

RINGKASAN

Perizinan usaha merupakan instrumen penting dalam mendukung legalitas, kepastian hukum, dan akses pelaku usaha terhadap program pembinaan dan fasilitasi pemerintah. Salah satu bentuk legalitas yang diwajibkan bagi pelaku usaha adalah **Nomor Induk Berusaha (NIB)**, yang diterbitkan melalui sistem OSS (Online Single Submission). Namun, proses pengurusan NIB seringkali dihadapkan pada kendala seperti kompleksitas prosedur, keterbatasan literasi digital masyarakat, dan kurangnya pendampingan langsung di tingkat kelurahan. Untuk mengatasi permasalahan tersebut, Pemerintah Kota Probolinggo melalui Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP) meluncurkan **Program SIAPP KAKA (Aksi Andalan Pendampingan Pelayanan Perizinan di Kelurahan dan Kecamatan)**. Program ini bertujuan mempercepat dan mempermudah proses pembuatan NIB melalui pendekatan jemput bola dan pendampingan administratif kepada pelaku usaha, khususnya UMKM. Penelitian ini menggunakan metode **kualitatif deskriptif** dengan pendekatan **studi kasus**, yang difokuskan pada implementasi Program SIAPP KAKA di **Kelurahan Mayangan**, Kota Probolinggo. Data diperoleh melalui wawancara mendalam, observasi langsung, dan studi dokumentasi. Untuk menganalisis data, penelitian ini menggunakan **teori analisis kebijakan publik menurut William N. Dunn**. Teori ini mencakup lima tahap utama dalam analisis kebijakan, yaitu: perumusan masalah (problem structuring), peramalan (forecasting), rekomendasi kebijakan (recommendation), pemantauan (monitoring), dan evaluasi (evaluation). Hasil penelitian menunjukkan bahwa Program SIAPP KAKA memberikan dampak positif dalam mempercepat penerbitan NIB, meningkatkan pemahaman masyarakat tentang legalitas usaha, serta memperkuat efektivitas pelayanan publik di tingkat lokal. Kendati demikian, program ini masih menghadapi tantangan seperti keterbatasan jumlah pendamping, kendala teknis dalam sistem OSS, serta rendahnya literasi digital sebagian pelaku usaha. Kesimpulan dari penelitian ini menegaskan bahwa SIAPP KAKA merupakan bentuk inovasi pelayanan publik yang adaptif dan partisipatif, serta mampu menjawab permasalahan aksesibilitas perizinan di tingkat kelurahan. Dengan berlandaskan pada pendekatan analisis kebijakan William N. Dunn, program ini dinilai cukup efektif namun perlu peningkatan dari sisi kualitas SDM pendamping, sarana pendukung, dan integrasi antarinstansi. Penelitian ini juga merekomendasikan penguatan literasi digital serta keberlanjutan pendampingan sebagai strategi jangka panjang.

SUMMARY

Business licensing is a crucial instrument for supporting legality, legal certainty, and business actors' access to government training and facilitation programs. One form of legality required for businesses is the Business Identification Number (NIB), which is issued through the Online Single Submission (OSS) system. However, the NIB application process often faces obstacles such as procedural complexity, limited digital literacy, and a lack of direct assistance at the sub-district level. To address these issues, the Probolinggo City Government, through the Investment and One-Stop Integrated Services Agency (DPMPTSP), launched the SIAPP KAKA Program (Aksi Andalan Pendampingan Pelayanan Perilis in Sub-districts and Districts). This program aims to accelerate and simplify the NIB issuance process through an outreach approach and administrative assistance to businesses, particularly MSMEs. This research used a qualitative descriptive method with a case study approach, focusing on the implementation of the SIAPP KAKA Program in Mayangan Village, Probolinggo City. Data were obtained through in-depth interviews, direct observation, and documentation studies. To analyze the data, this study uses William N. Dunn's public policy analysis theory. This theory includes five main stages in policy analysis, namely: problem discussion (problem structuring), forecasting (forecasting), policy recommendations (recommendations), monitoring (monitoring), and evaluation (evaluation). The results of the study indicate that the SIAPP KAKA Program has a positive impact in accelerating the issuance of NIB, increasing public understanding of business legality, and strengthening the effectiveness of public services at the local level. However, this program still faces challenges such as limited number of assistants, technical constraints in the OSS system, and low digital literacy of some business actors. The conclusion of this study confirms that SIAPP KAKA is a form of adaptive and participatory public service innovation, and is able to address the problem of licensing accessibility at the village level. Based on William N. Dunn's policy approach analysis, this program is considered quite effective but needs improvement in terms of the quality of human resources for assistants, supporting facilities, and integration between agencies. This study also encourages strengthening digital literacy and inviting mentoring as a long-term strategy.