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Assistance in Obtaining a Business Identification Number (NIB) and Brand Development for Snack & Catering Bu Endang MSME in Timpik Village, Susukan District, Semarang Regency

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Abstract

The "English Corner" work program, utilizing the *My Mini Dictionary* pocket dictionary, is an initiative to support English language learning for fourth-grade elementary school students in Mertasari Village, Purwanegara District, Banjarnegara Regency. This program aims to improve students' English vocabulary mastery through practical, contextual, and user-friendly learning media. The program's implementation utilizes *My Mini Dictionary*, which contains basic English vocabulary and expressions, including greetings, time, magic words, wishes, feelings, and question words. Learning activities are conducted interactively using a collaborative Deep Learning approach—encompassing meaningful, mindful, and joyful learning. This is supported by a Problem-Based Learning (PBL) model involving presentations, drilling, Q&A sessions, games, and individual exercises. Evaluations were conducted by comparing students' proficiency before and after participating in the learning activities. The results demonstrated an increase in the students' English vocabulary mastery after participating in the "English Corner" program. Furthermore, the pocket dictionary helps students recognize, understand, remember, and apply English vocabulary in simple contexts. Therefore, the "English Corner" program, facilitated by *My Mini Dictionary*, can serve as an alternative medium to support English language learning for elementary students, particularly in areas with limited educational resources.

Keywords: *business legality; brand development; NIB; MSMEs; village SDGs*

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play an important role in supporting community economic activities through job creation, income generation, and the development of local economies. This role is particularly evident in rural areas, where MSMEs provide opportunities for communities to develop their economic potential by utilizing available resources and skills (Milyantono et al., 2025). Therefore, MSME development needs to be approached comprehensively, focusing not only on production but also on strengthening business legality and marketing capabilities to support more organized and sustainable business development.

Strengthening MSMEs requires attention to various aspects, including administration, business legality, marketing, product quality, and competitiveness. Business legality provides an official identity and formal status for business activities and supports the readiness of business owners to develop their

enterprises (Hidayat et al., 2025). One basic form of business legality is the Business Identification Number (NIB), which serves as an official identity for business actors through the risk-based business licensing system under the Online Single Submission (OSS) system. Having an NIB provides formal recognition of business activities and supports the fulfillment of applicable licensing requirements.

Although an NIB is a basic form of business legality, some MSMEs still face difficulties in obtaining one. These difficulties include limited knowledge of the function and registration process of an NIB, as well as limited ability to use digital services. Therefore, direct assistance is needed to help business owners prepare data, complete the registration process, and understand the use of their legal documents for business purposes (Rohmah et al., 2024). In addition to business legality, MSMEs also need to establish a recognizable business identity to support product promotion. Brand development can help establish business identity and differentiate one business from another, while logos and banners can serve as visual and promotional media. The development of marketing content and visual identity can support MSMEs in introducing their products to consumers (Pujiastuti et al., 2024).

Timpik Village, Susukan District, Semarang Regency, has diverse economic activities carried out by micro and small businesses, including food and beverage businesses, food stalls and grocery stores, services, handicrafts, workshops, and agricultural and livestock enterprises (Muarifuddin et al., 2023). This diversity indicates the economic potential of the community that can be further developed through improved business capacity and management. One of the MSMEs targeted by this community service activity was Snack & Catering, a business providing food and snack products for community needs. Based on initial observations and interviews with the owner, two main problems were identified: the absence of business legality in the form of an NIB and the lack of visual identity in the form of a logo and banner. The absence of an NIB meant that the business did not yet have an official legal identity, while the lack of a logo and banner limited the consistency and visibility of the business identity. These conditions indicated the need for assistance addressing both administrative and marketing aspects.

These problems became the basis for the community service activity conducted through the KKN UNNES GIAT 16 program. The activity provided assistance in obtaining an NIB, from data preparation to issuance through the OSS system, as well as assistance in developing a logo and banner based on the characteristics and needs of the business. Through this assistance, the partner was expected to strengthen its administrative readiness and establish a clearer visual identity to support business development. Based on these conditions, this community service activity aimed to assist Snack & Catering MSME in obtaining business legality through an NIB and developing its brand identity through logo and banner creation. The expected outputs were an NIB as an official business legality document and a logo and banner that could be used by the partner to introduce and promote its products. This community service activity is aligned with the Village Sustainable Development Goals (SDGs), particularly Goal 8, which focuses on equitable rural economic growth. Assistance in obtaining an NIB supports the administrative capacity of MSMEs, while logo and banner development strengthens business identity and product recognition. These efforts contribute to strengthening MSMEs as economic actors in rural communities and supporting more equitable local economic growth (Ministry of Villages, Development of Disadvantaged Regions, and Transmigration of the Republic of Indonesia, 2020).

METHOD

The community service activity was conducted by the UNNES GIAT 16 Community Service Team at Snack & Catering Bu Endang, located in Bogo Hamlet, Timpik Village, Susukan District, Semarang Regency. The activity employed a direct mentoring approach, involving the owner of the MSME in each stage of the program. The implementation consisted of partner needs observation and identification, assistance in obtaining a Business Identification Number (NIB), visual identity design, and evaluation.

Observation and Identification of Partner Needs

The activity began with observation and interviews with the MSME owner to identify the business conditions, legal requirements, business identity, and promotional media needs. At this stage, coordination was also conducted with the Timpik Village officials and the Head of Bogo Hamlet, where the partner's business is located. The results of the identification process were used as the basis for determining the appropriate form of assistance and preparing the necessary activity data.

Assistance in Obtaining a Business Identification Number (NIB)

Legal assistance was provided through the Online Single Submission (OSS) system. The activities included preparing and verifying business information, assisting the owner in entering business owner and business activity information, and providing guidance throughout the registration process according to the procedures available in the OSS system.

Logo and Banner Design

The visual identity design process was carried out through discussions with the MSME owner regarding the business name, types of products, business characteristics, and information to be displayed. Based on the results of the discussion, the UNNES GIAT 16 Community Service Team developed the logo and banner designs. The proposed designs were then discussed with the partner to obtain feedback and make the necessary adjustments. A participatory approach was applied in the visual identity design process to ensure that the resulting designs were consistent with the characteristics and needs of the business (Kusumawardani & Supriyono, 2024).

Evaluation

The evaluation was conducted by reviewing the mentoring process and assessing the suitability of the outputs to the partner's needs. Evaluation was also carried out through communication with the MSME owner regarding their understanding of the use of legal documents and the utilization of the visual identity in supporting business activities.

RESULTS AND DISCUSSION

Coordination with Village Officials and the MSME Partner

The community service program began with coordination with the officials of Timpik Village, Susukan District, Semarang Regency, including the Head of Bogo Hamlet, where the partner MSME is located. The coordination aimed to communicate the planned activities, obtain information regarding the conditions of MSMEs in the target area, and identify priority needs that could be addressed through the program. This initial coordination was essential to ensure that the community service program was designed based on the actual conditions and needs of the community and supported by the relevant village authorities.

Following the coordination with the village officials, the team conducted further communication and discussions with the partner, Mrs. Endang, the owner of Snack & Catering MSME in Bogo Hamlet. The discussions aimed to obtain information regarding the business profile, types of products offered, administrative conditions, and the business identity currently used by the partner. Based on the results of the observation and discussion, the MSME owned by Mrs. Endang operates in the food sector and offers a variety of products. These products include various types of dry snacks, cookies, wet cakes such as steamed cakes and layered cakes, as well as snack boxes and rice boxes. The diversity of products indicates that the partner MSME has considerable potential to meet the needs of various consumers, both for daily consumption and for community events and other activities.

Although the business has been operating, the identification results revealed several challenges related to business legality and identity. The partner did not yet have a Business Identification Number (NIB), a business logo, or a banner that could function as both an information medium and a visual identity for the business. This condition indicates that the development of the business had not yet been fully accompanied by improvements in administrative management and branding. These findings served as the basis for determining the focus of the mentoring program. The program focused on two main aspects: strengthening business legality through assistance in obtaining an NIB and strengthening business branding through the development of a logo and banner. The selection of these activities was based on the results of the initial identification and discussions with the partner, ensuring that the solutions provided were relevant to the actual needs of the MSME.



Figure 1. Coordination with Village Officials and the MSME Partner

The results of the observation and interviews were subsequently discussed by the UNNES GIAT 16 Community Service Team and the partner. Based on these discussions, the mentoring activities were agreed to include assistance in obtaining an NIB, designing a business logo, and developing a business banner. Identifying the business conditions prior to program implementation served as an important basis for determining the appropriate form of assistance and outputs according to the partner's needs (Martuti et al., 2024).

Business Legality Assistance through NIB Registration

Business legality assistance was provided because Snack & Catering Bu Endang MSME did not yet have a Business Identification Number (NIB). Before the registration process began, the UNNES GIAT 16 Community Service Team provided an explanation of the NIB and the *Online Single Submission* (OSS) system. The explanation covered the function of the NIB as a business identification number and an overview of the registration stages to be undertaken. The next stage involved preparing the business data. The team, together with Mrs. Endang, identified the information required for the registration process. The data to be used were reviewed and confirmed with the business owner before being entered into the system. At this stage, the partner provided information regarding the business activities, types of products, and other data related to the business.

The assistance was conducted directly because Mrs. Endang had no previous experience registering a business through the OSS system. The UNNES GIAT 16 Community Service Team provided guidance on stages that were not yet understood by the partner, while information regarding the business was provided by the business owner. This approach enabled the partner to participate directly in the registration process rather than simply receiving a completed document.



Figure 2. Assistance in NIB Registration for Snack & Catering Bu Endang MSME

The registration process was subsequently carried out through the OSS system. The team assisted the partner with sections that were not yet fully understood and rechecked the data that had been entered. Hands-on assistance can help MSME owners understand the use of the OSS system in

the NIB registration process (Irawaty et al., 2022). After the registration process was completed, the NIB for Snack & Catering Bu Endang MSME was successfully issued. The NIB document was then provided to Mrs. Endang as the business owner. The team also provided guidance on storing the document so that it could be used when needed for business administration. The NIB registration provided a legal document that can be retained by the partner as part of the business administration records. The assistance also provided the partner with practical experience in participating in a digital-based business administration process.

Assistance in Logo Development as a Visual Business Identity

Before the activity was conducted, Snack & Catering MSME owned by Mrs. Endang did not have a logo. This condition became the basis for the KKN UNNES GIAT 16 team to develop a visual identity that could be used for various business purposes. The logo development process began with a discussion with Mrs. Endang. The team gathered information regarding the business name, types of products, business characteristics, and the type of identity desired by the owner. This information was then used as the basis for developing the design concept.

The nature of the business, which provides snacks, cakes, snack boxes, and meal boxes, was taken into consideration when developing the design. The logo was designed to represent the business as a whole so that it could be used across the various products offered. The business name was also incorporated into the identity so that the logo could be directly associated with Snack & Catering MSME owned by Mrs. Endang. The KKN UNNES GIAT 16 team then developed an initial logo design. The design was presented to the partner for feedback. Mrs. Endang provided comments regarding the suitability of the design with the business. The feedback was used to refine the design until a final version was mutually agreed upon.



Figure 3. Logo of Snack & Catering MSME Owned by Mrs. Endang

The agreed-upon logo can be used on packaging, stickers, menus, catalogs, banners, business cards, and digital media. Using a consistent visual identity across multiple media helps create a unified appearance when introducing the business to consumers. The visual identity can also be further developed for other media after the activity has been completed. The logo can be incorporated into product photographs, price lists, catalogs, WhatsApp Business, and social media. Developing a consistent visual identity across various media can form part of MSME brand development efforts (Martuti et al., 2024).

Assistance in Banner Development as an Information and Promotional Medium

After the logo was completed, the KKN UNNES GIAT 16 team continued the activity by developing a banner. Prior to the activity, Snack & Catering MSME owned by Mrs. Endang did not have a banner displaying the business name and the products offered. The banner was designed using the logo that had been agreed upon in the previous stage. Using the same logo on the banner ensured consistency between the promotional medium and the business identity. The information included on the banner was based on the products offered by the partner. The products displayed included snacks, cakes, snack boxes, and meal boxes. The business name was presented as the main information, followed by information about the types of products available. The design process also considered information readability. The banner was designed so that the business name and product types could

be clearly seen when displayed at the business location. The information was presented concisely so that members of the community could identify the nature of the business without having to receive a direct explanation from the owner. The initial banner design was then presented to Mrs. Endang. The partner confirmed the business name and types of products displayed. After the necessary adjustments were made, the final banner design was mutually agreed upon.



Figure 4. Banner of Snack & Catering MSME Owned by Mrs. Endang

The completed banner serves as an information medium for the business. It can be displayed at the business location and used in activities related to orders for snack boxes and meal boxes. In addition to its direct use, the banner design can serve as a reference for developing other promotional media. Information regarding the business name and product types can be reused in catalogs, menus, social media, or other digital media. The use of visual and digital media can help MSMEs communicate product information to a wider audience (Hafiz et al., 2024).

Integration of NIB and Branding Assistance Outputs

The implementation of the activity produced three main outputs for Snack & Catering MSME owned by Bu Endang, namely a Business Identification Number (NIB), logo, and banner. The NIB was obtained through assistance in the registration process using the OSS (Online Single Submission) system. The logo was developed through a design process and consultation with the business owner. The banner was created using the agreed visual identity. The three outputs serve different purposes. The NIB supports the administrative and legal aspects of the business. The logo serves as the business's visual identity, while the banner is used to provide information about the business and its products to the community.



Figure 5. Documentation of the Final Outputs with the MSME Partner

The documentation shows the completion of the branding assistance through the business banner, which was developed based on the agreed business identity and information provided by the MSME partner. The photo also captures the involvement of the business owner in the final stage of the activity, demonstrating the acceptance of the banner as one of the outputs of the assistance program.

Table 1. Recapitulation of Activity Outputs *Alignment with Village SDG 8 and Program Sustainability*

Identified Problems	Assistance Activities	Outputs
The MSME did not have an NIB	Assistance with NIB registration through the OSS system	NIB issued
The MSME did not have a business logo	Logo design and revision	Business logo developed
The MSME did not have a promotional banner	Banner design	Business banner developed
The MSME lacked a consistent visual identity	Branding assistance	Basic visual identity established

The community service activity conducted by the KKN UNNES GIAT 16 team is aligned with Village Sustainable Development Goal (SDG) 8, which focuses on equitable rural economic growth. The assistance was provided to an MSME, which represents one form of economic activity within the community of Timpik Village. The issuance of the NIB produced a document that can be used for business administration. The logo provides the MSME with a visual identity, while the banner serves as a medium for communicating information about the business and its products. These three outputs can be utilized by the partner in its business activities after the program has been completed.

The contribution of this activity to Village SDG 8 was not measured through increases in income or turnover, as these aspects were not included as measurement variables in the activity. Instead, the activity focused on producing practical outputs and strengthening the partner's capacity in business administration and business identity development. The outputs of the activity can be further utilized by the partner by applying the logo to packaging, stickers, menus, catalogs, WhatsApp Business, and social media. The banner can be displayed at the business location and used for promotional activities. Further development may include product catalogs, price lists, social media, and other digital marketing channels. The use of digital media can provide an additional means of introducing MSME products to a broader range of consumers (Hafiz et al., 2024).

CONCLUSION

The community service activity conducted by the UNNES GIAT 16 Community Service Team for Snack & Catering Bu Endang MSME in Bogo Hamlet, Timpik Village, resulted in assistance in the areas of business legality and branding. The business legality assistance resulted in the issuance of a Business Identification Number (NIB) through the Online Single Submission (OSS) system, while the branding assistance resulted in the development of a logo and banner tailored to the business's products. These outputs can be utilized to support the MSME's business administration, visual identity, and promotional activities. The activity also contributes to Village SDGs Goal 8 by strengthening economic activities within the village community.

DECLARATION OF GENERATIVE AI

The authors declare that no generative AI or AI-assisted technologies were used in the writing process of this manuscript.

CONFLICTING INTEREST STATEMENT

The authors states that there is no conflict of interest in the publication of this article.

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