

EFEKTIVITAS PELAYANAN PERIZINAN REKLAME PADA DINAS  
PENANAMAN MODAL DAN PELAYANAN PERIZINAN TERPADU  
KABUPATEN SLEMAN

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Abstrak

Reklame merupakan sarana promosi yang banyak kita jumpai. Pembangunan reklame tentunya perlu dikontrol oleh pemerintah agar terlaksana dengan teratur dan sesuai dengan ketentuan. Namun pada kenyataannya masih ditemukan reklame yang tidak memiliki izin. Laporan praktik kerja lapangan ini bertujuan untuk mengetahui prosedur dalam izin mendirikan reklame pada Dinas Penanaman Modal dan Pelayanan Perizinan Terpadu Kabupaten Sleman. Dalam laporan ini terdapat pembahasan mengenai prosedur penerbitan izin reklame, dan efektivitas pelayanan perizinan reklame dari segi prosedur pelayanan dan sarana prasarana. Berdasarkan hasil penelitian, pelayanan perizinan reklame pada Dinas Penanaman Modal dan Pelayanan Perizinan Terpadu Kabupaten Sleman sudah berjalan dengan baik dan efektif, namun masih terdapat adanya kendala terkait kurang pemahamannya masyarakat mengenai pendaftaran *online* yang berlaku.

Kata Kunci : Prosedur, Efektivitas, Reklame

THE EFFECTIVENESS OF ADVERTISING LICENSING SERVICES  
AT THE INTEGRATED LICENSING AND INVESTMENT SERVICES  
IN SLEMAN DISTRICT

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Abstract

Advertising is a means of promotion that we encounter a lot. The development of billboards certainly needs to be controlled by the government so that it is carried out regularly and in accordance with the provisions. However, in reality, there are still advertisements that do not have a permit. This field work practice report aims to find out the procedures for permits to build billboards at the Investment and Integrated Licensing Service Office of Sleman Regency. In this report there is a discussion on the procedure for issuing billboard permits, and the effectiveness of billboard licensing services in terms of service procedures and infrastructure facilities. Based on the results of the study, the billboard licensing service at the Sleman Regency Investment and Integrated Licensing Service has been running well and effectively, but there are still obstacles related to the public's lack of understanding about the applicable online registration.

Keywords: Procedure, Effectiveness, Advertising