SOCIOPOLIS
Volume 2, Issue 1, Pages 1 – 9 January 2026 e-ISSN: 3090-6563
https://journal.xsolusi.com/index.php/ sociopolis /article/view/xxxx DOI: https://doi.org/vxix.xxxx

DIGITALIZATION MANAGEMENT OF SI-IPIN APPLICATION SERVICES IN DELIVERING REGIONAL POTENTIAL MAP INFORMATION AT THE INVESTMENT AND ONE-STOP INTEGRATED SERVICE OFFICE OF CENTRAL KALIMANTAN PROVINCE

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Keywords:
Digitalization;
Publik Services;
SI-IPIN;
Potential Maps;
Central Kalimantan.

Received:
Accepted:
Published:

Abstract

The digitalization of public services has become one of the main strategies to enhance efficiency, transparency, and accountability within modern bureaucracy. The Provincial Government of Central Kalimantan, through the Investment and One-Stop Integrated Services Office (DPMPTSP), has developed the SI-IPIN application (Investment Acceleration Strategy) as an innovation in public services based on information technology related to potential mapping. The Digital Potential Map provides easy and integrated access to information in order to promote regional investment opportunities more optimally, effectively, and efficiently, thereby attracting both domestic and foreign investors to contribute to development and realizing the vision of "Kalteng Makin Berkah." This article aims to analyze the implementation of SI-IPIN in the administrative process of public services and its impact on service quality in Central Kalimantan. The research method employed is a qualitative case study with a descriptive approach. The findings indicate that SI-IPIN has improved service speed, minimized direct contact, and expanded public accessibility to investment-related information in Central Kalimantan Province. Nevertheless, challenges such as digital literacy and infrastructure readiness still need to be addressed for the system's sustainable development.

INTRODUCTION

Technological advances are increasingly sophisticated and growing rapidly following the flow of globalization in this era, digitalization is an important aspect in bureaucratic reform, the development of information technology has brought changes in aspects of life including government governance. Local governments are required to provide fast, transparent, and accountable services to the community. One of the sectors that is significantly affected is information services regarding investments in Central Kalimantan Province. Central Kalimantan Province as one of the regions with abundant natural resource potential, such as plantations, mining, forestry, and tourism, needs an information system that is able to present regional potential data quickly, accurately, and easily accessible. The Central Kalimantan Province Investment and One-Stop Integrated Services Office (DPMPTSP) seeks to answer these needs through the digitization of regional potential maps. With the existence of digital maps, potential investors and stakeholders can obtain comprehensive information about investment opportunities interactively and in real time. The management of digitization of regional potential maps is not only related to data collection and presentation, but also includes aspects of planning, organizing, controlling, and evaluating the implementation of the information system. Good management will ensure that regional potential maps are able to become strategic instruments in attracting investment, encouraging economic growth, and increasing regional

competitiveness. The Central Kalimantan Provincial Investment and One-Stop Integrated Services Office presents the SI-IPIN application to answer this need.

Management is the process of planning, organizing, arranging personnel, directing and supervising members of an organization to achieve organizational goals. (Primary, 2020) Meanwhile, Management, according to Sumual, is an activity that involves several people working together, carried out in a planned, coordinated and integrated manner by utilizing and empowering resources to then supervise their implementation so as to achieve goals effectively and efficiently (Sumual et al., 2023).

Digital management is a broad term, experts often refer to its derivative concept in one-stop services (PTSP): Digitalization of Public Services, E-Government, or Digital Transformation of One-Stop Integrated Services. One-Stop Service Digital Management (PTSP) is the application of management functions (planning, organizing, implementing, and supervising) to integrate information and communication technology (ICT) into an integrated service system, with the main goal of creating a single access (one-stop shop) that is efficient, transparent, and citizen-centric for the community and business actors (Christensen, T. et al., 2012).

Potential maps are visual representations that display information related to the superior potential of an area, including the potential of tourism, agriculture, fisheries, trade and other sectors, to support the promotion and development of the region (Kusumastuti, 2018).

The SI-IPIN application (Investment Increase Acceleration Strategy) is a strategic step taken to realize a comprehensive mapping of various sources of regional potential as the basis for investment development in accordance with the Central Kalimantan Governor's Regulation No. 37 of 2022 concerning the Position, Organizational Structure, Duties, Functions and Work Procedures of Regional Apparatus. The SI-IPIN application is expected to provide investors to potential investors and the wider community about investors and commodities in Central Kalimantan. This study aims to identify the effectiveness of the implementation of SI-IPIN and its contribution to improving the quality of public services in Central Kalimantan. This application provides digital-based regional potential data to make it easier for business actors to know regional potential without having to come directly to Central Kalimantan. This system will present information and potential business opportunities, both existing and potential, that have not been worked on and are ready to be developed. This system/application is also equipped with a menu of business simulations, information on infrastructure facilities (access to roads, ports, airports and others), obstacles and other data both primary and secondary data so that it can attract investors, both domestic and foreign, to contribute to development to realize "Central Kalimantan Makin Berkah".

However, the implementation of digitization of public services through SI-IPIN also faces various challenges, such as limited digital literacy of the community, uneven network infrastructure in the Central Kalimantan region, and the readiness of human resources to operate the system. Therefore, the study of the implementation of SI-IPIN is important to assess the extent to which this application is able to play a role in improving the quality of public services and supporting the regional investment climate.

Based on this description, this study focuses on the digitization of public services through a case study of the SI-IPIN application at the Central Kalimantan Provincial Investment and One-Stop Integrated Services Office. This study is expected

to provide an overview of evaluation opportunities for the development of a more effective, efficient and community-oriented public service system.

Some previous research that researched digital management includes, this research has advantages such as increased efficiency, productivity, and work flexibility, but challenges such as data security and technology adaptation still need to be considered by organizations (Fernando Nahuway, 2024). Digital transformation is not only about technology adoption, but also about changing work culture and human resource management (Suprandani et al., 2025). This research has the benefit of achieving digital management transformation to be more efficient and strategic so as to increase productivity and communication, as well as support work flexibility. While several previous studies that have researched related to regional potential maps include research (Suprandani et al., 2025), this research has target achievements including increasing the insight of village officials about their functions, providing skills training to village officials in compiling a map of village potential digitally, and the preparation of final products in the form of village potential maps in print and digital form. The next research (Saily et al., 2022) and (Billie Ariyanta Hartono et al., 2025), these two studies have several benefits, including providing information on land distribution such as roads, RT boundaries, coastlines, water areas, residential areas, and also functions to support spatial planning efforts in Rimba Sekampung village and can be used as material for development plans.

METHODOLOGY

Research on Digitalization Management of SI-IPIN Application Services in the Submission of Regional Potential Map Information at the Central Kalimantan Provincial Investment and One-Stop Integrated Services Office using a qualitative research method with a descriptive approach. The qualitative approach was chosen because this research focuses on an in-depth understanding of the management process of digitization of public services through the SI-IPIN application. Qualitative Research is the collection of data in a natural setting with the intention of interpreting the phenomenon that occurs where the researcher is the key instrument, sampling of data sources is carried out purposively and snowbaal, the collection technique is triangulated (combined), data analysis is inductive/qualitative, and the results of qualitative research emphasize meaning rather than generalization (Anggito & Setiawan, 2018). Data was obtained through interviews with employees of the Central Kalimantan Provincial Investment and One-Stop Integrated Services Office and users of the SI-IPIN application. The research location was conducted at the Central Kalimantan Provincial Investment and One-Stop Integrated Services Office, which is the implementing agency of the SI-IPIN application with research subjects including DPMPTSP employees involved in the management and operation of the application and Communities/Investors/Business Actors who use the SI-IPIN application.

Data collection techniques, to obtain comprehensive data, this study uses several data collection techniques, namely interviews conducted with employees of the Central Kalimantan Provincial Investment and One-Stop Integrated Services Office, users of the SI-IPIN application, and related stakeholders to explore experiences, obstacles and benefits of using the application, observation through direct observation of the investment opportunity process, either manually or through the SI-IPIN application, In order to obtain a clear picture of the implementation of digitization of public services and

documentation by collecting secondary data in the form of policy and regulatory documents related to the electronic-based government system.

The following are the steps for data analysis to be carried out in a qualitative descriptive manner, the first is data reduction, namely sorting, selecting raw data obtained from the field, the second is data presentation, namely compiling data systematically so that it is easy to understand, the third is drawing conclusions, namely concluding the results of the analysis by connecting empirical findings to the theory used, and the fourth is verification or re-checking the consistency and correctness of the data.

In order to ensure the validity of the data, the validity test was carried out by applying triangulation of sources and methods. Source triangulation is achieved through the comparison of information between sources, while the triangulation method is carried out by comparing findings from interviews, observations, and documentation.

Considering the focus of this study, the author uses management theory (Setiawan et al., 2022) Management is an effort made by individuals in an organization who work together to create, determine and achieve organizational goals by carrying out planning, organizing, leadership, and control/supervision functions. Data analysis was carried out with a management approach, namely examining the functions of planning, organizing, implementing and controlling/supervising in the digitization of public services at the Central Kalimantan Province Investment and One-Stop Integrated Services Office. In this study, the qualitative method is combined with a management approach to examine the management strategy of the SI-IPIN application in the delivery of information on regional potential maps.

RESULTS AND DISCUSSION

Digitalization is an important step in facing the digital era, where information must be accessed and stored more efficiently (Jopang & Supranoto, 2023). SI-IPIN is a strategic service digital platform that is carried out to realize a comprehensive mapping of various sources of regional potential as capital development in accordance with the Governor of Central Kalimantan Regulation No. 37 of 2022 concerning the Position, Organizational Structure, Duties, Functions and Work Procedures of Regional Apparatus. The SI-IPIN application is expected to provide investors to potential investors and the wider community about investors and commodities in Central Kalimantan. This study aims to identify the effectiveness of the implementation of SI-IPIN and its contribution to improving the quality of public services in Central Kalimantan. This application provides digital-based regional potential data to make it easier for business actors to know regional potential without having to come directly to Central Kalimantan. This system will present information and potential business opportunities, both existing and potential, that have not been worked on and are ready to be developed. This system/application is also equipped with a business simulation menu, information on infrastructure facilities (road access, ports, airports and others), obstacles and other data both primary and secondary data so that it can attract the interest of both domestic and foreign investors to contribute to development to realize "Central Kalimantan Makin Berkah".

Based on interview and observation data, SI-IPIN has succeeded in accelerating the search time for potential maps in Central Kalimantan. In addition, with the support of information technology, access to data on Central Kalimantan's investment potential map for business actors can be done more easily, precisely and efficiently.

In the Management of Digitalization of SI-IPIN Application Services in the Submission of Regional Potential Map Information at the Central Kalimantan Provincial Investment and One-Stop Integrated Services Office, the planning process has been carried out well where it is made with evidence of planning such as a work plan. Central Kalimantan with an area of 153,564 km2 has great economic potential, but it is not optimal in attracting inward investment. Informatics and communication (ICT) techniques are developing rapidly and can be used to facilitate investment and regional economic growth. The following are some of the main challenges in the implementation of SI-IPIN, namely the low digital literacy of people in remote areas where the community does not evenly use the digitalization media used by the Central Kalimantan Provincial Investment and One-Stop Integrated Services Office. These obstacles occurred due to limited internet networks in several districts. The need for continuous internal training for employees, however, efforts to increase user capacity and infrastructure are being carried out in stages.

From the results of data analysis with a qualitative method, namely by explaining qualitative sentences based on the results of the researcher's interview with the informant as follows:

Planning

The process of formulating goals, establishing a strategy to achieve that goal and developing a plan to integrate and coordinate a number of activities. (Sumual et al., 2023) Financing details that accommodate from the initial absorption process to maintenance and development with DPA documents at the Central Kalimantan Provincial Investment and One-Stop Integrated Services Office.

Organizing

It includes the process of determining what tasks to do, who to do, how to group those tasks, who to report to whom and where decisions should be made (Sumual et al., 2023). That the Head of the Agency understands that it must be controlled by this application to make it easier for investors not to come to the office of the Central Kalimantan Provincial Investment and One-Stop Integrated Services Office because it can be accessed anywhere, investors from domestic/foreign countries make it easier to get information.

Actuating

The true meaning of actuating is "Action", reminding that something will not happen without action (Sunatar, 2024). This application does not run optimally in its implementation because not everyone who is the subject of the user knows that there is an SI-IPIN application, because this application is not socialized to the public and investors will not know if the Central Kalimantan Province DPMPTSP has an SI-IPIN application.

Tabel 1. SWOT Analysis

Strengths		**Weaknesses**	
1.	Efficient service digitization innovation	1.	Technology infrastructure is not evenly distributed across regions
2.	Transparency of regional potential information	2.	Human resource capacity in technology is still limited
3.	Support increased investment	3.	Maintenance and updates of applications require costs and technical manpower
4.	Efficiency of public services, reducing manual bureaucracy	4.	People's digital literacy is not even
5.	Full support from local governments	5.	High dependency on the system
Opportunities		**Threats**	
1.	Attracting local, national and international investors	1.	Security risks and data leaks
2.	Collaboration with the private sector and other digital platforms	2.	Resistance from the apparatus and the public who are used to manual methods
3.	In line with the national digital transformation program	3.	Competition with other regions that develop similar applications
4.	The foundation of Big Data and AI development for development planning	4.	Regulatory and policy uncertainty
5.	Big Data and AI Planning for Development Planning	5.	Potential external technology interference (Cyberattacks, disasters and networks)

Research on the Management of Digitalization of SI-IPIN Application Services in the Submission of Regional Potential Map Information at the Central Kalimantan Provincial Investment and One-Stop Integrated Services Office resulted in important findings related to the strengths, weaknesses, opportunities and threats (SWOT) faced in the implementation of the application. This SWOT analysis not only describes the current conditions, but also becomes the basis for formulating strategies that can strengthen the sustainability of the public service digitalization program in Central Kalimantan.

The SI-IPIN application actually provides convenience for investors because it is able to present information on regional potential maps quickly, transparently and accurately. Investors who previously had to go through a long process by accessing manual data in various agencies, can now obtain information in an integrated manner through digital platforms. This reduces the cost and time required in the data disbursement process, so that investment decisions can be made more efficiently. In addition, the regional potential digitization feature allows investors to see investment opportunities in more detail, both in terms of superior locations, and can be suppressed, because investors have a valid and up-to-date basis. In terms of public services, the existence of SI-IPIN also shows the commitment of the regional government in creating a conducive and technology-friendly investment climate. This step not only makes it easier for local investors, but also attracts the interest of foreign and international investors. With faster, transparent and technology-based services, SI-IPIN contributes as a strategic investment destination.

Even though the application is running, there are still limitations in technology infrastructure in some areas which are the main obstacles, such as in areas where there is not an internet network evenly, and not all people in the regions can use technology. In addition, the uneven capacity of human resources such as application admins who are not majoring in Informatics Engineering Education and only 1 person handles the application, high system maintenance costs, low public digital literacy, and full dependence on applications are weaknesses that need to be anticipated. In addition, regional potential data updates have not been carried out consistently, which may affect the validation of the information displayed.

The rapid development of information technology opens up the development of SI-IPIN to become a more interactive service platform, for example with the integration of big data, artificial intelligence, and investment analytics features. The implementation of SI-IPIN is in line with the national digital transformation policy. This application has great potential in attracting investors, both local and international, and can be the foundation for the Smart Province concept and has the opportunity to strengthen data-based regional development planning.

In the management of the SI-IPIN application, there are several threats that can hinder its sustainability and effectiveness. First, data security risks are a major issue in the digitalization era. Information on strategic regional potential can be misused if the security system is not strengthened, causing losses for both local governments and potential investors. Second, competition between regions in attracting investor interest is also a challenge. Many provinces and other districts/cities have developed similar applications with more innovative features. If SI-IPIN is not developed sustainably, then the application can be left behind and potentially reduce the attractiveness of investors in Central Kalimantan. Third, changes in central government regulations and policies can affect investment management patterns in the regions. For example, the existence of new policies related to licensing or data governance can require system adjustments that require additional cost, time and effort. Fourth, dependence on technological infrastructure is also a threat in itself. If the internet network is not evenly distributed throughout Central Kalimantan, then the public and investors will not be able to access information optimally. This can reduce the level of trust in the SI-IPIN application.

This SO (Strength – Opportunities) strategy was created in order to utilize the power of the SI-IPIN application to be directed to support existing opportunities. Service digitalization innovations can be used as a means of promoting regional potential to both national and international investors. The transparency of information displayed through a map of regional potential can be the main attraction in increasing investor confidence. In addition, SI-IPIN can be integrated with other investment platforms so as to expand access to regional promotion. Local government support also needs to be optimized to realize Central Kalimantan as a Smart Province. Furthermore, the data collected in the application can be used as the basis for data-based development planning that is relevant to the needs of the community and the business world.

In this WO (Weaknesses - Opportunities) strategy, it is made to minimize existing weaknesses but still take advantage of available opportunities. One of the important steps is to increase digital literacy for both apparatus and the public so that they can use the application optimally. Improving technological infrastructure also needs to be done with the support of the central government and cooperation with network providers. To be easily accessible to all groups, the application needs to be equipped with simple and user-friendly features. In addition, application development can be strengthened through joint research by universities and the private sector. To ensure the sustainability of the service, the establishment of a dedicated maintenance team supported by government funding.

The WT (Weaknesses – Treats) strategy focuses on minimizing internal weaknesses while anticipating external threats. Weaknesses in the form of limited technological infrastructure, uneven digital literacy, and inconsistent data updates need to be overcome with strategic measures so that they are not further exacerbated by data security threats, competition between regions, and regulatory changes. One of the strategies that can be applied is to increase the capacity of human resources and digital literacy through routine training for apparatus and the user community. By improving the capabilities

of application managers, internal weaknesses can be suppressed while reducing the risk of operational errors that can be exploited by outsiders. In addition, there is a need for standardization of data updates and layered security systems to deal with the threat of information leakage. Weaknesses in terms of data consistency if not immediately corrected can reduce the credibility of the application in the eyes of investors. Therefore, the implementation of periodic monitoring and evaluation systems is a solution to keep the application valid, accurate and safe. Another strategy is to collaborate with third parties, both technology infrastructure providers and central agencies, to strengthen regulatory support while improving the limitations of internet networks in areas that are still difficult to reach. Thus, internal weaknesses can be addressed gradually, while external threats can be minimized through preventive measures and system strengthening.

In the ST (Strength - Treats) strategy, this strategy focuses on reducing weaknesses while avoiding threats. The preparation of regulations and SOPs for system maintenance is needed to reduce dependence on external parties. To deal with resistance, it is necessary to carry out intensive socialization and direct assistance to users. In addition, providing system backup can be a solution to deal with technological disruptions and cyber attacks. Cooperation with cybersecurity agencies is also important to protect the data stored in the application. As an anticipatory step, the Central Kalimantan Provincial Investment and One-Stop Integrated Services Office needs to provide an alternative service center offline so that services continue to run if there are problems with the application.

The results of the analysis show that the SI-IPIN application has a strategic role in supporting the digitization of public services and the promotion of regional potential. The main strength of this application lies in the transparency and efficiency of the service, which is in line with the demands of national digital transformation. However, the successful implementation of the application still faces challenges in the form of limited infrastructure, digital literacy of the community, and data security threats. Through the implementation of SO, WO, ST and WT strategies, SI-IPIN can be developed more optimally as a digital media that not only presents information, but also encourages investment and regional development. Thus, the existence of the SI-IPIN application is expected to be able to strengthen Central Kalimantan's position in the investment competition map, as well as become a pioneer in the digitization of public services at the provincial level.

Impact on Public Services

SI-IPIN has a positive impact on the quality of public services, especially in terms of accessibility, speed, and transparency. With the existence of an effective Data System/Application and Digital Potential Map, there will be a significant increase in attracting investment to Central Kalimantan and with the influx of investment is certainly accompanied by the hope of economic growth and improvement in the welfare of the local community as a result of the incoming investment.

CONCLUSION

The SI-IPIN application is a progressive step in the digitization of public services in Central Kalimantan. With the use of information technology, the Central Kalimantan Provincial Investment and One-Stop Integrated Services Office has succeeded in improving the efficiency and quality of services for investors in finding potential maps in Central Kalimantan. However, the limitations of technology infrastructure, uneven digital literacy, and external threats such as data security risks

and competition between regions are challenges that need to be anticipated. Therefore, the strategy formulated is expected to minimize weaknesses while anticipating threats.

Overall, the success of service digitization management through the SI-IPIN application is highly dependent on synergy between the government, apparatus, the community and the private sector. With proper management, SI-IPIN is not only able to be a means of delivering information on regional potential maps, but also a strategic instrument in strengthening the investment climate and sustainable development in Central Kalimantan Province.

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