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Business Identification Number (NIB) Registration Assistance through PAR Approach for MSME Development

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Abstrak Sebagai bentuk pemberian izin penyelenggaraan kegiatan usaha, legalitas yang dikeluarkan oleh pihak berwenang kepada pelaku usaha memiliki peranan penting. Mayoritas pelaku usaha yang belum memiliki legalitas usaha disebabkan oleh keterbatasan pengetahuan serta pemahaman mengenai tingkat kepentingan legalitas. Hal ini juga terjadi pada pelaku usaha dan/atau UMKM di RW 005 Kelurahan Selapajang Jaya, Kecamatan Neglasari, Kota Tangerang. Pengabdian ini bertujuan untuk menjawab permasalahan terkait permasalahan yang tejadi khususnya untuk dapat memberikan pemahaman dalam hal pentingnya memiliki legalitas usaha serta memberikan pendampingan mengenai legalitas usaha. Metode pengabdian ini dilakukan dengan Participatory Action Research (PAR). Pelaksanaan kegiatan ini dilakukan oleh tim Kuliah Kerja Kemasyarakatan Universitas Islam Syekh-Yusuf Tangerang 2023 (KKK Ramadhan UNIS 2023) yang terdiri dari 10 orang. Hasil yang diperoleh dari kegiatan ini yaitu adanya peningkatan pemahaman dari para pelaku usaha di RW 005 Kelurahan Selapajang Jaya, Kota Tangerang dalam hal pentingnya memiliki legalitas usaha. Pendampingan dalam hal pengurusan Nomor Induk Berusaha (NIB) bagi pelaku usaha yang belum memiliki NIB juga telah dilakukan.

Abstract As a form of granting licenses for the implementation of business activities, the legality issued by the authorities to business actors has an important role. The majority of business actors who do not have business legality are caused by limited knowledge and understanding of the level of importance of legality. This also happens to business actors and/or MSMEs in RW 005 Selapajang Jaya Village, Neglasari District, Tangerang City. This service aims to answer problems related to problems that arise, especially to be able to provide understanding in terms of the importance of having business legality and provide assistance regarding business legality. This method of service is carried out with Participatory Action Research (PAR). The implementation of this activity was carried out by the 2023 Syekh-Yusuf Islamic University Tangerang Community Work Lecture team (KKK Ramadhan UNIS 2023) consisting of 10 people. The result obtained from this activity is an increase in understanding from business actors in RW 005 Selapajang Jaya Village, Tangerang City in terms of the importance of having business legality. Assistance in terms of Business Identification Number (NIB) management for business actors who do not have an NIB has also been carried out.

Keywords: legality; business legality; business identification number (NIB); MSMEs; MSME assistance

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INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are the driving force of the economy. The role of MSMEs in the Indonesian economy occupies a crucial position because it is one of the main supports (Aprianti, 2017; Latif et al., 2023). Not only reducing unemployment, MSMEs also contribute to providing employment, so as to reduce poverty and build character through entrepreneurial skills (Hidayatulloh et al., 2022). In line with this, the purpose of the establishment of MSMEs is stated in the description of Article 55 of Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises jo. Law Number 11 of 2020 concerning Job Creation.

Given the urgency of the role of MSMEs, appropriate training and mentoring will greatly support the progress of the MSMEs concerned. Resolution of the problems faced by MSMEs must also be carried out by the authorities and related parties, so that MSMEs can carry out their roles in accordance with the mandate given by the law to them (Tarina, 2020). The slightly unfortunate thing is that the assistance carried out so far has not been in accordance with the problems faced by business actors and/or MSMEs so that the potential they have has not been fully maximized, especially on the production and marketing sides (Selamat & Tunjungsari, 2020).

Citizens Association (RW) 005 is one of seven RWs located in Selapajang Jaya Village, Neglasari District, Tangerang City, Banten. Based on the results of observations and interviews that have been conducted, there are at least 24 (twenty-four) business actors and/or MSMEs in this village. The business fields occupied by business actors in RW 005 are quite diverse, both in the form of products and services. For example, such as food and beverage retail stalls, food stalls, grocery stalls, motorcycle repairs, car repairs, and street processed food sellers and so on. The existence of these MSME actors is also able to improve the economy and finance for the surrounding community.

Currently, the condition and orientation of business actors, especially home-based business actors, in RW 005 Selapajang Jaya Village in running a business is still limited as an object of fulfilling daily needs. Limited access and knowledge of business actors cause them not to know about business licensing. Support and initiatives for the development and empowerment of business actors and/or MSMEs are important to do. This is a manifestation of acceptance and a form of appreciation for the creative economy sector in order to obtain opportunities to develop through increasing their abilities and potentials (Setiawan, 2020).

The implementation of assistance to home-based business actors so that they can become MSMEs is intended to be able to provide wider space for business actors in various aspects (Pangestu et al., 2023). Not limited to aspects of development knowledge, more than that basic aspects related to licensing are also the main things that must be known. Including how steps can be taken when running their business, business actors find several obstacles, such as suboptimal marketing processes, lack of capital, limited technical financial management, and minimal entrepreneurial knowledge (Tanan & Dhamayanti, 2020).

Assistance through empowerment for development for business actors related to business licensing can be done through business registration. In addition to having a legal license, business actors also have the opportunity to develop even better in the future (Widodo et al., 2022). When business actors are registered and have a Business Identification Number (NIB) or even a Micro Small Business License (IUMK), they will benefit. As well as easy access to

information related to seminars or training activities for business actors, material assistance will also be prioritized for business actors who have been registered and have NIB.

Other benefits of registering for NIB also include the ease of obtaining financing facilities from banks and getting opportunities to participate in goods and/or services procurement activities from the government (Ramadhani et al., 2022). In line with this, business actors and/or MSMEs who have business licenses will be given more trust by consumers, so that sales will be possible to increase because the business being run is a legal and registered business (Permatasari et al., 2022). Increased sales can also have an influence on increasing the amount of production. So that the capacity and business area of business actors will also grow.

As proof of identity or identification of business actors, NIB is issued by the government through the Investment Coordinating Board (BKPM) for business actors, both individuals, business entities, and legal entities. This NIB will be issued after the registration process and data input are carried out by business actors (Diana et al., 2022). The identity listed in the licensing database will be adjusted to the business field of each business actor (Irawaty et al., 2022). This licensing document also applies as a substitute for various business permits that are classified as having low risk. This issuance sometimes ends the era of Company Registration Certificate (TDP) to Trade Business License (SIUP) (Hapsari, 2022).

Based on the problems that have been raised, the KKK Ramadhan UNIS 2023 team took the initiative to provide assistance to business actors and/or MSMEs and maximize the capabilities and potential of businesses that have been pioneered. Through this mentoring program or activity, it is hoped that business actors and/or MSMEs can be helped and get benefits, especially regarding business licensing. The focus of the assistance carried out will be aimed at the business registration process that is carried out. So that in the future the business legality of business actors and/or MSMEs will no longer be questioned because they already have NIB as proof of legality.

The goal to be achieved from the implementation of activities through the program of the KKK team is to provide understanding to the community who in this case are also business actors about the importance of managing business permits. Through a good understanding, the public is expected to have awareness about the legality and business licensing of the business being run. So that future projections, there are no more problems related to this. The target of this activity is business actors and/or MSMEs in Neglasari District, Tangerang City, especially in RW 005 Selapajang Jaya Village.

METHOD

The method in implementing this service uses the Participatory Action Research (PAR) method or better known as participatory research. In addition to participation, PAR is also based on research methodology and dimensions of action (Andriati et al., 2022). Afandi (Afandi, 2020) argues, the PAR method is a form of approach that has the aim of overcoming problems through learning as meeting community needs which is usually as well as developing science. It can be said that PAR is carried out using certain research methods that aim to encourage transformative action by actively involving communities (Lewaherilla et al., 2022; Nita et al., 2022).

Through the PAR approach, the service carried out by the KKK Ramadhan UNIS 2023 team is carried out through the stages of the research process with an orientation of change and empowerment towards the community in RW 005 Selapajang Jaya Village, Neglasari District, Tangerang City, Banten (Aisyah, 2022). This activity can be referred to as a collaborative, transformative, and sustainable activity. The implementation of PAR implementation begins through a socialization process, especially regarding the importance of legalization and registration of business licenses, including the requirements and documents that need to be prepared, as well as the mechanism of the registration process carried out online through the Online Single Subbmission (OSS) website until obtaining a business license or NIB.

RESULTS AND ACHIEVEMENTS

Community Service (PKM) is an activity carried out by the service team in the form of the application of science and technology, providing services to the community, capacity building and community empowerment (Danu Prima Arzani et al., 2022). This activity was carried out on April 4 – April 6, 2023 in Selapajang Jaya Village, Neglasari District, Tangerang City, Banten by the KKK Ramadhan UNIS 2023 team consisting of 10 students from several study programs, namely: S1 Law, S1 Communication Science, S1 State Administration Science, S1 Islamic Education, and S1 Industrial Engineering.

This activity began with managing permits for places, targets, and programs carried out to the Head of Neglasari, Selapajang Jaya Subdistrict, Head of RW 005, Head of RT 004 and to business actors and/or MSMEs in Selapajang Jaya. Socialization to business actors and/or MSMEs will be carried out on April 4, 2023 to then carry out assistance activities for making and registering NIB until April 6, 2023. This program aims to help the community in the process of developing their business so that it can be even better and have legal legality. The stages in the implementation of this community service program are as follows:

1. Survey and observation activities to business actors and/or MSMEs

In the early stages of service activities, the KKK Ramadhan UNIS 2023 team conducted surveys and observations in advance which were carried out at the Neglasari sub-district office. Survey and observation activities are carried out with the aim of knowing the situation in the field related to business actors and/or MSMEs (Alam et al., 2023). At this stage, discussions and data collection of business actors and/or MSMEs in Neglasari District are carried out. From the results of discussions and interviews with the Head of Sub-District MSMEs, the service team was directed to focus on RW 005 Selapajang Jaya Village.

Furthermore, coordination is carried out with the village and the Head of RW 005 related to business actors and/or MSMEs who already have NIB or not. After obtaining data on business actors or MSMEs in RW 005, the team prepared a socialization and mentoring event. The requirements that must be met by business actors and/or MSMEs to be able to register their business and obtain NIB include:

a. Identity Number (NIK);
b. Taxpayer Identification Number (NPWP)
c. Active mobile number connected to the Whatsapp application;
d. Active email address (optional).

Figure 1. Survey and observation with the Head of MSMEs and representatives of the Chairman of RW 005 Selapajang Jaya Village

Figure 2. Discussion and data validation with the Head of MSMEs Neglasari District

2. Socialization activities on the importance of business licensing for business actors or MSMEs

Socialization activities regarding the importance of business licensing for business actors or MSMEs were carried out through mass socialization at Mushola At-Taqwa RW 005 Selapajang Jaya Village, Neglasari District, Tangerang City - Banten. On the socialization agenda, it was conveyed about what NIB legality is, the importance of NIB registration for business actors and/or MSMEs, and what requirements are needed. In this stage, data collection is also carried out on business actors or MSMEs who will be accompanied in the NIB registration process.

The majority of business actors and/or MSMEs in RW 005 still do not know about business licensing or product legality. Marketing of previous MSME products without being equipped with product licensing. So that in this community service activity, the KKK Ramadhan UNIS 2023 team explained the importance of obtaining business licenses and product licenses to maintain business existence and development. Business licensing was previously considered not an urgent thing to have, due to limited knowledge of business actors about the meaning and benefits of NIB ownership. Another reason is the ignorance of business actors regarding the procedures for making and registering NIB, thus reducing interest in obtaining these licenses (Koenti & Purwanti, 2022).

The socialization activity was carried out by the KKK Ramadhan UNIS 2023 consisting of 10 (ten) team members. The material presented about NIB is mainly about the meaning and benefits of obtaining these permits, as well as the impact if the permits are not owned. This activity was attended by business actors and/or MSMEs in RW 005. This socialization activity is expected to increase the knowledge of business actors about NIB licensing, and motivate business actors to continue to develop their businesses both at the local and national levels (Roanisca et al., 2022).

Figure 3. Preparation of socialization and assistance for NIB registration

Figure 4. Socialization and assistance in NIB registration for business actors and/or MSMEs

Figure 5. Handover of proof of NIB registration

3. NIB mentoring and registration activities

NIB assistance and registration are carried out by the KKK Ramadhan UNIS 2023 team by gathering business actors and/or MSMEs and providing understanding and direction regarding NIB registration through the Online Single Subbmission (OSS) website. The enthusiasm of business actors and/or MSMEs is quite high despite limited data knowledge. Assistance as well as registration is carried out by the service team independently. The NIB registration process is done online. The presence of OSS which can be accessed online is expected to make it easier for business actors to manage permits.

All provisions related to the management and registration of NIB are regulated in Government Regulation Number 5 of 2021 concerning the Implementation of Risk-Based Business Licensing. The NIB registration process is carried out by inputting data in accordance with the stages and processes on the OSS website. The data inputted include: the identity of business owners and/or MSMEs and data related to the business being run, such as address or business location, area of business premises, amount of capital, quantity of production, turnover, and others. The NIB registration process does not require a long time, at least it takes 10-15 minutes.

4. Handover of NIB to business actors or MSMEs

After all the processes and stages of NIB registration are carried out, at the end of the registration process we will be directed to the NIB download page. This page contains NIB and several information both personal identity, business profile, and other information related to business licenses owned by the business actors or MSMEs concerned. The print out results from the NIB were then handed over to business actors or MSMEs. The following is data on business actors and/or MSMEs who have been successfully accompanied and have obtained NIB (Table 1).

Table 1. Business actors and/or MSMEs in RW 005

No	Name	Business Field	NIB		Information
1	Dela Anggraeni	Pedagang gorengan	v		
2	Endah Mujiati	Warung makan		x	Belum KTP Elektronik
3	Eni Lestari	Penjual nasi pecel	v		
4	Ida Farida	Warung sembako	v		
5	Jumadi Setiawan	Pedagang ikan hias	v		
6	Junan Slamet	Warung sembako	v		
7	Lina Wati	Warung sembako	v		
8	Nana Nur Indah Sari	Warung makan	v		
9	Nining	Warteg	v		
10	Nurman	Warung makanan dan minuman	v		
11	Puji Sufeni Tanjung	Penjual ayam potong		x	NIK sudah terdaftar
12	Rina Rosyana	Warung sembako	v		
13	Rosmaniar	Penjahit	v		
14	Sarip	Pengelasan mobil	v		
15	Sulistyo Putri Anjari	Reparasi motor	v		
16	Sumyati	Warung makanan dan minuman	v		
17	Sureni	Penjual ayam goreng	v		

18	Sutinah	Penjual seblak	v		
19	Sutini	Warung makan	v		
20	Yati	Warung sembako		x	No handphone tidak bisa

Results Achieved

The majority of business actors and/or MSMEs in RW 005 do not yet have NIB and do not know about the importance of NIB as a form of business legality. The government through BKPM has provided convenience in terms of obtaining permits through the OSS website. Some of the benefits in business licensing that can be obtained by business actors and/or MSMEs, among others: 1) Provision of facilities for business actors to connect with authorities and related to obtaining permits quickly, real time, and safely; 2) Ease of business licensing management, both business licenses and operational licenses; 3) Provision of facilities to business actors for the purposes of solving licensing and reporting problems; 4) Provision of facilities for business actors to integrate licensing data in one NIB identity (Yeni et al., 2021).

After assistance was carried out by the KKK Ramadhan UNIS 2023 team, from the 24 (twenty-four) registered business actors and/or MSMEs in RW 005, 4 (four) of them have been assisted in registering at the Neglasari District Office, while 20 (twenty) others business actors and/or MSMEs were accompanied by the KKK team for the NIB registration process until the submission of the registered NIB print out. Of the 20 (twenty) business actors and/or MSMEs, the KKK team succeeded in assisting NIB registration for 17 (seventeen) business actors and/or MSMEs, 3 (three) business actors and/or MSMEs did not succeed in registering NIB because they had not used electronic ID cards so that the data had not been updated, did not have a mobile number that could be accessed for code verification, and the NIK had been registered before. The following is a diagram of the results of successful registration carried out by the KKK Ramadhan UNIS 2023.

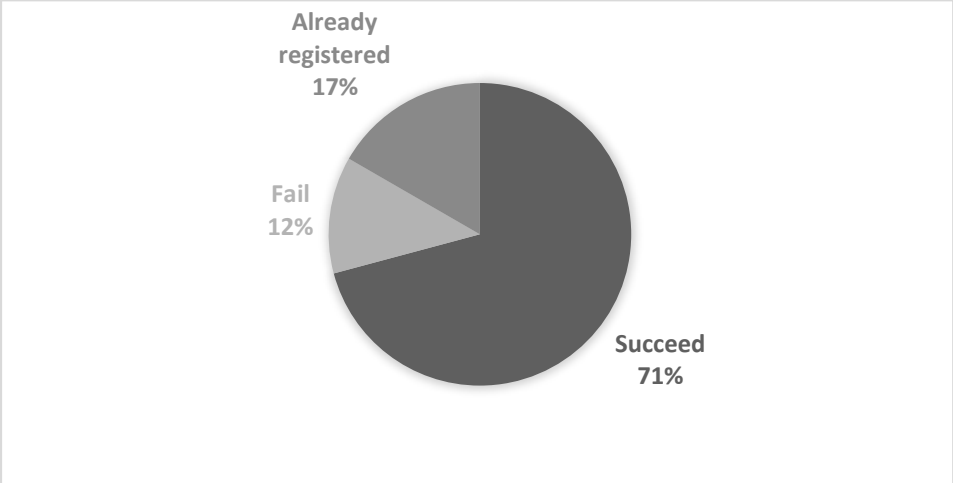
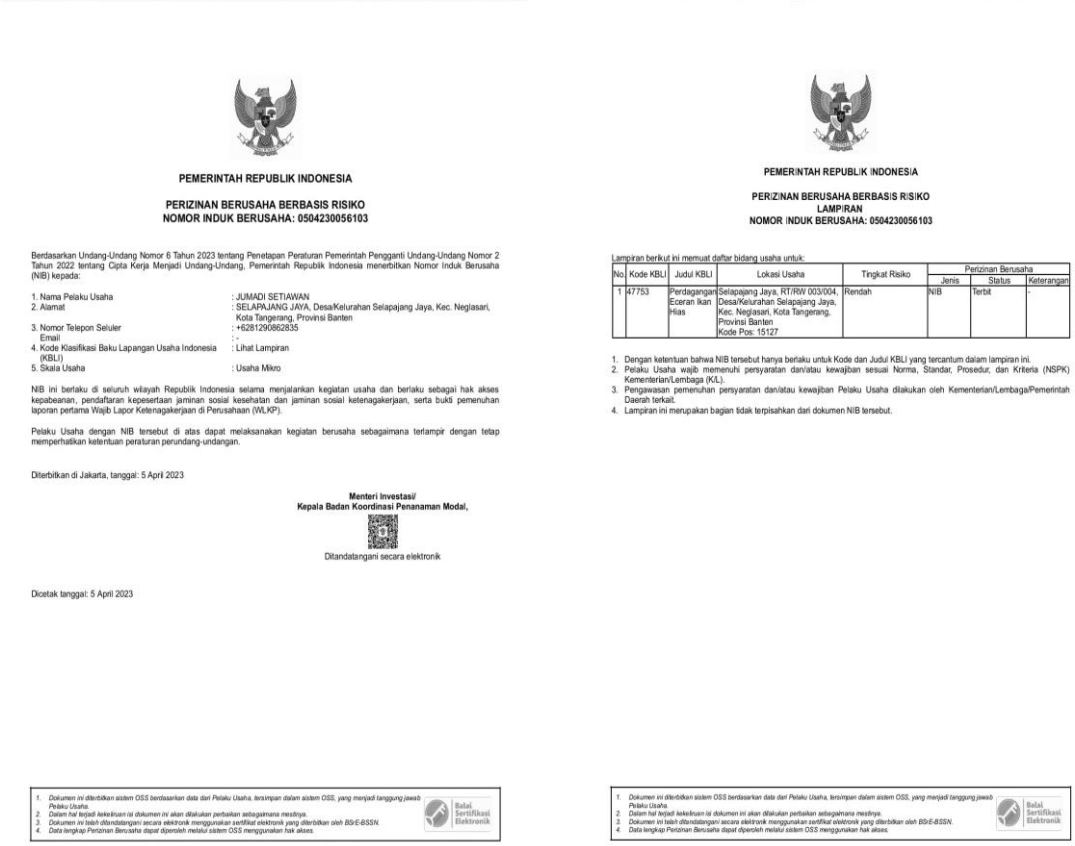


Figure 6. Diagram of NIB registration results in RW 005 Selapajang Jaya Village

To business actors and/or MSMEs who have successfully registered and obtained NIB in the form of official files downloaded through the OSS website, the KKK team is assisted to obtain the print out results to be stored as archives. This NIB document contains a complete

business identification number, complete identity of business actors and/or MSMEs including the Indonesian Standard Business Field Classification (KBLI) code and business scale that shows the business field and scope of business carried out by the business actor concerned. NIB documents are valid in all regions of Indonesia and business actors or NIB owners can carry out business activities while still paying attention to applicable regulations.

Please note that NIB applies only to KBLI codes and titles listed in the NIB annex document which is an integral part of the main NIB document. The licensing data of business actors and/or MSMEs has now been integrated, so that the data is stored in the database of the relevant ministry. Each business actor and/or MSME can have more than one NIB number according to the business field they run. If in the future there are changes in data, updating the data can be done independently by business actors and / or MSMEs by logging into their existing OSS account.



PEMERINTAH REPUBLIK INDONESIA

PERIZINAN BERUSAHA BERBASIS RISIKO
NOMOR INDUK BERUSAHA: 0504230056103

Berdasarkan Undang-Undang Nomor 6 Tahun 2023 tentang Penetapan Peraturan Pemerintah Pengganti Undang-Undang Nomor 2 Tahun 2022 tentang Cipta Kerja Menjadi Undang-Undang, Pemerintah Republik Indonesia menerbitkan Nomor Induk Berusaha (NIB) kepada:

1. Nama Pelaku Usaha : JUMADI SETIAWAN
2. Alamat : SELAPAJANG JAYA, Desa/Kelurahan Selapajang Jaya, Kec. Neglasari, Kota Tangerang, Provinsi Banten
3. Nomor Telepon Seluler : +6281290862835
   Email :
4. Kode Klasifikasi Baku Lapangan Usaha Indonesia (KBLI) : Lihat Lampiran
5. Skala Usaha : Usaha Mikro

NIB ini berlaku di seluruh wilayah Republik Indonesia selama menjalankan kegiatan usaha dan berlaku sebagai hak akses kepabeanan, pendaftaran kepesertaan jaminan sosial kesehatan dan jaminan sosial ketenagakerjaan, serta bukti pemenuhan laporan pertama Wajib Lapor Ketenagakerjaan di Perusahaan (WLKP).

Pelaku Usaha dengan NIB tersebut di atas dapat melaksanakan kegiatan berusaha sebagaimana terlampir dengan tetap memperhatikan ketentuan peraturan perundang-undangan.

Diterbitkan di Jakarta, tanggal: 5 April 2023

Menteri Investasi/
Kepala Badan Koordinasi Penanaman Modal,

Ditandatangani secara elektronik

Dicetak tanggal: 5 April 2023

1. Dokumen ini diterbitkan sistem OSS berdasarkan data dari Pelaku Usaha, tersimpan dalam sistem OSS, yang menjadi tanggung jawab Pelaku Usaha.
2. Dalam hal terjadi kekeliruan isi dokumen ini akan dilakukan perbaikan sebagaimana mestinya.
3. Dokumen ini telah ditandatangani secara elektronik menggunakan sertifikat elektronik yang diterbitkan oleh BSrE-BSSN.
4. Data lengkap Perizinan Berusaha dapat diperoleh melalui sistem OSS menggunakan hak akses.

PEMERINTAH REPUBLIK INDONESIA

PERIZINAN BERUSAHA BERBASIS RISIKO
LAMPIRAN
NOMOR INDUK BERUSAHA: 0504230056103

Lampiran berikut ini memuat daftar bidang usaha untuk:

No.	Kode KBLI	Judul KBLI	Lokasi Usaha	Tingkat Risiko	Perizinan Berusaha		
					Jenis	Status	Keterangan
1	47753	Perdagangan Eceran Ikan Hias	Selapajang Jaya, RT/RW 003/004, Desa/Kelurahan Selapajang Jaya, Kec. Neglasari, Kota Tangerang, Provinsi Banten Kode Pos: 15127	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.

1. Dokumen ini diterbitkan sistem OSS berdasarkan data dari Pelaku Usaha, tersimpan dalam sistem OSS, yang menjadi tanggung jawab Pelaku Usaha.
2. Dalam hal terjadi kekeliruan isi dokumen ini akan dilakukan perbaikan sebagaimana mestinya.
3. Dokumen ini telah ditandatangani secara elektronik menggunakan sertifikat elektronik yang diterbitkan oleh BSrE-BSSN.
4. Data lengkap Perizinan Berusaha dapat diperoleh melalui sistem OSS menggunakan hak akses.

Figure 7. Example of one of the NIB registered business actors

Supporting Factors and Constraints

Based on the community service program that has been carried out, supporting factors and constraints of this activity can be identified. The supporting factor for the implementation of this program is the enthusiasm of the community or business actors who are quite high. This program is intended for business actors who have awareness so that their business continuity is good and legal. The obstacles of this activity are unstable internet connections and easy access to the OSS website which sometimes errors, causing the registration time and data input of business actors or MSMEs to be longer than it should be.

CONCLUSION

Based on the community service program carried out by the KKK Ramadhan UNIS 2023 team, it can be concluded that legality is the main and important thing in business activities carried out by business actors and/or MSMEs. In addition to showing the legitimacy of the business, legality also helps business actors avoid legal risks that harm the business. Therefore, the implementation of NIB registration assistance is carried out at RW 005 Selapajang Jaya Village, Neglasari District, Tangerang City, Banten.

The implementation of assistance to business actors and/or MSMEs, especially related to NIB registration, is expected to provide benefits and awareness of licensing, including if they will develop their potential and business. With the right company legality, business actors can avoid legal disputes that have the potential to consume a lot of resources and costs. The obstacles that are still faced in the implementation of NIB registration assistance are the unstable quality of internet connections and the OSS website which sometimes errors so that it takes time to access it.

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