

ABSTRAK

IMPLEMENTASI PELAYANAN PERIZINAN UMK DI KECAMATAN PUNDONG, KABUPATEN BANTUL

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Penelitian ini bertujuan untuk mengetahui bagaimana implementasi pelayanan perizinan UMK bagi UMK dan faktor-faktor yang menentukan keberhasilan implementasi pelayanan perizinan UMK di Kecamatan Pundong, Kabupaten Bantul.

Penelitian ini merupakan penelitian deksriptif kualitatif. Lokasi penelitian ini bertempat di Kecamatan Pundong, Kabupaten Bantul. Subjek penelitian ini adalah pelaku UMK Kecamatan Pundong dan petugas pelayanan perizinan IUMK Kecamatan Pundong. Teknik pengumpulan data dilakukan dengan melakukan wawancara kepada pelaku UMK dan petugas pelayanan perizinan IUMK, pembagian kuesioner untuk pelaku UMK sebagai pelengkap data wawancara, dan observasi lapangan di Kecamatan Pundong.

Hasil penelitian menunjukkan bahwa : (1) Implementasi Pelayanan Perizinan IUMK di Kecamatan Pundong telah berjalan dengan cukup baik berdasarkan dua variabel yaitu implementasi pelayanan dan sasaran pelayanan perizinan. (2) Komunikasi dalam pelayanan perizinan IUMK telah cukup baik, dilihat dari pemberian dan ketersediaan informasi serta tanggapan positif dari pelaku UMK terhadap pelayanan perizinan IUMK. (3) Ketersediaan sumber daya manusia dalam implementasi pelayanan perizinan IUMK di Kecamatan Pundong sudah cukup baik, dilihat dari jumlah petugas yang sesuai dengan kebutuhan dan kemampuan petugas dalam melayani pelayanan perizinan. (4) Disposisi pelayanan perizinan di Kecamatan Pundong sudah baik berdasarkan sikap dan karakteristik petugas pelayanan dan pembagian kerja bagi petugas pelayanan perizinan. (5) Struktur birokrasi pelayanan perizinan IUMK sudah baik. Hal ini dapat dilihat dari kemudahan prosedur pelayanan dan jumlah petugas pelayanan yang harus dilalui oleh pelaku UMK ketika mengajukan izin usaha.

Kata kunci : Implementasi, pelayanan publik, UMK, IUMK

ABSTRACT

IMPLEMENTATION OF MICRO AND SMALL ENTERPRISES LICENSING SERVICE IN PUNDONG DISTRICT, BANTUL REGENCY

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This research aimed to determined how implementation of micro and small enterprises licensing service and factors that determined the successful implementation of micro and small enterprises licensing service in Pundong District, Bantul Regency.

This research was a descriptive kualitatif research. The location of this research was in Pundong District, Kabupaten Bantul. The subjects of this research were owners of micro and small enterprises in Pundong District and licensing service officers in Pundong District. Data collection techniques carried out by conducting interviews with the owners of micro and small enterprises and licensing service officers, distributing questionnaire to the owners as a complement to data interview, and field observations in Pundong District.

The results showed that : (1) Licensing service in Pundong District had run quite good based on two variables, namely service implementation and licensing service targets. (2) Communication in licensing service has been quite good, seen from the provision and availability of information as well as the positive responses from the small and medium enterprises to licensing service. (3) The availability of human resources in the implementation of licensing service has been quite good, seen from the number of officers in accordance with needs and abilities of the officers in serving licensing service. (4) Disposition of licensing services in Pundong District was already good based on the attitudes and characteristics and the division of work for licensing service officers. (5) The bureaucratic structure of licensing service was already good based on the easy service procedures and the number of service officers that must be passed by owners when applying for a license.

Keyword : Implementation, public services, license, micro and small enterprises