

# Assistance for NIB Registration in an Effort to Increase Legality and Competitiveness of MSMEs in Simoangin-angin Village

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**Abstract:** Micro, Small, and Medium Enterprises (MSMEs) play a vital role in regional economic development, yet many MSME owners lack a Business Identification Number (NIB). This community service aimed to enhance business legality and competitiveness through NIB registration assistance in Simoangin-angin Village, Wonoayu, as part of the BPS Statistics Office's Desa Cantik (Statistics-Loving Village) program. The methods used were socialization and assistance, both in-person and online. The program involved 80 micro-business owners, resulting in 12 NIBs created during direct assistance and 28 NIBs through online assistance. Main obstacles included technological limitations and lack of response in online processes. The program successfully increased MSME owners' understanding of NIB importance and statistical literacy, while providing broader access to business development opportunities.

**Keywords:** MSMEs; Business identification number; Statistics-loving village; Assistance; Business legality.

## Introduction

Micro, Small, Medium Enterprises (MSMEs) have a vital role in the country's economic development (Hidayat, 2022), particularly regional economic development. Currently, it is estimated that the number of MSMEs in Indonesia reaches more than 65 million units and contributes to Indonesia's domestic product (GDP), reaching 61% of the total GDP or around Rp 9,580 trillion (Qaeda et al., 2024). According to (Nur Pratiwi et al., 2024) Sidoarjo Regency as one of the regions in Indonesia with the most MSMEs makes the MSME sector one of the pillars of the regional economy, where it is estimated that in 2022 there are as many as 207,000 MSMEs in Sidoarjo Regency and there are approximately 176,000 who are micro business actors (HIDAYAT, 2022). It is likely that currently the number of MSMEs in Sidoarjo Regency is growing rapidly, one of the factors is technological progress, which has a huge impact on transactions or buying and selling activities that can be carried out whenever and wherever we are.

Simoangin-angin Village itself is part of the Wonoayu Sub-district area, the location of this village is

quite close to one of the strategic sub-districts where Krian is located between 4 districts / cities, namely: Surabaya, Sidoarjo, Mojokerto and Gresik. Therefore, Simoangin-angin Village is an area that has quite a number of MSMEs, especially Micro Business Actors (UM) in it. This assistance in making NIB is an initiation from BPS which has a program called Desa Cantik (Love Statistics) (Suryanto, 2023), where Simoangin-angin Village is one of the selected villages from three villages taken, this activity from BPS focuses on statistical literacy to MSME actors, one of which is assistance in making NIB. There were quite a lot of residents who participated in this socialization and mentoring, there were 80 residents who attended this activity, so it is evident that the number of participants who attended this activity indicates that there are still many MSME actors, especially micro businesses, who are not literate about the legality of their business or to increase their business competitiveness. According to (Mulyani & Hidayatulloh, 2024) Business Identification Number or better known as NIB is an identity that must be owned by every business actor, whether individual or non-individual, issued by the Online Single Submission

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(OSS). Every business actor must have this number, both new and long-established businesses. There are several main reasons that make every business actor must have a business identification number, such as the opinion of (Muhammad Faiz Subhanulfikri & Ratih Mukti Azhar, 2023) NIB can be used as a condition for applying for access to People's Business Credit, as for other benefits according to (Ridwan et al., 2024) having NIB will get business legality so that it can facilitate every administrative process that must be completed, as well as having NIB can get training from the government through related agencies such as the Office of Cooperatives and Micro Businesses (Rika Widianita, 2023). In addition, according to (Puspita et al., 2022) having NIB is the first step to obtaining other certifications such as halal certification, PIRT. Therefore, it is very important for MSME actors, especially Micro Business Actors in Simoangin-angin Village, to have this Business Identification Number so that they can facilitate every administrative process and can increase the competitiveness of their business.

So based on what we analyzed, this article will discuss Steps in helping MSME actors in Simoangin-angin Village; where MSME actors, most of whom are Micro Business Actors (UM), do not have a Business Identification Number (NIB), due to a lack of knowledge in accessing technology, Micro Business actors are mostly old, lack of education provided about the importance of NIB as legality, many do not understand the procedure for making NIB because they are afraid of being complicated even though it is easy. Therefore, socialization and direct assistance are carried out to better introduce the benefits and explain the steps of making NIB from the beginning until the NIB is issued.

## Method

The implementation of this service activity was carried out at the Village Hall or Simoangin-angin Village Head Office, which is located on Krian Street, Pejagalan, Simoangin-angin, Wonoayu District. The target of this service activity is business actors, especially micro business actors in Simoangin-angin Village. The organizers of this NIB-making assistance activity consisted of two UPN "Veteran" East Java students, two employees from the Cooperative & Micro Business Office who were accompanied by BPS Sidoarjo Regency who had an agenda of Desa Cantik (Love Statistics) activities in this Simoangin-angin Village.

Based on what we observed in the field, the problems experienced by business actors in Simoangin-angin Village are a lack of understanding of technology, as well as a lack of education from local officials. The method used is Socialization and Assistance, which is what micro business actors really need in an effort to

increase understanding to increase their business competitiveness and business legality (Purnawan et al., 2020).

### *Socialization*

The socialization activity aims to provide education to the community, especially to business actors in Simoangin-angin Village regarding the implementation of the beautiful village development program, namely the making of a Business Identification Number (NIB). In addition, material was also delivered from representatives of BPS Sidoarjo district regarding the importance of statistical literacy which is very useful, especially for the business progress of UM actors who by understanding how to access data can make their business more advanced by knowing the market through data from BPS. Then representatives from the Cooperative Service delivered a presentation on the benefits of NIB to support the progress of businesses owned by Micro Business actors and provided an overview of the procedures for making a Business Identification Number, before receiving assistance in making it.

### *Assistance*

Mentoring activities are the stages of activities after the socialization has been carried out, mentoring is carried out to assist Micro Business actors in making a Business Identification Number (NIB). It is estimated that around 80 micro-entrepreneurs attended the socialization and assistance in making NIBs held at the Simoangin-angin Village Hall. The mentoring began with the distribution of form sheets prepared by the Sidoarjo District Cooperative Office for Micro Business Actors whose Business Identification Number had not been completed during the mentoring. The micro-entrepreneurs were accompanied by two internship students from UPN "Veteran" East Java, two employees of the Sidoarjo District Cooperative Office and an assistant from the Sidoarjo District BPS. Businesses start registration by opening the OSS website and filling in the requirements that must be completed. For business actors who do not understand technology, such as elderly business actors, most of them immediately fill out the form provided, where the form contains what must be completed such as NIK, Whatsapp number, business capital, business turnover, type of business run, and others.

## Result and Discussion

The results obtained from this service activity include; a) Socialization to business actors, b) Assistance in making NIB both during and after the activity in the

Cooperative & Micro Business Office of Sidoarjo Regency.

This activity is carried out to assist micro business actors in Simoangin-angin Village, Wonoayu, in the context of increasing statistical literacy where the content of the activity is assistance in making NIB to improve the quality of micro business actors, namely increasing the legality and competitiveness of their business. This activity was made possible through cooperation between the Simoangin-angin Village Government, BPS Sidoarjo Regency, and the Cooperative & Micro Business Office of Sidoarjo Regency.

The activity was attended by around 80 business actors, the implementation of socialization and mentoring was carried out in one day on October 3, 2024. This activity was held at the Simoangin-angin Village Hall, the following are the results and explanations of the activities that have taken place.

#### *Socialization*

The first activity carried out was socialization, this activity was carried out after remarks from both the Village Head, BPS of Sidoarjo District, and the Koperasi & Usaha Mikro of Sidoarjo District.

#### a) Socialization from BPS Sidoarjo Regency



**Figure 1.** Socialization from BPS Sidoarjo Regency

In this socialization, BPS conveyed several things that educated the micro business actors who attended, where BPS explained about beautiful villages (Cinta Statistik) where this program is very useful in the future, especially for residents who want to know the data of their villages or other regions to come up with innovations in the establishment of their businesses, how to access data from BPS which is actually very easy to do anytime and anywhere, and provide a service flow that residents can do if they ask for help from village officials in requesting data from BPS.

It is hoped that after this activity, residents will understand statistical literacy more and participate in advancing the village through this beautiful village more critically and innovatively in the future after the activity.

#### b) Socialization from the Cooperative & Micro Business Office of Sidoarjo Regency



**Figure 2.** Socialization from the Cooperative & Micro Business Office of Sidoarjo Regency

In this socialization, we from the Cooperative & Micro Business Office of Sidoarjo Regency were asked by the Central Statistics Agency of Sidoarjo Regency to provide socialization about the importance of Business Identification Numbers in the business continuity of micro business actors, as well as the delivery of material that is expected to open the eyes of the participants who participated in this socialization and mentoring activity.

The material presented in the socialization contained the requirements that must be possessed as well as a series of procedures for making a Business Identification Number (NIB) through the Online Single Submission Website. It was explained that the conditions that must be met include: Whatsapp Number/Active phone number, Identity Card (KTP) which when creating an OSS account, the data of the NIB creator must be in accordance with what is on the KTP, then there are supporting data such as NPWP and BPJS numbers, and registrant business data such as business name, products sold, business address, turnover, assets owned, business land area, etc. Then the procedure for creating the Business Identification Number (NIB) begins with the creation of an Online Single Submission (OSS) account by entering data according to the ID card and an active WhatsApp number for verification, where a code will be sent to the WhatsApp number. After that, one can create the Business Identification Number by following the entire registration process until the final stage, which is downloading the NIB as proof of business legality.

#### *Assistance in the Preparation of NIB in Efforts to Enhance the Legality and Competitiveness of MSMEs*



**Gambar 3.** Assistance in Making NIB



Assistance in making a Business Identification Number (NIB) is the core of the implementation of this service, here we teach and guide micro business actors directly regarding the stages of making NIB as an effort to increase the legality and competitiveness of business actors who participate in this activity. The enthusiasm of the community who were present and serious about having NIB became our enthusiasm in carrying out this activity. We divide this mentoring activity into 2 methods, namely the direct mentoring method which is carried out at the mentoring place at the Simoangin-angin Village Hall, Wonoayu. Meanwhile, the second NIB making assistance method is online via Whatsapp where we help make it while at the internship site, namely at the Cooperative & Micro Business Office of Sidoarjo Regency.

The direct mentoring method is prioritized for micro business actors who have prepared the necessary requirements, and these business actors understand technology better so that they can more quickly complete the process of the stages that must be passed during registration due to existing time constraints. The process of making it itself requires two stages, namely creating an Online Single Submission (OSS) account first, then it can be continued with the process of making a Business Identification Number by pressing business licensing and choosing a new application for making NIB for those who are just making it for the first time. Micro business actors are asked to make independently while we rotate to control what is difficult during the manufacturing process so that we can immediately help what is difficult during registration. There were 12 people who managed to make NIB while at the assistance location.

consist of data on the ID card, Whatsapp Number, BPJS, NPWP, and details of data about the business owned. This form is shared with all participants who are present to anticipate if there are problems or unexpected things even though business actors are able to register after listening to the material that has been delivered with assistance from the Cooperative & Micro Business Office and Internship students from UPN "Veteran" East Java.

For elderly people, most of them immediately fill out the form with us because sometimes there are fills that are poorly understood by business actors. Therefore, many of the business actors who are finally assisted by online assistance by internship students make it from the internship place by entering the data according to the form and asking for a verification code that enters on Whatsapp for business actors to create an oss account as well as ask for a lack of data if it is in the data form written by the business actor. There are around 28 NIB from Simoangin-angin Village business actors that have been assisted in issuing during internships or assisted online, and there are around 38 business actors whose issuance process has not been completed due to several reasons, such as: Business actors who do not reply to messages, there are business actors who already have an account but forget their username and password, and lack of understanding of technology.

## Conclusion

Community service activities in the form of socialization and assistance in making NIB in Simoangin-angin Village, Wonoayu have succeeded in increasing the legality and competitiveness of local MSMEs. Of the approximately 80 micro business actors who participated in the program, 12 business actors managed to make NIB directly during mentoring at the Village Hall and 28 business actors managed to get NIB through online mentoring. This program is effective in providing education about the importance of NIB and statistical literacy through socialization and direct mentoring methods. However, there are still obstacles in the form of 38 business actors who have not completed the NIB creation process due to technological limitations, difficulty in accessing accounts, and lack of response in the online mentoring process. The implementation of this program shows that collaboration between BPS Sidoarjo Regency, the Cooperative & Micro Business Office, and the village government plays an important role in efforts to increase the capacity of MSME actors at the village level. The success of this program also has a positive impact on the development of Beautiful Village (Cinta Statistik) in increasing public understanding of the importance of

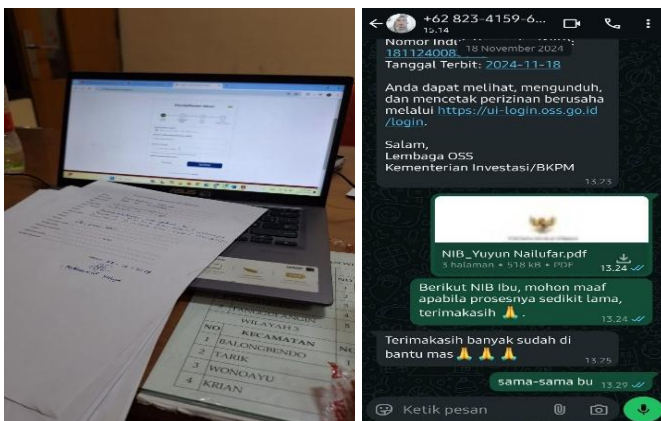


Figure 4 (A&B). Online mentoring

This online mentoring method is more about the limitations of the existing time, because the socialization and mentoring time only lasts 1 day. So we have prepared a form sheet containing questions according to the requirements on the OSS website in making a Business Identification Number. The requirements

statistical data for business development. With the existence of NIB, MSME actors in Simoangin-angin Village now have wider access to business development, including ease of accessing government and banking assistance.

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