

Analysis of the Implementation of the Online Single Submission System in NIB Services on the Growth of MSMEs Businesses in Padang Siempuan City

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ARTICLE INFO



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Keywords: Implementation;
Business Identification Number;
Online Single Submission System.

ABSTRACT

The Government Regulation issued by President Joko Widodo on June 21, 2018, which regulates the Online Single Submission (OSS), faces various obstacles in its implementation. These obstacles involve business actors and agencies responsible for permits within the OSS. One of the main obstacles is the lack of understanding regarding the use of the OSS system. Meanwhile, in Padang Sidempuan City, there are 10,641 MSMEs in Padang Sidempuan based on data from December 2022, and from the initial research data, it turns out that many are still unaware of the OSS and do not have an NIB. This research is a qualitative study using a descriptive approach, in the form of field research. The results of this study indicate the absence of the Impact of OSS Implementation and Business Identification Number on the Growth of Sharia Businesses in Padang Sidempuan City. The reasons for this are that Sharia business actors do not know how to use the OSS System and are also unaware of the benefits of having a Business Identification Number.

ABSTRAK

Peraturan Pemerintah yang dikeluarkan oleh Presiden Joko Widodo pada tanggal 21 Juni 2018, yang mengatur tentang Online Single Submission (OSS), menghadapi berbagai hambatan dalam pelaksanaannya. Hambatan tersebut melibatkan pelaku usaha dan instansi yang mengurus izin di dalam OSS. Salah satu kendala utamanya adalah kurangnya pemahaman terkait penggunaan sistem OSS. Sementara pada Kota Padang Sidempuan terdapat 10.641 pelaku UMKM di Padang Sidempuan berdasarkan data Desember 2022 dan dari data awal penelitian ternyata masih banyak yang tidak mengetahui OSS dan tidak memiliki NIB. Adapun jenis penelitian ini adalah penelitian kualitatif dengan menggunakan pendekatan deskriptif, berupa penelitian lapangan (field research). Hasil dari penelitian ini yakni tidak adanya Dampak Implementasi OSS dan Nomor Induk Berusaha Terhadap Pertumbuhan Usaha Syariah di Kota Padang Sidempuan. Penyebabnya yakni pelaku usaha syariah tidak mengetahui cara penggunaan Sistem OSS juga tidak mengetahui manfaat apa yang di dapatkan jika memiliki Nomor Induk Berusaha.

INTRODUCTION

As a public entity that provides services to the community, the government needs to keep up with technological advances. The use of information technology in the implementation of public services is a crucial element as a follow-up from the government to provide optimal public services to the community (Ilhamy & Pratiwi, 2018). The implementation of electronic integrated permit services is one of the manifestations of this adaptation (Prasetio dkk., 2021). The government seeks to create an optimal service system to meet the needs of the community in the licensing process. In this regard, Government Regulation (PP) Number 5 of 2021, which

was issued on February 2, 2021, is a derivative regulation of Government Regulation Number 24 of 2018 concerning the Implementation of Risk-Based Business Licensing. The regulation mandates that business licensing services, both at the central and regional government levels, are required to use the OSS (*Online Single Submission*) system from the licensing process to the issuance of permits. This reflects a form of licensing to run a business issued by the OSS Institution (Assegaf et al., 2019). In addition, some entrepreneurs are sometimes reluctant to register their companies because of the complex bureaucratic process and the time it takes to establish a company for a long time. This condition encourages the implementation of structural reforms in the government, including reforms in the licensing system through the implementation of One-Stop Integrated Services (PTSP) and *Online Single Submission* (OSS). The government has introduced OSS as a platform that combines all business licensing services under the authority of the Minister or Institution Leader, Governor, and Regent or Mayor, which is carried out electronically. Through the existence of OSS, it is hoped that it can provide convenience for the community and investors in the business licensing process more simply and of course effectively and efficiently (Hidayat et al., 2018).

Online Single Submission has simplified and simplified the licensing process with full integration through electronic systems. As a result, business actors no longer need to visit the Regional Apparatus Organization (OPD) individually to take care of the various stages of business licenses. Various benefits and advantages can be obtained by business actors through the existence of OSS. Some of the benefits found using OSS include, first, simplifying the process of obtaining a business license from business requirements to operations. Second, business licensing data can be integrated into one business identity (NIB). Third, OSS is effective in establishing communication between entrepreneurs and all stakeholders quickly and safely, allowing business actors to obtain permits in real-time. Fourth, business actors can report and solve problems centrally. In a qualitative review, the author noted that the benefits of using OSS include, 1) Ease of data filling process for business actors, 2) The time to take care of all business licenses is relatively short, and 3) The monitoring process can be anywhere at any time. With the existence of OSS, it is hoped that it will be easier for business license seekers because it is based on ease and can be accessed anytime and anywhere in accordance with the provisions of Government Regulation Number 24 of 2018 Article 96 paragraphs a to c concerning the provision of equipment for the implementation of the OSS system, then the OSS system network and human resources for the implementation of the OSS system (Arselan Harahap, 2020). However, in reality, the Government Regulation issued by President Joko Widodo on June 21, 2018, which regulates OSS, faces various obstacles in its implementation. These obstacles involve business actors and agencies that take care of permits in the OSS. One of the main obstacles is the lack of understanding related to the use of the OSS system, both from the task force (task force) and from entrepreneurs and the difficulty of access for business actors to obtain a Business Identification Number (NIB) (Hamidah Lubis, komunikasi pribadi, 2020).

Micro, Small and Medium Enterprises (MSMEs) are one of the important things of the economy of a country or region (Siti Nurhalita & Imsar, 2022). Meanwhile, in Padang Sidempuan City, there are 10,641 MSME actors in Padang Sidempuan based on December 2022 data (sumut.antaranews.com, 2023) and from the initial research data, it turns out that there are still many who do not know OSS and do not have NIB.

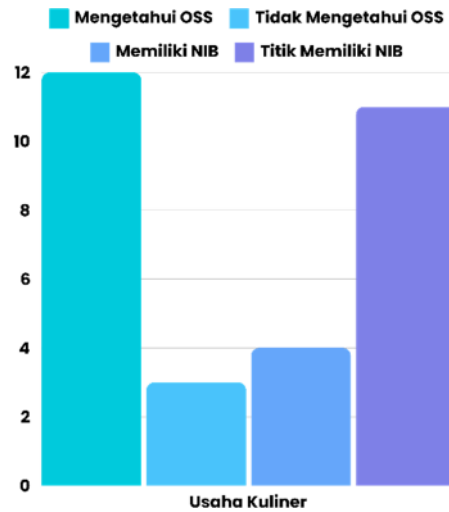


Figure 1. OSS Knowledge and NIB Ownership in MSME Business Actors in Padang Sidempuan City

From figure 1 above, it is known that the results of the initial research on 15 MSME Business Actors in the culinary field found that as many as 12 business actors knew and only 3 people did not know the OSS system. However, only 4 people already have NIB and the remaining 11 business actors do not have NIB due to several reasons. This was clarified by Nurhalimah Nasution, one of the culinary business people, said that her ignorance of OSS was due to a lack of socialization from the government, so she did not know that OSS caused the absence of her NIB. Because the first step to issue NIB is to first understand the use of OSS. Meanwhile, the results of the provisional research there are problems faced by sharia business actors in Padang Sidempuan City , namely the limitation of Human Resources, in this case technological knowledge due to the management of NIB involving technology, namely in the Implementation of the OSS System. For example, Nurhalimah Nasution, one of the sharia business actors in the culinary business, admitted that she could not use technology to carry out management in the OSS System and was exacerbated by what was previously said that there was a lack of socialization from the government for the use and implementation of the OSS (Nurhalimah Nasution, komunikasi pribadi, 18 November 2023).

Based on the results of these initial observations, the author aims to investigate and identify by analyzing the Implementation of OSS and NIB Systems on Sharia Business Growth in Padang Sidempuan City. Some of the problems that arise in the implementation of OSS are the limitations of communication related to service authorization through the OSS system, which allows users to complain about the communication method. The lack of adoption of the OSS system by the community resulted in a lack of understanding of business actors about the licensing scheme and the limitations of training programs related to the implementation of the OSS system. In addition, there is a lack of effectiveness of OSS management officers so that there are still many who do not understand the relationship and time limits allowed during the implementation.

LITERATURE REVIEW

Implementation Theory

In KBBI, the word implementation means implementation, application. Implementation can be described as steps taken to implement policies that have been regulated in a regulation issued by the government or other state institutions, with the aim of achieving the goals that have been set. According to Edi Suharto, implementation is an important stage in the series of policymaking, which involves identification, implementation, and evaluation as the main components (Edi Suharto, 2012). Mazmanian and Sabatier provide a more detailed overview of the concept of implementation. According to them, implementation involves the execution of basic policy decisions, which are generally embodied in the form of laws, significant executive orders, or decisions of judicial bodies that have an important impact. The decision not only identifies the problem to be overcome, but also expressly sets goals or objectives to be achieved. In addition, the decision offers a variety of strategies for structuring and regulating the implementation process (Joko Widodo, 2012). The same thing is also explained by Pressman and Wildavsky implementation is interpreted with several keywords as: to carry out the policy (*to carry out*), to fulfill the promises as stated in the policy document (*to fulfill*), to produce output as stated in the policy objectives (*to produce*), to complete the mission that must be realized in the policy objectives (*to complete*) (Erwan Agus & Diah Rati, 2018). Challenges in the implementation process can be observed through the perspective of a policy study expert, Eugene Bardach. Bardach described the complexity of policy implementation by stating that "It is quite difficult to create a general program and policy that looks good on paper. It is even more difficult to formulate it in words and slogans that sound convincing to the ears of leaders and voters who listen to them. It is even more difficult to run it in a way that satisfies all parties, including those who are considered clients (Mazmanian Daniel & Paul A. Sabatier, 2014).

Implementation Models

There are several implementation models including:

1. Implementation Model by George C. Edward III; A top-down policy implementation model developed by George C. Edward III. Edward III named his public policy implementation model Direct and Indirect Impact on Implementation. In this theoretical approach, there are four variables that affect the success of the implementation of a policy, namely Communication, Resources, Disposition and Bureaucratic Structure (Edward III George C, 2010).
2. Model Donald Van Metter than Carl Van Horn; According to Van Metter and Van Horn, six variables that affect policy performance are the Size and Purpose of the Policy, Resources, Characteristics of the Implementing Agents, Attitudes/Trends of the Implementers, Inter-Organization Communication and Implementation Activities, and the Economic, Social, and Political Environment (Agostiono, 2010).
3. Ripley and Franklin models; In their book *Policy Implementation and Bureacracy*, Randall B. Ripley and Grace A. Franklin, write about *the three conceptions relating to successful implementation* while stating : "*the notion of success in implementation has no single widely accepted definition. Different analysts and different actors have very different meanings in mind when they talk about or think about successful implementation. There are three dominant ways of thinking about successful implementation*" (Ripley, 2014).

Sharia-Based Business

The modern economy has grown so fast, which can be seen in the advancement of science and technology. To meet the demands of the community as customers, of course, this causes a greatly increased competitiveness between business actors, MSMEs, or Basic Enterprises (Nabila dkk., 2023). In the context of language, effort refers to activities that involve the use of energy, mind, or body to achieve a specific goal; It is an effort or action made to achieve something, such as trading activities with the aim of making a profit. In general, the term "business" can also refer to business, which is defined as the activity of human beings to obtain income or income to meet the needs and desires of life, by managing economic resources effectively and efficiently (Muslich, 2014). In general, business is an activity carried out by individuals to earn income to meet their living needs. The general approach involves the effective and efficient management of various types of economic resources. In the context of Islam, business can be interpreted as a series of business activities that are not limited to the amount of property ownership (goods/services) and profits, but are limited by rules regarding the way of obtaining and utilizing assets that are halal and haram (Asmuni, 2018). Beberapa ayat dalam Alquran, seperti Al-Baqarah: 2; 282; An-Nisa': 4; 29, At-Taubah: 9; 24, An-Nur: 24; 37, Faṭir: 35; 29, As-Saff: 61; 10, dan Al-Jumu'ah: 62; 11, membahas aspek bisnis.

According to Syafii Antonio, sharia has its own uniqueness, sharia is not only comprehensive, but also universal. Universal means that Sharia can be established in any time and place by every human being. This universality is especially in the social (economic) field which does not discriminate between Muslims and non-Muslims. By referring to this understanding, Dermawan Kertajaya and Syakir Sula understand that sharia business is a polite business, a business full of togetherness and respect for each other's rights. Business in the Qur'an, whether referring to the terms *tijarah*, *al-bay'*, *ishtara* or *tadayantum*, discusses not only the material aspect, but also the immaterial aspect. As Muslim entrepreneurs, business people are expected to carry out their duties with professionalism and still obey Allah's commands. In this context, the Qur'an offers profits through an exchange that knows no disadvantages, namely *tijārah* and *tabūrā*. Sharia-based business, which is a business activity in accordance with the principles of Islam, demands that every way of acquiring and using property is in accordance with Islamic rules (halal and haram).

Online Single Submission (OSS)

Online Single Submission (OSS) or Electronically Integrated Business Licensing is a business license issued by the OSS Institution on behalf of ministers, heads of institutions, governors, or regents/mayors to Business Actors through a fully connected electronic system. The following are some business actors who are required to use OSS (*Online Single Submission*):

1. In the form of business entities and individuals.
2. Micro, small, medium and large businesses.
3. Individual businesses/business entities both new and
4. which was established before the operationalization of OSS (*Online Single Submission*).
5. Businesses with capital that comes entirely from within the country, or there is a composition of foreign capital (*Kementerian Koordinator Bidang Perekonomian Republik Indonesia, 2023*).

The procedure for using *Online Single Submission* (OSS) may vary depending on the regulations and policies in a country or region. However, in general, the following are the common procedures that may be encountered in the use of OSS:

1. Create a user-ID
2. Log in to the OSS system by using the user-ID.
3. Fill in the data to obtain a Business Identification Number (NIB).
4. For new businesses, carry out the process to obtain basic permits, business licenses and/or commercial or operational permits, along with their commitments.

For established businesses: continue the process of obtaining a new business license (business and/or commercial license) that is not yet owned, extend the existing business license, develop the business, change and/or update the company's data (*Kementerian Koordinator Bidang Perekonomian Republik Indonesia, 2023*).

Business Identification Number (NIB)

Based on Government Regulation Number 24 of 2018, the Business Identification Number (NIB) functions as a business identity used by business actors to obtain Business Licenses and Commercial or Operational Permits, including fulfilling the requirements of these permits. NIB also has a dual role as a Company Registration Certificate (TDP) in accordance with the provisions of regulations in the field of company registration certificates, Import Identification Numbers (API) in accordance with regulations in the field of trade, and Customs access rights in accordance with regulations in the field of customs (*Pemerintah Republik Indonesia, 2018*). Registered NIB holders are also participants in health social security and employment social security. Meanwhile, for Micro, Small, and Medium Enterprises (MSMEs), there is a Business Licensing Facilitation carried out by the OSS Institution, ministries, institutions, and Regional Governments providing Business Licensing facilitation to Business Actors, especially micro, small, and medium enterprises, involving information services related to business licensing and assistance in accessing the OSS website to obtain permits. This facilitation is provided by the OSS Institution, ministries, institutions, and Regional Governments through service places and officers provided free of charge (*Uswatun Hasanah, 2021*). Article 88 paragraph (1) of Government Regulation Number 24 of 2018 stipulates that ministers and heads of institutions, as implementers of this regulation, prepare and establish Business Licensing Standards in their respective sectors in accordance with the provisions of laws and regulations (*Pemerintah Republik Indonesia, 2018*). In line with these provisions, related to Micro, Small, and Medium Enterprises (MSMEs), the Regulation of the Minister of Cooperatives and Small and Medium Enterprises Number 02 of 2019 concerning Electronic Integrated Business Licensing in the Micro and Small Business Sector was issued. In the Ministerial Regulation, it is stipulated that after MSME actors obtain a Business Identification Number (NIB), the OSS Institution simultaneously issues a Micro and Small Business License (IUMK) (*Uswatun Hasanah, 2021*).

The Micro and Small Business License (IUMK) is a form of legality of the head of an individual or business actor, presented in one sheet of document. With the enactment of the Regulation of the Minister of Cooperatives and Small and Medium Enterprises Number 02 of

2019, Micro, Small and Medium Enterprises (MSMEs) who apply for permits are required to access the OSS page to obtain a user account. Registration by MSME actors is carried out through the account by filling in the data listed on the OSS page. OSS then issues a Business Identification Number (NIB) after MSME actors complete the data correctly. The NIB, along with that, is used by the OSS Institution to issue IUMK which is a business license document for MSME actors to carry out their business activities and apply for commercial or operational licenses (Uswatun Hasanah, 2021).

RESEARCH METHOD

This study uses a qualitative method by conducting semi-structured interviews to collect information about the Impact of the Implementation of OSS and NIB Systems on Sharia Business Growth in Padang Sidempuan City. The qualitative method was chosen because this study aims to explain in detail and carefully the phenomenon being studied with accurate data collection. The qualitative method focuses more on the depth of data than the amount of data, so the research objects in this method are less than the quantitative method. In addition, qualitative research does not involve statistical testing and is not focused on numbers or values in measuring the variables. The context of this research is focused on the Impact of the Implementation of OSS and NIB Systems on the Growth of Sharia Businesses in Padang Sidempuan City. Padang Sidempuan City was chosen because the researcher was interested in describing the growth of sharia businesses with the OSS and NIB systems. A total of four respondents were interviewed, consisting of one respondent from the Head of Licensing and Non-Licensing Service Providers, the Padang Sidempuan City Government's Investment and One-Stop Integrated Services Office , and three respondents from business actors who run their businesses in Padang Sidempuan City. The selection of respondents by interview was carried out with a purposive sampling strategy. Purposive sampling is a technique to determine research samples with certain considerations that aim to make the data obtained later more representative. In order for the results of the research to be accounted for in their truth, and to be proven to be valid, in the research, every finding must be checked for validity. In this case, to check the validity of the findings, the technique used by the researcher is triangulation.

RESULTS AND DISCUSSION

The *Online Single Submission* (OSS) system is a system developed by the Ministry of Investment/BKPM, which can be accessed through on *website* <https://oss.go.id/>, and based on the Job Creation Law. This system affects Micro, Small, and Medium Enterprises (MSMEs) in the process of registering for Business Identification Numbers (NIB).

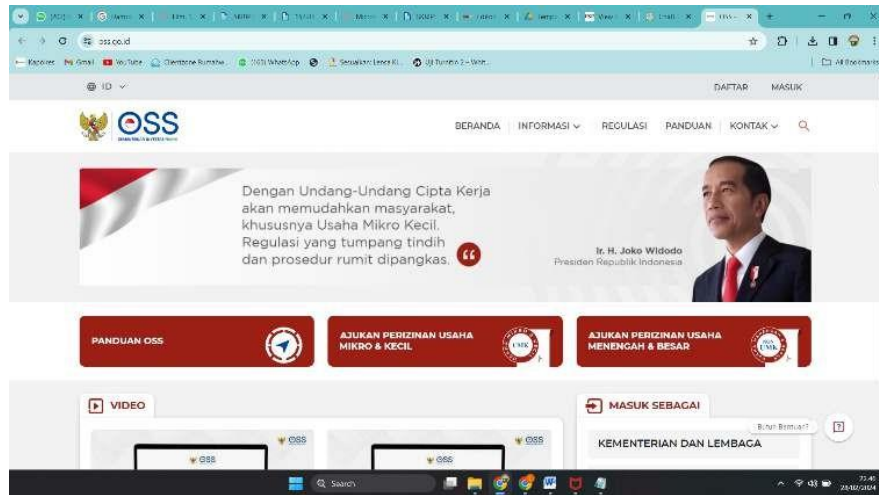


Figure 2. Dashboard Home Website Online Single Submission

Figure 2 above provides information about the rules and guidelines for registering their business in the OSS system, as well as providing a contact person who can be contacted if they encounter problems when registering.



Figure 3. Single Submission Online Account Registration Dashboard

In Figure 3. It is an account registration display for business actors by selecting MSE and or Non-MSE applications, the application system provides convenience for business actors to register their Micro, Small, and Medium Enterprises to obtain a business license or called a Business Identification Number (NIB). The *Online Single Submission* System has been implemented since January 2, 2019. In order to follow up on the circular issued by the Minister of Home Affairs, the One-Stop Investment and Integrated Services Office conducted socialization to the public, especially business actors of various scales, such as micro, small, medium, macro, and large. Socialization is carried out through electronic media and other media so that information about the *Online Single Submission* system can be immediately known by all people and business actors. In this Government Regulation, it is explained that the OSS service is an integration between the local government and the central government in terms of business licensing. OSS is not only provided at the central level, but also in the regions, with the aim of not only granting licensing but also supervising this system. Therefore, it is not surprising that there are sanctions for governors, regents, or mayors who do not implement OSS. This is

regulated in Article 100 which explains that there will be sanctions for regional heads who do not provide services to fulfill business license commitments or commercial or operational licenses in accordance with the OSS system to investors who have met the requirements (PP No. 24 Tahun 2018, 2018). However, in the implementation of the *Online Single Submission* system, there are many obstacles. One of them is related to the limited human resources in the Padang Sidempuan City area which tends to be middle to lower. This was revealed by the Head of the Padang Sidempuan City Investment and One-Stop Integrated Services Office.

"The city of Padang Sidempuan is an intermediate city, but its residents have a lower secondary education level. As a result, the implementation of Online Single Submission for the issuance of Business Identification Numbers has experienced a slight delay in development" (I. N. Siregar, komunikasi pribadi, 30 Januari 2024)

This indicates that there are still factors inhibiting the growth of Sharia Businesses in Padang Sidempuan City with the presence of the *Online Single Submission* system and contrary to Government Regulation Number 24 of 2018 Article 96 letter C, that human resources for the implementation of the OSS (*Online Single Submission*) (PP No. 24 Tahun 2018, 2018).

Meanwhile, on the side of the Padang Sidempuan City Investment and Integrated Services Office, with the existence of the *Online Single Submission* system to obtain business licenses, the staff becomes easy in their duties so that the system becomes very helpful as said by the Head of Licensing and Non-Licensing Service Providers of the Padang Sidempuan City Government Investment and One-Stop Integrated Services Office as follows:

"With the enactment of a new system by President Joko Widodo regarding Online Single Submission (OSS) for electronic business establishment permits, this system provides a lot of convenience and comfort for us. We no longer need to make direct visits to the field, but can monitor all the information that comes in through our system."(I. N. Siregar, komunikasi pribadi, 30 Januari 2024)

However, the fact is that what the perpetrators in Padang Sidempuan City feel is not what is expected from this system. Because as Nurhalimah Nasution said, one of the sharia business actors in the culinary business admitted that he could not use technology to carry out management in the OSS System and was exacerbated by what was previously said that there was a lack of socialization from the government for the use and implementation of the OSS (Nurhalimah Nasution, komunikasi pribadi, 18 November 2023).

"In fact, we sharia business actors in Padang Sidempuan City do not follow and understand, plus we have never received socialization from the government. In terms of business development here, both sharia and conventional, no one has experienced significant growth"(Nurhalimah Nasution, komunikasi pribadi, 18 November 2023)

Most of the sharia business actors in Padang Sidempuan City do not know the procedures for the use of the *Online Single Submission* system and the benefits of the Business Identification Number. The following is the procedure for using OSS (*Online Single Submission*),

namely Creating a user-ID, Log-in to the OSS system using a user-ID, Filling in data to obtain a Business Identification Number (NIB), For new businesses carry out the process to obtain basic licenses, business licenses and/or commercial or operational licenses, along with the commitments, For businesses that have been established: continue the process to obtain a new business license (business and/or commercial license) that is not yet owned, extend existing business licenses, develop businesses, change and/or update company data.

This analysis that the Implementation of the *Online Single Submission System* and Business Identification Number for Sharia Business Growth is stated to have no impact from the data provided by the Head of Licensing and Non-Licensing Services of the Padang Sidempuan City Government Investment and One-Stop Integrated Services Office, namely the list of business licenses processed at the Padang Sidempuan City DMPTSP does not show an increase from the last 3 years.

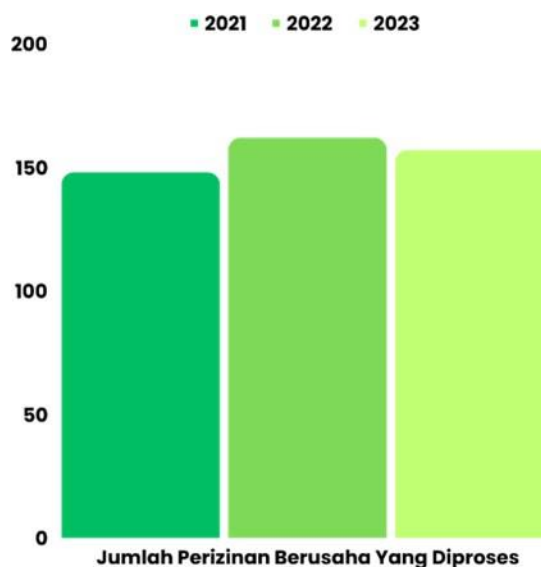


Figure 4. Number of Business Licenses Processed at DMPTSP Padang Sidempuan City in 2021 – 2023

From the statistical data above, it can be seen that business actors in Padang Sidempuan City do not show significant development. This strengthens the data analysis that there is no Analysis of the Implementation of the *Online Single Submission System* in the Business Identification Number Service on the Growth of MSME Businesses in Padang Sidempuan City.

Meanwhile, on the other hand, the results of an interview from Mrs. Ferawati Perdosi who runs a pharmacy business and has used OSS and NIB on June 20, 2024 said that:

"Many small and medium entrepreneurs are not registered or only a few register their businesses on the Online Single Submission system due to the lack of socialization carried out by the government about the system. This is because they lack understanding of the Online Single Submission system."(F. Perdosi, komunikasi pribadi, 23 November 2023)

Based on information obtained from Mrs. Ferawati Perdosi, the management in the *Online Single Submission system* is actually very good. However, in its implementation, there are

still shortcomings and have not reached the maximum level, according to the information provided by Mrs. Ferawati Perdosi. The obstacles of the Padang Sidempuan City DMPTSP are that the level of education of business actors is still low and business actors are still experiencing difficulties in understanding *the Online Single Submission system* and the benefits of the Business Identification Number, while the obstacles from business actors are that business actors are still experiencing difficulties in how to operate *the Online Single Submission system* and the lack of socialization carried out by the Padang Sidempuan City DMPTSP on the system *Online Single Submission* and Sharia Business Actors do not know the functions and benefits of the Company Identification Number

Government policies related to electronic business license services, such as *Online Single Submission (OSS)*, are designed to simplify the business license registration process without having to visit the office with registration files. This policy aims to accelerate and increase investment and business activities, with the hope of providing the best service that is fast, precise, safe, comfortable, effective, and efficient. Thus, the government's task through this policy is to protect and provide a sense of security to the entire community. In Islam, Allah obliges to safeguard the welfare of human beings and to avoid harm, both in this world and in the hereafter. This benefit is not only for the benefit of individuals but also for the public interest. *Maslahah mursalah* is one of the methods in *istinbat*, or the determination of law, where in establishing laws or rules, it must be done carefully so that the law obtained is not wrong. *Maslahah mursalah* means absolute or general benefit. According to the term of *the ulama ushul*, the benefit is not made by law to realize it, there is no evidence of *sharia* that requires this, and there is no evidence of *sharia* that indicates the existence or absence of the benefit (Jafar, 2019). This means that the laws set aim to apply the benefits of mankind, namely by taking benefits, avoiding danger, or overcoming human difficulties. This benefit is not limited to certain parts or certain individuals, but develops in line with the development of civilization and the environment (Khalaf, 2013, hlm. 110.) In the rules of fiqh, it is stated:

"The public benefit comes first over the benefit of the individual"

The purpose of *maslahah mursalah* is to maintain the benefit of humans. This also applies to Government Regulation Number 24 of 2018 concerning Electronically Integrated Business Licensing Services. The relationship between the regulations issued by the government and *the maslahah mursalah* lies in the purpose contained in it, which is to provide benefits for humans. Thus, it is hoped that it can prevent actions that are detrimental or difficult for business actors who want to have a business license.

CONCLUSIONS

The implementation of electronic business establishment licensing services through the *Online Single Submission system* in Padang Sidempuan City began fully after a circular letter from the Minister of Home Affairs to the Investment Coordinating Board (BKPN) and began to be implemented on January 2. In the implementation of this *Online Single Submission system*, many obstacles are faced, one of which is that human resources in Padang Sidempuan City tend to have middle to lower qualifications. In addition, there is still a lack of socialization carried out by the Padang Sidempuan City DMPTSP government about the *Online Single Submission system*,

this can make the local government subject to sanctions in accordance with Article 100 of Government Regulation Number 24 of 2018. Meanwhile, the absence of an Analysis of the Implementation of *the Online Single Submission System* in the Business Identification Number Service on the Growth of MSME Businesses in Padang Sidempuan City is due to several factors. Among others, sharia business actors do not know how to use the *Online Single Submission System*, which is exacerbated by the lack of socialization from the Padang Sidempuan City DMPTSP and sharia business actors in Padang Sidempuan City also do not know what benefits they get if they have a Business Identification Number. It is necessary to take action to help Islamic business actors use the *Online Single Submission System* and educate about the usefulness and benefits of the Business Identification Number. The Padang Sidempuan City Government, especially the Padang Sidempuan City DMPTSP, can use the data from the research results to hold continuous coaching steps.

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