

## ASSISTANCE IN CREATING A BUSINESS IDENTIFICATION NUMBER THROUGH THE ONLINE SINGLE SUBMISSION WEB

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### Abstract

Currently, the central government and local governments offer a lot of assistance, in the form of reduced costs in business assistance and training for business behavior, thus requiring business owners to have a Business Identification Number. Business Identification Number or NIB is the identity of a business actor issued by the government through the website of the OSS institution after the entrepreneur is registered. This status replaces several previous permits and is one of the prerequisites for obtaining a SIUP (Trade Business Permit). The method used is (Participatory Action Research) assistance carried out by researchers (1) Facilitator, (2) Animator, and (3) Initiator. Assistance in making NIB in Gondangan Hamlet and carried out from 21 August 2022 to 25 August 2022. The results of the study show that NIB can help MSMEs in Gondangan Hamlet to obtain business legality in order to facilitate the processing of other business papers, as well as to show that the business exists, operates and is viable. After assisting in making Business Identification Numbers (NIB) through Online Single Submission (OSS), there was an increase in participants' understanding of the benefits of licensing, OSS and NIB. After registering 18 NIBs in Gondangan Hamlet, MSMEs in Gondangan Hamlet will be more advanced.

**Keywords:** Business Identification Number; MSMEs; Participatory Action Research.

### Abstrak

Saat ini pemerintah pusat maupun pemerintah daerah banyak menawarkan bantuan, berupa keringanan biaya dalam berusaha pendampingan dan pelatihan kepada perilaku usaha sehingga mewajibkan pemilik usaha memiliki Nomor Induk Berusaha. Nomor Induk Berusaha atau NIB adalah identitas pelaku usaha yang diterbitkan oleh pemerintah melalui website lembaga OSS setelah pengusaha tersebut terdaftar. Status ini menggantikan beberapa izin sebelumnya dan merupakan salah satu prasyarat untuk mendapatkan SIUP (Izin Usaha Perdagangan). Metode yang digunakan yaitu (Participatory Action Research) pendampingan yang dilaksanakan oleh tim pengabdian (1) Fasilitator, (2) Animator, dan (3) Inisiator. Pendampingan pembuatan NIB di Dusun Gondangan dan dilaksanakan pada tanggal 21 Agustus 2022 hingga 25 Agustus 2022. Hasil dari penelitian menunjukkan bahwa NIB dapat membantu UMKM di Dusun Gondangan untuk mendapatkan legalitas usaha guna untuk mempermudah pengurusan surat-surat usaha lainnya, serta menunjukkan bahwa usaha tersebut memang ada, beroperasi dan layak berdiri. Setelah pendampingan pembuatan Nomor Induk Berusaha (NIB) melalui Online Single Submission (OSS), terjadi peningkatan pemahaman peserta akan manfaat perizinan, OSS, dan NIB. Setelah terdaftar 18 NIB di Dusun Gondangan maka UMKM di Dusun Gondangan akan lebih maju.

*Kata kunci: Nomor Induk Berusaha; UMKM; Participatory Action Research.*

## 1. INTRODUCTION

Following the 1945 Constitution article 33, paragraph 4, MSMEs (Micro et al.) are part of the national economy that has an independent perspective and has excellent potential to improve community welfare. Based on data from the Ministry of Cooperatives and SMEs, the number of MSMEs currently reaches 64.19 million with a contribution to GDP of 61.97% or IDR 8,573.89 trillion. The data above proves that the increase and decrease in economic growth in Indonesia is also influenced by MSMEs (Pakpahan, 2020).

Small Micro and Medium Enterprises (MSMEs) in Gondangan Hamlet have developed quite well in their journey. Small Micro and Medium Enterprises (MSMEs) in Hamlet have a significant role in economic development and empowering the community in Gondangan Hamlet. The number of Small, Micro, and Medium Enterprises (MSMEs) increases yearly; the business fields in Gondangan Hamlet vary, ranging from shops, staple foods, crafts, services, and culinary delights. In business development, business actors should need information to show that the business is still operating (Puspita & Tan, 2021). With licensing, business actors can maintain the quality of a product produced from the business process. If a business creates a product or service, this is indirectly stated in the licensing. If something detrimental happens, it must be accounted for so that Business owners can minimize things that cause errors to occur in producing a business product.

One of the permits in a business is the Business Identification Number (NIB). Business Identification Number (NIB) is a symbol of ownership of a business, whether individual or business entity. Setyawan et al. (2022) said that NIB can help business actors in applying for business permits and commercial or operational permits (Hapsari, 2022). NIB also functions as a Company Registration Certificate (TDP), Importer Identification Number (API), and customs access rights. If a business has a business permit, MSMEs already have legal protection to be able to stand and operate, especially when they obtain a business permit number directly, empowerment assistance from the government, and also as a sign that the business has received protection from the government through registration on an Online Single Submissions (OSS) account (Irawaty et al., 2022).

In registering a Business Identification Number, the government has created an innovation to help and make things easier for MSMEs by creating a business licensing service through Online Single Submissions (OSS) (Soejono et al., 2020). The aim of creating this OSS web service innovation is to shorten the process of obtaining business permits following service standards, providing convenience in the business licensing process. The permits given by the institution are in the form of a certificate

or official proof of business legality. On this website, there is a Business Identification Number (NIB) registration feature.

The implementation of the issuance of the Business Identification Number (NIB) is based on MSME data in Gondangan Hamlet. Several business actors own MSMEs who still need to learn about the importance of business legality and the business licensing registration mechanism. Business actors in Gondangan Hamlet participated and were enthusiastic about making legal business permits because they felt it benefited their business. Based on the problems faced by MSMEs in Gondangan Hamlet, the author assisted in obtaining MSME permits based on Government Regulation No. 24 of 2018 concerning Electronically Integrated Business Licensing Services (Puspita & Tan, 2021). To provide business actors with an understanding of the importance of micro and small business permits, the author carries out outreach and provides solutions to business actors so that they can have a business permit for legality in their business.

In previous service research researched by (Cantikasari et al., 2022) with the title Socialization of Business Identification Numbers for all MSMEs in the sub-district of Tulis, Blitar City, the method used was to record the types of MSMEs, document activities, and provide an understanding of the importance of having a NIB. The results obtained were an increase in understanding among MSME actors in the Tulis sub-district regarding the importance of having permits. The difference between this service and the previous one is that the object is in Gondangan Hamlet, the method used is (Participatory et al.), which is an approach whose process aims at learning in overcoming problems and meeting the practical needs of society, as well as the production of knowledge, and the process of socio-religious change and the results of This service not only provides information about the understanding and importance of licensing but in this research it also helps in the process of creating a Business Identification Number (NIB) to obtain a licensing certificate successfully.

Based on the analysis of the problems that exist in the Gondangan Hamlet MSME sector, the author wants to solve them by carrying out several community service programs, including socializing the importance of Business Identification Numbers (NIB), assistance in making Business Identification Numbers (NIB) with the aim that MSME players can know the importance of making a Business Identification Number (NIB) and understand the mechanism for making a Business Identification Number (NIB), and MSME players are expected to know how to make permits via the OSS Web. This research aims to train to understand Online Single Submission and the benefits of a Business Identification Number (NIB), to know how to get a business license through OSS, and to have a Business Identification Number.

## 2. METHOD

New policies regarding business permits make it easier for business actors to start new businesses (Manovri et al., 2021). This NIB will later act as an official permit to replace SIUP, TDP, API, and customs access, so there is no need to prepare all documents and files to fulfill business permit requirements. Therefore, the method of service carried out by the author is to create an NIB (Business Identification Number). The method used is (Participatory Action Research) which is an approach whose process aims at learning to overcome problems and meeting the practical needs of society, as well as the production of knowledge and the process of socio-religious change (Khayati et al., 2021). There are several stages before creating a NIB, namely:

### a. Facilitator

Small and medium enterprises (MSMEs) have been hit hard by the Covid-19 pandemic. This situation allows the central government to develop support and cooperation with regional governments and anticipate the impact of this pandemic on MSME business actors. A survey of Gondangan hamlet residents who own MSMEs was conducted in mid-August 2022. The investigation aimed to prepare and present the problems facing MSME business actors in Gondangan hamlet. This study is also the government's first attempt to subsidize MSMEs, especially those with permits, in the form of capital, one of which is NIB (Business Identification Number) (Marthalina & Khairina, 2022).

### b. Animator

The service team conducted interviews with MSMEs in Gondangan Hamlet. The purpose of the interview was to find out the challenges and difficulties of Gondangan hamlet residents. As well as strategies and business opportunities experienced by MSMEs, especially in Gondangan Hamlet (Tafrilyanto et al., 2022).

### c. Initiator

This focused discussion was carried out within the mentoring team and by MSMEs in Gondangan hamlet. Mentoring materials, mentoring procedures, and distribution of work topics within the team are discussed by the mentoring team. During that time, other MSME discussions were held to test data entry into the system (Darmawan et al., 2022).

## 3. RESULTS AND DISCUSSION

Community service aims to disseminate science, technology, and art to society. These activities can provide added value to society, both in economic activities, policies, and behavior (social) changes. NIB registration is done offline, and activities are carried out individually at the business owner's home. The phases of mentoring activities are divided into three phases. The first phase is the NIB socialization stage, the second phase is registration assistance, and the third phase is

handing over the NIB to business owners. NIB registration assistance activities will occur from August 21, 2022, to August 25, 2022.

### Facilitator

This is socialization, starting with an FGD or focus group discussion with the business owner at the business owner's home. In this activity, there was a discussion between the author and the business owner where the business owner had problems with capital. Based on the obstacles presented, the author provides solutions and simultaneously carries out outreach regarding NIB, where business owners who already have NIB can make it easier to obtain capital from the government. Because one of the requirements for getting capital is that the business you run already has a business license – the public needs to know widely about the existence of OSS as an institution that handles licensing. OSS Online Single Submission (OSS) is a platform used by small, medium, and large businesses to obtain online-based licenses (Tarina, 2020). Most people only know that the licensing process will be carried out through the sub-district and bringing the required documents; of course, time constraints make them decide not to register the legality of their business.

### Animator

After conducting outreach with business owners, 18 business owners were interested and interested in registering for NIB. The following is a list of business owners who have successfully registered their business NIB, namely:

Table 1. List of NIB Applicants and Recipients

No	Type of business	Amount
1	Food	8
2	Woodcraft	1
3	Farm	3
4	Trader	4
5	Agriculture	1

### Initiator

In the form of the process of handing over NIB to business owners, after conducting a focus group discussion (FGD) with business owners, knowing what obstacles there are, and finding solutions to these obstacles, the author helps to accompany the process of making NIB for business owners who wish to have a Business Identification Number (NIB), after the NIB registration assistance process, the author immediately handed over the NIB in soft files and complex files to the business owner.



Figure 1. Documentation of activities and NIB Letter to the community

After assistance in creating a Business Identification Number (NIB) through Online Single Submission (OSS), there was an increase in participants' understanding of the benefits of licensing, OSS, and NIB. This data was obtained from the results of discussions held at the end or after the creation of the NIB was completed. Before the training, none of the 18 business actors could make an NIB independently. Not all participants can create and change data independently due to several factors, such as age and poor understanding of technology. The solution to this problem is that the service team provides assistance and monitoring. After the activities and mentoring, the number of NIB participants increased by 100%. This is because participants already understand the benefits and importance of having business legality.

#### 4. CONCLUSION

MSME players need to have legality because this can bring quite good profits. After all, it can attract other consumers and lead to higher sales. Article 25 paragraph (1) of Government Regulation Number 24 of 2018 concerning Electronically

Integrated Business Licensing Services or Online Single Submission (OSS) states that "NIB is a business identity and is used by business actors to obtain Business Permits and Commercial or Operational Permits including for compliance Business License and Commercial or Operational License requirements.

NIB registration is done offline, and activities are carried out individually at the business owner's home. The phases of mentoring activities are divided into three phases. The first phase of the facilitator is the NIB socialization stage, the second phase is the animator assisting with registration, and finally, the third phase is the Initiator, namely handing over the NIB to the business owner. Based on the obstacles presented, the author provides solutions and simultaneously carries out outreach regarding NIB, where business owners who already have NIB can make it easier to obtain capital from the government. After conducting this outreach with business owners, 18 business owners were interested and interested in registering for NIB. After the NIB registration assistance process, the author immediately handed the NIB in soft and complex files to the business owner.

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