

ABSTRAK

Penelitian ini bertujuan untuk menganalisis implementasi sistem *Online Single Submission* (OSS) dalam memberikan kemudahan akses layanan perizinan berusaha, serta bagaimana sistem tersebut berkontribusi terhadap peningkatan investasi dan pengembangan ekonomi lokal di Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP) Provinsi Jambi. Metode penelitian yang digunakan adalah kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi. Informan terdiri dari pegawai DPMPTSP yang menangani OSS serta pelaku usaha lokal yang menggunakan sistem tersebut. Analisis dilakukan menggunakan pendekatan tematik untuk menggali makna dan pengalaman pengguna OSS dalam konteks pelayanan publik dan investasi daerah. Hasil penelitian menunjukkan bahwa implementasi OSS telah memberikan dampak positif terhadap kemudahan akses layanan, terutama dalam mempercepat proses perizinan dan meningkatkan transparansi birokrasi. Namun demikian, masih terdapat beberapa hambatan seperti keterbatasan pemahaman pelaku usaha terhadap sistem, infrastruktur teknologi yang belum merata, serta koordinasi antarinstansi yang belum optimal. Meskipun begitu, OSS dinilai berhasil menciptakan iklim investasi yang lebih kondusif dan mendukung pertumbuhan ekonomi lokal, terutama dengan meningkatnya jumlah izin usaha yang diterbitkan dan bertambahnya aktivitas ekonomi baru di daerah.

Kata Kunci : *Online Single Submission*, Pelayanan Publik, Kemudahan Akses, Investasi, Ekonomi Lokal

ABSTRACT

This study aims to analyze the implementation of the Online Single Submission (OSS) system in providing easier access to business licensing services, as well as how the system contributes to increasing investment and promoting local economic development at the Investment and One-Stop Integrated Services Office (DPMPTSP) of Jambi Province. The research uses a descriptive qualitative method, with data collected through in-depth interviews, observation, and documentation. Informants include DPMPTSP staff managing the OSS system and local business actors who utilize the platform. Data analysis was conducted using a thematic approach to explore the meaning and experiences of OSS users in the context of public service delivery and regional investment. The findings indicate that the implementation of OSS has had a positive impact on service accessibility, particularly in accelerating the licensing process and enhancing bureaucratic transparency. However, several obstacles remain, such as limited understanding of the system among business actors, uneven technological infrastructure, and suboptimal inter-agency coordination. Despite these challenges, OSS is considered successful in creating a more conducive investment climate and supporting local economic growth, especially with the increasing number of business licenses issued and the emergence of new economic activities in the region.

Keywords : *Online Single Submission, Public Service, Service Accessibility, Investment, Local Economy*