

## Coordination of the Service of Investment and One Stop Service with the Tourism Service in Licensing of Karaoke Tourism Business in Medan City

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### Abstract

*The problems found in this study are communication between agencies that are still not running well, limited resources to supervise tourism business licenses in Medan City, overlapping authority between agencies, resulting in each agency waiting for each other to misuse tourism business licenses and the discovery of indications of abuse of authority in the implementation of tourism business license supervision in Medan City. This type of research is descriptive research using qualitative methods. The data collected is in the form of words, images, and not numbers. The sampling technique to explore information that will be the basis of this study is the purposive sampling technique. To perform validation of found information using data triangulation. The results showed that the coordination between the Investment Office and One-Stop Integrated Services and the Medan City Tourism Office was no longer in the process before the issuance of permits but after the issuance of permits. Unification of actions taken by the Investment Office and One-Stop Integrated Services and the Medan City Tourism Office has been carried out, namely the enforcement of strict sanctions against karaoke business owners who violate the rules in accordance with Standard Operating Procedures, then communication is carried out by exchanging information related to karaoke tourism business licenses in Medan City and communication is carried out if there is a karaoke business license that does not match between the Business Identification Number (NIB) and Business carried out in the field. The distribution of tasks carried out in coordination with karaoke business licensing has run optimally. Supervision and enforcement related to tourism business licenses, especially karaoke, are in accordance with established rules, but there are still some karaoke places that are still operating even though they have received a reprimand or revocation of their business licenses.*

### Keywords

coordination, licensing, tourism



### I. Introduction

The tourism sector is one of the sectors that is expected to be able to provide an increase in Regional Original Income (PAD). The tourism sector has a huge impact on the region as one of the sources of development financing in the area. Tourism is a sector that is continuously developed by the government as one of the potential sources of income for the region. In an effort to develop tourism potential in an area, legal aspects are needed in the

implementation of tourism activities. This legal aspect concerns documents that can be a legal reference in the implementation of tourism activities in Medan City.

According to PP No. 24 of 2018, Business Identification Number (NIB) is a business identity and is used by Business Actors to obtain Business Licenses and Commercial or Operational Licenses, including to fulfill the requirements for Business Licenses and Commercial or Operational Licenses. This document is official proof that a business has been registered in the Tourism Business Register and can conduct a tourism business. Individual business actors classified as micro or small businesses are exempt from having to register a tourism business. These individual entrepreneurs can register their tourism business based on their own wishes. Before the enactment of the PP, the legal basis governing karaoke business licenses in Medan City was Medan City Regional Regulation Number 4 of 2014 concerning Tourism, and Medan Mayor Regulation Number 29 of 2014 concerning Tourism Business Registration Certificate.

One of the licenses related to tourism activities in Medan City is a karaoke business license. This license is an answer to the need regarding legal aspects in tourism activities and the Business Identification Number (NIB) is issued as an official document that regulates the implementation of tourism activities and to minimize deviations that may occur in tourism activities. NIB (Business Identification Number) is then issued by the OSS Institution (in this case it is BKPM) after business actors register through OSS (Online Single Submission). The issuance of NIB through OSS is regulated in Government Regulation No. 24 of 2018 concerning Electronic Integrated Business Licensing Services. NIB is issued after business actors register through complete data filling.

One of them is in the case of the Milo Karaoke license located on Jalan Juanda Medan where the business location is adjacent to the house of worship, the karaoke place is considered to violate Medan Mayor Regulation Number 29 of 2015 Article 36 point 6 concerning Tourism Business Registration Certificate which states, the technical requirements of entertainment venues must be more than 100 meters from houses of worship and school buildings. (medcom.id). Problems related to Karaoke business licenses also exist in other locations, such as the discovery of problems regarding the Bosque karaoke nightlife venue on H. Adam Malik street which was raided by the police because it turned out not to have a permit (medanbisnisdaily.com). the same issue related to NAV Karaoke's business license that needs to be evaluated by the Medan City Tourism Office (tribunnews.com). Looking at these public opinions, it turns out that there are many phenomena of violations of karaoke business licenses in Medan City, this is also confirmed by an article written in ekonomi.bisnis.com, in the article it is said that entertainment venue permits in Medan City still have problems that must be resolved (ekonomi.bisnis.com).

The weak supervision carried out by the Medan City Tourism Office also made some of its members take advantage of the situation by selling the name of the agency to reap personal benefits such as making illegal complaints to karaoke business owners (Sitanggang, 2019). The problem that arises is the difficulty in processing licensing data because manual processing of licensing data sometimes occurs human error, because recording is sometimes done roughly, (Oktavia, 2015). Then there is still low awareness of tourism entrepreneurs in complying with Regional Regulations, the number of tourism businesses in Medan City, the Medan City Tourism Office has not realized the orders of Medan City Regional Regulations in terms of Development, maximum supervision of Nightlife Places (Pranata, 2018).

The coordination problems that occur regarding karaoke business licensing services in Medan City are communication between agencies that are still not running well, the lack of resources to supervise tourism business licensing in Medan City, the overlapping authority between agencies, resulting in each agency waiting for each other to commit acts of misuse of tourism business licenses, and indications of abuse of authority in the implementation supervision of tourism business licenses in Medan City.

Hasibuan (2011: 85) argues that coordination is an activity to direct, integrate, and coordinate management elements and subordinate works in achieving organizational goals. Handoko (2003: 195), said that coordination is the process of integrating goals and activities in separate units (departments or functional areas) in an organization to achieve goals efficiently and effectively. Some of the factors that affect coordination include; unity of action, communication, division of labor, and discipline (Hasibuan, 2011: 88).

## **II. Review of Literature**

The method used in this study is qualitative research method. According to Bodgan and Taylor (in Moleong 2006: 4) qualitative research methods are research procedures that produce descriptive data in the form of written or spoken words of people and observable behavior. This approach is directed at the setting and the individual holistically. The data collected is in the form of words, images, and not numbers. This is due to the application of qualitative methods.

In qualitative research, it is closely related to contextual factors. Therefore, in qualitative research there is no random sample, but a purposive sample. Data collection techniques used in this study include interviews, documentation and observation. According to Moleong (2006: 247), qualitative analysis techniques are carried out by presenting data starting with examining all available data, examining, arranging them in one unit, which is then categorized at the next stage and checking the validity of the data and interpreting it with analysis in accordance with the ability of research reasoning to make research conclusions.

In this study the authors used a type of data triangulation. The data triangulation technique is carried out by comparing data obtained through interviews between one research subject with another. Data can be said to be valid if there is consistency or compatibility between information provided by one informant and another informant related to Coordination between the Investment Office and One-Stop Integrated Services with the Tourism Office in Karaoke Tourism Business Licensing in Medan City.

## **III. Result and Discussion**

From the results of the presentation related to the procedure for applying for a tourism business license, it is known that the coordination between the Investment Office and One-Stop Integrated Services and the Medan City Tourism Office is not in the process before the issuance of the permit but after the issuance of the permit. The Investment and One-Stop Integrated Services Office has the authority to supervise administration while the Tourism Office has the authority to supervise technicalities related to karaoke tourism businesses in Medan City. Based on this explanation, the coordination carried out between the Investment Office and One-Stop Integrated Services with the Medan City Tourism Office is horizontal coordination where a leader is related to other agencies related to the issue of karaoke business licenses in Medan City. Furthermore, factors that support coordination include unity of action, communication, division of labor, and discipline of the Investment Office and One-

Stop Integrated Integrated Services and the Medan City Tourism Office in supervising karaoke tourism business licenses in Medan City.

### **3.1 Unity of Action**

Administrative supervision related to karaoke business licensing in Medan City is carried out by the Investment Office and One-Stop Integrated Services of Medan City which is carried out through the Online Single Submission (OSS) website, if after the issuance of NIB the business owner does not comply with the implementation of the business license in accordance with the risk requested, then further action is taken. Then, technical supervision related to karaoke business licensing by the Medan City Tourism Office is carried out after the license is issued which is known through the Business Identification Number (NIB), when the NIB is issued through OSS then guidance in an effort to increase the role of tourism business is carried out by the Head of the Office by involving related agencies, namely the Investment Office and One-Stop Integrated Services, the Tourism Office and the Civil Service Police Unit (SATPOL PP) which is regulated by the Mayor as needed.

The supervisory task carried out by the Investment Office and One-Stop Integrated Services of Medan City and the Medan City Tourism Office is actually the toughest task because it requires energy and a lot of time, therefore it is necessary to involve several agencies so that supervision is easier to do. Supervision in the implementation of tourism business is carried out with the intention that these activities are carried out and carried out in accordance with the established plan. The existence of supervision will be known whether the goals to be achieved have been carried out based on the plan that has been set in advance or not.

The implementation of risk-based business licensing supervision, especially karaoke tourism businesses, needs coordination so that the actions taken in the future do not harm any party, with the meeting, it is hoped that tourism businesses, especially karaoke, can develop more without ignoring the rules that have been set. The unification of actions carried out by the Investment Office and One-Stop Integrated Services of Medan City and the Medan City Tourism Office has been carried out in accordance with applicable procedures. However, based on observations made by researchers in the field, there are still many karaoke businesses that are still operating as usual without any prohibition or revocation of business licenses in accordance with applicable regulations if they commit violations. This is caused by business owners who are recalcitrant and often ignore the reprimands given.

### **3.2 Communication**

Coordination will run effectively and optimally if the objectives of a program or policy can be understood by the implementer in terms of Karaoke Tourism Business Licensing Services in Medan City. Implementation of Entertainment and Recreation Activities, especially karaoke businesses at the Investment Office and One-Stop Integrated Services and the Medan City Tourism Office as well as the community as the object of implementing the policy. The purpose of the Karaoke Tourism Business Licensing Service policy in Medan City is that the implementation of Entertainment and Recreation Activities can run regularly and in an orderly manner thus it needs to be communicated appropriately between the implementers and the community.

The policy implementers, namely the Investment Office and One-Stop Integrated Services and the Medan City Tourism Department as public servant instruments, understand that establishing communication between implementers is something that must be done so that there is no mistake in taking action on business licenses, especially karaoke that violates,

so every idling is carried out according to established procedures. Furthermore, the information is also socialized to the public because the community as an object of a public service certainly requires attention and a good response from public servants / policy implementers. In addition, in order for a public service to run well and optimally, it needs a harmonious relationship between public servant instruments and the community as its object and good communication will certainly facilitate the process of supervision and services that will be provided to the community. Communication carried out by the Investment Office and One-Stop Integrated Services and Medan City Tourism Office to the public regarding karaoke tourism business licensing service procedures, the community does not feel confused and runs a karaoke tourism business in accordance with applicable legal provisions.

Researchers assess that the Investment Office and One-Stop Integrated Services and the Medan City Tourism Office communicate with each other optimally and effectively by establishing good communication between policy implementers and jointly conveying information to the community regarding risk-based tourism business licensing services, especially karaoke businesses by providing information boards, banners and brochures regarding procedures in managing tourism business licenses karaoke in Medan City. Information boards and banners are scattered in the corners of the Investment Office and One-Stop Integrated Services, this is so that people who want to do licensing management get adequate information when they want to do licensing at the Investment Office and One-Stop Integrated Services of Medan City. Then related to violations of tourism business licenses, especially karaoke, were also socialized by the Medan City Tourism Office, so it can be said that the two agencies jointly coordinate to create risk-based tourism business licensing services, especially karaoke businesses effectively and optimally. Communication between agencies is also carried out through coordination meetings that are carried out every 1-3 months and communication is also carried out when there is an inappropriate karaoke business license between NIB and businesses run in the field.

### **3.3 Division of Labor**

Clear duties and responsibilities can make it easier for the Investment Office and One-Stop Integrated Services and the Tourism Office to cooperate to supervise karaoke tourism business licensing in Medan City. It was explained that the division of duties is the main factor in carrying out coordination in the implementation of karaoke tourism business licensing services in Medan City, with the tupoksi of each agency as the implementer of the policy, it is hoped that there will be no misunderstandings both between agencies and to the community. In carrying out supervision related to licensing and running karaoke tourism businesses, it is necessary to divide duties between the Investment Office and One-Stop Integrated Services and the Medan City Tourism Office. This aims to avoid overlapping authority and responsibility in carrying out actions to supervise the implementation of karaoke tourism business in Medan City. In implementing a policy, of course, it cannot be separated from the bureaucratic structure in the agency. Bureaucratic structure is the characteristics, norms, and patterns of relationships that exist within an organization. This structure has a strong influence on the process of implementing karaoke tourism business licensing in Medan City.

The division of work related to coordination in supervising karaoke tourism business licensing services in Medan City is carried out in accordance with their respective duties and functions. The Investment and One-Stop Integrated Services Office exercises its authority in terms of administration of karaoke tourism business licenses, while the Tourism Office conducts technical supervision in the field whether the business is in accordance with the

issued permits and if there is a violation, they can give a reprimand to the business owner. In a coordination involving 2 (two) groups or organizations, a division of labor is needed so that the community as recipients of services is also not confused if there are obstacles in licensing karaoke tourism businesses in Medan City, with the division of work, it can be said that the coordination carried out between the Investment Office and One-Stop Integrated Services with the Medan City Tourism Office has run well effectively and efficiently.

### **3.4 Discipline**

Discipline from the attitude of the executor is needed in complying with the rules and agreements that have been mutually agreed upon so that it can achieve the objectives of the implementation of karaoke tourism business licensing services in Medan City in entertainment and recreation activities as well as the attitude and support shown by related parties in this regard, especially the Investment Office and One-Stop Integrated Services and the Medan City Tourism Office as parties in charge of carrying out services that Related to the management of tourism business licensing.

The Medan City Government through the Tourism Office in carrying out the task of supervising and monitoring the implementation of karaoke businesses in Medan City formed a Team for the Implementation of Guidance, Supervision and Control (Binwasdal) of Medan City which specifically supervises all types of tourism businesses operating in Medan City including karaoke businesses. As is known that there have been several rules that have underpinned the parties included in the implementation of this business ranging from rights, obligations and prohibitions related to licensing issues, processing and implementation mechanisms that have been mandated.

This shows that what is then aspired to be related to the implementation of tourism businesses such as karaoke can be controlled and in accordance with existing regulations. But it is undeniable that there are some interesting facts where the rules, procedures and mechanisms as reference material to better understand the implementation of this karaoke business, it turns out that there is a discrepancy with what then becomes the basis of its implementation.

The Investment and One-Stop Integrated Services Office and the Medan City Tourism Office have carried out the implementation and supervision related to tourism business licenses, especially karaoke in accordance with established regulations. Therefore, the discipline applied by the two agencies in creating a good karaoke tour has been carried out even though there are still business actors who do not obey the rules and continue to operate even though their business licenses are problematic.

## **IV. Conclusion**

Coordination between the Investment Office and One-Stop Integrated Services and the Medan City Tourism Office is no longer in the process before the issuance of permits but after the issuance of permits. The Investment and One-Stop Integrated Services Office has the authority to supervise administration while the Tourism Office has the authority to supervise technical related karaoke tourism businesses in Medan City. Coordination between the Investment Office and One-Stop Integrated Services and the Medan City Tourism Office has carried out horizontal coordination aimed at creating the implementation of tourism business permits, especially karaoke in the city of Medan, to run well. The unification of actions taken by the Investment Office and One-Stop Integrated Services and the Medan City Tourism Office has been carried out, namely the enforcement of strict sanctions against karaoke

business owners who violate the rules in accordance with Standard Operating Procedures. The Investment Office and One-Stop Integrated Services and the Medan City Tourism Office have communicated with information exchange related to karaoke tourism business licenses in Medan City. The division of tasks carried out has run optimally, where the Investment Office and One-Stop Integrated Services supervise all types of administrative while the Medan City Tourism Office supervises all types of technicalities such as coaching and supervising the licensing of karaoke tourism businesses in Medan City if it is not in accordance with the implementation of business in the field with the licenses owned. The Investment and One-Stop Integrated Services Office and the Medan City Tourism Office have carried out supervision and enforcement related to tourism business licenses, especially karaoke in accordance with established regulations. However, there are still some karaoke places that are still operating even though they have received a reprimand or revocation of their business licenses.

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