

## ABSTRAK

### **Alia Gita Ramadani : “Efektivitas Program Gerakan Dorong Realisasi Investasi Dalam Negeri (GEDORAN) di Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Provinsi Jawa Barat”**

Provinsi Jawa Barat selalu unggul dalam hal jumlah proyek dan realisasi PMA dan PMDN pada tahun 2020-2022. Realisasi investasi Provinsi Jawa Barat Tahun 2022 berhasil melampaui target realisasi investasi sebesar Rp. 174,58 Triliun. Nilai realisasi investasi dapat dilihat melalui laporan kegiatan penanaman modal yang dilaporkan pelaku usaha sebagai bagian dari kewajibannya sebagaimana yang tercantum dalam Undang-Undang Nomor 25 Tahun 2007 mengenai kewajiban setiap penanam modal untuk menyampaikan LKPM kepada Badan Koordinasi Penanaman Modal. Berdasarkan observasi awal peneliti menemukan bahwa capaian nilai realisasi investasi PMDN lebih rendah daripada PMA. Maka dari itu Dinas PMPTSP melaksanakan Program GEDORAN untuk meningkatkan nilai realisasi investasi dalam negeri.

Berdasarkan pemaparan tersebut, tujuan dari penelitian ini yaitu untuk mengetahui bagaimana efektivitas program Gerakan Dorong Realisasi Investasi Dalam Negeri (GEDORAN) di Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Provinsi Jawa Barat. Penelitian ini mengacu kepada teori menurut (Kettner et al., 2017) yang terdiri dari lima dimensi diantaranya *effort* (upaya), *cost-efficiency* (efisiensi biaya), *result* (hasil), *cost-effectiveness* (efektivitas biaya), dan *impact* (dampak).

Metode penelitian yang digunakan yaitu pendekatan kualitatif dengan jenis penelitian deskriptif. Data dikumpulkan melalui empat teknik yaitu observasi kualitatif, wawancara kualitatif, dokumen kualitatif dan audio-visual kualitatif. Selanjutnya data diolah menggunakan prosedur analisis data menurut (Creswell & Creswell, 2017) yaitu sebagai berikut; mengolah dan mempersiapkan data untuk kemudian dianalisis, membaca keseluruhan data, menganalisis lebih detail dengan melakukan koding data, menerapkan proses koding untuk mendeskripsikan kategori, penyajian Informasi, penarikan kesimpulan melalui interpretasi data.

Hasil yang diperoleh dari penelitian ini menunjukkan bahwa efektivitas program GEDORAN di Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Provinsi Jawa Barat telah efektif karena memenuhi seluruh kriteria penilaian efektivitas menurut (Kettner et al., 2017), namun masih terdapat beberapa indikator pada beberapa dimensi yang pelaksanaannya belum maksimal seperti pada indikator pelayanan yang berkualitas pada dimensi *effort* (upaya) sumberdaya manusia dan sarana prasarana yang belum mampu mengakomodir seluruh kegiatan program, dan indikator biaya pada dimensi *cost-efficiency* (efisiensi biaya) yang jumlah biayanya belum sebanding dengan target yang harus di capai.

**Kata Kunci:** Efektivitas Program; LKPM; OSS-RBA; Dinas PMPTSP.

## ABSTRACT

**Alia Gita Ramadani : "Effectiveness of the Movement for the Realization of Domestic Investment (GEDORAN) Program at the Investment and One-Stop Service Office of West Java Province"**

West Java Province always excels in terms of the number of projects and realization of PMA and PMDN in 2020-2022. The investment realization of West Java Province in 2022 successfully exceeded the investment realization target of Rp. 174.58 Trillion. The value of investment realization can be seen through the investment activity report reported by business actors as part of their obligations as stated in Law Number 25 of 2007 regarding the obligation of each investor to submit LKPM to the Investment Coordinating Board. Based on initial observations, researchers found that the achievement of PMDN investment realization value was lower than PMA. Therefore, the PMPTSP Office implemented the GEDORAN Program to increase the value of domestic investment realization.

Based on this explanation, the purpose of this study is to determine how the effectiveness of the Domestic Investment Realization Movement (GEDORAN) program at the West Java Province Investment and One-Stop Integrated Service Office. This research refers to the theory according to (Kettner et al., 2017) which consists of five dimensions including effort, cost-efficiency, result, cost-effectiveness, and impact.

The research method used is a qualitative approach with descriptive research type. Data were collected through four techniques, namely qualitative observation, qualitative interviews, qualitative documents and qualitative audiovisuals. Furthermore, the data were obtained using data analysis procedures according to (Creswell & Creswell, 2017), namely as follows; processing and preparing data for later analysis, reading the entire data, analyzing in more detail by coding data, applying the coding process to describe categories, presenting information, drawing conclusions through data interpretation.

The results obtained from this study indicate that the effectiveness of the GEDORAN program at the West Java Province One-Stop Investment and Integrated Service Office has been effective because it meets all the criteria for assessing effectiveness according to (Kettner et al., 2017), but there are still several indicators in several dimensions whose implementation has not been maximized, such as the quality service indicator in the effort dimension of human resources and infrastructure that has not been able to accommodate all program activities, and the cost indicator in the cost-efficiency dimension where the amount of cost is not proportional to the target that must be achieved.

**Keywords:** Program Effectiveness; LKPM; OSS-RBA; PMPTSP Office.