ABSTRACT

Dini Andriani (1228010057): *Implementation of Investment Supervision and Development Policies at the Bandung City Investment and One-Stop Integrated Services Office*

The implementation of investment supervision and development policies through Investment Activity Reports in Bandung City continues to face several challenges. Business compliance reached only 52.10 percent of the 60 percent target set in the 2025 Work Plan. Furthermore, the Bandung City Investment and One-Stop Integrated Services Office was responsible for supervising 20,060 reporting projects in 2024, while business actors' digital literacy and inter-agency coordination remained limited.

This study aims to analyze the implementation of investment supervision and development policies through Investment Activity Reports at the Bandung City Investment and One-Stop Integrated Services Office, identify supporting and inhibiting factors, and formulate recommendations to optimize policy implementation.

This study employs George C. Edward III's policy implementation model, comprising four dimensions: communication, resources, disposition, and bureaucratic structure. The study is grounded in Law Number 25 of 2007 on Investment and Regulation of the Minister of Investment and Downstream Industry or Head of the Investment Coordinating Board Number 5 of 2025.

A descriptive qualitative approach was adopted through in-depth interviews with six informants, direct observation, and documentary analysis. Data were analyzed using the Miles and Huberman model through data reduction, data display, and conclusion drawing.

The findings indicate that policy implementation remains uneven. Communication is consistent but has not reached all business actors. Personnel competence is adequate, but the supervisory workload is substantial, and budget realization reached only 74.83 percent. Disposition is the strongest dimension, reflected in a Community Satisfaction Index score of 94.13 and support provided to 567 investors against a target of 300. The bureaucratic structure is well organized, but delayed procedural updates and fragmented inter-agency data remain challenges. The primary obstacle is limited organizational outreach to business actors who most need guidance.

Kata Kunci: *Policy Implementation; Investment Supervision and Development; Investment Activity Report; DPMPTSP Bandung City.*

ABSTRAK

Dini Andriani (1228010057): Implementasi Kebijakan Pengawasan dan Pembinaan Penanaman Modal pada Dinas Penanaman modal dan Pelayanan Terpadu Satu Pintu Kota Bandung

Implementasi kebijakan pengawasan dan pembinaan penanaman modal melalui Laporan Kegiatan Penanaman Modal di Kota Bandung masih menghadapi berbagai kendala. Kepatuhan pelaku usaha hanya mencapai 52,10 persen dari target 60 persen dalam Rencana Kerja Tahun 2025. Selain itu, Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu harus mengawasi 20.060 proyek pelapor pada tahun 2024, sementara literasi digital pelaku usaha dan koordinasi antarinstansi masih terbatas.

Penelitian ini bertujuan menganalisis implementasi kebijakan pengawasan dan pembinaan penanaman modal melalui Laporan Kegiatan Penanaman Modal pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kota Bandung, mengidentifikasi faktor pendukung dan penghambat, serta merumuskan rekomendasi untuk mengoptimalkan pelaksanaan kebijakan.

Penelitian ini menggunakan model implementasi kebijakan George C. Edward III yang mencakup komunikasi, sumber daya, disposisi, dan struktur birokrasi, dengan landasan Undang-Undang Nomor 25 Tahun 2007 dan Peraturan Menteri Investasi dan Hilirisasi atau Kepala Badan Koordinasi Penanaman Modal Nomor 5 Tahun 2025.

Penelitian menggunakan pendekatan penelitian bersifat deskriptif kualitatif melalui wawancara mendalam terhadap enam informan, observasi langsung, dan studi dokumentasi. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan berdasarkan model Miles dan Huberman.

Hasil penelitian menunjukkan bahwa implementasi kebijakan belum optimal secara merata. Komunikasi konsisten, tetapi belum menjangkau seluruh pelaku usaha. Kompetensi aparatur memadai, namun beban pengawasan tinggi dan realisasi anggaran hanya mencapai 74,83 persen. Disposisi menjadi dimensi terkuat, ditunjukkan oleh Indeks Kepuasan Masyarakat sebesar 94,13 dan realisasi pembinaan terhadap 567 investor dari target 300 investor. Struktur birokrasi telah tertata, tetapi masih menghadapi keterlambatan pembaruan prosedur operasional dan fragmentasi data antarinstansi. Hambatan utama terletak pada keterbatasan jangkauan pembinaan terhadap pelaku usaha yang paling membutuhkan pendampingan.

Kata Kunci: Implementasi Kebijakan; Pengawasan dan Pembinaan; Penanaman Modal; Laporan Kegiatan Penanaman Modal; DPMPTSP Kota Bandung