

ABSTRAK

Nama : Bunga Kharisma Septianiputri
Program Studi : Perencanaan Wilayah dan Kota
Judul : Kajian Penerapan Kesesuaian Kegiatan Pemanfaatan Ruang (KKPR) Bagi UMKM Yang Memanfaatkan Bangunan Rumah Sebagai Tempat Usaha Di Perumahan Villa Pamulang
Dosen Pembimbing : Ir. Medtry, ST., MT., dan Kusmalinda Madjid, ST., MSi

Penelitian ini bertujuan untuk mengkaji penerapan kesesuaian kegiatan pemanfaatan ruang (KKPR) bagi UMKM yang memanfaatkan bangunan rumah sebagai tempat usaha. Pada prinsipnya, setiap kegiatan usaha seharusnya dilengkapi dengan dokumen perijinan untuk tertib dan tertatanya pemanfaatan ruang. Namun kebanyakan pelaku usaha tidak ingin mendaftarkan usahanya karena prosesnya dirasa sulit. Upaya mempersingkat proses perijinan berusaha telah disediakan oleh pemerintah melalui Undang-undang Nomor 11 Tahun 2020 tentang Cipta Kerja. Fenomena tersebut melatarbelakangi dilakukannya Kajian Penerapan Kesesuaian Kegiatan Pemanfaatan Ruang (KKPR) bagi UMKM di Perumahan Villa Pamulang, terlebih saat ini pertumbuhan usaha di Kecamatan Pamulang Kota Tangerang Selatan terus meningkat, tidak terkecuali di Kawasan Perumahan Villa Pamulang, Kelurahan Pondok Benda. Metode penelitian menggunakan pendekatan deskriptif kualitatif. Data primer dan sekunder diperoleh melalui observasi lapangan, wawancara, kuesioner, studi pustaka dan dokumentasi. Hasil dari penelitian menunjukkan di Perumahan Villa Pamulang terdapat perubahan fungsi rumah yang menjadi tempat usaha sebesar 2,2% dengan variasi 16 (enam belas) jenis usaha UMKM. Dari 70 responden, sebanyak 81% responden mengetahui mengenai adanya UUCK. Namun hanya 14% responden yang mengetahui adanya peraturan mengenai KKPR (Kesesuaian Kegiatan Pemanfaatan Ruang). Sebanyak 51% responden menyatakan bahwa proses perizinan usaha melalui pelayanan OSS (*Online Single Submission*) rumit namun mudah untuk diikuti. Responden menyatakan malas untuk melakukan perizinan dan sebagian responden mengatakan bahwa mereka tidak mengerti tata cara yang menggunakan media *platform*. Rekomendasi terhadap temuan ini, Peneliti berharap Pemerintah Kota Tangerang Selatan pada umumnya dan Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu pada khususnya, untuk memberikan sosialisasi kepada masyarakat bahwa melakukan Perizinan Berusaha bagi pelaku usaha UMKM melalui *web* OSS sebenarnya tidak rumit dan mudah diikuti karena panduannya telah tersedia di *website* OSS.

Kata Kunci: KKPR, Perizinan Berusaha, UMKM.

ABSTRACT

Name : Bunga Kharisma Septianiputri
Study Program : Urban and Regional Planning
Title : Study of the Application of Conformity of Activities Space Utilization (KKPR) for UMKM Who Use House Buildings as a Place of Business in Villa Pamulang Housing
Supervisors : Ir. Medtry, ST., MT., and Kusmalinda Madjid, ST., MSi

This study aims to examine the application of the suitability of space utilization activities (KKPR) for UMKM that use house buildings as business premises. In principle, every business activity should be equipped with a permit document for orderly and orderly use of space. However, most business actors do not want to register their business because the process is considered difficult. Efforts to shorten the business licensing process have been provided by the government through Law Number 11 of 2020 concerning Job Creation. This phenomenon is the background of the Study on the Application of Spatial Utilization Activities (KKPR) Suitability for UMKM in Villa Pamulang Housing, especially now that business growth in Pamulang District, South Tangerang City continues to increase, including in the Villa Pamulang Housing Area, Pondok Benda Village. The research method uses a qualitative descriptive approach. Primary and secondary data were obtained through field observations, interviews, questionnaires, literature studies and documentation. The results of the study showed that in Villa Pamulang Housing there was a change in the function of the house which became a place of business by 2.2% with a variation of 16 (sixteen) types of UMKM businesses. Of the 70 respondents, as many as 81% of respondents knew about the existence of UUCK. However, only 14% of respondents were aware of the existence of regulations regarding KKPR (Suitability of Space Utilization Activities). As many as 51% of respondents stated that the business licensing process through OSS (Online Single Submission) services is complicated but easy to follow. Respondents expressed laziness to do licensing and some respondents said that they did not understand the procedures that use media platforms. Recommendations on these findings, researchers hope that the South Tangerang City Government in general and the Investment and One-Stop Integrated Services Office in particular, to provide socialization to the public that conducting Business Licensing for UMKM business actors through the OSS web is actually not complicated and easy to follow because the guidelines are available on the OSS website.

Keywords: **KKPR, Business Licensing, UMKM.**