

Assistance in Making NIB for Micro Business UMKM in Gemurung Village

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Abstract

Sidoarjo is a city with over 171,000 MSME units, reflecting significant economic potential. However, maximizing this potential requires a strategic approach, particularly through business legality facilitated by the Business Identification Number (NIB). NIB not only provides access to financing but also strengthens consumer trust, expands market opportunities, and fosters collaborations with larger businesses. This study aimed to socialize and assist MSME actors in Gemurung Village, Gedangan District, Sidoarjo Regency, in understanding and managing NIB through the Online Single Submission (OSS) system developed by the Indonesian government. The methods applied included direct observation, educational sessions, and hands-on assistance in the NIB registration process. The results demonstrate that business legality through NIB significantly enhances MSME competitiveness and scalability. Several assisted business actors successfully obtained NIB and experienced increased consumer trust, broader market reach, and improved business prospects. This initiative serves as a replicable model for other regions, ultimately strengthening the national economy by integrating MSMEs into the formal business ecosystem.

Keywords: MSME Legality; Economic Growth; Online Single Submission (OSS); Business Identification Number (NIB).

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Introduction

Sidoarjo, a city known for its economic potential and significant number of MSMEs, consists of 18 sub-districts and 353 villages, which are potential human resources to drive the local economic sector (Qurratu'aini et al., 2023). With more than 171,000 business units spread across various sectors, Sidoarjo has earned a reputation as an MSME city, where the micro business sector dominates with 154,891 units, followed by small businesses with 16,219 units, and medium businesses with 154 units (Tafriyanto et al., 2023). However, the challenge faced by the majority of MSME actors in Sidoarjo is the lack of business legality, which prevents them from accessing financing, establishing partnerships, and taking advantage of wider market opportunities (Triyatna, 2022).

MSMEs have a very important role in the Indonesian economy, not only because of their contribution to the Gross Domestic Product (GDP) but also because of their ability to absorb labor and reduce poverty levels (Afitah et al., 2024; Hafni & Rozali, 2017; Ismail et al., 2023; Sarfiah et al., 2019; Yolanda, 2024). However, the lack of business legality is still one of the main obstacles for MSMEs to develop, especially in facing competition in the era of globalization, where business actors who have legality are more likely to gain the trust of consumers and business partners (Asyrafi et al., 2024; Kusmanto & Warjio, 2019; Soimah & Imelda, 2023; Syairi et al., 2023; Tati et al., 2024). In this context, the Business Identification Number (NIB) is an important instrument to provide legal identity for MSME actors, which makes it easier for them to access various programs and facilities provided by the government and the private sector (Harijono, 2024; Sintang, 2025; Vritimes, 2025).

NIB has a very important function as a replacement for various previous business licensing documents, such as Company Registration Certificate (TDP) and Import Identification Number (API) (Agustina & Julio, 2023; Nindi, 2024; Rifda, 2024). With NIB, business actors not only get legality, but also access to various facilities, such as ease in exporting and importing, participation in government tenders, and partnerships with large companies. Therefore, NIB

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is not only beneficial for business actors individually but also contributes to strengthening the formal economic ecosystem in Indonesia (Irawaty et al., 2022; M.Q et al., 2023; Rum & Wafa, 2023; Saefullah & Ruvi, 2022).

The Online Single Submission (OSS) platform designed by the government is one of the important innovations in supporting the NIB registration process. Through this platform, MSMEs can register online with simpler and more efficient procedures compared to traditional methods (Husnunnisa, 2024; Maulana, 2024). In addition, OSS also provides transparency in the licensing process, which helps reduce inefficient bureaucratic practices that burden small business actors. Thus, OSS is not only a technical solution for NIB registration but also a symbol of transformation toward better governance (Administrator, 2019; Safithri, 2022).

The importance of NIB is not only limited to access to financing and market opportunities but also to the ability of MSMEs to adapt to regulatory changes and consumer needs in the digital era (Fauzi et al., 2024; Lina Anatan, 2022; Munizu et al., 2023). In many cases, MSMEs that have NIBs find it easier to collaborate with e-commerce platforms, which require business legality as one of the criteria for joining as a sales partner. In addition, business legality through NIB provides more trust to consumers, which is an important factor in building customer loyalty amidst increasingly tight market competition (Digima, 2022; Koesno, 2024; Setiawan, 2024).

Business legality through NIB also provides long-term benefits for MSMEs, especially in increasing their resilience to economic shocks (Azzahra & Handayani, 2024; Hamidaturrahim et al., 2023; Lisyawati, 2022; Mardhiyaturrositaningsih et al., 2024; Subagyo & Purnomo, 2022; Yuniarti, 2023). A study conducted by the Ministry of Cooperatives and SMEs (2022) shows that MSMEs that have legality tend to be more able to survive the economic crisis compared to MSMEs that do not have legality. This is due to their access to various resources and support, such as capital assistance, training, and business partnerships, which allow them to continue to grow despite facing economic challenges.

The socialization and assistance program for making NIB implemented in Gemurung Village, Gedangan District, Sidoarjo Regency, is one of the strategic efforts to support the development of MSMEs in the region. Through this program, MSME actors are given an understanding of the importance of business legality, the benefits of NIB, and how to register it through the OSS platform. In addition, this program also provides direct assistance to business actors in the NIB registration process, so that they can overcome technical and administrative obstacles that are often the main obstacles in obtaining business legality.

This program is expected to not only provide a short-term solution to business actors in obtaining legality but also be an initial step to integrate MSMEs into a broader formal economic ecosystem. This program not only focuses on administrative aspects but also provides in-depth education to MSME actors about the strategic benefits of business legality, which include increasing competitiveness and adaptability in facing global economic challenges. In the long term, this program is expected to be a catalyst for the transformation of MSMEs in Sidoarjo, so that they can make a greater contribution to the national economy.

Method

The socialization and assistance activities for the creation of a Business Identification Number (NIB) in Gemurung Village were carried out through a systematic and structured approach, with the aim of ensuring that every business actor gets a comprehensive understanding and practical assistance in the NIB registration process, which is an important legal document for Micro, Small, and Medium Enterprises (MSMEs). This approach is designed to overcome common obstacles often faced by MSME actors, such as a lack of understanding of the benefits of NIB, fear of complicated processes, and limited access to technology which are the main obstacles in the business legalization process.

The first stage in this method is observation, which aims to identify the real conditions of MSME actors in Gemurung Village, including the number of business units, types of businesses run, and specific challenges faced by these business actors. This observation was carried out through direct visits to business locations, interviews with business actors, and the collection of relevant secondary data. The results of the observation provide in-depth insights that are used as a basis for designing effective socialization and mentoring strategies that are tailored to the specific needs of business actors in Gemurung Village.

The second stage is socialization, which is designed to provide education to MSME actors regarding the importance of business legality through NIB and the short-term and long-term benefits they can obtain after having this document. In this stage, the community service team held focus group discussion sessions, interactive presentations, and live simulations to explain the NIB registration procedure through the Online Single Submission (OSS) platform provided by the government. This socialization also involved explaining the OSS features that facilitate the legalization process, such as online accessible step-by-step guides, simple digital forms, and responsive customer service support.

The third stage in this method is NIB registration assistance, which is the core of this community service activity. Assistance is carried out by directly assisting MSME actors in every step of the registration process, starting from creating an OSS account, and filling out online forms, to uploading documents needed to complete the business legalization process. In this stage, the team ensures that all data entered by business actors is in accordance with the requirements set by the government, thereby minimizing the risk of registration rejection due to administrative errors.

During the mentoring process, the team also provided additional training to MSMEs on how to use their OSS accounts to manage business information independently in the future, such as updating business data, reprinting documents, or accessing other government services available through this platform. This approach is designed to increase the independence of MSMEs in utilizing digital technology to support their business operations, which is one of the key factors in facing the challenges of the modern economy.

The fourth stage is the submission of NIB documents to MSME actors who have successfully completed the registration process, which is carried out directly by the team as a form of appreciation for their success in obtaining business legality. This submission is accompanied by a detailed explanation of how to store documents safely, how to use NIB for business purposes, such as registering on an e-commerce platform or applying for business financing, as well as guidance on business data update procedures if needed in the future.

In addition to the four main stages, this method also includes evaluation and feedback from MSME actors who have participated in socialization and mentoring activities, which are carried out to measure the effectiveness of the program and identify areas that need improvement in the future. The evaluation is carried out through participant satisfaction surveys, in-depth interviews, and analysis of the success rate of NIB registration, which is used as a basis for compiling better recommendations for similar programs in other regions.

This method is designed holistically to ensure that every MSME actor not only obtains business legality through NIB but also a better understanding of how to utilize this document to support their business growth. With a structured and results-oriented approach, this program is expected to have a long-term impact on the development of MSMEs in Gemurung Village, as well as being a model for implementing similar programs in other areas that have similar characteristics and challenges.

Overall, the success of this method is not only determined by the technical approach used, but also by the close collaboration between the community service team, local government, and local communities in supporting MSME actors to gain wider access to resources and market opportunities. With strong synergy, this program is not only a solution to overcome administrative obstacles, but also a catalyst for empowering MSMEs in Sidoarjo to become more competitive at the local and national levels.

Results and Discussion

The socialization and mentoring activities for the creation of a Business Identification Number (NIB) in Gemurung Village showed very positive results and had a significant impact on the development of Micro, Small, and Medium Enterprises (MSMEs) in the area, which previously faced major obstacles related to business legality. One of the main results of this activity was an increase in the understanding of MSME actors about the importance of having a NIB, which was accompanied by a decrease in fear and doubt about the registration process which was previously considered complicated and burdensome. This was achieved through a personal and structured mentoring approach, which allowed participants to overcome technical and administrative obstacles directly.

Initial observation results showed that most MSMEs in Gemurung Village did not have an NIB due to minimal access to information and limited understanding of the benefits of business legality, which was often accompanied by concerns

about being subject to high taxes or complex bureaucratic processes. However, after participating in the socialization program, participants not only understood the benefits of NIB but also felt more confident in registering their businesses independently through the Online Single Submission (OSS) platform, which was previously considered difficult to use. This success highlights the importance of comprehensive education and a user-friendly approach in helping MSMEs adopt digital technology.

A case study conducted on one of the program participants, namely Mrs. Umi, a snack seller who has been running her business for more than half a year, shows that legality through NIB has a direct and significant impact on consumer trust. Before having a NIB, Mrs. Umi often faced challenges in attracting new consumers, especially from outside her local community. However, after obtaining an NIB, consumers began to see her business as a more trustworthy and professional business, which ultimately increased daily sales.

In addition to having a direct impact on increasing consumer confidence, legality through NIB also opens up new opportunities for MSMEs to access various government support programs, such as business training, capital assistance, and partnerships with large companies. One of the program participants, a woodcraft entrepreneur, reported that after having an NIB, he succeeded in collaborating with a souvenir shop in Surabaya, which previously only received products from suppliers with business legality. This shows that business legality not only provides benefits at the local level but also opens up access to a wider market.

This program also has a positive impact on increasing digital literacy among MSMEs in Gemurung Village, who previously had limitations in accessing and utilizing digital technology to support their business operations. With the help of intensive mentoring, program participants were able to understand how to use the OSS platform to not only register their businesses, but also to update business data, reprint legal documents, and access other government services that support their business development. This digital literacy is an important asset for MSMEs in facing the challenges of a modern economy that increasingly relies on technology.

However, although the program has achieved most of its objectives, there are several challenges that need to be addressed to improve its effectiveness in the future. One of the main challenges is the limited time and resources, which limit the number of MSMEs that can be involved in each program cycle. In addition, there is a need to increase the capacity of the mentoring team to be able to provide deeper support to MSMEs facing more complex technical or administrative difficulties.

Further discussions also highlighted the importance of broader collaboration between local governments, educational institutions, and community organizations to expand the reach of the program and ensure that more MSMEs benefit from business legality through NIB. By involving various stakeholders, this program can be integrated into a more comprehensive regional economic development strategy, which includes MSME empowerment, improving digital infrastructure, and developing human resource capacity. Overall, the results and discussions of this program indicate that business legality through NIB is an important step that not only increases the competitiveness of MSMEs in local and national markets but also provides them with a stronger foundation to thrive in the formal economic ecosystem. With the success that has been achieved in Gemurung Village, this program is expected to be replicated in other areas with an approach that is tailored to local needs, thus providing a broader and more sustainable impact.

For the future, the main recommendation is to improve the sustainability of the program through continuous evaluation, increasing the capacity of assistants, and closer collaboration between various stakeholders, so that MSMEs throughout Indonesia can more easily access business legality and utilize their full potential in supporting national economic growth. With these steps, business legality through NIB is not only a short-term solution but also an integral part of an inclusive and sustainable economic development strategy. The socialization and mentoring program for making NIB in Gemurung Village proves that business legality is a strategic step in supporting the development of MSMEs. Through a structured approach, this program has succeeded in providing an understanding to MSME actors regarding the importance of NIB and how to obtain it. As a result, business actors not only obtain legality but also understand how to use it to increase consumer trust and develop their business.

The importance of business legality through NIB cannot be denied. By having an NIB, MSMEs can access various opportunities, such as financing, training, and marketing. In addition, this legality also strengthens the position of MSMEs in the formal economic ecosystem, which ultimately supports regional and national economic growth.

Therefore, this program is expected to be replicated in other regions to provide wider benefits. As a follow-up step, local governments are advised to hold regular training on OSS and NIB, as well as establish partnerships with non-governmental organizations to accelerate the socialization process. In addition, periodic evaluations need to be carried out to ensure that this program is running in accordance with the stated objectives. With the right strategy, the NIB socialization and mentoring program can be a driving force in integrating MSMEs into the formal economic ecosystem. With the success achieved in Gemurung Village, it is hoped that more MSMEs in Indonesia can take advantage of business legality to support their growth. This program is not only about NIB registration but also about empowering MSME actors to be part of the solution to sustainable economic development.

Conclusions

The socialization and assistance program for the creation of the Business Identification Number (NIB) in Gemurung Village, Gedangan District, Sidoarjo Regency, has successfully demonstrated a significant impact on the development of Micro, Small, and Medium Enterprises (MSMEs). Through a systematic approach, participants in the program have successfully understood the importance of business legality and the benefits of the NIB, which in turn has reduced their fears and doubts regarding the registration process.

The results of the activities show that legality through the NIB not only enhances consumer trust but also opens access to various market opportunities and government support programs. Case studies of MSME actors, such as Mrs. Umi, illustrate how the NIB can improve business professionalism and expand market networks. Additionally, this program has contributed to increasing digital literacy among MSMEs, enabling them to be more independent in managing business information and leveraging technology for business growth. Although the program has achieved many goals, challenges remain, particularly regarding limitations in resources and time.

Recommendations for the sustainability of the program include enhancing the capacity of mentors, fostering broader collaboration between the government and educational institutions, and conducting ongoing evaluations to ensure the program's effectiveness. Thus, business legality through the NIB can become a strategic step to support the development of MSMEs throughout Indonesia, as well as strengthen their contribution to inclusive and sustainable national economic growth.

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