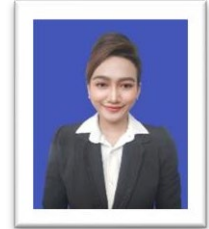




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GUIDANCE IN CREATING A MASTER NUMBER BUSINESS (NIB) AND LEGAL AWARENESS BUSINESS IN MICRO, SMALL, AND MEDIUM ENTERPRISES(UMKM) KEDUNGJAYA VILLAGE USESOSS INDONESIA APPLICATION

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Abstract:

Background. Business Identification Number (NIB) is an essential element in business legality that provides various benefits for Micro, Small, and Medium Enterprises (MSMEs), such as access to capital, legal protection, and broader marketing opportunities. However, many MSMEs in Kedungjaya Village still do not have an NIB due to limited understanding and access to the registration process.

Aims. This study aims to describe the mentoring process for making an NIB for MSMEs in Kedungjaya Village and analyze its impact on awareness of business legality.

Methods. This study used a qualitative approach, using observation, interviews, and documentation techniques.

Result. The study's results show that intensive assistance can improve MSME actors' understanding of the importance of business legality and accelerate the NIB registration process. In addition, increasing legal awareness among MSME actors also has a positive impact on their businesses' sustainability and development.

Conclusion. Thus, assistance in making NIB can be an effective strategy in improving the legality and competitiveness of MSMEs at the local level.

Implementation. This study confirms that mentoring is crucial in increasing the understanding and awareness of Micro, Small, and Medium Enterprises (MSMEs) regarding business legality. In terms of practice, this study shows that systematic and technology-based mentoring can accelerate the process of making NIB and increase MSME compliance with business regulations.

Keywords: NIB, legal awareness, MSMEs, Kedungjaya, competitiveness

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) in Kedungjaya Village, District Kedawung are pretty developed. MSMEs contribute significantly to economic growth in Kedawung. The number of MSMEs has experienced an increase over time, increasing yearly. The business fields that UMKM actors pursue in the village of Kedungjaya are very varied, ranging from culinary, grocery stores, staple food businesses, and tempeh businesses. In its development, business actors must show that they are still operating. (Rafli & Apriani, 2022) The existence of a license requires business actors to maintain product quality. Produced. If a business actor makes a product or service, it is registered indirectly in the permit and must be

considered if there are any weaknesses for other parties.

One of the business licenses is the business number. Business Number Effort (NIB) identifies individual and non-individual company stakeholders. Assistance in creating a Business Identification Number (NIB) is one way to assist micro and small businesses (MSMEs) obtain business legality. Having NIB, UMK can increase consumer confidence and make it easier to carry out business transactions, such as applying for loans or obtaining tax facilities. Having a NIB, UMK can increase consumer confidence and make it easier to conduct business transactions, such as applying for loans or obtaining tax facilities.

According to (Putra, Aprilia, Sari, et al., 2022) By having a business license, MSMEs already have legal protection to be able to stand and operate, especially the number This business permit was obtained directly, empowerment assistance from the government, and also as a sign that registration on the Online Single Submission (OSS) account. The government has created an innovation to help MSMEs by creating licensing services through online single submission (OSS) (Soejono et al., 2020). The purpose of the government in creating the OSS website is to speed up the issuance process for business licensing in accordance with service standards, providing certainty of time and costs in the licensing process. Licensing is given to business actors through certificates or official proof of business legality. This website has a registration feature, Business Identification Number (NIB).

Based on the analysis of the problems that occur, the problems that need to be solved are: solved with several community service programs, namely MSME actors There are still many who do not have a NIB for business development, MSME actors still minimal knowledge about understanding the mechanism and importance of creating Numbers Parent Business License (NIB), MSME actors do not yet know how to obtain permits through Web OSS. The aim of this community service activity is for MSME actors to have a NIB to develop their business, the second goal is for MSME actors to understand the importance of creating a Business Identification Number (NIB) and understand the manufacturing mechanism, and MSME actors are expected to know how to develop permits via Web OSS.

METHOD

This community service activity was carried out by KKN students from STIE Cirebon. This activity was implemented for 3 days from February 3 to February 5th and through several stages. The first stage, socialization regarding the importance of business legality and assistance in creating a Business Identification Number (NIB). After the socialization was completed,

several residents wanted to have a Business Identification Number. (NIB) for its business interests. The second stage is collecting data for registration requirements for making NIB. The third stage of making NIB using the OSS Indonesia application. The success indicators of this activity are determined by the extent to which participants understand the importance of NIB for business. To ensure the smooth running of this community service program, each implementing member has clear duties and job descriptions.

Table 1. Community Service Activity Methods

Source: Author Year 2025

The problem	Methods Used	Objective
Business actors have minimal knowledge about understanding the mechanisms and the importance of creating a Number Parent Business Number (NIB) for the legality of doing business	Socialization: Make a visit to the Village UMKM place, The Great, introducing OSS and education on the importance of making NIB for business legality	Business actors can understand and take advantage of programs from the government, namely OSS in facilitating the making of permits or legality of online business
Perpetrator business: Not yet know how to make business licensing through OSS and don't know about digital yet	Training : Participants in Village MSME training Kedungjaya was given the procedure In accessing the website, starting from account registration by inputting data, submitting data, verification, and validation of business data up to the issuance of a permit certificate through OSS web	Business actors can register via the OSS web by accessing and inputting business data independently.
Business people are starting to understand manufacturing mechanisms and the importance of business legality	Assistance: Done door to door, by accompanying MSMEs in Kedungjaya Village in the process of making NIB until completion	Business people are starting to understand the importance of business licensing in detail and in detail
Perpetrator Business Not yet has NIB as a mandatory business legality owned by business actors	Submission of NIB: Companion delivers NIB certificate to the MSMEs in Kedungjaya Village	MSME business actors in the village The Great can enforce mandatory business legality for business actors

February 5th, and through several stages. The first stage, socialization regarding the importance of business legality and assistance in creating a Business Identification Number (NIB). After the socialization was completed, several residents wanted to have a Business Identification Number. (NIB) for its business interests. The second stage is collecting data for registration requirements for making NIB. The third stage of making

NIB using the OSS Indonesia application. The success indicators of this activity are determined by the extent to which participants understand the importance of NIB for business. To ensure the smooth running of this community service program, each implementing member has clear duties and job descriptions.

At the socialization stage, visits were made to the business actors' premises in the village. Kedungjaya to introduce OSS and NIB. The aim is for business actors to be able to understand and utilize government programs, namely OSS, to make it easier to obtain permits or business legality online (Putra, Aprilia, Eka, et al., 2022). For the training stage, MSME training participants are directed on how to access, input data, submit data, verify, and validate business data from the start capital to profit through the OSS website. The goal is for business actors to be able to register via the OSS website by accessing and inputting business data independently. The mentoring stage is carried out door to door, with demonstrations in making the NIB until completion. The aim is for business actors better to understand the importance of business legality in detail. As for the submission stage

The accompanying NIB certificate is directly submitted to the UMKM business actors in Kedungjaya Village. The aim is to explain to business actors—Kedungjaya Village UMKM—the benefits of the certificate for future development efforts.

DISCUSSION

Socialization and data collection of village Micro, Small, and Medium Enterprises (MSMEs)

The Great The first step in carrying out this activity is to Coordinate with Kedungjaya Village officials and conduct visits to MSME locations in Kedungjaya Village to introduce OSS and educate on the importance of making NIB for the legality of conducting data collection on Village Micro, Small and Medium Enterprises (MSMEs) Kedung Jaya.

Training and mentoring for Micro, Small, and Medium Enterprises (MSMEs) in creating an OSS account.

At this stage, the first step is to assist Kedungjaya Village MSMEs in creating accounts on the OSS website and inputting personal data to create an account. The next step is to submit business data, initial capital, and annual income of MSMEs, then wait for the verification process and the NIB certificate issuance. MSME actors are legally registered. One of the MSMEs is that they can participate in workshops or training. Held by the government to develop the businesses of MSMEs, to get easy capital loans from

banks, or assistance from the government to improve the management of companies owned by MSMEs. It is hoped that this activity can improve the economy of MSME actors in Kedungjaya Village and help them develop their businesses.

Submission of NIB certificates to UMKM Kedungjaya Village

The Business Identification Number (NIB) Certificate is immediately submitted to the UMKM of Kedungjaya Village. From this activity, it is hoped that in the future MSME business actors in Kedungjaya Village can improve the legal status of their businesses and allows for support from the government.



Source: Research image

Figure 1. Socialization and data collection of MSME actors Kedung Jaya Village



Source: Research image

Figure 2. Submission of NIB certificates to MSMEs Kedungjaya Village



Source: Research image

Figure 3. Training and mentoring for MSMEs in manufacturing

CONCLUSION

Implementation of community service activities in Kedungjaya Village, District Kedawung, Cirebon Regency from the start of socialization, training, mentoring towith the submission of this Business Identification Number (NIB) certificate, it encourages business actors Micro, Small and Medium Enterprises (MSMEs) to understand the importance of business legality, improve the knowledge of MSMEs regarding the digital creation of business permits through Online Single Submission (OSS) website, knowing the benefits obtained when have business legality, and can be more supervised by the central, regional, or local governments other institutions to carry out empowerment. Various kinds of obstacles that make Business actors do not have this legality due to a lack of digital knowledge, information and so on.

IMPLICATIONS

This study confirms that mentoring is crucial in increasing the understanding and awareness of Micro, Small, and Medium Enterprises (MSMEs) regarding business legality. In terms of practice, this study shows that systematic and technology-based mentoring can accelerate the process of making NIB and increase MSME compliance with business regulations. With direct guidance, business actors are more motivated to take care of their business legality, ultimately increasing their competitiveness and access to funding opportunities and broader markets.

Aknowlegment

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