

# Analisis Kesiapan Digital Masyarakat Pada Pelayanan Perizinan Berusaha Melalui OSS-RBA (Online Single Submission Risk-Based Approach) di Kabupaten Banyumas = Analysis of The Level of Citizen E-Readiness in Business Lisence Through OSS-RBA (Online Single Submission Risk-Based Approach) in Banyumas Regency

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## Abstrak

Pelayanan perizinan berusaha melalui Online Single Submission Risk-Based Approach (OSS-RBA) tercantum pada Peraturan Pemerintah Nomor 5 Tahun 2021 Tentang Penyelenggaraan Perizinan Berusaha Berbasis Risiko. Pengembangan e-government di Indonesia dapat didukung dengan masyarakat yang memiliki kemampuan untuk mengakses internet, sehingga saat program pemerintah dilaksanakan dapat secara langsung dimanfaatkan oleh masyarakat. Penelitian ini bertujuan untuk menganalisis tingkat kesiapan digital masyarakat Banyumas pada layanan OSS-RBA menggunakan konsep citizen e-readiness untuk mengukur tingkat kesiapan masyarakat, pendekatan penelitian ini menggunakan kuantitatif dengan teknik pengumpulan data mix method. Teknik pengumpulan data secara kuantitatif dilakukan melalui survei, teknik pengumpulan data kualitatif dilakukan melalui wawancara mendalam kepada enam narasumber. Temuan dari penelitian ini menunjukkan bahwa responden memiliki kesiapan pada kategori sedang dengan 95%. Mayoritas responden berada pada tingkat kesiapan "sedang" dikarenakan masih terjadi beberapa permasalahan yang terjadi pada layanan OSS-RBA.

.....Business licensing services through the Online Single Submission Risk-Based Approach (OSS-RBA) are listed in Government Regulation Number 5 of 2021 concerning the Implementation of Risk-Based Business Licensing. The development of e-government in Indonesia can be supported by people who have the ability to access the internet, so that when government programmes are implemented, they can be directly utilised by the community. This study aims to analyse the level of digital readiness of the Banyumas community for OSS-RBA services using the concept of citizen e-readiness to measure the level of community readiness, this research approach uses quantitative with mix method data collection techniques. Quantitative data collection techniques were conducted through surveys, qualitative data collection techniques were conducted through in-depth interviews with six resource persons. The findings of this study show that respondents have readiness in the medium category with 95%. The majority of respondents are at a "moderate" level of readiness because there are still some problems that occur in the OSS-RBA service.