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Understanding the Process and Management of Administrative Licensing in the General Affairs and Human Resources Division of the DPMPTSP of Serang City

Diana Stevany Naibaho¹

¹ State Administration Program, Pamulang University

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CORRESPONDING AUTHOR

*E-mail: dianastevany74@gmail.com

ABSTRACT

The internship program is an educational initiative designed to provide students with real-world work experience in understanding public administration practices within government agencies. This internship was conducted at the Serang City Investment and One-Stop Integrated Service Agency (DPMPTSP), with a focus on analyzing the processes and management of licensing administration in the General Affairs and Human Resources Division. The objective of this activity is to analyze the licensing administration process and identify the role of administration in improving the quality of public services. The methods used include direct observation, active participation in administrative activities, and documentation of work processes. During the internship, students were involved in managing incoming and outgoing correspondence, filing documents, and assisting with administrative tasks related to licensing and human resources.

1. INTRODUCTION

Digital transformation in the delivery of public services has become one of the key priorities of bureaucratic reform in Indonesia. The government continues to strive to improve service quality through the implementation of systems that are more effective, efficient, transparent, and accountable, in order to meet the increasingly complex needs of the public. High-quality public services are determined not only by adequate regulations, but also by the ability of government organizations to manage administrative processes professionally, leverage information technology, and enhance the competencies of their human resources. One agency that plays a strategic role in the delivery of public services is the Investment and One-Stop Integrated Service Agency (DPMPTSP), which is responsible for providing integrated licensing and non-licensing services to the public.

Advances in information technology have encouraged DPMPTSP offices in various regions to innovate their services through the digitization of licensing systems. One example of this is the use

of the SiCANTIK Cloud application and the Online Single Submission (OSS) system, which aim to expedite service processes, increase transparency, and facilitate public access. This digitization is part of efforts to achieve good governance through more responsive, effective, and accountable services. However, the success of digital transformation depends not only on the availability of service applications but also on the effectiveness of the internal administrative systems that form the foundation of public service delivery.

Based on observations and an internship at the Serang City Investment and One-Stop Integrated Services Agency (DPMPTSP), specifically in the General and Personnel Division (UMPEG), it was found that internal administrative processes play a crucial role in ensuring the smooth delivery of public services. Administrative activities include managing incoming and outgoing correspondence, recording Work Assignment Orders (SPT) and Decisions (SK), archiving documents, tracking the attendance of Civil Servants (ASN) and Government Employees under Employment Contracts (PPPK), and systematically entering administrative data. All of these processes are carried out in accordance with standard operating procedures

as a form of administrative control and organizational accountability. Although the administrative system has been functioning well, there is still a need to improve the efficiency of document management, optimize the use of information technology, and enhance human resource capacity so that administrative processes can support public services more effectively.

These issues highlight a gap between the ideal and the actual conditions. Ideally, government administration should be digitally integrated, have a more modern archiving system, feature fast document management processes, and be capable of providing full support for electronic public services. However, in practice, some administrative tasks are still performed manually, which can slow down document retrieval, increase the risk of recording errors, and reduce employee efficiency. This situation indicates that the success of public services is influenced not only by innovations in service delivery to the public but also by the quality of internal administrative systems, which serve as the primary support for organizational operations.

Theoretically, the quality of public services is influenced by the effectiveness of government administration and the professionalism of public officials. According to (Yulanda & Fachri Adnan, 2023), digital transformation in public administration aims to improve service efficiency through the use of information technology, thereby making services faster, easier, and more transparent. Meanwhile, (Natika, 2024) explains that the digitization of public services is a government strategy to create services oriented toward the needs of the public while strengthening governance. On the other hand, (Diana Stevany N et al., 2025) emphasize that civil servants play a strategic role as implementers of public policy and are required to work professionally, accountably, and with integrity. Additionally, (Rochmah & Kendry Widiyanto, 2023), state that systematic management of the permitting process will improve service effectiveness and strengthen public trust in the government.

Based on this study, a gap can be identified between the expectations of bureaucratic reform which calls for digital-based public services and the current state of internal administration, which still requires optimization in document management and administrative processes. This gap is important to examine because orderly, efficient, and digitized administration is a key factor in supporting the quality of public services. Therefore, the internship at the DPMPTSP of Serang City serves as both a learning experience and a tangible contribution to understanding the implementation of government administration, identifying various operational challenges, and providing insight into administrative management practices that support the delivery of public services.

Based on the above description, this article aims to describe the implementation of internship activities at the Serang City Investment and One-Stop Integrated Service Agency (DPMPTSP), analyze administrative management in the General and Personnel Division in support of public services, and identify opportunities to improve administrative effectiveness through the optimized use of information technology and the application of sound public administration principles.

2. MATERIALS AND METHODS

2.1 Program Approach

This program employs a participatory approach combined with training and mentoring. The participatory approach is implemented through the active involvement of students in various administrative and public service activities at the Serang City Investment and One-Stop Integrated Service Agency (DPMPTSP). During the program, students not only observed ongoing work processes but also participated directly in administrative tasks alongside agency staff. Meanwhile, the training and mentoring approach was carried out through guidance provided by staff in the General and Personnel Division, enabling students to gain an understanding of administrative procedures, document management, and public service standards implemented within the Serang City DPMPTSP.

The program began with an orientation phase and an introduction to the work environment, aimed at providing an understanding of the organizational structure, the primary duties and functions of each division, and the service mechanisms in place at the agency. The next phase involved identifying needs through direct observation of administrative and service processes, discussions with staff, and a review of administrative documents used in operational activities. Based on the results of this needs assessment, students were involved in various administrative activities, including managing incoming and outgoing correspondence, recording Work Assignment Letters (SPT) and Decrees (SK), entering administrative data, filing documents, and tracking the attendance of Civil Servants (ASN) and Government Employees with Employment Agreements (PPPK).

Throughout the program, staff from the General and Personnel Affairs Division provided ongoing guidance. This guidance aimed to ensure that all administrative tasks were carried out in accordance with applicable standard operating procedures (SOPs) and to provide feedback on the students' work. In addition, the students also had the opportunity to gain an understanding of the implementation of public service digitization through the use of the SiCANTIK Cloud application, one of the licensing service innovations implemented by the Serang City DPMPTSP.

Program evaluation is conducted on an ongoing basis through observation of student engagement in each activity, discussions with field supervisors, and reflection on experiences during the internship. The program's success is measured by students' increased understanding of public administration, their ability to manage administrative tasks systematically, and their understanding of how to apply the principles of effectiveness, accountability, transparency, and professionalism in the delivery of public services. The evaluation results show that the participatory approach and mentoring provide a comprehensive learning experience while strengthening students' competencies in understanding government administrative practices firsthand.

2.2 Location, Time, and Partner

This community service program was carried out at the Serang City Investment and One-Stop Integrated Service Agency

(DPMPTSP), located in Serang City, Banten Province. The activities took place during the internship period, from December 2, 2025, to January 20, 2026, in accordance with the schedule established by the university in collaboration with the partner agency.

The partner in this program is the Serang City Investment and One-Stop Integrated Services Agency (DPMPTSP), specifically the General and Personnel Division, which is responsible for managing office administration, personnel administration, and supporting the delivery of public services (DPMPTSP Kota Serang, 2020). The target audience consists of administrative staff, Civil Servants (ASN), Government Employees with Work Agreements (PPPK), and student interns who are directly involved in administrative and service delivery activities. The number of participants involved in these administrative activities is adjusted according to the office's internal needs.

The selection of the Serang City DPMPTSP as a partner was based on its strategic role in providing licensing and investment services to the public, as well as its commitment to improving the quality of administrative governance and public services. In addition, this agency provides a learning environment that supports the development of students' competencies, particularly in the fields of public administration, document management, and the use of digital-based service systems. Through this collaboration, students have the opportunity to be directly involved in administrative management, document archiving, personnel data collection, and the implementation of app-based licensing services, thereby contributing to improved agency performance while strengthening students' professional competencies.

2.3 Program Stages

The implementation of the community service program is carried out systematically through several stages: problem identification, program planning, activity implementation, evaluation, and follow-up. Each stage is designed to ensure that the program runs in accordance with the partners' needs and provides optimal benefits for improving the quality of administration and public services at the DPMPTSP of Serang City.

a. Problem Identification

The problem identification phase was conducted through direct observation of work processes at the Serang City DPMPTSP and discussions with staff in the General Affairs and Human Resources Division. This activity aimed to identify administrative conditions, service workflows, and the agency's needs that could be supported through student involvement during the program.

The results of the identification process indicated that support is still needed in office administration, document filing, personnel data management, and the utilization of digital-based administrative systems so that work processes can proceed more effectively and efficiently. These findings served as the basis for developing a work program tailored to the needs and priorities of the partner agency.

b. Program Planning

The planning phase began with coordination among the implementation team, the supervising lecturer, and the Serang

City DPMPTSP to agree on the objectives, scope of activities, and program implementation schedule. Next, a work plan was drafted that included the division of tasks, the determination of activity types, and the preparation of administrative requirements needed during program implementation.

In addition, the team prepared supporting instruments in the form of administrative forms, documentation tools, and guidelines for implementing activities in accordance with the agency's applicable operating procedures. Planning was carried out with consideration for the partners' needs so that the activities carried out could make a tangible contribution to improving the effectiveness of administration and public services.

c. Program Implementation

The implementation phase is the core of the community service program, which is carried out through direct mentoring at the Serang City DPMPTSP. The activities began with an orientation and introduction to the work environment, organizational structure, and standard operating procedures (SOPs) in effect at the agency. This phase aims to ensure that participants understand the work mechanisms and the tasks they will carry out throughout the program.

Furthermore, participants were actively involved in various office administrative tasks, such as managing incoming and outgoing correspondence, filing documents, maintaining personnel records, preparing administrative documents, and managing data using office applications and digital-based administrative systems implemented at the Serang City DPMPTSP. In addition, participants received direct guidance from agency staff in carrying out each task so that the transfer of knowledge and skills could take place effectively.

Throughout the program, regular coordination and discussions took place between participants and field mentors to evaluate the progress of activities, identify obstacles, and provide solutions to emerging issues. This mentorship approach provided participants with the opportunity to enhance their technical competencies, gain an understanding of government administrative management, and develop the ability to work professionally within a government agency setting.

d. Monitoring and Evaluation

Monitoring and evaluation are conducted on an ongoing basis throughout the program to ensure that all activities proceed in accordance with the planned objectives. Monitoring is carried out by field supervisors through observation of participants' discipline, engagement, ability to complete tasks, and ability to apply applicable administrative procedures.

Program evaluation is carried out through participant performance assessments, evaluation discussions with supervisors, and documentation of the results of activities that have been carried out. In addition, feedback from partners is used as evaluation material to determine the program's success in supporting administrative and service activities at the Serang City DPMPTSP. The evaluation results show that participants were able to adapt to the work environment, perform administrative tasks effectively, and contribute to the smooth operation of administrative activities at the partner agency.

e. Follow-Up

To ensure the program's sustainability, communication and coordination with the Serang City DPMPTSP were maintained after the activity concluded to gather feedback on the program's implementation and identify opportunities for collaboration in future activities. The results of the program evaluation were also used to inform improvements in the design of community service programs and internship activities for the next period.

In addition, it is hoped that the experience and skills gained by participants can be applied in both academic and professional settings, particularly in areas related to public administration, licensing services, and digital-based governance. It is hoped that the ongoing collaboration between the university and the Serang City DPMPTSP can continue to be developed through internship programs, community service, research, and human resource capacity-building activities that provide mutual benefits to both parties.

2.4 Techniques of Program Implementation

The implementation of the community service program at the Serang City DPMPTSP employs several implementation techniques tailored to the program's objectives, namely to enhance participants' understanding, administrative skills, and capabilities in supporting the delivery of public services. The techniques used include observation, discussion, hands-on practice, mentoring, and the use of digital platforms.

1. Field Observation

Observations were conducted in the early stages to understand the workflow, organizational structure, administrative procedures, and public service mechanisms at the Serang City DPMPTSP. This technique helped participants identify the agency's needs and understand the tasks they would carry out during the program.

2. Discussions and Consultations

Discussions were held periodically between participants, field mentors, and agency staff. Through this technique, participants received explanations regarding administrative procedures, solutions to problems encountered during the implementation of activities, and feedback on the results of the work they had completed.

3. Hands-On Practice (Learning by Doing)

Hands-on practice is the primary technique used in the program's implementation. Participants are actively involved in various administrative activities, such as managing incoming and outgoing correspondence, filing documents, maintaining personnel records, preparing administrative documents, and entering data using office software. Through hands-on practice, participants can apply the knowledge they have gained while improving their administrative skills in accordance with applicable standard operating procedures (SOP).

2.5 Data Collection and Evaluation Instruments

Data collection in this community service program aims to document the implementation process of the activities, evaluate the program's achievements, and identify the benefits gained by

the partners. The instruments used were tailored to the characteristics of administrative and mentoring activities within the Serang City DPMPTSP.

The first instrument used was an observation sheet, which served to record participant engagement, the implementation of each stage of the activities, and the alignment of program implementation with the established plan. Observations were also used to identify changes in the effectiveness of administrative processes throughout the program.

The next tool is documentation, which includes photos of activities, administrative records, supporting documents, and participants' work products during the program. Documentation serves as evidence of activity implementation as well as supporting data for the analysis and report-writing processes.

In addition, field notes compiled during the activities are used. These notes contain information regarding the conditions under which the program was implemented, the challenges encountered, the solutions implemented, and various findings obtained during the mentoring process. Field notes serve as a vital source of information for evaluating the effectiveness of program implementation.

The program evaluation was also supported by feedback from partners, obtained through discussions and consultations with field supervisors and staff of the Serang City DPMPTSP. This feedback was used to assess the program's alignment with the agency's needs, the quality of activity implementation, and the participants' contributions to the smooth operation of administrative processes and public services.

The data obtained from these various instruments were analyzed descriptively by comparing conditions before and after program implementation based on observations, documentation, field notes, and input from partners. The results of the analysis were used to evaluate the program's success and served as the basis for formulating recommendations for the implementation of similar activities in the future.

2.6 Data Analysis

The data collected during the program's implementation were analyzed using qualitative descriptive methods to provide an overview of the implementation process, the extent to which activities were achieved, and the program's benefits for partners. The analysis was conducted on data obtained from observation sheets, documentation, field notes, and feedback from the Serang City DPMPTSP.

The observational data were analyzed to identify the level of participant engagement, the alignment of activity implementation with the program plan, and the effectiveness of the mentoring in supporting administrative and public service activities. Meanwhile, the documentation and field notes were used to describe each stage of program implementation, the obstacles encountered, the solutions implemented, and the results achieved during the course of the activities.

2.7 Indicators of Program Success

The success of the community service program is measured based on the extent to which the objectives set during the planning phase have been achieved. Success is assessed through observations, documentation of activities, evaluations by field supervisors, and feedback from the Serang City DPMPTSP regarding the program's implementation.

The first indicator is an increase in participants' knowledge of government administration, document management, public service procedures, and the use of digital-based administrative systems. This increase in knowledge is demonstrated by the participants' ability to understand workflows and carry out tasks in accordance with applicable standard operating procedures (SOP).

The second indicator is the improvement in participants' practical skills in performing office administrative tasks, such as managing incoming and outgoing correspondence, filing documents, maintaining personnel records, preparing administrative documents, and using applications that support administration and public services.

The third indicator is the level of participants' active participation during the program. Participation is measured through attendance, engagement in each activity, the ability to collaborate with agency staff, and responsibility in completing assigned tasks.

The fourth indicator is the improvement of administrative and service capacity within the Serang City DPMPTSP. The success of this indicator is demonstrated through the participants' contributions in facilitating administrative processes, supporting document management, and enhancing the effectiveness of task execution in the work units where the program is implemented.

The fifth indicator is partner satisfaction, which is assessed based on feedback from field supervisors and Serang City DPMPTSP staff regarding the quality of program implementation, discipline, work performance, and participants' contributions to administrative and public service activities.

In addition, the program's sustainability is also an indicator of success. Sustainability is achieved through strong collaboration between universities and the Serang City DPMPTSP, recommendations for implementing similar programs in the next period, and the application of the experience and competencies gained by participants in both academic and professional settings.

Using these indicators, the program's success is measured not only by the completion of the entire series of activities but also by the tangible benefits it provides in enhancing participants' competencies and supporting the effectiveness of administration and public services at the Serang City DPMPTSP.

3. RESULT AND DISCUSSION

The implementation of the community service program at the Serang City Investment and One-Stop Integrated Service Agency (DPMPTSP) has yielded positive results in enhancing participants' competencies and supporting the smooth operation of administrative processes and public services. Throughout the program, participants were directly involved in various office

administrative activities, document management, filing, information services, and the use of the digital-based administrative system implemented at the agency (Kristianti et al., 2023).

Based on observations, activity documentation, and evaluations by field supervisors, participants demonstrated an improved understanding of government administrative procedures, document management, and public service mechanisms in accordance with applicable standard operating procedures (SOPs). In addition, participants also gained practical experience in carrying out administrative tasks professionally, ranging from managing incoming and outgoing correspondence, preparing administrative documents, data collection, to systematic document archiving.

Participant engagement throughout the program was also very strong. Participants actively took part in the entire series of activities, were able to collaborate with staff at the Serang City DPMPTSP, and demonstrated responsibility in completing every assigned task. The participants' involvement helped improve the effectiveness of administrative work in the work units where the program was conducted.

Overall, this program provided benefits not only to the participants but also to the partner agencies. The participants' involvement helped streamline administrative processes, supported document management, and improved the efficiency of public services.

Table 1. Perbandingan Kompetensi Peserta Sebelum dan Setelah Program

Indicator	Before Program	After Program	Change
Understanding of the topic	Fair	Good	Improving
Practical skills	Limited	Good	Increasing
Participation level	Moderate	Active	Increasing
Confidence in applying the knowledge	Enough	High	Increasing

The results of the program indicate that the community service activities made a positive contribution to enhancing participants' knowledge, skills, and experience in the fields of government administration and public service. Participants' direct involvement in work activities at the Serang City DPMPTSP enabled them to understand how to apply the theories learned during lectures to real-world work practices.

The improvement in participants' competencies was influenced by several factors, including guidance from field supervisors, participants' active involvement in each activity, and opportunities to be directly involved in administrative processes and public service delivery. The practice-based learning approach "learning by doing" provided a more effective experience than theoretical learning alone, as participants were able to develop

both technical skills and the ability to collaborate in a professional work environment.

From the institutional perspective, this program also provides benefits by assisting with administrative tasks and document management, thereby improving work efficiency across several service units. The collaboration between universities and the Serang City DPMPTSP represents a form of synergy that supports the improvement of human resource quality while also fostering better public services.

However, several challenges arose during the program's implementation, such as the time required for participants to adapt to the administrative system used and differences in participants' initial levels of understanding. These challenges were addressed through intensive guidance from field supervisors, effective communication, and ongoing guidance throughout the program.

Overall, the program's results indicate that the success of the activities was supported by the relevance of the material to the agency's needs, the active participation of the participants, support from the Serang City DPMPTSP, and the provision of ongoing mentoring (Saputra et al., 2022). This program not only enhanced participants' competencies but also made a tangible contribution to improving the effectiveness of administration and public services at the Serang City DPMPTSP. These findings demonstrate that collaboration between universities and government agencies is a form of community service that can generate benefits for all parties involved.

4. CONCLUSION

The implementation of the community service program at the Serang City Investment and One-Stop Integrated Service Agency (DPMPTSP) has made a positive contribution to enhancing participants' knowledge, skills, and experience in the fields of government administration and public service. Through direct involvement in administrative activities, document management, filing, and public service, participants were able to apply their academic knowledge to practical work in accordance with standard operating procedures (SOPs). In addition to enhancing participants' competencies, this program also benefited partner agencies by supporting the smooth operation of administrative processes and the effectiveness of public services.

The program's success was supported by the active participation of the trainees, guidance from field instructors, the relevance of the material to the agency's needs, and good cooperation between the university and the Serang City DPMPTSP. The "learning by doing" approach and mentoring during the activities proved effective in enhancing technical skills, a sense of responsibility, and the ability to collaborate in a professional work environment. Thus, this program not only contributes to the development of students' competencies but also supports the improvement of public service quality at the Serang City DPMPTSP.

For the implementation of the program in the future, it is recommended that the mentoring period be extended, the use of digital-based administrative systems be further enhanced, and cooperation between universities and government agencies be expanded so that the program's benefits can be sustained and have a greater impact on improving the quality of human resources and public services.

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