

Assistance in Making a Business Identification Number as a Business Legality for MSME Actors in Cibeusi Village, Subang District - Ciater

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ABSTRACT

MSMEs are the economic support of the community. In Indonesia, MSMEs themselves have been defined in the Law of the Republic of Indonesia Number 20 of 2008 concerning MSMEs, which states micro-enterprises and productive businesses belong to individuals and/or individual business entities that have micro criteria as regulated in the Law. MSMEs are a strategic Indonesian economic sector for economic development in Indonesia. But in reality, MSMEs have problems and until now there has been no serious attention to overcome them. MSMEs need serious protection, especially from the free market. The protection in question is in strengthening human resources, coaching, housing, business environment, and promotion.

INTRODUCTION

MSMEs are the pillars of the community's economy (Indrawati & Amnesty, 2019). In Indonesia, MSMEs themselves have been defined in the Law of the Republic of Indonesia Number 20 of 2008 concerning MSMEs (Tambunan, 2009), which states that micro-enterprises and productive businesses are owned by individuals and/or individual business entities that have micro-criteria as stipulated in the Law. MSMEs are a strategic Indonesian economic sector for economic development in Indonesia. But, in reality, MSMEs face challenges that have received little attention until now. MSMEs need serious protection, especially from the free market. The protection in question is in strengthening human resources, training, mentoring, the business environment, and promotion (Suci, 2017).

This is also in accordance with what has been explained by the research team of the Indonesian Economics Bachelors Association (ISEI) in 2010, which provides recommendations for the development of MSMEs in Indonesia, especially in increasing competitiveness in the global market, which requires support in terms of coordination to MSMEs on target. and the role of training from certain ministries or institutions in assisting the development of support programmes in terms of innovation. As for improving quality and quantity from a technical point of view, in the fields of production, finance, entrepreneurship, and marketing (Kusmanto & Warijo, 2019).

A form of licencing or legality in running a business is NIB, as an identification of business actors, both individuals and non-individuals (Setyawan, Wibowo, & Sagita, 2022). NIB has a function as a sign of business registration, importer identification number (API), and access rights for Bapeda. With the legality of business through the NIB, MSMEs get legal protection for the feasibility of standing and operating.

Cibeusi Village, in the Ciater District of Subang Regency, is 3 kilometres to the east of the Sari Ater Natural Hot Springs Natural Tourism Park. It is approximately 3 kilometres to the east of the district center. The village has the potential for MSMEs with a variety of processing in the food sector. From this data, only 3% of the records have NIB, meaning that there are only 2 MSMEs that have registered NIB out of a total of 63.

According to Presidential Regulation Number 98 of 2014 concerning Small and Medium Business Licensing, the MSME Permit is only one sheet and is only issued on one day by the sub-district. This is a grant that can be completed in one day and is very beneficial for MSMEs. The benefits that can be obtained include

1. Legalitas usaha.
2. Access business support from the government.
3. Ease of obtaining mods
4. ability to obtain support from government empowerment.

The government's programme for providing Business Identification Numbers (NIB) for MSME actors is the government's effort to help more MSMEs

obtain formal business activities. The programme has a positive impact on these business actors and also has an impact on accelerating economic recovery in Indonesia.

Based on this, during this period of service, I want to help SMEs in Cibeusi Village get NIB as a form of my service in Cibeusi Village. Furthermore, MSME actors require this NIB as one of the requirements for participation in the NIB issuance assistance programme for MSMEs.

METHODOLOGY

This activity took place in Cibeusi Village, Ciater District in Subang Regency. The service process itself is carried out for 30 days by involving MSMEs that have been running in the village. This service process is carried out to various types of MSMEs business actors registered in the village. The stages of the activities carried out can be seen in Figure 1.

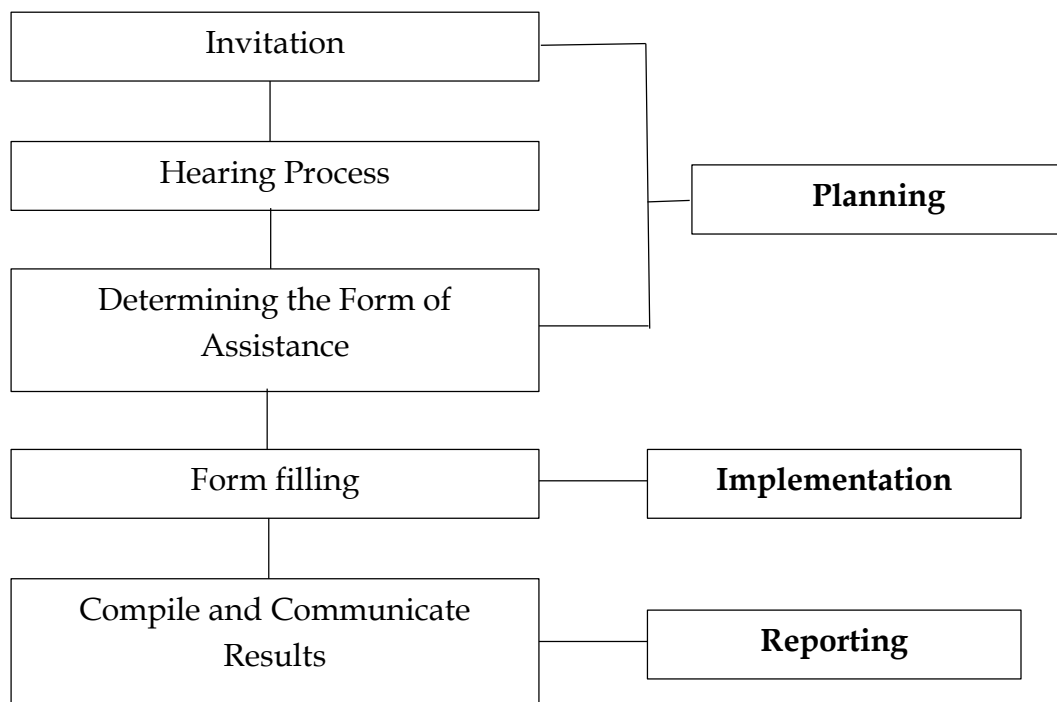


Figure 1. Method of Devotion Used

The method that is carried out is to use advocacy to find out what factors make these business actors not have NIB and accompany them with the appropriate approach. So that you can determine the programme to solve the existing problems. This service aims to educate MSMEs business actors on the significance of the NIB listed on their product packaging.

1. Planning Stage

The first thing to do is the planning stage by collecting business actors by distributing invitations, followed by hearings related to the obstacles experienced by the community in getting NIB. Then proceed with the determination of the form of mentoring.

2. Implementation Phase

This stage is carried out by making forms that are carried out door-to-door to business actors. Then proceed with the collection of data on the results of filling out the form.

3. Report Stage

This stage is carried out by notifying that the NIB that has been registered by the business actor accompanied by the author has been successfully made.

RESULT

The NIB programme for MSME actors is one of the government's efforts to help more MSMEs obtain formal legality in Indonesia. The Parent Number (NIB) is a parent business number issued by the Investment Coordinating Board (BKPM) after applying the OSS (Online Single Submission), which is integrated with other government agencies. NIB Online consists of 13 canonical random numbers, electronically secured and uniquely signed. The business identification number is the first thing that is filled in on the licence form. Therefore, its role is very important and inseparable from various other permit applications in Indonesia.

On this occasion, the author offers assistance to MSME actors in Cibeusi Village, Ciater District, Subang Regency. This is done to make it easier for business actors to register NIB.

1. Planning

At this stage, the author collects data on MSMEs in the Cibeusi Village environment as well as provides audience invitations. The hearing process will be carried out in the Village Hall to get information related to the complaints of business actors.



Figure 2. Invitation

The data collection and distribution of invitations was carried out to 65 MSME business actors based on data obtained from the local Village Government.



Figure 3. MSME Business Actors In The Audience

From the results of the hearings that have been carried out, the majority of MSMEs in Cibeusi Village do not yet have an NIB. The data can be seen in Figure 4 below:

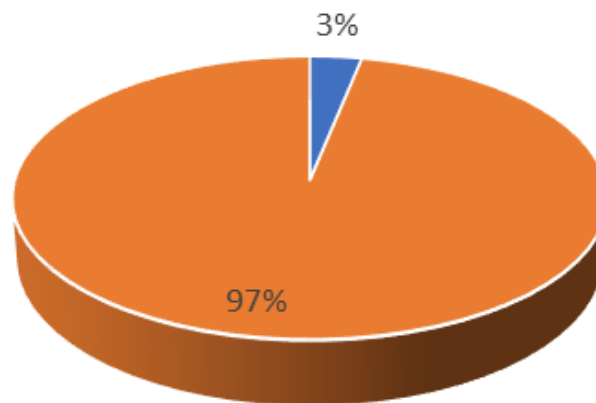


Figure 4. Audience Results

Based on the results of the hearings that have been carried out, MSME business actors in the Cibeusi Village Hall produced information that only 3% of the 65 MSME actors in Cibeusi Village have not received NIB. This is because business actors do not know about the management of NIB.

2. Implementation

At the implementation stage of this service activity, the author requests requirements for MSME business actors who have not received an NIB. This process is carried out by direct assistance to business actors. The requirements that must be prepared by the business actors are:

- a. Photocopy of KTP
- b. Photocopy of NPWP
- c. Business Domicile Address

- d. Business fields
- e. Business Establishment
- f. Manpower Employment Plan
- g. Business Contact



Figure 5. The Process of Making a Business Registration Number

After the business actors have collected the requirements for the establishment of NIB, the NIB application is carried out utilizing NIB through www.oss.go.id. If the registration is successful, the system will send an email containing a code that will be verified by business actors. Business actors have successfully obtained access rights for NIB registration.

3. Reporting

The result of this service activity is that the author gives a certificate of NIB registration results. This activity is carried out by giving certificates directly to MSME business actors in Cibeusi Village.



Figure 6. NIB Certificate That Has Been Submitted

With the implementation of the aforementioned activities, it has received a positive response from MSMEs, villages, and surrounding communities, so that MSME actors can obtain business legality through NIB, which is easily obtained, so that these business actors will get peace of mind from the products they run.

CONCLUSION

The guidance carried out in Cibeusi Village, Ciater District, Subang Regency, is carried out using an advocacy method using 3 stages, namely the planning, implementation, and reporting stages. From the results obtained by MSME actors in the village, 97% do not have NIB. Assistance in issuing NIB to MSME actors in the village is carried out to make it easier for business actors to obtain NIB certificates as proof of the legality of their business. Thus, the activity received a positive response from various parties. With the assistance in making NIB, it is hoped that it can be carried out on an ongoing basis by the local village government. So that MSME business actors can obtain business legality as well as legal protection that is beneficial for the continuity of their business.

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