

Collaborative Legal Assistance Village Ownes Enterprises in Supporting Msmes to Strengthen Legal Compliance in Banyuanyar Village

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Abstract

Business legality is fundamental to supporting sustainability and legal protection for Micro, Small, and Medium Enterprises (MSMEs). The main challenge faced by MSMEs in rural areas, including Banyuanyar Village, is not merely a lack of legal awareness but limited access to legal knowledge, institutional support, and regulatory mechanisms. The main issue in this study is the limited access MSME operators in Banyuanyar Village have to the formal legal system, which affects legal certainty in their economic activities. Through a collaborative legal aid initiative between the Village-Owned Enterprise (BUMDES) and a team of academics, this has become a strategy for community legal empowerment to promote legal certainty and access to economic rights for MSME operators. The activity included legal education on the importance of business legality, facilitation of legal administration such as registration of a Business Identification Number (NIB) and Micro and Small Business Permit (IUMK), and assistance with product certification and Intellectual Property Rights protection. The results show that legal intervention, in collaboration with village economic institutions, can increase the number of MSMEs with formal legality and foster legal awareness among business actors. The synergy between BUMDes and legal assistance can be seen as an implementation of access to justice and legal empowerment within the framework of village-based legal development. This aligns with Sustainable Development Goals (SDGs) number 8 (Decent Work and Economic Growth) and number 12 (Responsible Consumption and Production).

KEYWORDS *MSMEs, Business Legality, Legal Assistance.*

Introduction

Micro, Small, and Medium Enterprises (MSMEs) play an important role in Indonesia's economic structure. According to data from the Ministry of Cooperatives and SMEs, as of 2023, more than 65 million MSMEs contribute 60.5% of Gross Domestic Product (GDP) and employ more than 97% of the national workforce.¹ However, most MSME actors in rural areas remain in the informal sector because they have not fully met business legality requirements. This lack of legality creates structural obstacles for MSME actors in accessing financing programs, legal protection, and empowerment from the state and the private sector.

Business legality is not only an administrative prerequisite but also part of the legal protection inherent in economic law. Under Indonesia's positive law, Law Number 20 of 2008 on Micro, Small, and Medium Enterprises regulates MSME existence.² The law emphasizes legal certainty, ease of licensing, protection of intellectual property rights, and access to financing for MSME actors. In addition, regulations such as Government Regulation No. 7 of 2021 on the Facilitation, Protection, and Empowerment of Cooperatives and MSMEs³ strengthen the normative framework that encourages MSMEs to integrate into the formal economy. Meanwhile, Law Number 6 of 2014 on Villages provides strategic space for villages to manage local economic potential through Village-Owned Enterprises (BUMDes) as a collective economic entity that can synergize with MSME actors.⁴

¹ Ministry of Cooperatives and SMEs of the Republic of Indonesia, "Indonesian MSME Data for 2023," n.d.

² Law of the Republic of Indonesia No. 20 of 2008 on Micro, Small, and Medium Enterprises (Statute Book of the Republic of Indonesia No. 93 of 2008, Supplement to Statute Book No. 4866).

³ Government Regulation of the Republic of Indonesia Number 7 of 2021 on Facilitation, Protection, and Empowerment of Cooperatives and Micro, Small, and Medium Enterprises.

⁴ Law of the Republic of Indonesia No. 6 of 2014 on Villages (Statute Book of the Republic of Indonesia No. 7 of 2014, Supplement to Statute Book No. 5495)

Theoretically, legal empowerment efforts for economically disadvantaged communities emphasize access to legal information, participation in decision-making, and the ability to claim rights independently.⁵ This concept aligns with an approach to access to justice, where the law is not only a means of control but also a means of social liberation and empowerment. Advanced studies on community service show that synergy between local institutions (such as BUMDes) and legal aid can improve the legal literacy of MSME actors, accelerate business legalization, and encourage law-based economic innovations.⁶

In this context, Banyuanyar Village in Boyolali Regency is developing the local economy based on its unique potential through the One Village One Product program. However, most MSMEs in this village lack adequate business legality, including Business Identification Numbers (NIB), Micro and Small Business Permits (IUMK), and Intellectual Property Rights (IPR) protection. This lack of legality creates legal obstacles that endanger business sustainability. Therefore, a collaborative intervention model between BUMDes and academics through participatory community service activities is needed.

This community service activity was carried out through interactive lectures, Focus Group Discussions (FGD), and administrative and legal assistance, aiming to encourage comprehensive compliance with business legality. Legal aid is not only directed at normative counseling, but also provides concrete advocacy and facilitation for the process of legalizing MSME businesses. This synergy is expected to help achieve legal certainty, increase the competitiveness of business actors, and strengthen the legal position of MSMEs in sustainable rural economic development.

Although this program is designed as a form of cooperation between universities and BUMDes, it is important to recognize the imbalance in the distribution of legal knowledge and institutional authority among actors, academics, and community members. The university occupies a dominant

⁵ Stephen Golub, "Legal Empowerment : Practitioners ' Perspectives," *Legal and Governance Reform*, no. 2 (2010).

⁶ Kartika Sari, "Sinergi BUMDes Dan Perguruan Tinggi Dalam Pemberdayaan UMKM : Model Pendampingan Legalitas Usaha Di Desa Wonosari," *Jurnal Pengabdian Hukum Nusantara* 2, no. 1 (2023): 55–68.

position as a provider of legal expertise and technical guidance. To reduce this imbalance, interventions use a participatory approach by providing training materials, facilitating group discussions to identify community needs, and involving local BUMDes representatives. The program aims to transform relationships from a purely instructional model to a framework oriented towards capacity building and empowerment.

Previous research has shown that legal assistance for MSMEs can increase the presence of business actors. The mentoring program carried out by PCA Summersari Jember, for example, has increased MSME actors' understanding of procedures for managing business legality and the importance of legal documents.⁷ However, some programs are temporary and not integrated with village institutions. In contrast, research on the legal relationship between BUMDes and MSMEs remains limited. For example, Dora Kusumastuti's research emphasizes the importance of a legal framework that facilitates integration between BUMDes and MSMEs to develop the village's creative economy.⁸ However, it has not formulated a sustainable legal service operational model.

To further show the gap with previous research in Banyuanyar Village, the author's literature analysis shows that the Village has collaborated extensively with academics and other researchers. In 2023, academics and dairy business actors in the village collaborated to help prepare accounting for dairy MSMEs. As a result, they implemented training on preparing business financial statements using *Microsoft Excel*.⁹ In addition, in 2024, academics from Diponegoro University will also assist Banyuanyar Village

⁷ Muh Iman and Fauziyah, "Strengthening The Legality Of Msme Businesses Through Assistance At Pca Summersari Jember," *Journal of Humanities Community Empowerment* 1, no. 2 (2023): 52–57, <https://doi.org/https://doi.org/10.32528/jhce.v1i2.834>.

⁸ Dora Kusumastuti et al., "Optimizing The Creative Economy In Indonesia: The Legal Integration Of Village-Owned Enterprises And Micro, Small, And Medium Enterprises," *Kajian Jurnal Ilmu Hukum* 25, no. 3 (2023): 607–25, <https://doi.org/https://doi.org/10.24815/kanun.v25i3.35042>.

⁹ Indri Kartika and Lisa Kartikasari, "Pendampingan Penyusunan Akuntansi UMKM Susu Sapi Perah Di Boyolali," *Community Empowerment Journal* 1, no. 1 (2023): 10–16.

MSMEs in digitizing processed MSME products.¹⁰ Based on these two services, it is clear that efforts to increase MSME capacity in Banyuanyar Village in digitalization and information are still relatively recent. The author's research is well targeted, given that business actors in Banyuanyar Village have received little assistance on normative matters.

The novelty of this research lies in the design of a collaboration model between academics and BUMDes in Banyuanyar that institutionalizes the function of legal assistance as part of village governance, builds a data collection system on the legality of MSMEs, and measures its impact based on *the indicators of Access to Justice, Legal Empowerment, and Legal Certainty*. Thus, this research contributes not only practically but also conceptually by developing a model of legal empowerment based on village institutions.

Methods

This service activity uses the Participatory Action Research (PAR) approach as its methodological foundation. PAR emphasizes the community's active involvement in identifying problems, formulating solutions, and implementing social change actions.¹¹ This activity involves, among others, HGR PKM partners, namely BUMDes Banyuanyar, community service, the community of Banyuanyar Village, Ampel District, and students.

Table 1. Implementation Method

¹⁰ Anafil Windriya, Stacia Reviany Mege, and Sri Utami Handayani, "Digitalisasi Umkm Produk Olahan Susu Kedai Susu Cowboy Di Desa," *Jurnal Pengabdian Masyarakat* 9, no. 1 (2024): 133–39.

¹¹ Siswadi and Ahmad Syaifuddin, "Penelitian Tindakan Partisipatif Metode PAR (Participatory Action Research) Tantangan Dan Peluang Dalam Pemberdayaan Komunitas," *Ummul Qura: Jurnal Institut Pesantren Sunan Drajat Lamongan* 19, no. 2 (2024): 111–25, <https://doi.org/https://doi.org/10.55352/uq>.

Activities	Objectives	Implementation Method	Remarks
Socialization and Community Service to PKM HGR-UNS partners, BUMDes Banyuanyar	PKM HGR-UNS Partners, the manager of Banyuanyar Village-Owned Enterprises (BUMDes), and the people of Banyuanyar Village, Ampel District.	Lectures and discussions: 1 activity x 1 meeting, 120 minutes	Source: Dr. Dara Pustika Sukma, S.H., M.H.

The empowerment activity was held as legal counseling that comprehensively discussed the village's economic potential, analyzed the current situation of MSME actors, identified business legality constraints, and provided legal and institutional solutions to support the sustainability of formal businesses.

The educational material was delivered by Dr. Dara Pustika Sukma, S.H., M.H., with the topic of the urgency of business legality from the perspective of national law, procedures for registering Business Identification Numbers (NIB), Micro and Small Business Licenses (IUMK), and the protection of Intellectual Property Rights (IPR) as part of the legal rights of business actors.

The PAR approach was selected to reduce inequality in relations between academics and the village community. It focuses on BUMDes members' actions and social change in understanding the importance of business legality. To ensure sustainable knowledge transfer and village institutional capacity building, this activity is carried out in several methods, including:

- a) The lecture method was used as an initial stage to provide a basic understanding to MSME actors and BUMDes managers regarding the urgency of business legality from the perspective of national law.

b) Focus Group Discussion (FGD) and One-on-One Mentoring

After participants gained a basic understanding through the lecture method, the activity continued with a Focus Group Discussion (FGD) and one-on-one mentoring. The FGD involved MSME actors, Village-Owned Enterprises (BUMDes) administrators, and village officials to identify the administrative and legal obstacles MSMEs face collectively.

c) Built-In Participatory Method

A participatory built-in *method* is implemented to ensure active involvement of partners from problem identification through solution implementation.

The final stage of this activity is technical assistance provided directly by the community service team to partner MSMEs to complete legal documents, register for OSS (Online Single Submission), and facilitate the initial submission of intellectual property rights protection. This approach ensures that community service activities are not only educational but also implementable and transformative.

Results and Discussion

The implementation of the BUMDes synergy program and legal assistance to strengthen MSME legality in Banyuanyar Village has shown significant results across economic and legal empowerment. In terms of community participation, the program attracted strong enthusiasm from local MSME actors, with socialization attendance reaching 85% of target participants. This high level of participation shows strong awareness among business actors of the urgency of legality in business development. The interactive discussions during the lecture showed that participants were not only passive recipients but also actively asked questions and shared experiences related to the legal challenges they faced.

The program's legal education clearly increased participants' understanding of various aspects of business legality. Participants demonstrated a good understanding of the procedures for obtaining a Business Identification Number (NIB), the benefits of Micro, Small, and Medium Enterprises (IUMK) licenses, and the importance of protecting intellectual property rights for prominent village products. Qualitative evaluation through focus group discussions (FGD) revealed that 78% of participants said they were highly motivated to address their business legality immediately after participating in the program.

Short-term success indicators show encouraging achievements, with 23 MSME actors completing the NIB registration process within three months of the program's implementation. Of these, 15 MSMEs also obtained IUMK, while 8 MSMEs applied for brand registration for their superior products.¹² BUMDes' role as a facilitator in this process has proven very effective, providing internet access, technical assistance, and coordination with related agencies.

The institutional transformation of BUMDes is one of the program's most important achievements. Banyuanyar Village BUMDes has developed a legal service unit that operates sustainably and provides basic consultation and legal assistance to local MSMEs. This unit has a complete database of the legal status of all MSMEs in the village, a permit renewal reminder system, and a network of partnerships with professional legal consultants at the district level.

The program's economic impact is beginning to show through increased MSMEs' access to banking services and government programs. A total of 12 MSMEs that already have NIB have successfully accessed microcredit from banks and microfinance institutions, with a total financing value of IDR 450 million.¹³ In addition, 6 MSMEs have become suppliers in the village government's procurement program for goods and services, which were previously inaccessible because they lacked adequate business legality.

¹² Banyuanyar Village BUMDes Monitoring Report, Fourth Quarter 2024

¹³ Data on access to financing for MSMEs in Banyuanyar Village, period 2024.

The program's sustainability is ensured through an operational system integrated into BUMDes' organizational structure. BUMDes administrators who have undergone advanced training in business legal assistance are committed to continuing this service as one of BUMDes' core businesses. Periodic reporting to the village government and annual evaluations serve as a quality-control mechanism to ensure service standards are maintained.

Model replicability is a strategic outcome that enables BUMDes in other villages to adopt this program. The team compiled comprehensive documentation of best practices, lessons learned, and operational templates as implementation guides.¹⁴ Several BUMDes in neighboring villages have expressed interest in adopting the same model, with BUMDes Banyuanyar Village providing technical support as mentors.

Challenges and constraints identified during implementation include limited digital capacity among senior MSME actors, the complexity of coordinating with various licensing agencies, and limited resources for more complex legal consulting services. To address these challenges, BUMDes developed a tiered mentoring strategy in which advanced MSMEs serve as peer educators for MSMEs still in the early stages.

Contributions to Village Original Revenue (PAD) are rising through increased levies and regional taxes from legalized MSMEs. In the six months after the program, MSMEs' contribution to PAD increased by 35%, mostly from MSMEs that had recently obtained legal status.¹⁵ This increase not only benefits the village treasury but also strengthens the program's legitimacy in the eyes of the village government and the wider community.

The comprehensive evaluation concludes that the synergy between BUMDes and the legal aid system has proven effective in improving MSME legality at the village level. This model not only provides practical solutions to legality issues, but also creates a sustainable empowerment ecosystem that can adapt to regulatory developments. The success of this program is empirical proof that a bottom-up approach through local economic

¹⁴ Guidelines for the replication of the BUMDes-legal assistance synergy model, 2024.

¹⁵ Village financial statements and PAD data for Banyuanyar Village, 2024.

institutions can be a powerful instrument for implementing legal and economic policies at the grassroots level.

A. Improving Legal Literacy as the foundation of legal empowerment

Through academic assistance to the Banyuanyar Village Community and Banyuanyar BUMDes, legal literacy increased, as discussed in the results chapter above. The increase in the score shows a transformation in MSME actors' legal literacy. Legal literacy here refers to a basic understanding of business legality, contracts, consumer rights, and certification to help facilitate and protect businesses from legal risks.¹⁶ Legal empowerment is optimal when supported by strong individual capacity to understand available rights, obligations, and legal mechanisms.

This increase in understanding indicates that training interventions are not only administrative but also expand business actors' ability to access legal instruments. Legal literacy is the initial prerequisite for MSME actors to switch from a passive position to an active legal subject. Thus, this achievement is not just an indicator of the program's success, but a concrete representation of increased legal capacity in the village community. However, legal literacy does not automatically translate into effective protection without adequate institutional access. Therefore, knowledge enhancement should be understood as an initial stage in the broader empowerment process.

Village economic empowerment through optimizing the Micro, Small, and Medium Enterprises (MSMEs) sector is a fundamental pillar of sustainable local economic independence. In this context, Village-Owned Enterprises (BUMDes) play a strategic role not only as economic drivers but also as supporting institutions that can facilitate legal certainty for business actors at the village level.¹⁷ The need for synergy between BUMDes and the

¹⁶ Antaiwan Bowo Pranogyo et al., "Pelatihan Soft Skills Dan Legalitas Usaha Sebagai Strategi Peningkatan Kapasitas UMKM," *Progresif* 5, no. 2 (2025): 101–12.

¹⁷ Ridlwan Zulkarnain, "Urgensi BUMDes Dalam Pembangunan Perekonomian Desa," *Fiat Justicia Jurnal Ilmu Hukum* 4, no. 3 (2014): 424–40.

legal aid system is increasingly urgent, given the complexity of regulations that MSME actors must understand and comply with in carrying out their business activities.

The existence of BUMDes as stipulated in Article 1 paragraph 6 of Law Number 6 of 2014 on Villages is defined as a business entity whose all or majority of capital is owned by the village through direct participation derived from separate village wealth in the context of managing assets, services, and other businesses for the maximum welfare of the village community.¹⁸ This definition provides a strong legal basis for BUMDes to play an active role in rural economic empowerment, including providing legal assistance for local MSMEs.

From an economic law perspective, business legality is a fundamental prerequisite that determines the operational legitimacy of a business entity in the national legal system. Business legality includes formal aspects such as required permits, material aspects such as compliance with operational standards, and the legal protection of intellectual property rights inherent in the business.¹⁹ In the context of rural MSMEs, regulatory complexity is often a major obstacle, pushing many businesses into a legal gray area, increasing their vulnerability to legal risks, and limiting their access to formal facilities such as banking and government programs.

Legal empowerment in the village economy requires a shift from a sectoral approach to a holistic one that integrates economic, legal, and institutional aspects.²⁰ BUMDes, as a village economic institution with legal legitimacy, can bridge MSME actors and the formal legal system. Through this intermediary function, BUMDes can facilitate the business legalization process while maintaining local characteristics and the uniqueness of the village economy.

Within the framework of national law, optimizing MSME legality is an integral part of an inclusive and sustainable economic development strategy. Law No. 20 of 2008 on Micro, Small, and Medium Enterprises

¹⁸ “Law Number 6 of 2014 on Villages, Article 1 Number 6.” (n.d.).

¹⁹ Soerjono Soekanto and Sri Mamudji, *Penelitian Hukum Normatif: Suatu Tinjauan Singkat* (Jakarta: Rajawali Pers, 2015).

²⁰ Peter Mahmud Marzuki, *Penelitian Hukum Edisi Revisi*, Cetakan ke (Jakarta: Prenada Media Group, 2025), p. 158.

mandates empowering MSMEs through various instruments, including easier licensing and access to productive resources.²¹ However, implementing this policy at the village level often faces structural obstacles, including limited information, limited human resource capacity, and limited access to professional legal services.

Community Service Activities (PKM HGR-UNS) are carried out through three systematic strategic stages:

1. Preparation Steps

The preparation stage is a crucial foundation for ensuring the effectiveness of the MSME legal assistance program through BUMDes synergy. This step begins with a comprehensive identification of MSME conditions in Banyuanyar Village, including mapping business types, legality levels, and the potential and obstacles faced in the legalization process.²² UNS service teams carried out this identification through field surveys and interviews, with BUMDes administrators as the main facilitators, given their institutional proximity and deep understanding of the local economy.

Institutional coordination is a fundamental part of the preparation stage and involves key stakeholders such as village governments, BUMDes administrators, MSME representatives, and legal assistance agencies. Establishing a multi-stakeholder coordination team aims to align the program with real needs on the ground and optimize the use of available resources.²³ In this context, BUMDes serves as the main coordinator, connecting various parties and ensuring program continuity.

The legal needs analysis is carried out systematically to identify the legal services local MSMEs need most. Based on the results of the initial survey, the main needs include:

- a. Business Identification Number (NIB) as the sole identity of business actors in the national licensing system.

²¹ Law Number 20 of 2008 on Micro, Small, and Medium Enterprises, Article 7.

²² Adrian Sutedi, *Hukum Perizinan Dalam Sektor Pelayanan Publik* (Jakarta: Sinar Grafika, 2018).

²³ Sondang P. Siagian, *Manajemen Sumber Daya Manusia* (Jakarta: Bumi Aksara, 2019).

- b. Micro and Small Business License (IUMK) to provide operational legitimacy at the local level.
- c. Intellectual Property Rights (IPR) protection for innovative products that are unique and have high added value.
- d. Halal certification for food and beverage products, which is the majority of the output of village MSMEs.

2. Technical steps

The legal aid program has entered the technical stage, with a series of educational and practical activities designed to increase the legal capacity of MSME actors. The interactive lecture delivered by Dr. Dara Pustika Sukma, S.H., M.H., marked the start of building collective legal awareness among business actors.

The session covered the Business Identification Number (NIB) in depth, using a step-by-step approach to help participants clearly understand the registration process through the Online Single Submission (OSS) system.²⁴ This session also explained the relationship between NIB and access to banking services, government subsidy programs, and export opportunities for superior village products.

The special session on Intellectual Property Rights (IPR) is designed to raise awareness among MSME actors about the importance of protecting intellectual assets as a source of competitive advantage. The material covers IPR types relevant to village MSME products, including trademarks, industrial designs, and trade secrets.²⁵

3. Cumulative Steps

The cumulative stage represents the program's consolidation and sustainability phase, in which the results of the previous phase are integrated into a permanent, sustainable aid system. BUMDes is transformed into a legal service center at the village level that provides basic legal consultation services for MSME actors. This institutional transformation is supported by strengthening BUMDes human

²⁴ Government Regulation Number 5 of 2021 on the Implementation of Risk-Based Business Licensing, Article 15.

²⁵ Sudargo Gautama, *Hak Kekayaan Intelektual Indonesia* (Bandung: Alumni, 2017).

resources through advanced training and competency certification in business legal assistance.

Establishing a legal referral system is a key innovation in the cumulative phase, where BUMDes develop partnerships with professional legal institutions to handle cases that require specialized expertise. This system allows MSME actors in the village to continue receiving quality legal services without leaving their place of business or incurring high transportation costs.²⁶

Business legality documentation and databases serve as tools for continuous monitoring and evaluation. BUMDes manages a comprehensive database that includes the legal status of all MSMEs in the village, the schedule for license extensions, and the progress of achieving legalization targets. This database serves as the basis for planning follow-up programs and as a strategic decision-making tool related to village economic empowerment.

Developing the program replication module is a strategic output that enables this legal aid model to be implemented in other villages. This module includes technical guidelines, document templates, procedural checklists, and success indicators that BUMDes in other villages can use as a reference to implement similar programs.²⁷

Business legality in the Indonesian national legal system reflects the principle of legal certainty, one of the basic pillars of the rule of law as mandated in Article 1 paragraph (3) of the 1945 Constitution of the Republic of Indonesia. In the economic context, this legal certainty is realized through a licensing and regulatory system that provides legitimacy and legal protection for business actors in carrying out their economic activities.²⁸ For MSMEs at the village level, achieving business legality is not solely a matter of fulfilling administrative obligations, but

²⁶ Hendi Budiaman and Dewi Mulyanti, "Revitalisasi Badan Usaha Milik Desa Dalam Menggali Potensi Lokal Desa," *Jurnal Ilmiah Galuh Justisi* 9, no. 1 (2021): 116–22.

²⁷ Ismawati Septiningsih and Itok Dwi Kurniawan, "Pendampingan BUMDes: Peran Strategis Bumdes Dan Revitalisasi Ekonomi Desa," *Jurnal Atma Inovasia* 4, no. 3 (2024).

²⁸ Constitution of the Republic of Indonesia of 1945, Article 1 paragraph (3).

a strategic step toward accessing various facilities and opportunities provided by the formal economic system.

The complexity of business legality regulations in Indonesia is reflected in the multiple licensing levels that business actors must meet, from the central to regional levels. The Online Single Submission (OSS) system, regulated by Government Regulation Number 5 of 2021 on the Implementation of Risk-Based Business Licensing, is the government's effort to simplify licensing procedures and improve ease of doing business.²⁹ However, implementing this system at the grassroots level still faces several challenges, especially related to digital capacity and regulatory understanding among village MSME actors.

The Business Identification Number (NIB) as a single identity for business actors is strategically significant for integrating MSMEs into the national digital economy ecosystem. Through NIB, business actors gain not only formal legitimacy but also access to various government digital platforms, including online taxation systems, export-import platforms, and supplier databases for government procurement programs for goods and services.³⁰ In villages, NIB is a gateway for local MSMEs to access wider markets and connect to the global value chain.

Micro and Small Business Permits (IUMK) adapt the regulatory system to the specific characteristics of small-scale economies that dominate at the village level. Under Government Regulation No. 7 of 2021, IUMK uses simpler procedures and lower costs while still providing adequate legal protection for business actors.³¹ IUMK serves as a bridge between the informal economy, which has long dominated village economic activities, and the formal economy, which provides access to banking services, insurance, and government empowerment programs.

Intellectual property rights (IPR) in the context of rural MSMEs have a strategic dimension that business actors often do not fully realize.

²⁹ Government Regulation Number 5 of 2021 on the Implementation of Risk-Based Business Licensing, Considerations.

³⁰ Philipus M Hadjon and others, *Pengantar Hukum Administrasi Indonesia* (Yogyakarta: Gadjah Mada University Press, 2015).

³¹ Government Regulation Number 7 of 2021, Articles 10-12.

Rural MSME products based on local wisdom, traditional recipes, or simple innovations have strong potential to be protected through IPR instruments such as trademarks, geographical indications, or industrial designs.³² Intellectual property protection not only provides a competitive advantage, but also opens up opportunities to monetize intellectual assets through licensing or strategic partnerships with other parties.

Integrating business legality with access to formal financing is crucial to the sustainability and scalability of rural MSMEs. Formal financial institutions, both banks and non-banks, demand business legality as one of the main criteria in assessing creditworthiness.³³ Without adequate legality, village MSMEs will remain trapped in a cycle of capital constraints that hinder business growth and expansion.

From the perspective of sustainable rural economic development, MSME legality also helps increase Village Original Income (PAD) through various local levy and tax mechanisms. Legal MSMEs formally contribute to village coffers, which can then fund development programs that benefit the wider community.³⁴ This synergy creates a multiplier effect that strengthens the village's overall economic foundation.

In its management, BUMDes requires a gradual implementation strategy and must pay attention to the development of innovations carried out by BUMDes, as stipulated in Article 25 of PDTT Permendesa No. 4 of 2015, which is currently repealed and replaced by PDTT Permendesa No. 9 of 2023 in the same article that provides a strategy.³⁵ Based on these provisions, the MSME legal aid strategy through BUMDes can be implemented through:

³² Law Number 20 of 2016 on Trademarks and Geographical Indications, Article 3.

³³ Bank Indonesia, "Pedoman Pemberian Kredit Untuk Usaha Mikro, Kecil, Dan Menengah" (Jakarta, 2020).

³⁴ Yuyu Putri Senjani, "Peran Sistem Manajemen Pada BUMDes Dalam Peningkatan Kepada Masyarakat," *Kumawula : Jurnal Pengabdian Kepada Masyarakat* 2, no. 1 (2019): 23–40.

³⁵ Regulation of the Minister of Villages, Development of Disadvantaged Regions, and Transmigration Number 9 of 2023 on Village-Owned Enterprises, Article 25.

1) *Company Strategy*

This strategy establishes the basis for BUMDes's role as a facilitator of legal aid for MSMEs. BUMDes Banyuanyar Village has developed a special unit to provide legal advice and business legality assistance services to MSMEs. This unit works closely with colleges and legal practitioners to ensure service quality.

2) *Program Strategy*

The program strategy is designed to improve MSME legality systematically. The program includes:

- a) Regular Training Program: Conduct periodic training on business law, business licensing, and intellectual property rights protection.
- b) Individual Assistance Program: Provides special assistance to MSMEs that have special needs in terms of business legality.
- c) Legal Clinic Program: Provides free legal consultation services for MSME actors who face legal problems related to their business.

3) *Resource Support Strategy*

BUMDes leverages available resources, including experts, information technology, and partnership networks, to support legal aid programs. These strategies include:

- a) Utilization of Digital Technology: Developing digital platforms to facilitate MSMEs' access to legal information and consulting services.
- b) Strategic Partnerships: Establishing partnerships with legal institutions, notaries, intellectual property consultants, and related government agencies.
- c) Internal Human Resources Development: Increase the capacity of BUMDes administrators in providing basic legal assistance to MSMEs.

4) *Institutional Strategy*

The institutional strategy focuses on strengthening BUMDes' institutional capacity to provide legal aid services. These include:

- a) Establishment of Special Units: Establish a special unit within the BUMDes structure that is responsible for providing legal assistance to MSMEs.
- b) SOP Development: Develop Standard Operating Procedures (SOPs) for clear and structured legal aid services.
- c) Monitoring and Evaluation System: Develop an effective monitoring and evaluation system to measure the impact of aid programs.

A synergistic strategy between Village-Owned Enterprises (BUMDes) and the legal aid system to optimize MSME legality requires a multidimensional approach that integrates institutional aspects, capacity, and program sustainability. The institutional dimension emphasizes strengthening BUMDes' role as an intermediary institution that bridges the gap between MSME legal requirements and the complexity of the formal legal system.³⁶ In this context, BUMDes not only serves as an economic entity but also becomes a legal empowerment institution with legitimacy and closeness to the community.

The Institutional Capacity Building Strategy is the key foundation for ensuring effective institutional synergy. Village-Owned Enterprises (BUMDes) need adequate human resources in business law, especially related to MSME regulations and licensing procedures. Continuous training programs for BUMDes administrators, including basic legal training, information technology, and public service management, are prerequisites to ensure the quality of legal assistance provided.³⁷ Competency certification for managing village-owned enterprises (BUMDes) in business legal assistance can serve as a quality-assurance tool that increases the credibility and professionalism of services.

³⁶ Azhari, "Model Pemberdayaan BUMDes Dan Solusi Pembangunan Ekonomi Desa: Suatu Kajian Literatur," *Journal of Islamic Accounting and Finance Research* 1 1, no. 2 (2019): 83–96.

³⁷ I Kadek Darwita and Dewa Nyoman Redana, "Peranan Badan Usaha Milik Desa (BUMDes) Dalam Pemberdayaan Masyarakat Dan Penanggulangan Pengangguran Di Desa Tejakula Kecamatan Tejakula Kabupaten Buleleng," *Locus* 9, no. 1 (2018): 51–60.

The Integrated Service System Development Strategy strengthens BUMDes' role as a one-stop service center for MSMEs' legal needs at the village level. This system includes basic legal consulting services, technical assistance for permit processing, and coordination with relevant agencies at the district/city level.³⁸ Developing an integrated information system that connects Village-Owned Enterprises (BUMDes) with regional and national licensing databases is a technological component that supports service efficiency. Through this system, MSMEs can access real-time information on permit application status, requirements, and renewal schedules.

Strategic partnerships with professional institutions expand the scope of legal aid services BUMDes can provide. Partnerships with law firms, notaries, intellectual property rights consultants, and certification bodies allow BUMDes to provide comprehensive services without needing in-house expertise.³⁹ This partnership model can also include pro bono schemes or special rates for rural MSMEs, making professional legal services more affordable and accessible.

Digitalization and information technology strategies are key enablers in optimizing the efficiency and reach of legal aid services. Village-Owned Enterprises (BUMDes) can develop a mobile application or web platform that lets MSMEs access consulting services, submit assistance requests, and monitor licensing progress online.⁴⁰ Integration with OSS systems and other government platforms allows MSMEs to complete most of the licensing process without leaving the village.

The Collective Empowerment Strategy maximizes synergy through a group approach that brings several MSMEs into one mentoring program. Forming MSME groups based on business type or level of legality improves resource efficiency and enables peer-to-peer learning among business

³⁸ Sidik, H. (2020). "Increasing the Role of BUMDes as Drivers of the Rural Economy", *Journal of Community Service*, Vol. 4, No. 1, p. 123.

³⁹ Fitriani, F. and I. Gesmi. (2024). "Evaluation of BUMDes in Muara Digam Village", *Government Student Journal*, Vol. 1, No. 3, p. 45.

⁴⁰ Wardhana, D.Y., et al. (2025). "Optimizing the Delivery of Information Delivery of BUMDes through Visual Transformation", *Journal of Atma Innovation*, Vol. 5, No. 1, p. 78.

actors.⁴¹ Village-Owned Enterprises (BUMDes) facilitate and coordinate the formation and development of these groups and connect them to funding sources and markets for legal MSME products.

The Continuous Monitoring and Evaluation Strategy ensures the synergy program's sustainability and continuous improvement. The development of an MSME legality database system managed by Village-Owned Enterprises (BUMDes) serves as a tool to track progress towards the legalization target and identify ongoing obstacles.⁴² Periodic evaluations involve all stakeholders, including village governments, MSMEs, and the wider community, to ensure programs remain relevant to evolving needs and challenges.

Dr. Dara Pustika Sukma, S.H., M.H., delivered the event, moderated by Dr. Arsyad Aldyan, S.H., M.H. The material covered various basic aspects of legal assistance for MSMEs:

Legal assistance for MSMEs (Micro, Small, and Medium Enterprises) has strategic functions, including:

- a) Preventive Function: Prevent legal disputes through a proper understanding of the legal aspects of running a business. This function includes educating MSMEs about legal provisions they must comply with, drafting strong contracts, and ensuring compliance with applicable regulations.
- b) Curative Function: Providing legal solutions when MSMEs face legal problems. This includes dispute mediation, assistance in legal proceedings, and providing legal advice for problem resolution.
- c) Propromotional Function: Encouraging the improvement of the legal capacity of MSMEs through training, outreach, and provision of access to relevant legal information.
- d) Transformative Function: Changing the mindset of MSMEs to be more legally aware and understand the importance of legality in running a business.

⁴¹ Rahayu, S. and R. Febrina. (2021). "Empowerment of Village Communities Through BUMDES", *Journal of Trias Politica*, Vol. 5, No. 1, p. 55.

⁴² Dharma, Suryawan, and Putra, "Peranan Bumdes Dalam Peningkatan Pendapatan Asli Daerah Desa Baha Kabupaten Badung."

Based on the speakers' presentations, the legal aspects of MSMEs that require special attention include:

- a) **Business Licensing:** In accordance with Government Regulation Number 5 of 2021 on the Implementation of Risk-Based Business Licensing, MSMEs are required to have a Business Identification Number (NIB) as a single business identity.⁴³ NIB functions as a Company Registration Certificate (TDP), Importer Identification Number (API), and customs access.
- b) **Intellectual Property Rights:** Protecting intellectual property rights is becoming increasingly important in the digital age. MSMEs need to register their trademarks in accordance with Law Number 20 of 2016 on Trademarks and Geographical Indications.⁴⁴
- c) **Employment Aspect:** MSMEs that employ employees are required to comply with employment provisions in accordance with Law Number 11 of 2020 on Job Creation and its implementing regulations.⁴⁵
- d) **Tax Aspect:** MSMEs are obliged to understand their tax obligations in accordance with Government Regulation Number 23 of 2018 on Income Tax on Business Income Received or Obtained by Taxpayers with a Certain Gross Turnover.⁴⁶

The synergy between BUMDes and MSMEs in legal empowerment creates an ecosystem that is conducive to village economic development. In her presentation, Dr. Dara Pustika Sukma emphasized that BUMDes can play a role as:

1) Legal Services Center

Village-Owned Enterprises (BUMDes) can function as a legal service center that provides various services related to business legality, including:

⁴³ Government Regulation Number 5 of 2021 on the Implementation of Risk-Based Business Licensing.

⁴⁴ Law Number 20 of 2016 on Trademarks and Geographical Indications.

⁴⁵ Law Number 11 of 2020 on Job Creation.

⁴⁶ Government Regulation Number 23 of 2018 on Income Tax on Income from Businesses Received or Obtained by Taxpayers Who Have a Certain Gross Turnover.

- a) Legal Consulting Services: Providing basic legal advice to MSMEs regarding licensing, contracts, and compliance.
 - b) Mediation Services: Facilitating dispute resolution between MSMEs or between MSMEs and other parties through mediation.
 - c) Licensing Assistance Services: Assisting MSMEs in the process of obtaining business licenses and other legal documents.
- 2) Capacity Building Institutions
- BUMDes play a role in developing the legal capacity of MSMEs through:
- a) Continuing Education Program: Conduct regular training on business law aspects relevant to the needs of MSMEs.
 - b) Development of Education Modules: Develop legal education modules that are easy to understand for MSME actors.
 - c) Formation of Paralegals: Training of community cadres to become paralegals who can provide basic legal assistance to MSMEs.
- 3) Discussion and Participant Feedback
- The interactive discussion session showed the participants' strong enthusiasm for the legal aid program. Some of the important questions asked by participants include:
- a) Complexity of Licensing Procedures: Participants complained about the complexity of licensing procedures and the high cost of obtaining a business license.
 - b) Access to Legal Information: Limited access to up-to-date legal information that is relevant to the needs of MSMEs.
 - c) Practical Assistance: The need for practical assistance in managing legal documents and regulatory compliance.

B. Evaluation of the Impact of the Model Based on Access to Justice, Legal Empowerment, and Legal Certainty Indicators

Based on the service activities carried out in Banyuanyar Village, the effectiveness of the collaboration model between academics and BUMDES cannot be measured solely through output indicators such as the number

of business actors who have obtained formal legality; it requires a systematic conceptual approach. This research will analyze activities using three indicators: access to justice, legal empowerment, and legal certainty.

Access to justice is a right for every living thing, as well as the right to life, the right to health, and the right to have a place to live. Based on research by the American Bar Association and the Makassar Legal Aid Foundation, and in the writings of Erwin Firmansyah, there are 6 elements of access to justice:

- a) The legal framework is a law or regulation related to the rights and obligations of citizens as well as a problem-solving mechanism;
- b) Legal knowledge, namely the community's knowledge of rights and obligations as well as knowledge of how to solve legal problems in the place where they live;
- c) Legal advice and representation needed to assist in resolving legal matters;
- d) Access to judicial institutions, namely judicial institutions, both formal and non-formal, that are affordable and easily accessible;
- e) Fair procedures that guarantee that every Community has the opportunity to file their case and get fair Action without being biased or influenced by one party;
- f) Enforceable decisions are judicial decisions, either the enforcement of legal sanctions or the decision to legally annul an adverse government action or decision.⁴⁷

Referring to the six elements of access to justice above, collaborative service activities between academics and BUMDES administrators demonstrate fulfillment of these elements. Through these service activities, BUMDES administrators and the community directly receive 3 elements at once: the legal framework, legal knowledge, and legal advice or assistance.

Regarding the legal framework, every citizen generally receives this element from birth because Indonesia has laws and regulations that govern

⁴⁷ Erwin Firmansyah et al., "The Implementation of Access to Justice through Non-Litigation Legal Assistance Based on Local Wisdom," *Journal of the National Institutes of the Republic of Indonesia* 10, no. 2 (2022): 69–82.

various aspects of life. As MSME actors and BUMDES administrators, they gain an understanding of the regulations that govern business protection, brand protection, and product legality

The element of legal knowledge is evident in the shift in the condition of MSME actors and BUMDES administrators. Initially, they did not clearly understand business legality; after the FGD and collaborative discussions, they gained a more substantive understanding of how to run their business. Meanwhile, the FGD activities and collaborative discussions make the elements of advice and assistance evident, giving MSME actors direct access to support in the business licensing process and in making NIB.

However, this collaborative service activity does not directly address the last 3 elements: access to judicial institutions, fair procedures, and enforceable decisions. Through collaborative discussions, MSME actors learn that they can access state courts in the event of conflicts or legal problems related to their business activities. It should also be emphasized that the last three indicators fall within the legal structural system, which is the authority of the sovereign state. Therefore, academics' role is to provide knowledge and legal assistance.

The next impact indicator is measured from the perspective of Legal empowerment. In contrast to more conventional, assistive legal approaches, the collaboration model used in this service is more substantive. MSME actors are not only facilitated in the administrative process but also gain an understanding of their legal rights and obligations.

General discrimination generally refers to a series of activities that carry out legal development in underdeveloped areas on the verge of poverty.⁴⁸ Generally, many municipal volunteers strive to provide education and socialization, as well as material and non-material assistance, for disadvantaged areas.

Therefore, legal empowerment focuses not only on solving social problems but also on sustainable development. Empowering MSMEs

⁴⁸ By Byron M Sheldrick, "Access to Justice and Legal Empowerment as Vehicles of Poverty Alleviation: Governance Challenges to Linking Legal Structures to Social Change" (Canada, 2012).

through Chapter 1, paragraph 8 of the MSME Law is a business step carried out by the government, local governments, the business world, and the community that synergistically grows businesses so they can compete globally and independently.⁴⁹ After collaborative service, Banyuwangi MSMEs show greater awareness of business legality and pursue more independent, globally competitive business development.

The legal certainty indicator, which measures increased business legality through the issuance of Business Identification Numbers and business licenses, reflects a shift from the informal sector to the formal sector. This legal certainty not only protects business activities but also opens access to economic facilities such as financing, partnerships, and contractual protection.

Overall, the three indicators show that collaborative service between academics and MSMEs and BUMDes is not only effective in increasing the quantity and quality of MSMEs but also conceptually significant within the framework of village institution-based legal empowerment. Through collaboration, BUMDes are not only economic entities but also strategic actors that can facilitate access to justice and sustainable business development.

Conclusion

Based on the above analysis, the mentoring activities between academics and the Village-Owned Enterprise (BUMDes) in Banyuwangi Village have contributed to raising MSME operators' legal awareness and knowledge of business legality. The activities, carried out through the UNS Research Group's Community Service Grant, increased business operators' legal awareness, as shown by significantly improved understanding scores and an 85% participation rate among target participants. Through the Participatory Action Research (PAR) approach, the mentoring activities

⁴⁹ Ahmad Redi et al., "Licensing of Micro, Small, and Medium Enterprises (MSMEs) as a Form of Empowerment, Legal Protection and Realizing a Welfare State," *Journal of Social Sciences, Humanities, and Arts*. 6, no. 1 (2022): 282–92.

not only improved understanding but also encouraged active community involvement in identifying business problems and finding solutions.

Based on an analysis of access-to-justice indicators, this program successfully expanded access for the community and SME operators to legal information, consultations, and mentoring that SME operators had previously found unfamiliar. From the perspective of legal empowerment indicators, this initiative strengthened business owners' capacity to understand their legal rights and obligations and improved their ability to access business legalization mechanisms independently. Meanwhile, legal certainty indicators show that increased ownership of business legal documentation signifies a shift from informal business activities to legally protected, more robust enterprises.

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