Innovation of Electronic Licensing Information System in Public Services at the Office of Investment and One Stop Integrated Services (DPMPTSP) of Bone Regency

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ABSTRACT

The community in demanding maximum service in the concept of implementing Public Administration, has the opportunity to improve the efficiency, effectiveness and transparency of government administration, especially in innovation-based services. This study focuses on describing the implementation of e-Government in supporting the effectiveness of permit issuance services in Bone Regency. The stages of data collection used were observation, review of related documents and also interviews involving 5 elements representing the Bone Regency DPMPTSP office. The data collected were analyzed using the interactive model proposed by Miles, Huberman and Saldana.is still sustainable because it is still undergoing a development process and has received visits from several agencies in order to see, study, internalize, adapt and adopt SIMPEL innovations; leaders always keep abreast of technological developments that are tailored to the needs of the community, such as procurement, development and repair; or SIMPEL mobile-based service system provides convenience for civil servant and the community in fulfilling their rights while providing satisfaction and improving performance and services to the community; or SIMPEL innovation provides ease of synergy with the community in managing the performance and discipline of civil servant and the community to improve performance; or SIMPEL-based service innovations can be widely accessed by the community based on the type of service needed.

Keywords: e-Government, Services, DPMPTSP Bone, SIMPEL Application.

INTRODUCTION

Now the community as service users expects a fundamental change through public service innovations. This change will also be followed by major changes in the design of social, national and state life. Both concerning the dimensions of political, social, economic and cultural life. Changes in the structure, culture and paradigm of the bureaucracy when dealing with the community are urgent to be carried out, considering that the bureaucracy has a major contribution to the occurrence of the multidimensional crisis that is currently happening (Sultan et al., 2014)(Meilani & Hardjosoekarto, 2020; Molina & Borgatti, 2021; Rourke, 2015).

One of the research results provides evidence that government mobile activities as public service innovations have not been maximal in providing services to meet basic needs, licensing and development (Ayu et al., 2019; Nasrullah et al., 2020; Niswaty et al., 2021). There are still quite a lot of poor people who have not been served evenly, licensing services still place community satisfaction as customers (customers), and have not placed changes in community values as citizens who have the right to obtain quality services (Kutlu Gündoğdu et al., 2021; Li

et al., 2021; Piao et al., 2021). One of the government's seriousness in overcoming public service problems, in 2016 the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia made regulation Number 19 of 2016 concerning public service innovation competitions within Ministries/Agencies, Regional Governments, State-Owned Enterprises and Regional-Owned Enterprises. The purpose of making this regulation is an effort to encourage the performance of all government institutions or organizations to carry out bureaucratic reform through public service innovation in order to achieve quality public services.

Some of the problems faced in the development of regional government innovation, among others, were conveyed by (Muhammad, 2013) in a book entitled: Reinventing Local Government: Experiences from the Regions. according to(Muhammad, 2013)that the problem of developing local government innovation can be seen in the perspective of reinventing local government. In this perspective, the problem of developing local government innovation is woven into eight agendas that need serious attention which include: First, the issue of leadership. Leadership must be a driver of change. Leaders who have a clear vision will encourage their followers to realize that vision through their creative and innovative power. Leaders who have a vision are certainly not enough but political will is also needed, because leadership in the public sector has a political nuance. Without strong political will from local government leaders, it is almost impossible for an innovation to succeed.(L. D. Prasojo & ST, 2006), (Muluk, 2008), (Said, 2009), (Evans, 2010), (Capuno & Garcia, 2010), and (Akomolafe, 2011); second, related to organizational culture. Most of today's public organizations are still oriented towards group culture and hierarchical culture, this cultural orientation tends to hinder innovation. This crucial issue regarding the innovation culture of local government was also conveyed by experts and researchers such as:(Mulgan & Albury, 2003), (E. Prasojo, 2006), (Ogunyemi et al., 2015), (Said, 2009), (Evans, 2010), and (Capuno & Garcia, 2010); third, related to the issue of incentives and rewards. Employees must be given space to experiment and find new solutions to meet the demands and problems faced by society. Successful experiments should be incentivized and rewarded so that they are motivated to continue to innovate; fourth, problems related to innovation capacity, both individual capacity and system capacity. Capacity at the individual and organizational levels is important and is the key to how the organization and the people in it manage creative input in the innovation process. Besides(Muhammad, 2013), several other experts and researchers such as (Farazmand & Carter, 2004), (Muluk, 2008), (Said, 2009), (Evans, 2010), (Capuno & Garcia, 2010), and (Abdullah et al., 2018)also stated that innovation capacity is a serious problem in the development of innovation; fifth, the issue of innovation related to the perspective of consumers or people served. The problem that often arises in this aspect is the absence of complete information about what the needs of users are owned by providers, making it difficult to encourage innovation in public services.

One of the Regional Apparatus Organizations (OPD) in Bone Regency which has been intensively utilizing electronic facilities in carrying out its duties and functions is the Investment Agency and One Stop Integrated Service (DPMPTSP). Before the innovation was carried out by the Office of Investment and One Stop Integrated Services, Bone Regency, which was then followed by the Bone Regency DPMPTSP, licensing arrangements were very burdensome and troublesome for some people. The processing of permits must go through several counters, even

each permit must be at a certain counter. Students who want to apply for a research permit must come all the way to DPMPTSP to take care of a research permit directly.

The electronic licensing information system in Bone Regency has its own uniqueness compared to other regions throughout Indonesia because licensing in this area is bound by the Regent of Bone Regulation Number 31 of 2018. This regulation regulates simplification of licensing and non-licensing in Bone Regency. This simplification is intended to make it easier for the community, which previously handled up to 4-5 legalities, now it is simplified to 2 business legalities. In addition, the form used is also simplified, which was previously 4-5, now only uses one form. From some of these presentations, it is interesting to study in more depth to what extentElectronic Licensing Information System innovation (hereinafter referred to as SIMPEL) at DPMPTSP Bone Regency in the perspective of public administration.

METHOD

This study uses a qualitative approach that is closely related to the formulation of the problem, because the research problem becomes a reference in determining the focus of research and this research is specifically a qualitative descriptive approach, namely interpreting empirical facts in the field through in-depth exploration. The selection of this approach is appropriate to reveal the answers to the formulation of the research problems proposed and the characteristics of complex research objects. The research location chosen was one of the Regional Apparatus Organizations (OPD) in Bone Regency as the place of domicile for researchers and the research locus at the One Stop Integrated Licensing and Investment Office (DPMPTSP) with a focus onpublic service or SIMPEL. The sources of data in this study include humans (informants), events and places as well as documents. In particular, the focus of this research is directed at explaining various aspects related to research problems, namely, or SIMPEL innovation is discussed in relation to the effectiveness of public services which include: from manual switching to networked systems; tracking databases; malempu' In this case, or SIMPEL innovation is considered as a catalyst for improving the quality of public services in government agencies. the instrument or research tool is the researcher himself. As the main instrument in qualitative research because it is the researcher who has the ability to capture the implied meaning behind the information and social phenomena encountered in the field, while to collect the primary data and secondary data needed, several research instruments have been prepared, namely: interview guidelines; observation guidelines; review documents.

Data collection techniques used in this study were interviews; observation; and review documents. Data analysis was carried out by organizing the data obtained into a category, breaking down the data into units, analyzing important data, compiling or presenting data in accordance with the research problem in the form of reports and making conclusions so that they were easy to understand. In accordance with the type of research above, the interactive model from Miles and Huberman is used(Miles & Huberman, 2012)to analyze the research data. Activities in qualitative data analysis are carried out interactively and take place continuously until complete, so that the data is saturated. The interactive models are as follows:
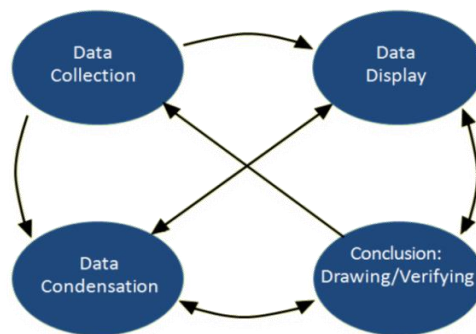
Figure 1. Components of Interactive Data Analysis Model
Source: Miles and Huberman (Miles, Huberman and Saldana, 2014).

RESULTS AND DISCUSSION

The context of the research is taking samples in Bone Regency, which is precisely in the Bone Regency DPMPTSP office, as the office that processes all permits relating to business investment, granting building permits, to granting permits to conduct research. This application is designed to be very simple, in which technical problems related to licensing issues have been compiled, if viewed in the order of making or SIMPEL innovation applications, Bone Regency is the first area in South Sulawesi. After that, it was followed by Maros Regency, then replicated by Tana Toraja Regency and also later replicated by Jeneponto Regency.

The effectiveness of an application can be measured through a satisfaction survey in it, but this is certainly an exception to the or SIMPEL application in Bone Regency. The reason is that this research does not cover areas that require obtaining data on community satisfaction surveys, but this research is carried out to encourage knowledge born from self-evaluation created by the DPMPTSP Bone office in realizing maximum service to the community.

Therefore, the or SIMPEL application at the Bone Regency DPMPTSP office requires everyone to directly use this application. Based on the observations made, at the front of the service a computer has been provided for applicants to use the or SIMPEL application directly. This is intended so that the use of the or SIMPEL application can be massive and its existence disseminated by everyone who has come to register at the Bone Regency DPMPTSP office.

Results

From Manual Switching to Networked Systems

The benchmark for the success of an innovation, of course, is determined from several indicators that must be met. As with the implementation of this or SIMPEL application innovation, the Standard Operating Procedure (SOP) in a permit was previously applied according to conditions in the field. So the permit submitted must of course be adjusted with the approval of certain section heads, and this system certainly takes a long time, not to mention if the section head in this case is busy or has a solid track record.

The SIMPEL application innovation is here to provide or cut the grace period that used to be based on field conditions or based on office conditions, shifting to conditions where the SOPs applied must be implemented as they should. After fulfilling the indicators for a permit issued, then this permit can be issued. Of course this process is able to cut some of the problems or obstacles that existed before the SIMPEL innovation application existed in Bone Regency. Of course this is very helpful, because apart from being able to track the existing database, the employees at DPMPTSP Bone will also not be overwhelmed if they collaborate to match the database with other agencies in Bone Regency.

This is certainly in line with the concept of e-Information related to the objective of how all government stakeholders, especially those related to public services, can on the one hand provide and on the other hand access information quickly and precisely through various access channels, in this case the SIMPEL application. For the SOP itself, now the rules of the game that exist in the SIMPEL application system also have differences from the previous manual system, when or SIMPEL was not yet effective, people used to be free to sign if the head of the service was not there then it was taken over by the head of the division, if now it is no longer possible, with the SIMPEL application, it certainly can no longer be done, so the head of service is able to monitor every employee.

Tracking Database

The presence of the SIMPEL application at the DPMPTSP of Bone Regency has had a pretty good impact on the implementation of licensing regulations, because then its effectiveness and success can be seen clearly and satisfactorily. This is in line with the formation of several regulations from the Regent of Bone in the course of good and transparent licensing management. The presence of the SIMPEL application in Bone Regency has increased public trust from what was previously in the manual and untidy management of bureaucratic files, has now turned into an integrated and very neat system.

In the SIMPEL application at the DPMPTSP office in Bone Regency, it turns out that the model for the effectiveness of why this application is used is about the problem of how to properly compile the database. This problem is then revealed to be solved through a solution that is able to answer the database problem earlier. This is intended to answer the anxiety of employees who are assigned only to look for files that two months or eight months ago had piled up.

Based on this, the model used at the Bone Regency DPMPTSP office is to digitize some data. However, the digitization carried out is by not connecting to the system in a network that is connected by the internet, so the existing devices are only used to facilitate the work of the Bone Regency DPMPTSP employees, this has actually answered the anxiety regarding what is the problem with the database, because some files including the form has been done with computerization.

Database tracking which is the mainstay program of the SIMPEL application innovation in Bone Regency has been going well, because in several interviews conducted in this study, several informants have answered many obstacles regarding database problems which were previously quite difficult to do, and even took quite a while. For a long time, by using the SIMPEL innovation application, some employees find it very helpful.

This certainly has an impact on public services which are suspected to be increasing with the SIMPEL application innovation in Bone Regency, this application actually answers that by streamlining research permit services, as is often done by students. Some of the positive impacts that occurred after the SIMPEL innovation was implemented in Bone Regency were also very helpful for employees in understanding and using this system as a service tool to increase professionalism in serving the community. This actually happened after the SIMPEL application as a driving force for employees to continue to provide the best service.

Malempu': **Transparent Retribution System**

From this SIMPEL application, of course its effectiveness cannot be measured in one point only, but must be measured from several points. As presented in this point is a levy system. In the licenses regulated in the SIMPEL application, there are four types of permits that are allowed for retribution, meaning that these four permits can be very expensive. Among them are Building Construction Permits (IMB), Distraction Permits, Route Permits and Fish Cultivation Permits. This retribution simulation is used to provide information to applicants or the public who want to take care of licensing.

This is certainly in line with the nature of the Bugis people, especially those in Bone. The power of malempu' or in Indonesian can be interpreted as a matter of honesty, implemented in the work pattern applied in the SIMPEL application. Later, this application will identify the amount that the applicant is family members of, so things that are honest or the attitude of the lempu' that the Bugis Bone people always hold will be implemented in the SIMPEL application work system in Bone Regency.

Malempu' in the sense of honesty it is very broad, honest means upholding values and norms. Honesty shows one's faith in God. Honesty is something that is expensive, by speaking and acting honestly, happiness, security, tranquility and safety can be obtained. This is the mode of administration that is trying to be implemented through the SIMPEL application in Bone Regency, the honest value embedded in this case is able to become a driving force and also an enforcer for the emergence of awareness in creating services desired by the community and also certainly does not hinder the development of the growth of people who need it. is in it.

In the implementation of other honesty values, which are indeed annexed to the SIMPEL application innovation, it is very influential on the provision of breadth in knowing all information related to existing funding in managing a permit. That way, everything will be transparent and no more space is created to develop the so-called brokers or third parties who will be the bridge so that the permits that are managed or submitted can be easily issued. After this SIMPEL application. later it is hoped that it will be able to present a climate in government that is ready to be used for transparency in all matters relating to existing permits in Bone Regency in particular.

Discussion

The Effectiveness of SIMPEL Innovation on DPMPTSP Bone Regency

In this section, we will explore the application of service innovations based on the Electronic Licensing Information System or SIMPEL in the public service process of the Bone Regency Investment and One Stop Integrated Service (DPMPTSP). The staffing section describes research findings regarding the application of service innovations based on the Electronic Licensing Information System or SIMPEL) at the One-Stop Integrated Service and Investment Service (DPMPTSP) of Bone Regency, including the influencing factors and the model for implementing these service innovations. The research will be described based on the research focus systematically, by grouping and analyzing the information that has been obtained, both through primary data sources and secondary data.

In the first presentation, this section analyzes and explains the application of electronic-based service innovations. The application of this service innovation will describe five basic variables in the application of service innovation based on the Electronic Licensing Information System (SIMPEL) based on the theory developed, namely MABESSA (in Indonesian means generous Bone) which consists of: market response (community response) ; advance (progress); behavior (behavior); exploration (exploration); social contexts (social context); and accesss (access).

Market Response

One measure of the success of implementing an innovation is the extent to which the innovation is considered consistent with the values that exist in the past, and the needs of potential adopters and users of the innovation to accept and enjoy the value of the benefits of the innovation. Effective and compatible innovations certainly have value when they can solve problems that are of public interest and concern and ensure that normative values are implemented based on statutory provisions. The market response (public response) to the implementation of SIMPEL innovation with the consistency of the values (spirit) adopted in providing services that are easier, faster, and accountable.

The application of the Electronic Licensing Information System (SIMPEL) application is considered to be able to improve accuracy both for DPMPTSP and for managers in each OPD in Bone Regency. The suitability of the benefits of the coaching clinic can also affect the morale of ASN and the community in serving so that they have high commitment and integrity in service,

as the results of the interview with informants from the Electronic Licensing Information System IT Team (SIMPEL) that have been presented above. The existence of good service to the community will also affect the satisfaction and trust of the community.

One indicator of community response in terms of innovation is how people get excellent service without spending a lot of time by cutting bureaucracy in creating a work culture that has the potential to be wide open. So that by optimizing online services, there will be opportunities to take actions that have the potential for corruption, collusion and nepotism. More and more direct interaction in the process of leadership services in order to realize integrity in the service served by service officers in DPMPTSP. This is a commitment. This is intended to reduce direct interaction between ASN and the community, which is still being carried out manually but is carried out in a limited and selective manner.

Based on the results of the study, it is shown that the importance of community responses in carrying out service innovations. Based on the results of interviews from informants as described above, it can be concluded that the implementation of the SIMPEL-based service system has met the criteria as an innovation that gets a positive market response in its application which consistently makes it easier for the community to obtain services according to the provisions of the legislation.

Advance

The progress of an innovation greatly affects the sustainability and implications of an innovation. Advances in technology at this time make information technology as one of the basic needs in public services in order to create excellent service. Innovation can help the public sector to create value for society. Some innovations are easy for most users to understand, but others are more complex and the adoption process will be slower.

SIMPEL-based service innovation has attempted to meet the innovation criteria by making several advances so that users can easily adapt to the needs of their respective users.

The development of the SIMPEL application with the digitization of documents and the addition of other supporting application features also received special attention in the form of building commitment from the State Civil Service Agency to be a supporter of the realization of the vision of the Bone Regency Government, in other local governments as a form of developing innovation that replicates the application. so that it can also be implemented and also gets attention from other agencies outside the scope of the Regency Government. Another view from the informant above is that one of the important resources used in implementing SIMPEL innovation is social networking.

The SIMPEL-based service system has met the criteria as an innovation that has progress which is proven that this innovation is still sustainable, is still undergoing a development process and has received visits from several agencies in order to see, study, internalize, adapt and adopt, so that this innovation has fulfilled the elements progress as a force to ensure the level of acceptance of this innovation.

Behavior

Based on the results of the study, it was found that the leadership always follows technological developments that are tailored to the needs of the community, such as procurement, development and repair. In the SIMPEL application development stage as part of service innovation, Government policies have been set as operational standards as well as guidelines for implementing SIMPEL applications. Thus, the development of the application requires monitoring as an evaluation material for the local government. As for the next monitoring stage, the manager must continue to be given coaching.

An innovation before being implemented is first tested for innovation, and this can only be accepted if it has been tested and proven to have advantages or more value compared to the innovation or the old way, so that an innovation product must pass a public test phase where every person or party have the opportunity to test the quality of an innovation. About the perceived triability in implementing this SIMPEL innovation. Continuous monitoring or every working day by involving the entire Work Team. Continuous monitoring is carried out to monitor all components related to the implementation of innovation so that the SIMPEL service application system can benefit the entire community.

From the results of observations, it was also revealed that at every opportunity the SIMPEL IT Team made efforts to develop and test the changes and development of the application system that was applied. Before being applied to users, in this case ASN and the community as users in each application in SIMPEL, the IT Team first carried out the application trial stage, by conducting FGDs and SIMPEL trials.

SIMPEL's innovation manager is highly committed to maintaining the quality of innovative products by conducting continuous surveys on the satisfaction of service recipients. This needs to be done to carry out a thorough evaluation both from the value aspect as well as from the system and procedure aspects which are the core values in this innovation. The above conditions have shown that SIMPEL innovation fulfills the behavioral element in the application of its innovation, by providing opportunities for all service recipients and stakeholders to participate in providing input, opinions or suggestions for improvement and increasing the level of accessibility of this innovation to the user, so that it becomes a guarantee of benefits for users. , and efforts to maintain the sustainability of this innovation in the future. The Master Plan for the Development of Information and Communication Technology as a general guideline for the administration of electronic-based government as well as a guide in conducting trials of every novelty related to information technology as a guarantee to users that the change will not bring difficulties but will instead bring convenience and speed to users or parties. - parties with an interest in innovation in its application. The SIMPEL-based service system has met the criteria as an innovation that has an element of behavior as evidenced that in implementing this innovation, the leadership always follows technological developments that are tailored to the needs of the community, such as procurement, development and improvement.

Exploration

The existence of an innovation is characterized by exploration to introduce unique ideas, new approaches to problem solving, or unique policies and implementation designs, in completing modifications of existing service innovations for even or individual services. Exploration helps improve service quality which in turn results in superior performance. Service innovation exploration aims to keep up with changes in society's needs in order to provide long-term success. Exploration of public service innovation is the basis for the development of quality services, exploration is very important in developing new services in response to community needs

It was found that the idea to develop SIMPEL service innovation was born from the demands and desires for the presence of more optimal, high-performing services, and high concern for improving the welfare and standard of living of the community. Some of these things have not been fully realized by civil servant and the community who should be public servants. ASN and the public need to get easy access to rights without going through a complicated bureaucracy. The problem with implementing SIMPEL innovation is that services that often experience delays due to complicated bureaucracy and manual file requirements and often do not match the required time, thus slowing down procedures and mechanisms that should be carried out manually and often not in accordance with the required time, therefore it has an impact on delays in civil servant and the public receiving service products or rights for manual file deposit problems. Manually depositing files gives the impression that there is no service commitment that leads to efficiency and ease of admin requirements.

The innovation developed in the service system shows that SIMPEL innovation has an exploration that is not only thinking about how service innovation can result in service acceleration by focusing on online services, in addition to other forms of integrated services, but actually the benefits obtained not only have an impact (impact) on civil servant and the community but has a broad impact on the public service system to the community with the hope that citizens of all public services in the government sector can move as long as it begins with a better service system as a model that becomes an example as well as an inspiration for actors or service providers to the community . It is in this aspect that SIMPEL innovation plays a role as an innovation that truly has exploration. The Electronic Licensing Information System (SIMPEL) prioritizes the synergy of updated database management between managers and civil servant and the community itself. So there is no longer any reason the database is not up to date.

Conditions like this really show exploration that differentiates it from other innovations even in management systems in other agencies. As an innovation as evidenced by the ability of this innovation to maintain and develop exploration and novelty that did not exist before in a mobile-based service system, SIMPEL provides convenience for ASN and the community in fulfilling rights while providing satisfaction and improving performance and services to the community.

Social Contexts

One measure of the success of the application of innovation if the innovation can meet the criteria of social contexts (social context). Innovations that meet the social context will be motivated to meet social needs. The social context is carried out to address the social problems of the community, involves changing institutional relationships (collaboration), increasing the capacity and welfare of the community, and increasing long-term opportunities or sustainability. The social context in innovation arises when technology is used to identify and solve conditions of community dissatisfaction due to the use of conventional methods.

The application of service innovations based on the Electronic Licensing Information System (SIMPEL) is a learning process for ASN and the community on the application of service innovations that can functionally provide the best service to the community according to their respective fields of duty, in addition, ASN and the community can obtain rights - their respective rights. Services in the fields carried out as mentioned above, besides being able to fulfill the rights of ASN and the community, can also create a sense of happiness that is felt directly by civil servant and the community in Bone Regency.

SIMPEL innovation provides ease of synergy with the community in managing the performance and discipline of ASN and the community to partially increase individual performance and increase work unit performance up to agency level performance simultaneously civil servant and the community with a more responsive performance culture packaging, thus SIMPEL innovation has met criteria as innovation.

Access

Accessis one measure of the success of an innovation that seeks to show the extent to which an innovation can be widely used. The trial of an innovation as perceived by members of the social system is positively related to the rate of adoption. New ideas that can be tested for effectiveness, show tangible achievements in both the adaptation and adoption process for the implementation agency, and provide solutions to problem solving will be adopted more quickly than innovations that cannot be shared. Access to an innovation is an indication that the innovation will provide leverage in providing solutions to the problems faced by each stakeholder regarding the innovation.

SIMPEL based service innovations can be widely accessed by the community based on the type of service needed. This innovation has given many tangible results that this innovation is present in providing solutions for solving problems of less than optimal service. Before implementing SIMPEL innovation in the form of services, it begins with the trial phase. This trial stage is intended to ensure that the service process carried out can guarantee better service quality compared to the service conditions before this innovation, as well as an evaluation of each part that is not optimal for immediate repair or function enhancement so that other systems can be more optimal. and more integrated.

Every community has easy access to services. The follow-up to the results of this innovation trial was then discussed technically by the SIMPEL Team. In addition, the presence of several informants' opinions from the results of the research must take the time of the civil

servant and the public in fulfilling the file. With the ease of access to use the SIMPEL application gets support from various parties. In addition to support from stakeholders in Bone Regency, the implementation of the SIMPEL application also received support from various parties outside of the local government.

The outputs or outputs achieved after the implementation of SIMPEL based service innovation stages as research results have shown the outputs felt by civil servant and the community as users of the SIMPEL application. The output of the implementation phase of the SIMPEL application which is part of this innovation.

CONCLUSION

SIMPEL innovation in public services at DPMPTSP Bone Regencywhen viewed from MABESsA (Market response, Advance, Behavior, Social Contexs, and Access): the SIMPEL-based service system has met the criteria as an innovation that gets a positive market response in its application which consistently makes it easier for the public to obtain services according to the provisions of the legislation; the SIMPEL-based service system has met the criteria as an innovation that has progress as evidenced that this innovation is still sustainable, is still undergoing a development process and has received visits from several agencies in order to see, study, internalize, adapt and; The SIMPEL-based service system has met the criteria as an innovation that has an element of behavior as evidenced that in implementing this innovation, the leadership always follows technological developments that are tailored to the needs of the community, such as procurement, development and improvement. The development team is still trying to make SIMPEL innovations have better performance, although in the field there are still problems in the application; The SIMPEL-based service system shows exploration that makes it different from other innovations even in management systems in other agencies. However, the SIMPEL application still has problems, namely government regulations, policies from the center that have changed so that the regional level is confused because it has many applications; SIMPEL innovation provides ease of synergy with the community in managing the performance and discipline of ASN and the community to partially increase individual performance and increase work unit performance up to agency level performance simultaneously civil servant and the community with a more responsive performance culture packaging, thus SIMPEL innovation has fulfilled criteria as innovation; SIMPEL innovation provides easy access for the public in managing permits. The SIMPEL application is very useful for the community because of the transparency and ease of access to using the SIMPEL application, thus SIMPEL innovation has met the criteria as an innovation. SIMPEL innovation provides easy access for the public in managing permits. The SIMPEL application is very useful for the community because of the transparency and ease of access to using the SIMPEL application, thus SIMPEL innovation has met the criteria as an innovation. SIMPEL innovation provides easy access for the public in managing permits. The SIMPEL application is very useful for the community because of the transparency and ease of access to using the SIMPEL application, thus SIMPEL innovation has met the criteria as an innovation.

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