



Licensing and Promotion of Investments to through the Bintan Regency Area Enterprise Agency

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Abstract: The goal of this research was to look at the licensing and promotion activities of the Bintan Regency Regional Concession Agency in terms of promoting investment as a source of regional revenue for Bintan Regency. This is a qualitative descriptive study using an empirical methodology. The study will take place at the Bintan Regency's One Stop Integrated Service Investment Office and the Bintan Area Concession Agency. Data collection techniques, include interviews and a review of the literature. The research concluded that the Bintan Regency Regional Concession Agency performed well in terms of licensing and investment promotion in Bintan Regency. This is shown by the rising number of investments made.

Keywords: Agency for Licensing; Investment; Zone Concessions

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1. Introduction

In a nutshell, the history of strategic areas development in Indonesia started in 1970, with the formation of the Free Trade Zone and Free Port (KPBPB), commonly known as the Free Trade Zone (FTZ). Additionally, Indonesia started developing Bonded Warehouse Zones in 1972. Following that, an Industrial Estate was established in 1989, followed by an Integrated Economic Development Zone (KAPET) in 1996, and, most recently, a Special Economic Zone (SEZ) in 2009 (Suryani & Febriani, 2020). The Free Trade Zone is an evolution of the concept of a Special Economic Zone (SEZ), where SEZ (Special Economic Zone / SEZ) as a macro term for designated area to provide an international environment competitive and free from various business barriers to drive innovation national exports (A Muzwardi et al., 2018) .

According to Government Regulation No. 41 of 2017 amending Government Regulation No. 47 of 2007 concerning the Bintan Free Trade Area and Free Port, the Bintan Free Trade Area and Free Port encompass a portion of the Bintan Regency area and a portion of the Galang Batang Industrial Estate, as well as the entire area of Maritime Industry and Lobam Island, as well as a portion of the Tanjungpinang City area, which includes the Senggarang Industrial Area and the Tanjungpinang Free Port. The amendment to the rule made by Government Regulation Number 41 of 2017 above also modifies the period for implementation, which has been extended to 70 (seventy) years since 2017.

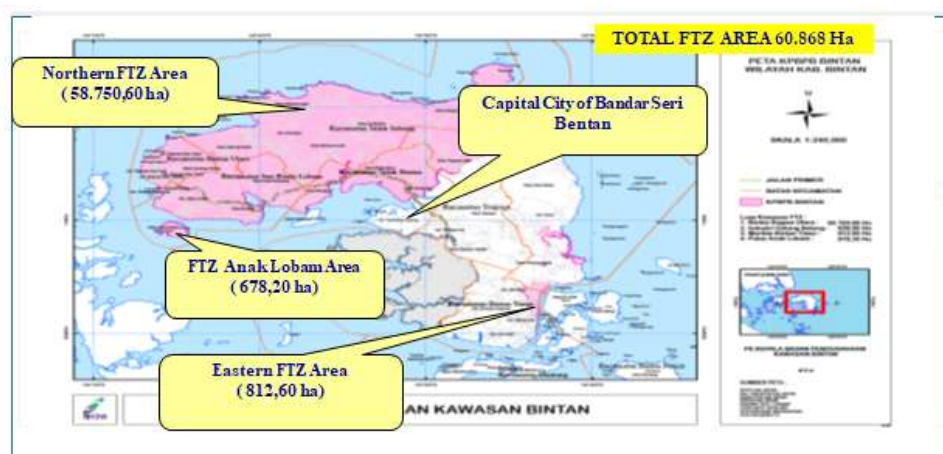


Figure 1. Aerial View of the Bintan Free Trade Zone in Bintan Regency

Source: Agency for the Concession of the Bintan Area

In essence, the state's role is not just that of a regulator, but also that of a service provider (A Muzwardi et al., 2018). Kepulauan Riau Provincial Government has collaborated and synergized with a variety of stakeholders to maximize investment in the Riau Islands Province (Sanopaka et al., 2019). The following chart illustrates the growth of investment in Bintan Regency from 2016 to 2020.

Table 1. Development of Investment in Bintan Regency by Nation from 2016 to 2020

Country	2016 Investment (US\$ Thousand)	2017 Investment (US\$ Thousand)	2018 Investment (US\$ Thousand)	2019 Investment (US\$ Thousand)	2020 Investment (US\$ Thousand)
Malaysia	0,0	12.165,0	21.237,2	3.876,4	2.506,7
Korea Selatan	0,0	0,0	24.787,3	0,0	0,0
Thailand	610,3	1.696,7	3.549,0	1.245,6	859,3
Singapore	33.091,9	258.173,2	185.793,1	454.666,4	877.542,4
Jepang	0,0	0,0	9.750	0,0	0,0
R.R.Tiongkok	526,9	206,7	153,9	580,4	1.605,8
Totals Asia	34.229,1	276.945,3	211.743,2	460.368,8	882.514,2
Mauritius	0,0	70.660,3	0,0	0,0	
Seychelles	88,1	50,0	0,0	4.843,9	12.859,8
Totals Afrika	88,1	70.710,3	0,0	4.843,9	12.859,8
Amerika Serikat	0,0	9.870,0	13,7	0,0	15.876,3
British Virgin Islands	0,0	250,0	28.865,0	863,0	523,30
Totals Amerika		10.120,0	28.878,7	863,0	16.399,60
Luxembourg	114,5	0,0	750,0	750,0,0	0,0
Inggris	0,0	634,5	3.211,9	1.255,9	63,8
Totals Eropa	0,0	634,53	3.211,9	2.345,5	63,8
Australia	0,0	10,2	104,7	70,5	234,65
Totals Australia	0,0	10,2	104,7	70,5	234,65
	34.431,7	358.420,3	243.938,5	469.541,7	912.072,05

Source: PTSP Bintan Regency and the Investment Office

According to the statistics above, it is anticipated that the value of investment would improve in the future, particularly in Bintan Regency. This is made feasible by the simplicity with which investment in job creation legislation may be undertaken (Suriadinata, 2019). The investment process is always considered from the point of view of addressing difficult problems, enhance the views of commercial enterprises in the market, overcoming the economic crisis (Malykh et al., 2017). Tentunya juga, investasi yang dilakukan harus tetap memperhatikan kondisi lingkungan. The development of green investment is facilitated by the awareness of the need to ensure a favorable environmental quality at the territorial and global level (Kurdyukov et al., 2020).

Table 2. Industrial Sector Companies in Bintan Regency

No	Company name	Field of Business	Country
1	PT. Yoshikawa Electronic Bintan	Industry of Electronic Components	Jepang
2	PT. ADD Plus Technologies Indonesia	Industry of Electronic Components	Singapore
3	PT. Pertama Pricision Bintan	Industry of Electronic Components	Singapore
4	PT. Sanden Elektronik Indonesia	Harnesses For Industrial Wires for Electronics	Singapore
5	PT. Pepperl and Fuchs Bintan	Electronic components, radio, television, sound and picture recording equipment, and similar items, as well as electronic gauges, regulators, and tests.	Singapore
6	PT. A & One Precision Engineering Indonesia	Metalworking Industry Dedicated to Automotive, Aerospace, And Electronic Components.	Singapore
7	PT. CCI Bintan	Industry of Subassemblies and Electronic Components.	Singapore
8	PT. ESCO Bintan Indonesia	Industry of Specialized Equipment for Hospitals, Factories, and Care.	Singapore
9	PT. GP.Technology Bintan	Manufacturing of Plastic Engineering Goods and Equipment.	Singapore
10	PT. BIIE Lobam	Industrial Parks	Singapore
11	PT. IS Primer Container Bintan	Packaging And Boxes For Industrial Use Made From Cardboard And Export Trade.	Singapore
12	PT. Centrotec JIT Bintan	Industry of Roof Components & Speaker Components.	Singapore
13	PT. AMC Bintan	Industry of Electronic Components	Singapore
14	PT. Honeywell Industries Indonesia	Electronic Manufacturing Industry.	Amerika Serikat
15	PT. Singatac Bintan	Shipbuilding and Repair Industries, as well	Singapore

		as Offshore Structures.		
16	PT. Taching-Bintan/PT. Marine Technology	Taching-Bintan	Steel Product Assembly And Manufacturing For Onshore And Offshore Shipping.	Singapore
17	PT. Alam Indah Bintan		Significant trade, development, and business.	Singapore
18	PT. Precast Technology Bintan	Precast	Fabrication of Concrete Goods	Singapore
19	PT. TWC Bintan/PT. Meitech Eka Bintan		Manufacturing of ready-to-install metallic goods for use in other construction projects, as well as ship and boat manufacturing and repair.	Singapore
20	PT. Sinar Mas Jaya Sakti		Repair and maintenance of ships.	
21	PT. Bintan Offshore		Services for Oil and Gas Mining Support.	Singapore
22	PT. Korindo Abadi		Industry of Plywood, Container Floors, and Film Face Plywood.	
23	PT. Indonesia/PT. Indojoya Pipe	Eupec	Services to the Metal Goods Industry.	Korea
24	PT. Crystaline Indonesia	Crystaline	Industry of Soft Drinks.	Singapore
25	PT. Auspring Development	Auspring	Office Building Construction and Management	Bahama
25	PT. Cedar Accessories		Produces leather and synthetic leather products for personal use.	
26	PT. Pulau Bintan Djaya		Industry of Crumb Rubber.	British

Source: PTSP Bintan Regency and the Investment Office

According to Gooroochurn and Sugiyarto, the problem of tourist destinations' or destinations' competitiveness is becoming more relevant, particularly for countries and areas that rely heavily on tourism (Gde Sugihamretha, 2018). Effective tourism management requires cooperation between the government, the corporate sector, and local communities to maximize the region's tourist potential (Akhirman, 2019). Bintan has been intended as a tourist and resort island from the start (Aditha Agung Prakoso, 2019), and its physical manifestation is the development of Nikoi Island tourism in Bintan Regency as a model for growing marine tourism with private investors as the main player (Gde Sugihamretha, 2018). The following are the names of tourism-related businesses in Bintan Regency:

Table 3. Companies in the Tourism Sector in Bintan Regency

No	Company name	Field of Business	Country
1	PT. Bintan Resort Cakrawala	Provision of housing, recreation, and entertainment.	Singapore
2	PT. Bintan Lagoon Resort	Services for Housing and Recreation.	Singapore
3	PT. Ria Bintan	Services such as lodging, leisure, and lap swimming are also available. Golf.	Singapore
4	PT. Straits Cm Village	Services of accommodation	Singapore
5	PT. Tropical Amethys	Recreation.	Singapore
6	PT. Eresindo Bintan Adhika	Tourism and accommodation Tirta.	Singapore
7	PT. Bintan Hotel	Hospitality.	Singapore
8	PT. Magic Lamp	Services for exhibitions/conversions and recreation.	Singapore
9	PT. Bintan Foods	Restaurant.	Singapore
10	PT. Euro Divers Indonesia	Services de Tourism Tirta.	Singapore
11	PT. AVC Indonesia	Consultancy Services for International Network Hotel Management.	Singapore
12	PT. Heritage Resort & Spa	Accommodations in the Hospitality Industry	Singapore
13	PT. Outdoor Adventure	Consultancy Services for Tourism.	Singapore
14	PT. Gecko Island	Wholesale Trade & Consulting Services in the Field of Tourism.	Singapore
15	PT. Management Bayan Tree Resort & Spa	International Network Hotel Management Consulting Services.	Singapore
16	PT. Banyan Tree Management	Management Consulting Activities.	Singapore
17	PT. Riauland Development	Simple House Construction & Management.	Singapore
18	PT. Riauland Development	Simple House Construction & Management.	Amerika
19	PT. Riau Island Development	Accommodation Services (Cottage).	Inggris
20	PT. Galang Batang Indah (Lola Resort)	Accommodation and Recreation Services.	Belanda
21	PT. Mutiara Bintan Discovery	Accommodation Services (Cottage).	Singapore
22	PT. Pulau Nikoi	Accommodation Services (Cottage).	Amerika
23	PT. BBH Investment	Accommodation Services (Cottage).	Singapore
24	PT. Bali Holiday Village	Four Star Hotels.	Luxembourg

Source: PTSP Bintan Regency and the Investment Office

Based on the above background, the purpose of this research is to look at the licensing and promotion functions carried out by the Bintan Regency Regional Concession Agency in increasing investment as a source of regional income for Bintan Regency.

2. Research Methods

This is a qualitative descriptive study that employs an empirical methodology. The Bintan Regency One-Stop Investment Service Office and the Bintan Area Concession Agency are the primary locations for this study. Interviews and a review of the literature were used to obtain data. All collected information and data are then processed and evaluated to provide answers to research questions.

3. Discussion

The marine tourist sector's growth is one component of the maritime sector's development (Arfandi., Adhayanto, 2015). According to the findings of interviews conducted with Mr. Masjunaidi, head of the DPMPTSP's Investment Planning division, and the director of the BP Bintan Region's Organization and Performance Division:

“The appeal is that, as is well known, the Bintan area is situated in or near neighbouring nations like as Singapore, Malaysia, Thailand, Laos, and Vietnam. Bintan is the prima donna for prospective investors on this premise. As is well known, Bintan Regency contains 98 percent water and just 2% land, making it an ideal location for coastal tourist, industrial, and fisheries development”.

Tourism is one industry that has the potential to grow as a source of revenue for the area (Puradinata, 2018). Tourist will have a significant impact on the growth of tourism businesses in Bintan Regency that have worldwide potential (Oktaviana et al., 2021). The following table summarises the number of international visitors to Bintan Regency between 2017 and 2019.

Table. 4. International Tourist Arrivals

No	Country	January-December 2017	January-December 2018	January-December 2019
1	Singapore	108.161	186.479	241.921
2	Malaysia	16.150	21.850	27.894
3	Filipina	12.520	12.727	16.893
4	Thailand	1.219	1.537	2.074
5	Vietnam	1.167	1.151	1.857

Source: Bintan Regency Tourism Office

The national development strategy has positioned tourism as the engine of economic growth for the country (Darmawan, 2020). Tourism contributes significantly to the country's foreign currency earnings (Sabon et al., 2018). Additionally, research indicates that the tourism industry, MSMEs, and inflation all have an impact on the Riau Islands Province's economic growth/GDP (Lubis et al., 2019). However, recent study indicates that tourist conditions in Bintan Regency have deteriorated, particularly over the past year, because of travel limitations imposed by the Covid-19 epidemic (Mahadiansar et al., 2021).

Investment licencing is critical, as Mr. Masjunaidi, the head of the DPMPTSP's Investment Planning section and the head of BP Bintan Region's Organization and Performance, stated during interviews:

“I believe that investment licensing is critical.” “Initially, the licencing service at PTSP was manual. However, in 2018, specifically in PP No. 24 of 2018, which is about the implementation of electronic integrated business licencing, or OSS (Online Single Submission), the Regency DPMPTSP Bintan has carried out all electronic-based licensing implementation processes, namely OSS. In DPMPTSP, the licensing function is responsible for the licensing of services as well as the supply of information, advice, and provisions. Once they (investors) comprehend, we will tailor the application to each investor's specific requirements. Investment and investment licensing are two types of licencing services offered by DPMPTSP. Meanwhile, BP's licensing function is purely operational.”

Investors benefit from the OSS system being used in the licencing services. Investors have reacted favourably to this (Arrum, 2019). BKPM has delegated responsibility to BP around investment services. In Bintan, the usage of OSS enables speedier investment services (Ady Muzwardi, 2019). Additionally, it was claimed that investors' investments in Bintan Regency were cancelled due to the following:

“The investment was cancelled mostly due to regulatory and legislative requirements. Thus, as I previously said, there are several restrictions: in fact, all ministries issue regulations, such as those prohibiting the development of forest regions. For instance, a land use permit may have been given but not yet authorized”.

Regarding the assurance and legal protection of investors, Richi Aziz Riawan, Head of Tourism and Certain Licensing, stated:

“In terms of legal protection for investors, all permits that have been given are clean and clear, implying that permits that have been issued are accountable.” The primary impediment to investment implementation is that the FTZ land and infrastructures are insufficiently comprehensive, and that central laws regulating forest areas are inconsistent.”

According to Suparno, several fundamental principles serve as guidelines for resolving investment problems. These include the following: a) Effective investment services, b) Efficient investment services, c) Professional bureaucracies managing investments, d) Proactive bureaucracies attracting investment, and e) Innovation capabilities in investment services (Satibi, 2020). Meanwhile, factors that contribute to regional investment growth include the following: (a) Regional Investment Policy; (b) Bureaucratic Investment Support and Services; (c) Regional Promotion in Regional Investment; (d) Partnership Model in Regional Investment; and (e) Regional Investment Management (Satibi, 2020)

Table 5. Investment Data by Country and Domestic Direct Investment 2016-2020

Country	2016 Investment (US\$ Thousand)	2017 Investment (US\$ Thousand)	2018 Investment (US\$ Thousand)	2019 Investment (US\$ Thousand)	2020 Investment (US\$ Thousand)
Malaysia	0,0	12.165,0	21.237,2	3.876,4	2.506,7
Korea Selatan	0,0	0,0	24.787,3	0,0	0,0
Thailand	610,3	1.696,7	3.549,0	1.245,6	859,3
Singapor e	33.091,9	258.173,2	185.793,1	454.666,4	877.542,4
Jepang		0,0	9.750	0,0	0,0
R.R.Tion gkok	526,9	206,7	153,9	580,4	1.605,8
Total Asia	34.229,1	276.945,3	211.743,2	460.368,8	882.514,2
Mauritiu		70.660,3		0,0	

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Seychelles	88,1	50,0	0,0	4.843,9	12.859,8
Total Afrika	88,1	70.710,3	0,0	4.843,9	12.859,8
Amerika Serikat		9.870,0	13,7		15.876,3
British Virgin Islands		250,0	28.865,0	863,0	523,30
Total Amerika		10.120,0	28.878,7	863,0	16.399,60
Luxemburg	114,5	0,0	750,0	750,0,0	
Belanda		634,5	3.211,9	1.255,9	63,8
Total Eropa		634,53	3.211,9	2.345,5	63,8
Australia		10,2	104,7	70,5	234,65
Total Australia	0,0	10,2	104,7	70,5	234,65
Total PMA	34.431,7	358.420,3	243.938,5	469.541,70	912.072,05
Total PMDN	4.626,5	445.974,5	574.045	94.380,68	148.997,62

Source: PTSP Bintan Regency and the Investment Office

Regional promotion activities in the context of investment (regional investment) are intended to accomplish several objectives, including the following: 1) disseminate information about investment potentials, opportunities, and procedures; 2) increase investment realization; and 3) establish and maintain the region's image as an economically viable, attractive, and convenient location for investment (Satibi, 2020). As a result, the Bintan Area Concession Agency's attempts to promote investment in Bintan Regency include the following:

Table 6. Promotional Activities of the Bintan Area Concession Board

No	Priod	Activity Type
1	2016	1. Joint Working Groups in Singapore on 29 November. 2. Investment Promotion at the Indonesia Fair Business Summit in Perth, Australia on November 10-14. 3. Infrastructure Sector Seminar at Hotel Borobudur Jakarta. 4. Overlay/Improvement of Korindo - Kawal Road in November.
2	2017	1. UFTR Exhibition (Jakarta) 2. Marine and Fish Exhibition/Expo 2017 (Surabaya) 3. Bintan Regional BP Workshop (Bintan Agro, Bintan) 4. Tourism Sector Investment Seminar (RedTop Hotel, Jakarta)

		5. WTM (World Travel Market) Business Meeting (London)
		6. JIP (Joint Investment Promotion) (Hongkong & Shenzhen)
3	2018	1. Regional Investment Exhibition (Yogyakarta)
		2. Increasing Company Competence in Filling Out LKPM online (Bhadra Resort, Bintan)
		3. Dissemination of Government Regulations in the Field of Investment Control (De bintan Villa, bintan)
		4. Socialization of the Licensing Complaint Service for the Bintan Area Concession Agency
		5. Socialization of the Licensing Complaint Service for the Bintan Area Concession Agency (De bintan Villa, bintan & Treasure Bay, Bintan)
		6. Socialization of the Licensing Complaint Service for the Bintan Area Concession Agency (De bintan Villa, bintan & Treasure Bay, Bintan)
		7. Investor Friendly Meeting/Meeting in the FTZ Bintan Area (Treasure Bay, Bintan)
		8. Company Competency Improvement Activities in Filling Out LKPM for PMA Licensing and SPIPISE Online (Treasure Bay, Bintan)
		9. OSS socialization (Wisma BIIE, Lobam)
		10. Increased Personnel Capacity.
		11. BP Bintan Area in Customs (CK Hotel Tanjungpinang)
		12. Conference and Business Meeting (Madrid, Spain)
4	2019	1. Investment Exhibition at Domestic Investment Exhibition (Yogyakarta, Surabaya, Bandung, Jakarta, Bali)
		2. Overseas Investment Exhibition (Osaka Japan, Dubai)
		3. A meeting with the delegation from Indonesia and the Indonesian Ambassador to Singapore in Singapore who discussed Business and Investment in Indonesia, especially in the BBK Area with the head of the Batam Entrepreneurs Board, Bintan Entrepreneurs Agency, and Karimun Entrepreneurs Agency

Source: Bintan Area Concession Agency

The amount of investment made in a region is directly proportionate to the amount of local and international labour absorbed. The following table shows the labour absorption rate in Bintan Regency from 2016 to 2020.

Table 7. Labor Absorption

Description	Period/Years									
	2016		2017		2018		2019		2020	
	Domestic Labor	International Labor	Domestic Labor	International Labor	Domestic Labor	International Labor	Domestic Labor	International Labor	Domestic Labor	International Labor
Totals	1294	43	4.40	56	11.6	368	10.2	254	7.16	178
Labor	0		8		82		29		1	

Source: Bintan Area Concession Agency

Conclusion

According to the explanation above, the Bintan Regency Area Concession Agency has performed well in terms of licencing and advertising. Increased investment in Bintan Regency demonstrates that a strong service system underpins the prevailing investment environment. Investment opportunities in tourism and electronics are good for investors in Bintan Regency. The high level of investment in Bintan Regency is directly related to the region's absorption of both local and international labour.

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