of commitment and consistency, authority and responsibility, integrity and professional, precision / accuracy and speed, discipline and mastery of science and technology.

The agency continues to increase licensing services for the people of South Tangerang by implementing service innovations that Integrated Service Management Information System (SIMYANDU). SIMYANDU arise because: 1). the number of complaints from people who have difficulty when they want to know whether the file permissions are already finished or not; 2). The licensing process is long because the number of file permissions requires a recommendation from the technical department when in the presence of technical offices issuer recommendations are not under one roof and in addition many licenses have passed the time specified in the SOP; 3). Difficult to control the licensing done by the leadership, so many licenses had passed SOPs have been there 4).

The absence of systemic evaluation of the performance of employees in BP2T Tangerang Selatan that employee performance is not well controlled. Management Information System Integrated Service launched a year earlier, and in the Top 99 Competition Public Services in Indonesia in 2014, which is implemented by the Ministry of Administrative Reform and Bureaucratic Reform, is evidence that the city government is smart and modern, have attempted to provide the best service to their communities by utilizing advanced technology development. Based on the above the appropriate title is SIMYANDU as a form of Public Service Innovation in BP2T.

**Problem Formulation:** 1).How SIMYANDU which is a form of Public Service Innovation applied in the Integrated Licensing Service Agency of South Tangerang City? 2).And what are the Supporting and Inhibiting Factors in the implementation of Public Service Innovation in Integrated Licensing Service Agency of South Tangerang City?

**Research Purposes :** 1). To identify and analyze about applying SIMYANDU as a form of Public Service Innovation in Integrated Licensing Service Agency of South Tangerang City; 2). To

determine Supporting and Inhibiting Factors in the implementation of the Public Service Innovation in Integrated Licensing Service Agency of South Tangerang City

## **THEORETICAL BASIS**

### ***Management information System***

According to Robert G. Murdick (1984: 16) The management information system is a group of people, a set of guidelines and instructions, data processing equipment (a set of elements) select, store, manage and retrieve the data (operating data and goods) to reduce uncertainty on decisions (look for a common goal) to produce information for managers when they can use it in the most efficient (generate information according to the time reference). According EdhySutanta (2003: 19) Management Information System can be defined as a set of subsystems that are interconnected, gathered together - together and form a unity, mutual interaction and cooperation between the parts to one another by way of - certain way to perform the function of data management, receive inputs in the form of data, then processing, and produces outputs in the form of information as a basis for decision-making that is useful and has a real value that can be felt as a result either at that time or in the future, support operational activities, managerial, and strategic organization, by utilizing a variety of existing resources and available for these functions to achieve the goal. From some of the Management Information System (MIS) above it can be concluded that the SIM is a network data management procedures developed within an organization and authorized when necessary to provide the data to the management for decision making in order to achieve objectives. The data is processed to become an information.

### ***Public Service***

Public service according Sinambela (2005: 5) in HarbaniPasalong (2007: 128) is as every activity undertaken by the government on a number of human beings who have every activity that is beneficial in a collection or entity, and offers a satisfaction even though the results are not tied to a product physically. According to AgungKurniawan (HarbaniPasolong, 2007: 128) says that: "Public service is the provision of services (airport) needs of others or the community who have an interest in the organization in accordance with the basic rules and procedures have been established". Meanwhile, according to Dwiyanto (2005: 141) defines public service as "a series of activities undertaken by the public bureaucracy to meet the needs of the citizens". Bureaucracy is very important in the public service, as not only goods produced in the implementation of public services, but also services in providing administrative services, so that the bureaucracy is always in the spotlight and center of public attention.

### ***Service Quality***

According Albercht and Zemke in Dwiyanto (2005: 145) Public service of quality is the result of the interaction of various aspects, namely the service system, human resources, service providers, and customer strategies. According to Goetsch and Davis (2002: 16) quality of service as a dynamic condition related to products, services, people, processes and environments that meet or exceed expectations. Quality of service is also defined as something that relates to the fulfillment of expectations / needs of customers, where service quality is said if it can provide products and services (services) in accordance with the needs and expectations of customers. According to Parasuraman was quoted as saying by Savas (1987: 15) defines the quality of public services refers to how far the difference between reality and expectations of the customers or the public on services received. Thus there are two main elements in the quality of service that is expected services (expected service) with the service received (perceived service). According to Zeithaml - Parasuraman - Bery in Sutopo books and AdiSuryanto (2006: 86-87) argues that the assessment of service quality by consumers based on indicators: a. Tangible aspects: quality of service in the form of physical appearance offices, waiting rooms, computers and others – others, b. Aspects Reliability: the ability and reliability to provide a reliable service, c. Aspects Responsiveness: willingness to assist and provide services quickly and

accurately, as well as responsive to the desires of consumers, d. Assurance aspects: the ability and the friendliness and courtesy of employees in ensuring consumer confidence, e. Aspects of Empathy: firm but caring attitude from employees to consumers

### ***Service Innovation***

According Damanpour (Yogi, 2008: 3) innovation can be new products and services, new technology production processes, system administration structure, or a new plan for the organization's members. While Wijayanti (2008: 42) argues that innovation in the public sector is more emphasized aspects of the "improvements" that resulted from the activities of these innovations, which the government is able to provide public services in a more effective, efficient and high quality, cheap and affordable. According to West (EdySutrisno, 2010: 105), innovation is the introduction of new, better ways of doing things in the workplace. Innovation does not imply absolute terms updates and changes can be seen as an innovation if such changes are considered new for a group or organization that introduced them. JohannesBasuki (2013: 179) Public Service Innovation is a shift in meaning, principles - principles, processes, procedures and public service model from the old to the new and designed to provide benefits to individuals, groups, organizations and society in general. Furthermore, Evert M. Rogers (Yogi, 2008: 9) defined innovation as an idea, practice or object / object is recognized and accepted as a new thing by any person or group to be adopted. Of the few opinions that have been mentioned above it can be concluded that the public service Innovation is the application of an idea - the idea, either in the form of a product or service with the aim to improve existing services so as to achieve an effectiveness and efficiency.

### ***Typology of Innovation In Public Sector***

According to KhairulMuluk (2008: 45) there are five typologies of innovation that exist within the public sector: 1. Innovation Products / Services : changes in the shape and design of new products or services or to renew existing services. 2. Process Innovation services: quality continuous updates and refers to the combination of changes in the organization, procedures, and policies need to innovate., 3. Method Innovation services: The new changes in terms of interacting with customers or new ways in terms of providing services. 4. Innovation Policies: Refers to the vision, mission, objectives and strategies. 5. Innovation System: How new or updated in the interaction with the other actors in other words a change in governance.

### ***Level of Innovation***

Another important aspect in the study of innovation concerns the level of innovation that reflects variations in the magnitude of the impact of the innovation taking place. According Mulgan and Albury levels range from incremental, radical, to transformative (KhairulMuluk, 2008: 46): 1. Incremental Innovation: innovation is happening brings changes - minor changes to the existing services. Generally, most of the innovations that are in this level and rarely brought changes to the organizational structure and organizational relationships. Nevertheless, incremental innovation plays an important role in the renewal of the public sector because it can be applied continuously and support knitted services responsive to the needs and support the added value of money. 2. Innovation radical: that is a fundamental change in the public service or the introduction of ways - ways that are completely new in the process of organization and service. This kind of innovation is rarely done because it requires enormous political support because it generally has a greater risk as well. Radical innovation is needed to bring a noticeable improvement in the performance of public services and meet user expectations that long-neglected service. 3. Innovation transformative: the innovation that brings changes in the organizational structure of the labor force and by transforming all sectors and dramatically change the organization. Innovation of this kind requires a longer time to obtain the desired results and require fundamental changes in the social composition, culture and organization.

### ***Category Innovation***

There are two categories of Innovation disclosed KhairulMuluk (2008: 48), namely: 1. Sustaining Innovation (Innovation canal): an innovation that brings new changes, but with fixed based on the conditions of service and the system has been running or existing products. 2. Discontinues Innovation

(Innovation disconnected): an innovation that brings changes in a completely new and no longer based on preexisting conditions.

### ***Attributes Innovation***

Some of the attributes of public service innovation, as follows; 1).Relative Advantage (relative advantage), Namely that innovation emotion has more value than the previous service delivery. Affirmed, there must always be the novelty value inherent in innovations that characterize that differentiates it from previous models 2).Compatibility (suitability), This meant that the old innovation are not necessarily discarded, and the old innovation must be part of the process of transition to a new innovation. It is also intended that people are not surprised by the new service model, and the necessary adjustments are necessary 3).Complexity (complexity), Because something new innovation usually has a higher level of complexity than ever before, the new innovations should be able to offer it - things are better than ever. 4).Reliability (possibility to do the experiment),Innovation can only be accepted if it has been made public examination and was declared to have advantages over the previous one, and it is also important to be accepted by the supplier or service users. 5).Observability (observable), Innovation should provide convenience can be observed, both in terms of the way and the results proved to be better.

With attributes as mentioned, then an innovation is a new way that is believed to be able to substitute the means - a long way in the process or the results. Thus, innovation trying to continuously be able to replace and develop ways - ways (methods) long, even the principle - the old principle that is irrelevant including models, procedures that have been assessed outdated and more than that according to the evaluation and feedback of the customers are not effective and efficient, it must be replaced with new ones.

## **RESEARCH METHODS**

### ***Place and Time Research***

This research was conducted at the Integrated Licensing Service Agency Kota Tangerang Selatan, Jl. Raya Serpong Km.12 - South Tangerang City from the date of January 28 to March 10, 2016.

### ***Methods and Research Approach***

The research method is descriptive method. According Sugiyono (2010: 11) descriptive study sought to describe a social phenomenon. The study used a qualitative approach is the method used to examine natural objects where the researcher is a key instrument. This research using descriptive method based on the premise that this study is to describe the phenomenon of what is orderly and systematic. In other words, this study aims to observe and describe public service innovation, especially in the Integrated Services Management Information System (SIMYANDU) conducted in the Integrated Licensing Service Agency of South Tangerang city.

### ***Data Collection Technique***

Data collection techniques in this study were interviews, observation and documentation.

Mechanical withdrawal informant, using a second technique is a technique purposive and Accidental withdrawal technique. Purposive to employees who are in BP2T South Tangerang City. Namely: Head of Integrated Licensing Services Agency and South Tangerang city and Employees in the Integrated Licensing Service Agency of City of South Tangerang. A total of 10 employees. Accidental technique withdrawal by citizens that the licenses associated with service delivery innovations are applied at the Agency for Integrated Licensing Services South Tangerang City as much as 10 residents.

### ***Mechanical Test Data Analysis and Data Validity***

Data analysis techniques used by McDrury (Collaborative Group Analysis of Data, 1999) as quoted Moleong (2007: 248), Stages Qualitative Data Analysis: 1). Reading or studying data, mark key words

and ideas that exist in the data. 2). Learn the key words that sought to find themes derived from the data. 3). Write down the model 'was found. 4). Coding has been done.

### ***Validity Test Data***

Test the validity of the data used in this study is by triangulation. Further Moleong said that triangulation techniques most widely used is through triangulation of sources. The measures used are as follows: 1. Comparing the observed data with the results of the interview. 2. Compare what people are saying in public what was said at all times. 3. Compare what people say about the situation of research with what is being said all the time. 4. Comparing the situation and perspective of someone with a variety of characters and the views of others. 5. Comparing the results of interviews with the contents of a document relating.

## **RESEARCH RESULT**

### ***Innovation Product / Service Provider***

From interviews with employees BP2T known that SIMYANDU is a system set up to improve employee performance. This SIMYANDU applied in 2010 and was renewed in 2012 where such reforms were initially manually and then using a computer with SIMYANDU system integrated in the licensing process, at the time of processing with this SIMYANDU may also inform the public / applicant for the position of the file. In addition, as the leadership of tools to monitor the performance of employees or as a tool to evaluate the performance of employees. Interviews with the community about the changes that occur in BP2T associated with SIMYANDU that people still feel less evident with reports of checking the flow file.

Based on observations made, shows that in BP2T in doing Innovation Product / Service Provider that is applied SIMYANDU were initially manually and then use the computer to record the application file and then carried mutations where the mutation as a report that the file has moved position in integrated implementation of the community / the applicant can know the position of the file by checking the website without having to come to the office to ask about the position of the file besides the leadership can control the performance of employees so that the settlement permit in accordance with the SOP. Given SIMYANDU employee's performance in conducting the licensing process is easier to do the licensing process. SIMYANDU design is good but there are still shortcomings points - points or features - features in the system as well as the company's name and location.

Based on the documentation that the product innovation services in the form contained in this SIMYANDU BP2T with their information from websites and books BP2T TOP 99 Innovation by the Ministry of Public Service and Administrative Reforms of the Republic of Indonesia.

## **RESULTS ANALYSIS**

SIMYANDU is a refurbished product that was once manual now using a computerized system and a system in updating the file for the public to know the position of the file without visiting the office BP2T, now can be viewed via the website BP2T, but with reports of SIMYANDU some people still feel less obvious with report of checking the flow of file it is suggested that the report should clear example "your file is still in the field of verification is in checking the file by the head of the agency". This innovation in accordance with the results of observations made in the field. This innovation in accordance with the theory of KhairulMuluk in five public service innovation typology, one of which is the product / service innovation is a change in the shape and design renew existing service, that this is a renewal SIMYANDU existing services. Then according to the theory according to the West in the EdySutrisno (2010: 105), said that innovation is the introduction of new, better ways of doing things in the workplace, SIMYANDU in making licensing easier and already integrated.

### ***Innovation Process Services***

Based on the results of interviews with employees can be seen that the services rendered after using SIMYANDU become faster and more precisely as before the process is long, bureaucratic long, convoluted - bush now with SIMYANDU be monitored Service Level Agreement (SLA) to suit the corridor SLA SOP process computerized integrated, and the licensing process also becomes more accountable because the plaintiffs could determine the licensing status that had been registered through the system. In addition BP2T ministry certifying process according to standards ISO 9001: 2008 and carried out measurements of SMEs (Community Satisfaction Index) by distributing brochures, questioner and use electronics that contain public response satisfied or dissatisfied with the services BP2T, HPI obtained at 83. In addition, do -Features feature improvements of changes in the system on a regular basis and also employee training two times a year as the ethics of care, human resource training, the training system. To keep the consistency of the quality of service licenses granted. Changes that occur in service in BP2T in conducting licensing the process of computerization of integrated and accountable licensing process easier for applicants to check the file through [bp2t.tangerangselatankota.go.id](http://bp2t.tangerangselatankota.go.id) website by way of the applicant to enter the registration number on checks feature licensing status. In SOP make IMB for 30 days for, HO, SIUP / TDP 15 working days. In interviews with the community there is a saying that to take care of IMB known a month but in fact there are 2 months, 3 months and some even 6 months.

Based on the observation that in the process of licensing for SIMYANDU already can assist employees in work files quickly as is appropriate SLA corridor on the SOP. But the work culture postpone - postpone the work as in reporting to the public about the lack application file, clerks waiting files accumulate and then be communicated to the public, and also adjust the schedule employees if the employee has activities outside the office then to inform the public must be in accordance with the wishes of the employee and complaints of employees in the field to check if located far from the offices, things like that which led to a long process of licensing.

Based on documentation showing that the results of the study in the Public Satisfaction Index BP2T service units have shown good performance. This is evidenced by the survey results Community Satisfaction Index (Form B) of 78.6. Amendments applicants can check the status of file permissions via the website [bp2t.tangerangselatan.kota.go.id](http://bp2t.tangerangselatan.kota.go.id). and already has ISO 9001: 2008. SOP IMB issued with a term of 30 (thirty) days since the receipt of application file is complete and correct. Meanwhile, according to Minister of the Interior regulation number 24 of 2006 on guidelines management PTSP article 11 that the timing of licensing services and non- permissions set a maximum of 15 (fifteen) working days starting from the receipt of the applicant along with the accessories.

### **Results Analysis**

Services provided after using SIMYANDU become faster and more precisely as before the process is long, bureaucratic long, convoluted - bush now with SIMYANDU be monitored Service Level Agreement (SLA) to suit the corridor SLA SOP with computerized processes are integrated, and the licensing process as well more accountable because applicants can track the status of their licenses have been registered through the system. In addition BP2T South Tangerang City also certifies its service processes according to standard ISO 9001: 2008 and does IKM (Community Satisfaction Index), other than that carried out repairs of the features -Features changes in the system on a regular basis and also employee training two times a year as ethics services, human resource training, the training system. Observation, in conducting the licensing process for SIMYANDU already can assist employees in work files quickly as is appropriate SLA SOP corridor and also in accordance with the theory put forward by KhairulMuluk. Typology of innovation that updates ongoing quality and refers to the combination of changes in the organization, procedures, and policies need to innovate. For SOP IMB issued with a term of 30 (thirty) business days. This is not in accordance with regulations Interior Minister Regulation number 24 of 2006 on guidelines for the implementation of PTSP article 11 that the timing of licensing services and non-permissions set a maximum of 15 (fifteen) working days starting from the receipt of the applicant along with the accessories. For licensing SIUP / TDP, HO 15 working days in accordance with Regulation. And worse is happening on the ground in the process of licensing for 2 months, 3 months or 6 months the licensing process is perceived by the public. The

mismatch occurred because according to the observation that the performance of employees distracted because the work culture pleased postpone - postpone. Judging from Parasuraman theory, as quoted by Savas (1987: 15) defines the quality of public services refers to how far the difference between reality and expectations of the customers or the public on services received. Can be analyzed that the reality and expectations of the community customers or on services received still differ greatly. Employees make adjustments to the time of completion of licensing and strive to carry out duties in accordance with the stipulated time in order to obtain a better quality.

### ***Method Innovation Services***

Based on the results of interviews with employees in mind that the interaction between public employees with a minimum of 3 times at the time of service, field observation, and at the time of file retrieval. Even if the public / applicant to come to the office they may not be able to use the internet or those they ask to file verification section and also because less satisfied when passing a website so to that office and a new way to be taken is SIMYANDU be digitized. Interviews with the community about the interaction of the beam groove checking several communities in checking the files regardless of the website but contacting the staff.

Based on observation, interaction of public employees, there are still people passing by on the back office check the status of a file on the system has been encountered has been to the place, but the file still struggled for many pile and ask each other - ask employees to one another located in that section.

The docs that BP2T provide public services in the form of a check file in the portal area BP2T.

### **Results Analysis**

The interaction between the employees with the community, interactions maximum of 3 times at the time of registration, field review and file retrieval. But according visible observation there are some people passing by came to office BP2T South Tangerang city to inquire beam position at the back office. When people ask about the status where the file is located, the position of the beam can already be seen in the system. Besides the file still struggled for many pile and questioned each employee files that are in that section. And also from interviews to the community is not satisfied when passing a website so come to the office. So BP2T new ways of providing services with a website that informs the public on the status of files, some people do not use the website because people do not know how to use the internet and are also less satisfied if informed through the website so that the BP2T come to the office.

### ***Innovation Policy***

Based on interviews, it is known that the shape policy-setting SIMYANDU namely SK Head. For SIMYANDU legal basis, among others:1). Regulation No. 24 of 2006 on Guidelines for the Implementation of PTSP2). Regulation No. 20 Year 2008 on Guidelines for Organization and Administration Unit of the Integrated Licensing Services in the Region

SIMYANDU implementation is already clear reference to the mission BP2T South Tangerang City, which reads:1). Brought Good Governance (Good Governance), Because it can provide licensing services good, fast, accurate and accountable to the public.2). Develop systems and mechanisms Yang Participatory and Integrated Services, the system SIMYANDU and SIMPONIE belonging BP2T South Tangerang making system and mechanism of licensing services are participatory because it involves the public directly, and the public can find out the status of the licensing process which they registered, in addition to the system is constructed in an integrated manner can simplify the licensing requirements so there is no requirement that overlap.3) The availability of Data / Information and Document Services Comprehensive and Accurate With the SIMYANDU all data, information and documents licensing services can be searched easily and more accurately, and can maintain the quality of the licensing document because it is through the process of digitalization. With the passage of SIMYANDU and SIMPONIE on BP2T South Tangerang City is expected to achieve the vision BP2T to be able to provide Quality Service in 2016 to the public. A new way to be taken, if the first application using the usual books and recorded manually by the SIMYANDU all digitized and have



been developed as well as the passage of licensing services online for SIUP / TDP. In addition BP2T also make the process of Community Satisfaction Index (HPI) and get ISO 9001: 2008.

Based on the observation that it is the application of the system implemented refers BP2T VISION MISSION is to do an online service and integrity. Mission and Motto BP2T listed BP2T entrance.

Based on documentation by KhairulMuluk typology innovation policy which refers to the vision, mission, objectives and strategies.

## **Results Analysis**

Policies adopted by BP2T form Integrated Services Management Information System (SIMYANDU) refers VISION MISSION which are: 1) Achieve Good Governance (Good Governance), because it can provide licensing services good, fast, accurate and accountable to the public. 2) Develop systems and mechanisms Participatory and Integrated Services, the system SIMYANDU and SIMPONIE belonging BP2T South Tangerang making system and mechanism of licensing services are participatory because it involves the public directly, and the public can find out the status of the licensing process which they registered, in addition to the system is constructed in an integrated manner can simplify the licensing requirements so there is no requirement that overlap. 3) Availability of Data / Information and Document Services Comprehensive and Accurate, With the SIMYANDU all data, information and documents licensing services can be searched easily and more accurately, and can maintain the quality of licensing documents because through the process of digitization. With the passage of SIMYANDU and SIMPONIE on BP2T South Tangerang City is expected to achieve the vision BP2T to be able to provide Quality Service in 2016 to the public. A new way to be taken, if the first application using the usual books and recorded manually by the SIMYANDU all digitized and have been developed as well as the passage of licensing services online for SIUP / TDP. In addition BP2T also make the process of Community Satisfaction Index (HPI) and received ISO 9001: 2008. Policies imposed it is consistent with the theory KhairulMuluk in the typology of innovation that innovation policy is referring to the vision, mission, objectives and strategies.

## ***Innovation System***

From interviews it is known that the system of SIMYANDU made as simple as possible by using a computer that an employee is in the permitting process in an integrated manner, and SIMYANDU now in the process of development for the expansion of the system of licensing is left to the SIMPONIE, so that eventually all licenses belonging BP2T South Tangerang city (19 licenses) can be accessed directly by the public online anytime and anywhere. New ways of interacting with stakeholders / stakeholders, BP2T South Tangerang municipality that serves as the official licensing process in South Tangerang city automatically becomes the leader in interacting directly with the community and become stakeholders. Therefore BP2T provide public services such as Public Complaints menu, and the menu - a menu suggestion as Community Satisfaction Index (HPI), impressions and messages and Trace Opinion. So that the parties can find out BP2T Tangerang City complained impression of the community and can determine the level of community satisfaction. In addition, beginning in registration at the ministry at the time the applicant submitted a file there are several requirements needed recommendations from various related agencies in BP2T provide PTSA to facilitate the public to ask for a recommendation without visiting the office each - each except the office of the urban / rural and sub-districts.

Based on the observation that BP2T provide public services such as Public Complaints menu, and the menu - a menu suggestion as Community Satisfaction Index (HPI), impressions and messages and Opinions trail on the website. At the time of the registration at the ministry, ministry officials explained by checking files, BP2T also provide the name of Integrated Services One-Stop (PTSA) in front of the building permit that allows people to ask for a recommendation, but not all agencies related to the presence in the PTSA as a recommendation from the administrative office / village and sub-district,

Based on documentation in books and Licensing Services Integrated Intelligent Application To The Public (siCANTIK) by the Ministry of Communications and Information Directorate General for Informatics Applications Directorate of e-Government that reveals Application System grouping functions that exist in the public service institutions into groups / modules are integrated with each other. Minister Regulation No. 24 of 2006 Article 16, paragraph (1) that PPTSP shall provide and disseminate information relating to the type of service and the requirements of technical, mechanism, search position document on any process, the cost and time of licensing and non-licensing, as well as the procedure for complaints, which carried clearly through the various media are easily accessible and known by the public.

## Results Analysis

BP2T providing public services such as Public Complaints menu, and the menu - a menu suggestion as Community Satisfaction Index (HPI), impressions and messages and Opinions trail on the website. System of SIMYANDU is to classify the functions that exist in institutions of public services into groups / modules are integrated with each other, such as: 1) Portal The area includes the portal site of the Regional (Profile, Public Info, Download, Polls, Statistics Visitors Gallery / Photo Event, type - type of Licensing and its condition - the condition), content Management System (CMS), Online Registration, Complaints Online Application Status Checks Online and web service Connector Management (WCM); 2) Back Office Applications include service parts, processing, administrator, monitoring and reporting as well as parts of the complaint. In accordance with the results of observations made and also in accordance with the theory of Robert G. According Mudrick stated that the system can be described simply as a device element coupled to one another for a common purpose in SIMYANDU is a simple system for all the employees who perform permissions can use the system in accordance with his work and the public easily check the file, and obtain information via the website.

And also according to Raymond McLeod Jr. and George P.Schell in AisZakiyudin define management information system as a computer-based systems that make information available to users who have similar needs that SIMYANDU a computer-based system and make information available to users, as well as in accordance with the Regulation of the Minister of the Interior No. 24 of 2006 article 16, paragraph (1) that PPTSP shall provide and disseminate information relating to the type of service and the requirements of technical, mechanism, search position document on any process, the cost and time of licensing and non-licensing, as well as sound how the complaint, which carried clearly through the various media are easily accessible and known by the public. Dissemination of such information via the website BP2T South Tangerang city and also at the time of enrollment in the room service / front office. In addition to providing public services BP2T also provide One-Stop Integrated Services (PTSA) PTSA right at the location where the Integrated Licensing Service Agency of South Tangerang city is to facilitate the community in meeting the recommendations of related files.

## *Supporting Factors and Obstacles in the Implementation of Public Service Innovation*

Supporting factors and obstacles in the implementation of the Public Service Innovation Information System Integrated Service Management (SIMYANDU) is as follows: **Supporting Factors:** 1). Support of Leaders; 2). Set the delegation of authority signing the license and non-license is still signed by the head of the Regional and SKPD Issuance of permits (completed); 3). Revise the description of the duties and functions BP2T South Tangerang city (on process); 4). To increase the capability of human resources in the implementation of PPTSP system through training and technical assistance; 5). Construction of facilities and infrastructure for the issuance of permits PTSP other related; 6). The servers were nice; 7). Can be used by the public who make application for permission to find out checking the file, make a complaint, etc.; 8). If there is no money and knew employees.

**Obstacle Factor:** 1)1. Changes in working culture that is still difficult employees; 2). The delegation of authority has not entirely given the organization permission to BP2T South Tangerang city; 3). Inadequate human resources; 4). Facilities and infrastructures inadequate; 5). SOTK need adjustment; 6). Mindset that has not been the same between the publisher permission SKPD related

PTSP; 7). SOP each - each SKPD publisher permission; 8). Still need additional tools, literature in the system; 9). Take a time in signatory, so long licensing process; 10). If the requirements that must be completed is not yet complete; 11). If there is no money.

## CONCLUSION

From the results of this study concluded that the form of Public Service Innovation in South Tangerang City BP2T among other things: a) innovation of products / services, by applying the licensing workflow files by using the integrated computerized system and also as a tool for evaluating the performance of employees, called SIMYANDU; b) Innovation service process, that by using SIMYANDU in making typing easy and fast but in completing the authorization document is not timely is not in accordance with established SOP and not in accordance with the Regulation of the Minister of the Interior on PPTSP, c) Innovation service methods, the method implementation of licensing interactions between employees with the community there are two methods: first interaction with face-to-face in registering, site survey, and retrieval of files, both interactions using SIMYANDU by way of the public to know the position of the file via the website but in reality there are still people who come to the office to ask beam position, d) Innovation policy, the policy SIMYANDU by the Decree of the Head of the Agency and refers to the organization's vision, mission, BP2T pursuing a strategy - a strategy that is so SIMYANDU not only as a process of licensing services but as a tool to evaluate the performance of employees; e) innovation system, the system of classifying functions SIMYANDU is available on public service agencies into groups / modules are integrated with each other. The shape of SIMYANDU applied in BP2T South Tangerang city is not optimal due to the employee's performance in conducting the licensing process is not timely.

Supporting factors in the innovation of public service namely the support of the Chairman; set permissions and delegation of authority signing non licenses are still signed by the head of the Regional and SKPD Issuance of permits (completed); revise the description of the duties and functions BP2T South Tangerang city (on process); etc. Obstacles in the innovation of public service employee that cultural change is still difficult; delegated authority has not entirely given the organization permission to BP2T South Tangerang city.

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