ABSTRAK

EVALUASI KEBIJAKAN PELAYANAN PERIZINAN BERUSAHA BERBASIS RISIKO DI DINAS PENANAMAN MODAL DAN PELAYANAN TERPADU SATU PINTU KOTA BANDAR LAMPUNG TAHUN 2025

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Kebijakan perizinan berusaha berbasis risiko melalui sistem Online Single Submission Risk Based Approach berdasarkan PP Nomor 5 Tahun 2021 masih menghadapi tantangan di daerah, ditunjukkan oleh 230 pengembalian permohonan izin, 746 berkas belum memenuhi persyaratan, serta penurunan realisasi investasi di Kota Bandar Lampung dari 105,93% pada tahun 2023 menjadi 63,79% pada tahun 2024. Penelitian ini bertujuan mengevaluasi kebijakan pelayanan perizinan berusaha berbasis risiko di DPMPTSP Kota Bandar Lampung serta mengidentifikasi faktor pendukung dan penghambatnya. Penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi, serta analisis berdasarkan teori evaluasi kebijakan publik Hanif Nurcholis melalui indikator *process, outputs*, dan *outcomes*. Hasil penelitian menunjukkan bahwa pada aspek *process* pelayanan telah berjalan efektif bagi usaha berisiko rendah dan menengah rendah, namun masih terdapat ketidakjelasan informasi persyaratan, ketidaksesuaian antara sistem OSS-RBA dengan persyaratan tambahan daerah bagi usaha berisiko menengah tinggi dan tinggi, serta belum tersedianya informasi capaian SLA sehingga pelaku usaha masih melakukan pemantauan di luar sistem. Pada aspek *outputs*, sistem telah menerbitkan 44.417 NIB secara kumulatif sejak 2022-2024 dengan ketepatan sasaran berdasarkan klasifikasi tingkat risiko, sementara pengembalian permohonan menunjukkan sistem berjalan selektif dan akuntabel. Pada aspek *outcomes*, kebijakan memberikan perubahan positif bagi pelaku usaha meskipun dampaknya terhadap pertumbuhan investasi jangka panjang masih terbatas. Disimpulkan bahwa kebijakan ini telah berjalan cukup baik namun belum optimal sehingga diperlukan sinkronisasi persyaratan antara sistem pusat dan daerah, perbaikan fungsi SLA, serta peningkatan responsivitas dukungan teknis pemerintah pusat.

Kata kunci : evaluasi kebijakan, perizinan berusaha berbasis risiko, OSS RBA, DPMPTSP .

ABSTRACT

EVALUATION OF RISK-BASED BUSINESS LICENSING SERVICE POLICY AT THE INVESTMENT AND INTEGRATED ONE-STOP SERVICE OFFICE OF BANDAR LAMPUNG CITY IN 2025

By

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The risk-based business licensing policy implemented through the Online Single Submission Risk-Based Approach (OSS-RBA) system under Government Regulation Number 5 of 2021 still faces challenges at the regional level, as indicated by 230 returned licensing applications, 746 applications that did not meet the requirements, and a decline in investment realization in Bandar Lampung City from 105.93% in 2023 to 63.79% in 2024. This study aims to evaluate the implementation of the risk-based business licensing service policy at the Investment and One-Stop Integrated Service Office (DPMPTSP) of Bandar Lampung City and to identify its supporting and inhibiting factors. The study employed a descriptive qualitative approach with data collection techniques consisting of interviews, observation, and documentation, while the analysis was based on Hanif Nurcholis' public policy evaluation theory through the indicators of process, outputs, and outcomes. The findings reveal that, in terms of the process aspect, the service has operated effectively for low-risk and low-medium-risk businesses. However, there are still unclear requirements information, inconsistencies between the OSS-RBA system and additional regional requirements for medium-high-risk and high-risk businesses, and the absence of information regarding Service Level Agreement (SLA) achievements, causing business actors to continue monitoring the process outside the system. In terms of outputs, the system has cumulatively issued 44.417 Business Identification Numbers (NIB) from 2022 to 2024 with accurate targeting based on risk-level classification, while the returned applications indicate that the system operates selectively and accountably. In terms of outcomes, the policy has generated positive changes for business actors, although its impact on long-term investment growth remains limited. It can be concluded that the policy has been implemented fairly well but has not yet reached optimal performance. Therefore, synchronization of requirements between the central and regional systems, improvement of the SLA function, and increased responsiveness of technical support from the central government are necessary.

Keywords: *policy evaluation, risk-based business licensing, OSS-RBA, DPMPTSP*