ABSTRACT

This study is aimed to describe the effectiveness of online licensing program in one-stop integrated services (BPPT) Sidoarjo. Relating to the goal of the study, one-stop integrated service (BPPT) Sidoarjo is chosen because Sidoarjo is the first regency who innovated administration one-stop services. In one-stop services, the head has authority to simplify license. One of BPPT’s steps to simplify the license is conducted online licensing package program which can be carried out via online.

This study used descriptive qualitative methodology. The technique used to determine the informants is purposive because the writer wants in-depth interview from people who knows the focus of the research, the location choose in this study is one-stop integrated services Sidoarjo and five private companies as the applicant.

The result of this study is online licensing program less effective. It can be seen from some of effectiveness criteria. First, defining program online licensing package is supported by the unity of comprehension in each staff. Second, problem analysis the program has not been able to solve problem. Third, need assessment not accordance with the society’s needs. Fourth, selecting a strategy and establishing objectives is not appropriate with the objective of the program. Fifth, program design the implementation has involved the entire staff. Sixth, the budgeting cannot be used efficiently. Seventh, online licensing package program do not have planned program evaluation.

Keywords: Effectiveness, Program, Licensing services, Online package