

IMPLEMENTASI KOMUNIKASI JARINGAN ONLINE PERIJINAN JASA USAHA DALAM MASA PENDEMI COVID-19 PADA KANTOR DINAS PENANAMAN MODAL DAN PELAYANAN TERPADU SATU PINTU KOTA BANJARMASIN

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ABSTRACT

Bakhtiar. 1991.0017. Implementation of the Online Communication Network for Business Services Licensing during the Covid-19 Pandemic at the Banjarmasin City Investment Office and One-Stop Integrated Services Office.

This study aims to identify the implementation of online network communication through the Online Single Submission (OSS) system in obtaining business permits in the city of Banjarmasin. There are three issues discussed in this study, namely the implementation of the OSS system, the communication strategy of the Banjarmasin City DPMPSTP Office in socializing the policy, and the response of entrepreneurs regarding this policy. To achieve this goal, a descriptive qualitative approach was applied in this study.

The data collected and analyzed in this study were obtained using observation techniques, interviews, surveys with questionnaires, and a literature study. The data that has been collected is then analyzed and classified based on implementation, communication strategy, and the response of the entrepreneurs. After that, the data from the analysis results are then presented and concluded.

The findings of this study indicate that the implementation of online network communication manifested in the OSS system in the City of Banjarmasin has been effective and efficient in meeting all business licensing needs of all business actors, especially during the Covid-19 Pandemic. Then, the successful implementation of the OSS system cannot be separated from the communication strategy implemented by the office in socializing the OSS system policies in managing business licensing. The applied communication strategy can be broken down based on communicator planning, audience planning, message planning, and media planning. Another finding is that the implementation of online network communication which is manifested through the OSS system is very positively responded to by entrepreneurs who will arrange their business licenses.

Keywords: online network communication, OSS system, communication strategy, business license

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