



COMMUNITY EMPOWERMENT THROUGH ASSISTANCE IN THE CREATION OF BUSINESS IDENTIFICATION NUMBERS IN LAWEYAN VILLAGE

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ARTICLE INFO

Article History:

Received Sept 4, 2024

Accepted Dec 31, 2024

Available Jan 10, 2025

Keywords:

NIB;
MSMEs;
Village;
Laweyan

ABSTRAK

Usaha mikro kecil dan menengah (UMKM) semakin menjamur dan berkembang khususnya di Kelurahan Laweyan dimana Kelurahan Laweyan merupakan salah satu pusat pengrajin batik di Kota Surakarta dan tidak sedikit yang menjadikan Kelurahan Laweyan sebagai tempat wisata maupun tempat studi banding bagi UMKM lainnya. Semakin banyaknya wisatawan yang datang ke Kelurahan Laweyan mengakibatkan semakin banyak UMKM baru. Hal ini akan berdampak baik untuk perekonomian masyarakat di Kelurahan Laweyan, namun akan berbanding terbalik dengan masalah-masalah baru yang akan ditimbulkan seperti tidak adanya kepemilikan nomor induk berusaha (NIB). Oleh karena itu diperlukan adanya sosialisasi dan pendampingan UMKM untuk mendaftarkan dan mendapatkan NIB. Metode yang diterapkan antara lain metode pendekatan seperti ceramah dan tutorial, forum grup diskusi, komprehensif, learning by doing dan metode teknologi seperti penggunaan smartphone. Pemilik usaha akan diberikan pengetahuan akan pentingnya NIB, dan diarahkan serta diberikan pendampingan mulai dari pendaftaran hingga mendapatkan NIB melalui online single submission (OSS). Kegiatan dihadiri oleh pelaku usaha dan ibu-ibu PKK RW 1 dan RW 2 Kelurahan Laweyan. Dimulai dari sosialisasi, forum grup diskusi hingga pendampingan pembuatan NIB, pendampingan dilakukan dari awal pendaftaran hingga NIB diterbitkan. Dari kegiatan ini, NIB yang berhasil diterbitkan sebanyak 3 (tiga) NIB.

ABSTRACT

Micro, small and medium enterprises (MSMEs) are increasingly mushrooming and developing, especially in Laweyan Village, where Laweyan Village is one of the centers of batik craftsmen in Surakarta City and not a few make Laweyan Village a tourist spot or a place for comparative studies for other MSMEs. The increasing number of tourists coming to Laweyan Village has resulted in newer MSMEs. This cause had a positive impact on the economy of the people in Laweyan village. However, new problems will arise such as business owners not having business identification numbers (NIB). Therefore, the community service team has carried out socialization and direct services for making NIB through online single submission (OSS) to micro, small, and medium enterprises. The methods applied include: approach methods, tutorials, discussion group forums, comprehensive, learning by doing, and technological methods. Business owners will be given knowledge about the importance of NIB and accompanied in the NIB registration until getting it. The activity was attended by businessmen and sororities. Starting from socialization to assistance in making the NIB. It is provided from the start of registration until the NIB is issued. From this activity, 3 NIBs were successfully issued.

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INTRODUCTION

The micro, small, and medium enterprise (MSME) sector is one of the pillars of the Indonesian economy which has been considered resilient to the impact of various global economic crises and provides around 87% of the contribution to several business entities and workforce absorption in Indonesia (Kresnasari & Nurroزالina, 2022) (Murdani et al., 2019). Micro businesses are productive businesses owned by individuals or entities that meet the criteria for micro-businesses based on the law. Small businesses are productive economic businesses that stand alone and are carried out by individuals or business entities that are not subsidiaries or branches of a company or are part of a company. Medium businesses are productive economic businesses that stand alone, carried out by individuals (Murdani et al., 2019). Meanwhile, MSMEs are business activities that are able to expand employment opportunities and provide economic services widely to the community. They play a role in the process of equalizing and increasing community income, encouraging economic growth, and playing a role in realizing national stability. In addition, this effort is carried out by productive communities to improve the micro or macro sectors in developing the economy in Indonesia (Marthalina & Khairina, 2022) (Purwanti et al., 2023).

Micro businesses are in great demand by Indonesian citizens because they are very easy to do as a primary or additional source of income such as traditional cake businesses, rice and side dish stalls, screen printing businesses, grocery stalls, and various other businesses. When viewed from the service sector, micro businesses are seen as a choice of economic business for the

community in the future which is expected to increase economic growth and competitiveness because micro businesses are dynamic every year and continue to develop along with changes in lifestyle, innovation, business development, work and life needs that are fast and dynamic (Kresnasari & Nurroزالina, 2022).

Based on Law Number 11 of 2020 concerning Job Creation (President of the Republic of Indonesia, 2020) and further regulations regarding the provisions for MSMEs in government regulation (PP) number 7 of 2021 concerning the facilitation, protection, and empowerment of cooperatives, and micro, small, and medium enterprises (Indonesian Government, 2021). The government provides convenience in the form of raw materials, production processes, improving the quality of human resources (HR), and marketing products from MSMEs, and the government even allocates 40% of spending specifically for MSME products (Marthalina & Khairina, 2022).

Laweyan Village is one of the villages located in the Laweyan District, Surakarta City. The majority of the population of Laweyan Village is informal workers consisting of batik craftsmen, traders or self-employed, shop employees, and private employees. Most of the Laweyan Village area has batik showrooms, batik factories, shops, offices, and hotels which are the center of the economy for the Laweyan Village community.

MSMEs are increasingly mushrooming and developing, especially in Laweyan Village, which is one of the centers of batik craftsmen in Surakarta City and not a few make Laweyan Village a tourist spot or a place for comparative studies for other MSMEs. The increasing number of tourists coming to Laweyan Village has resulted in newer

MSMEs in Laweyan Village. This will have a good impact on the economy of the people in Laweyan Village, but will be inversely proportional to the new problems that will arise. The government has provided several policies for MSMEs, including credit relaxation and restructuring and expansion of working capital financing for MSMEs (Hajawiyah et al., 2022). However, in its implementation, 30% of MSME actors get capital from bank loans and there is an expansion of funding facilitated by non-bank financial institutions. To get a capital loan, the bank provides several requirements that must be met by MSME actors, one of which is ownership of business legalities such as a business establishment permit, product certification, and ownership of a business registration number (NIB) (Marthalina & Khairina, 2022). Business legality is a factor that plays an important role in development and business to have competitive value (Marka et al., 2018).

Some MSMEs in Laweyan Village do not yet have a NIB. This is because MSMEs are still relatively new. Business actors are required to meet the basic requirements for business permits as legality to start and run their business or activities. NIB is an identity for business owners that can be obtained online through the online single submission institution (OSS) (Sabil Ghifarian & Timur, 2023). OSS is a business licensing system built, developed, and operated by the central government that is integrated and becomes the main reference in implementing business. The advantage of OSS is that it provides an integrated data storage system in NIB, and registration through OSS is free of charge (Budiarto et al., 2022).

Business licensing is one form of granting permission from the government to parties who have businesses to run their businesses officially. With business licensing, MSME actors will get convenience in national and international buying and selling activities, in addition to getting training organized by the government such as promotional training, product development, etc (Sabil Ghifarian & Timur, 2023).

Community service activities in the context of assisting in the creation of NIB for MSMEs have been carried out many times before. (Marthalina & Khairina, 2022) In 2022, socialization and assistance to the community in making NIBs was carried out in Sukahayu Village, Rancakalong District, Sumedang Regency, where this activity succeeded in issuing 32 NIBs from more than 200 MSMEs that did not yet have NIBs. (Sabil Ghifarian & Timur, 2023) has increased knowledge and assistance in making NIB in Bareng Village, Jombang. More than 45 MSMEs in Bareng Village do not yet have NIB. In addition, (Budiarto et al., 2022) conducted community service activities in Ngampungan Village with a mentoring program for making NIBs and successfully issued 2 NIBs from 17 MSMEs.

The mentoring activities for making NIBs that have been carried out previously show that many business actors have not registered their business legality and do not understand the importance of legality in running a business. NIB is an obligation for business actors so that the business carried out is recognized by the government and can carry out business activities under applicable regulations following Government Regulation Number 6 of 2021 concerning the implementation of business

licensing in the regions (Marthalina & Khairina, 2022) (Republik Indonesia, 2021).

MSME actors in Laweyan Village do not fully understand the importance of business legality, especially NIB. Therefore, it is necessary to have socialization and assistance for MSMEs in the food and batik sectors, especially in RW 1 and RW 2 of Laweyan Village to help and direct the community in registering and obtaining NIB to improve the performance of MSMEs.

METHOD

Community Partnership Program (PKM) activities in the context of empowering and assisting the community in making NIB in Laweyan Village, are carried out in several stages.

1. Approach Method, PKM activities to increase understanding of the importance of business legality and how to obtain a NIB (Kresnasari & Nurroزالina, 2022), namely:

- a. Lecture and Tutorial

This method is carried out in training and mentoring activities. The community service implementation team provides material using the lecture method accompanied by questions, answers, and tutorials.

- b. Based on Small Group Discussion

A method of teaching is divided into several groups. Each group is divided into three to five people. Each group will work together to solve problems or prepare the requirements that must be met to obtain a NIB.

- c. Comprehensive

All community service activities are carried out simultaneously related to human resources, learning processes, training, and

mentoring of teaching staff for NIB mentoring.

- d. Output-Based Learning by Doing

The results of community service activities carried out with the mentoring process are required to produce a NIB.

2. Technology Package, the technology used in this socialization includes smartphones as a support for direct simulations to participants regarding the NIB registration procedure. Data collection in community service is obtained by distributing questionnaires to participants after the socialization and mentoring event for making NIB through OSS has been completed.



Figure 1. Implementation of community service in Laweyan Village

RESULTS AND DISCUSSION

The community partnership program in Laweyan Village aimed to assist business actors to obtain NIB, based on community service that had been carried out previously, there were still many business actors who did not have business legality because they did not know the importance of business legality, did not know the procedures and requirements needed to register business legality, to the point of not being aware of the ownership of the business legality. Similar to previous services, most business actors in Laweyan Village did not have business legality, because many business actors were just starting their businesses. For this

reason, this activity was carried out so that business actors, especially in Laweyan Village, could be motivated to register and obtain their business legality. Community empowerment and assistance activities in the context of directing and assisting in making NIB were carried out on Monday, December 18th, 2023 at 15:30 - finished. The community service team consisting of lecturers of the accounting study program, lecturers of the chemical engineering study program, students of the business faculty and students of the engineering faculty of Setia Budi University invited thirty residents of Laweyan Village to attend the Laweyan Village Hall consisting of business actors and the housewife group of Family Empowerment and Welfare (PKK) RW 1 and RW 2. The housewife group of PKK was also invited and attended because most of the business actors in Laweyan Village ran their businesses from their respective homes so the role of the housewife group of PKK was important in this activity as a disseminator of information about NIB.



Figure 2. Implementation of NIB socialization

The activity began with socialization and direction delivered by Dr. Titiek Puji Astuti, S.E., M.Sc., Ak., CA as a lecturer at the Faculty of Business, Universitas Setia Budi and the head of the PKK Laweyan Village. The socialization was carried out for 30 minutes with a discussion about the presentation of government regulations regarding business legality, the importance of

having NIB in running MSMEs, and what benefits can be obtained after having NIB to the procedures for making NIB. The socialization went smoothly and enthusiastically and after the material presentation session, many questions were raised by business actors and the housewife group of PKK. After that, the activity was carried out by dividing into small groups consisting of 4-5 people to conduct a discussion group forum. The discussion group forum was held to re-explain the procedures for NIB registration in more detail and assist in making an NIB. In addition, seminar participants were divided into small groups to facilitate monitoring and more intensively for business actors to ask questions if they experienced difficulties in registering and making NIB. The community service team assisted in checking the requirements needed to register for NIB, including: (Budiarto et al., 2022):

1. Population Identification Number (NIK)
2. Taxpayer Identification Number (NPWP)
3. Active email address
4. Active telephone number

Furthermore, business actors were allowed to register their businesses through OSS with assistance from the community service team. However, not all business actors were willing to register the legality of their businesses for various reasons such as not having NPWP, feeling that they did not need business legality because their business was only selling food at home, and so on. Therefore, only 3 business actors were willing to register the legality of their businesses, namely business actors in the craft sector, food stalls, and grocery stores. The registration process began with creating an account to access the OSS website through <https://oss.go.id> by following the steps provided. After the account was verified, business

actors could continue making NIB by logging back in via the website <https://oss.go.id> selecting the business licensing menu, selecting a new application, then filling in and completing the required data such as personal data from the business actor, field and product details, and so on. The last step was to check all the data entered and check the independent statement, after which the NIB permit was issued.



Figure 3. NIB registration guidance and consultation

NIB was valid as long as the business actor was still running his business and activities following the provisions of the law. NIB would be revoked and could be declared invalid by the OSS institution if the business actor carried out business or activities that were not following the BEN and were declared null and void based on a court decision that had permanent legal force (Budiarto et al., 2022).

The results of community service activities in Laweyan Village were that MSME actors had business legality in the form of NIB, it would make it easier for business actors to run and develop their businesses, for example, to get capital from bank loans, one of the requirements was to have a NIB where interest would be given at a low rate. In addition, it would make it easier for business actors to access matters related to administration, ease of entering official communities, and so on. This mentoring activity succeeded in issuing 3 (three)

NIBs including Maryuni as an entrepreneur in the YTDL craft industry, Sentot Listiyono as a home/food stall entrepreneur and Pristi Mariyani, the owner of a retail trade in various goods, mainly not food and beverages or tobacco (grocery items) not in department stores. This indicated the openness and awareness of MSME actors in Laweyan Village towards government regulations. It is hoped that this activity can be continued by the village in Laweyan Village so that all MSME actors in Laweyan Village have business legality in the form of NIB.

PEMERINTAH REPUBLIK INDONESIA
PERIZINAN BERUSAHA BERBASIS RISIKO
LAMPIRAN
NOMOR INDUK BERUSAHA: 0610230081005

Lampiran berikut ini memuat daftar bidang usaha untuk:				Perizinan Berusaha			
No	Kode KBLI	Judul KBLI	Lokasi Usaha	Tingkat Risiko	Jenis	Status	Keterangan
1	32903	Industri Kerajinan YTDL	Selono, Desa/Kelurahan Laweyan, Kec. Laweyan, Kota Surakarta, Provinsi Jawa Tengah Kode Pos: 57148 Usaha Mikro berjalan sejak: Januari 2020	Rendah	NIB	Terbit	-

1. Dengan ketentuan bahwa NIB tersebut hanya berlaku untuk Kode dan Judul KBLI yang tercantum dalam lampiran ini.
2. Pelaku Usaha wajib memenuhi persyaratan dan/atau kewajiban sesuai Norma, Standar, Prosedur, dan Kriteria (NSPK) Kementerian/Lembaga (K/L).
3. Pengawasan pemenuhan persyaratan dan/atau kewajiban Pelaku Usaha dilakukan oleh Kementerian/Lembaga/Pemerintah Daerah terkait.
4. Lampiran ini merupakan bagian tidak terpisahkan dari dokumen NIB tersebut.

Figure 4. One of the NIBs that has been Published

CONCLUSION

The PKM activity in the context of empowering and assisting the community in making NIB was carried out in Laweyan Village by targeting MSME actors and housewife groups of PKK RW 1 and RW 2. The activity was attended by 30 participants consisting of MSME actors and the housewife group of PKK, starting with socialization to introduce business legality, then participants were divided into small groups to discuss and assist in making NIB through the OSS website. Of the several business actors presented, only 3 MSME actors were willing to register their business legality and succeeded in issuing 3 (three) business legalities in the fields of crafts, food and beverages, and grocery traders. The event ran

smoothly and orderly from socialization to the issuance of NIB. The increase in MSMEs in Indonesia was not comparable to the ownership of business legality, especially NIB for business actors, for this reason, assistance activities for making NIB need to be held routinely in the future and target MSME actors both in Laweyan Village and in various other villages. So, it is hoped that more and more business actors will be aware of the importance of business legality in entrepreneurship and register the legality of their business.

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