

Assistance in Obtaining a Business Identification Number (NIB) for Gayam Chips MSMEs to Support Business Sustainability

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Abstract

Micro, Small, and Medium Enterprises (MSMEs) still face challenges regarding business legality, particularly in understanding digital licensing procedures. This situation is also experienced by gayam chips entrepreneurs who have potential local products but do not yet have a formal business identity. This community service activity aims to assist MSMEs in obtaining a Business Identification Number (NIB) through the Online Single Submission (OSS) system. The program was implemented using a participatory approach, involving 12 participants: business owners, members of production families, and production support staff. Assistance was provided through technical guidance, hands-on practice, and reflective discussions related to production and marketing strategies. The results of the activity showed an increase in participants' understanding of the importance of business legality, and that most participants completed the NIB registration process. Furthermore, this activity also revealed the potential of gayam chips as a traditional food product with unique value and a simple marketing strategy that remains effective despite limited seasonal raw materials. Business legal assistance has proven to be the first step in strengthening MSMEs' capacity and encouraging the sustainability of businesses based on local potential.

Keywords: Business Identification Number; Gayam Chips; MSME Empowerment; OSS; Community Service.

Received: 7 August 2025

Revised: 9 November 2025

Accepted: 10 January 2025

Introduction

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in driving national economic growth while strengthening local economic resilience through job creation and community-based business development. In recent years, digital transformation in public service systems has influenced how businesses access licensing and business administration services. One innovation introduced by the government is the implementation of the Online Single Submission (OSS), an integrated electronic-based licensing system aimed at improving administrative efficiency, service transparency, and facilitating access to legal documents for businesses, including MSMEs (Suartana, 2025). Although this system is designed to simplify the licensing process, many MSMEs still don't understand the procedures for using the OSS optimally, leading some businesses to continue operating without a clear legal identity.

Various previous community service activities have demonstrated that assistance with the OSS (Online Business Registration) can increase MSMEs' awareness of the importance of business legality while accelerating the process of obtaining a Business Identification Number (NIB). This hands-on, hands-on approach is considered effective in bridging the digital literacy gaps often experienced by small-scale businesses, particularly family-owned businesses unfamiliar with digital administration systems. Furthermore, digitizing business administration also increases efficiency in business data management and opens up access to various economic empowerment programs (Ahmed et al., 2025; Turcan et al., 2023; Z. Wang et al., 2023). Thus, contextually designed mentoring activities are a relevant strategy to help MSMEs adapt to changes in the digital-based public service ecosystem.

Although various business legal assistance programs have been implemented, most activities still focus on general administrative matters and have not yet linked business legality to the characteristics of local products, which have their own cultural values and production challenges. This gap indicates that a more context-specific assistance approach is still needed, especially for traditional food-based MSMEs that face production dynamics different from those of modern

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businesses. Integrating business legality and strengthening the potential of local products is crucial because legality serves not only as an administrative identity but also as a foundation for sustainable business development (Daramola et al., 2024; Setiawan, 2023).

Gayam chips, derived from the *Inocarpus fagifer* plant, are a local food product with a distinctive flavor and strong traditional values. This product has significant market potential due to its uniqueness as a traditional food that is becoming increasingly rare. However, gayam chip businesses tend to be managed in a rudimentary manner, both in terms of production and administration. A lack of understanding of business legality and limited access to digital systems are obstacles to sustainable business development (Böttcher et al., 2024; Mariani et al., 2022; S. Wang et al., 2024). This situation indicates the need for mentoring activities that not only focus on administrative aspects but also link business legality with production practices and marketing strategies appropriate to the characteristics of local businesses.

Based on this background, this community service activity was carried out to assist Gayam Chip MSMEs in obtaining a Business Identification Number through the OSS system, while raising awareness of the importance of business legality as part of a strategy to strengthen business capacity and sustainability. The novelty of this activity lies in integrating business legal assistance with strengthening the context for traditional food businesses based on local potential. Unlike typical administrative assistance activities, this program not only focuses on the process of obtaining a NIB but also links legal aspects with production practices, simple marketing strategies, and the challenges of business sustainability based on local resources. This approach is expected to provide a practical contribution to the development of a more adaptive, contextual, and sustainable community empowerment-oriented MSME mentoring model.

Method

This community service activity uses a participatory approach that emphasizes partners' active involvement at every stage of program implementation. This approach was chosen because it is considered effective in improving MSMEs' practical understanding of digital-based business legality processes through hands-on practice and ongoing mentoring. The participatory mentoring model has been widely used in MSME empowerment activities because it bridges the gap between administrative concepts and field practice (Jaya et al., 2025; Sinaga et al., 2025).

The mentoring program involved 12 participants: five gayam chip business owners, four family members involved in the production process, and three production support staff. Participants were selected purposively based on their active involvement in business activities and their readiness to participate in the entire mentoring process, including completing the Business Identification Number (NIB) registration process. The small-group approach was deemed more effective for community service activities because it enabled intensive interaction between the mentoring team and participants (Deane et al., 2023; Du et al., 2025).

The program is implemented through several main stages. The first stage is identifying partner needs through initial discussions to understand the challenges faced by business actors regarding business legality and the use of the Online Single Submission (OSS) system. The second stage involves outreach on the importance of business legality and the benefits of having an NIB for business development. The third stage is technical assistance, which includes creating an OSS account, completing a business profile, and uploading administrative documents such as personal identification and business data. This assistance is provided through hands-on practice to enable participants to understand the process independently.

In addition to technical guidance, the program also included a reflective discussion addressing production processes, marketing strategies, and operational challenges faced by MSMEs. This discussion aimed to link aspects of business legality to daily business practices, so participants could see the benefits of legality in a more contextual context. The program evaluation was conducted through participatory observation during implementation and a final reflection to assess changes in participants' understanding of business legality. The reflection-based evaluation approach is relevant to community service activities because it can qualitatively and contextually describe the impact of the activity (Dahmen-Adkins & Peterson, 2025; Qodir & Ausat, 2025).

Results and Discussion

The assistance program for obtaining a Business Identification Number (NIB) was conducted directly at the Gayam chips business location, involving 12 participants: five business owners, four family members, and three production support staff. This activity was conducted through a hands-on approach, ensuring that participants not only received information but were also actively involved in the NIB registration process through the Online Single Submission (OSS) system. This approach was chosen because most MSMEs have limited experience using digital administration-based services.

Initial observations indicated that most participants did not fully understand the benefits of legal business operations. Some viewed the NIB as merely an administrative requirement unrelated to business continuity. This finding aligns with the findings (Epifanova et al., 2025; Zia et al., 2025), which states that the perception of the complexity of digital systems often hinders MSMEs' access to technology-based licensing services. The mentoring was conducted in stages, starting with an introduction to the benefits of business legality, practical use of the OSS, and reflective discussions on business potential. This process created an interactive space that enabled participants to better understand the benefits of an NIB. Participants were also given the opportunity to ask questions directly about any challenges encountered during the registration process.

Overall, the activity went well, with participants demonstrating high enthusiasm throughout the mentoring process. Active participant engagement indicates that a hands-on approach can increase entrepreneurs' motivation to learn. This reinforces the findings (Santoso et al., 2024; Yusof et al., 2022), the experiential learning method is effective in increasing digital literacy in MSMEs.

Changes in Participants' Understanding of Business Legality

Changing participants' understanding of business legality was one of the main achievements of this mentoring activity. Prior to the activity, only three participants understood the function of the Business Identification Number (NIB) as a business identity integrated with various digital licensing and administration services. Most participants had never tried to access the Online Single Submission (OSS) system independently due to limited technological experience and concerns about the perceived complexity of the administrative process. This situation indicates that the main obstacles faced by MSMEs are not only technical, but also related to initial perceptions of the complexity of digital systems.

During the mentoring process, participants were given the opportunity to directly experience each stage of NIB registration through step-by-step practice. This approach allowed participants to understand the system flow more clearly than a theoretical delivery method. The hands-on practice also helped participants identify common errors in data entry and document uploads, providing them with real-world experience managing digital-based business administration. After the training, most participants began to demonstrate confidence in using the OSS platform independently. This practice-based approach proved effective in reducing participants' anxiety about digital technology and increasing their readiness to manage business legality (Chan, 2021; Chang et al., 2024).

The participants' increased understanding was evident not only in their technical skills for accessing the OSS system, but also in their changing perspectives on the importance of business legality. Participants began to understand that having an NIB can open up broader opportunities for business development, such as access to government assistance programs and increased consumer trust. During the reflective discussion, several participants were even able to explain the benefits of business legality to other group members, demonstrating the collaborative learning process.

The small group discussions held during the program served as an effective learning tool, allowing participants to share experiences and solutions to challenges they encountered. The interaction between participants created a more participatory learning environment and fostered confidence in using digital technology. The program's evaluation results are summarized in Table 1, which shows changes in participants' abilities before and after the mentoring and demonstrates that the hands-on mentoring method significantly improved their understanding of business law.

Table 1. Results of the Evaluation of Participants' Understanding Before and After Mentoring

No	Evaluation Indicators	Before Mentoring (n=12)	After Mentoring (n=12)
1	Understanding the function of NIB	3 participants	11 participants
2	Able to access OSS	2 participants	10 participants
3	Business legality readiness	4 participants	12 participants
4	Participants successfully obtained NIB	–	10 participants
5	Participants in the verification stage	–	2 participants

The data in Table 1 shows an increase in participants' understanding of business legality after the mentoring program. This improvement is evident not only in the number of participants who understand the NIB's function but also in their ability to access the OSS system independently. To provide a visual illustration of these changes, Figure 1 presents a bar graph comparing participants' conditions before and after the mentoring program.

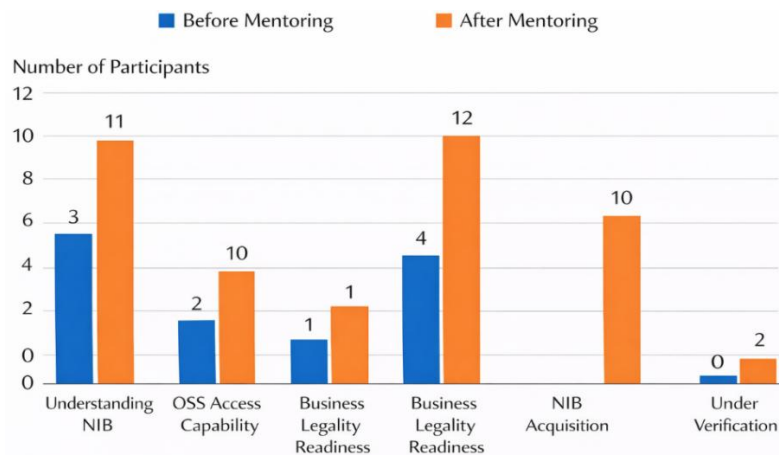


Figure 1. Changes in Participants' Legal Awareness and OSS Utilization Before and After Mentoring

Figure 1 shows an increase in the number of participants who understood business legality and were able to use the Online Single Submission (OSS) system after participating in the mentoring activity. The most visible change occurred in the OSS access indicator: before the activity, only two participants had tried using the system independently, whereas after the mentoring, this number increased to 10. The graphic visualization provides a clear picture of this change and demonstrates that hands-on mentoring plays a significant role in improving MSMEs' digital literacy. The graph also shows that all participants were ready for business legality after the activity, although two participants were still in the administrative data verification stage.

The changes depicted in the visualization demonstrate that community service activities serve not only as a means of knowledge transfer but also as a learning process that encourages participants to engage in digital administration practices actively. Participants who were previously hesitant to access online licensing services began to demonstrate the courage to try it independently after receiving direct technical guidance. This finding indicates that the success of the mentoring program is not solely measured by the number of NIBs issued, but also by changes in participants' readiness to manage the business legalization process sustainably.

This result is in line with research (Diawati, 2025; Raharjo et al., 2024; Rahayu et al., 2025), which states that experiential learning can accelerate MSMEs' adaptation to digital systems. In the context of this activity, hands-on practice not only helps participants understand technical procedures but also reduces the perception that business legality is difficult to access. The difference in bar heights on the graph shows a clear contrast between pre- and post-activity conditions, visually reinforcing the argument that the participatory approach significantly improves participants' skills.

In addition to providing quantitative information on participant changes, the data visualization in Figure 1 also helps readers understand the activity's achievements more concisely and informatively. Presenting data in graphical form is an essential element in community service articles because it can demonstrate the tangible impact of the activity without diminishing the richness of the reflective narrative. Thus, integrating tables, graphs, and narrative explanations provides a more comprehensive picture of the results of the implemented activity.

The Impact of Business Legality on the Self-Confidence of MSMEs

In addition to improving technical understanding, the mentoring activities also had a significant impact on changing the attitudes and confidence of business actors. Participants stated that having a Business Identification Number (NIB) provides a sense of security because it affirms their business's official, administratively recognized identity. Business legality makes MSMEs feel better prepared to expand their marketing networks and collaborate with other parties. This shift in attitudes demonstrates that legality serves not only as a formal document but also as a factor shaping business actors' perceptions of their businesses' future.

Several participants reported that after obtaining their NIB, they began considering collaborating with local souvenir shops and exploring online sales opportunities. Business legality is a crucial factor in building consumer trust, especially for food-based businesses that require product safety assurance. This finding aligns with research (Khuan et al., 2024; Mardikaningsih et al., 2024), which emphasized that business legality can enhance MSMEs' professional image and strengthen their position in market competition. The change in participants' confidence was also evident in how they presented their businesses during the reflective discussion session. Participants began to realize that their businesses have the potential to grow if managed more structurally and supported by clear legal frameworks. The discussion focused not only on administrative aspects but also on business development strategies, providing participants with a space to share their experiences. Overall, business legitimacy through an NIB provides MSMEs with a starting point for viewing their businesses as part of a broader business ecosystem. Mentoring that links legality to business development has proven to have a more meaningful impact than a purely administrative approach, as participants begin to understand the relationship between legality, product quality, and business sustainability.

Potential of Gayam Chips Products and Production Challenges

Reflective discussions during the activity revealed that Gayam chips have unique value as a traditional food product that continues to use local production methods. The distinctive flavor and uncommon ingredients are the main attractions of this product in the local market. Participants stated that some consumers purchase the product not only for its taste but also for the nostalgic value inherent in gayam chips as a traditional food. However, this potential is accompanied by various production challenges, particularly related to the seasonal availability of raw materials. Gayam fruit can be harvested only during certain periods, making year-round production difficult. This condition aligns with research (Maulana et al., 2024; Supandi et al., 2025), which states that gayam plants have high economic potential, but require appropriate management strategies to ensure sustainable production.

The manual production of gayam chips is both a key component of the product's identity and a challenge in maintaining consistent quality. Participants noted that traditional methods are capable of maintaining the product's distinctive flavor, though they require longer production times. Discussions about the production process helped participants understand the importance of balancing product quality with production efficiency. The activity also provided a platform for participants to share experiences on overcoming raw material limitations, such as storing harvested products or diversifying products. These discussions were a crucial part of the empowerment process, as participants learned not only about business legality but also about sustainable production strategies relevant to their specific business context.

Marketing Strategy and Digital Adaptation of MSMEs

In terms of marketing, most participants still rely on social media and local sales networks as their primary strategy. This approach is considered effective because it doesn't require high promotional costs while still reaching a wide range of consumers. Business legalization via a Business Identification Number (NIB) encouraged participants to consider broader digital marketing opportunities, including online platforms. During the event, participants were given examples of how business legality can increase consumer trust in digital transactions. Several participants began to express interest in expanding their marketing efforts through e-commerce platforms and social media-based promotions. This aligns with research (Aminullah et al., 2024; Atika, 2023; Halida, 2022), which states that digitalization of business administration can be a gateway for MSMEs to adapt to market changes.

The focus group discussion also addressed the importance of consistent product quality as part of a sustainable marketing strategy. Participants recognized that business legality needs to be balanced with improved production quality to compete in a broader market. Mentoring that linked legality to marketing strategy provided MSMEs with a new perspective on the relationship between business administration and business development. The shift in participants' mindsets toward marketing demonstrated that community service activities not only have administrative impacts but also encourage innovation in business management. The integration of business legality and digital adaptation was a key finding of this activity, demonstrating that a contextual mentoring approach can improve MSME readiness to face the dynamics of the digital economy.

The findings of this community service activity demonstrate that business law mentoring, combined with hands-on practice and reflective discussions, can lead to tangible changes in MSMEs' knowledge, attitudes, and preparedness for managing digital-based business administration. The participants' improved ability to use the OSS system, changing perceptions of the importance of business legality, and growing awareness of the need to develop more adaptive marketing strategies are indicators that this activity not only produces administrative achievements but also provides a sustainable learning impact. Furthermore, integrating business legality and strengthening the potential of local products demonstrates that a contextual mentoring approach can encourage MSMEs to view their businesses as part of a broader business ecosystem.

Reflectively, participants' experiences during the program demonstrated that the program's success is determined not only by the number of NIBs issued, but also by a shift in business actors' mindsets regarding the importance of more structured business management. This demonstrates that a mentoring model that combines administrative, production, and marketing aspects has the potential to be developed as a more comprehensive approach to MSME empowerment. Therefore, the following section summarizes the key implications of this activity and provides an overview of the program's sustainability, which can be implemented in future phases.

Conclusions

The mentoring activity for obtaining a Business Identification Number (NIB) involving 12 participants in the Gayam Chips MSME sector demonstrated that a hands-on, participatory approach can improve business actors' understanding and readiness to manage business legality independently. The results showed that most participants completed the NIB registration process through the Online Single Submission (OSS) system, while several others were still in the administrative data verification stage. The improvement in participants' ability to access digital services demonstrates that contextually designed mentoring can reduce the technological literacy barriers often experienced by MSMEs.

In addition to its administrative impact, this activity also prompted a shift in participants' perspectives on the importance of legal compliance as part of a business development strategy. Legality is no longer understood merely as a formal obligation, but rather as a first step toward expanding marketing networks and increasing consumer trust. Reflective discussions during the activity also revealed the potential of gayam chips as a local food product with unique value and development opportunities if supported by more structured business management.

The practical implications of this activity demonstrate that integrating business legality assistance with strengthening local product potential can create a more contextual and sustainable community service model. To ensure the program's sustainability, similar activities can be developed through further training focused on improving production quality, digital marketing strategies, and strengthening community-based business management. Sustainable mentoring is expected to encourage traditional food-based MSMEs to adapt to changes in the digital economy ecosystem.

Acknowledgment

The author would like to thank all the Gayam Chips MSMEs who actively participated in the mentoring activities and provided the implementation team with the opportunity to carry out the community service program. Appreciation is also expressed to Nahdlatul Ulama University in Sidoarjo for their support in implementing this activity.

Funding Statement

This community service activity does not receive any special funding from external institutions or commercial sponsors.

Contribution

Mochamad Usman Sufi played a role in the design and implementation of the activity, coordination, and manuscript preparation. Melandri Muchamad Hadi Renata contributed to the development of the mentoring methodology and analysis of the activity results. Nuria Alfina, Angela Nayya Azzahra, and Nafia Ilhama were involved in implementing field mentoring, data collection, and documenting the activity. All authors contributed to the revision process and final approval of the manuscript.

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