***ABSTRACT***

*By creating services that lead to the realization of development, the most important thing in pelaksanaaannya namely the existence of human resources that are reliable and have good performance, with the Human Resources reliable the service is expected by society to be achieved.*

*The purpose of this internship is to know how the performance of Administrative Office of Investment and Integrated Services One Stop (DPMPTSP) licensing service Trade Permit (License) in Luwu, factors that inhibit, and the efforts made DPMPTSP Luwu in overcoming license licensing barriers to care.*

*The study used by the author is a qualitative research with descriptive and inductive approach. The technique of collecting data through interviews, observation, documentation and data gathering related documents focus apprenticeship.*

*The results show that the performance of the apparatus internship in service trade license at the Department of Investment and Integrated Services One Stop in the implementation of standard operating procedures based services being used is a good indicator. Performance Apparatus in Service Trade Permit at the Department of Investment and Integrated Services One Stop Luwu in the implementation of service standards operating procedures have shown a good performance, but there is one indicator that still has shortcomings and obstacles apparatus in work and deliver results optimal job namely on indicators of motivation (motivation) it indicates that the persistence of the apparatus of the Department of Investment and Integrated services One Stop (DPMPTSP) Luwu who come late to the office so that the provision of public services to be slightly delayed.*

*Keywords: performance, service, trade license (License)*