

RINGKASAN

Nurhayati, 2021, **Inovasi Perizinan Surat Izin Usaha Perdagangan di Mal Pelayanan Publik Kabupaten Probolinggo di Era New Normal**, Dr. Hj. Siti Marwiyah E. M.Si, Verto Septiandika, S.Sos., M.AP., 97 hal + xvii

Inovasi merupakan suatu hal penting yang harus dimiliki oleh sebuah organisasi pemberi layanan sektor publik. Instansi pemerintah sebagai pemberi layanan dituntut memiliki inovasi untuk meningkatkan kualitas pelayanan kepada masyarakat. Online Single Submission (OSS) perijinan berusaha terintegrasi secara elektronik adalah pelayanan perizinan online yang bisa diakses dimanapun dan kapanpun oleh pemohon izin, dengan aplikasi tersebut pemilik usaha tidak perlu datang ke Mal Pelayanan Publik untuk proses izin usahanya. Melalui layanan Sistem Online Single Submission, maka peneliti bertujuan untuk mengamati dan mendeskripsikan mengenai Inovasi Perizinan Surat Izin Usaha Perdagangan di Mal Pelayanan Publik Kabupaten Probolinggo di Era New Normal". jenis penelitian yang digunakan oleh peneliti yaitu metode penelitian kualitatif. Dalam pengumpulan data penelitian ini ada tiga proses kegiatan yang dilakukan dalam penelitian Proses memasuki lokasi (*getting in*), Ketika berada dilokasi penelitian (*getting along*), Teknik Pengumpulan Data (*gathering the data*). Hasil dari penelitian ini menunjukkan Pelaksanaan dari inovasi pelayanan perizinan terintegrasi secara elektronik (Online Single Submission/OSS) yang dilaksanakan oleh Dinas Penanaman Mudal dan Pelayanan Terpadu Satu Pintu (DSMPTSP) Kabupaten Probolinggo secara elektronik dengan motto pelayanan cepat, efisien, responsif, integritas, dan akuntabel sudah dikatakan berhasil dan dapat diterima oleh masyarakat sebagai pengguna layanan. Pelaksanaan peningkatan pelayanan perizinan sudah maksimal dan meningkat karena inovasi pelayanan secara elektronik/online dan manual.

Kata Kunci: Inovasi, OSS, Pelayanan Publik.

Summary

Nurhayati, 2021, Licensing Innovation for Trading Business Permits at the Probolinggo Regency Public Service Mall in the New Normal Era, Dr. Hj. Siti Marwiyah E. M.Sc., Verto Septiandika, S.Sos., M.AP., 97 pages + xvii

Innovation is an important thing that must be owned by a public sector service provider organization. Government agencies as service providers are required to have innovations to improve the quality of services to the community. Online Single Submission (OSS) electronically integrated business licensing is an online licensing service that can be accessed anywhere and anytime by permit applicants, with this application business owners do not need to come to the Public Service Mall to process their business permits. Through the Online Single Submission System service, the researcher aims to observe and describe the Innovation of Licensing Trading Business Permits at the Probolinggo Regency Public Service Mall in the New Normal Era". the type of research used by researchers is qualitative research methods. In this research data collection, there are three processes of activities carried out in research. The process of entering the location (getting in), While at the research location (getting along), Data Collection Techniques (gathering the data). The results of this study indicate the implementation of an electronically integrated licensing service innovation (Online Single Submission/OSS) carried out by the Probolinggo Regency Young Investment and One Stop Service (DSMPTSP) with the motto of fast, efficient, responsive, integrity, and efficient service. Accountability has been said to be successful and can be accepted by the community as service users. The implementation of increasing licensing services has been maximized and has increased due to electronic/online and manual service innovations.

Keywords: Innovation, OSS, Public Service.