

# MSMEs Empowerment Through Business Identification Number Administrative Workshop

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## ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in the Indonesian economy, but many businesses still lack legal business registration due to low digital literacy, administrative limitations, and minimal technical assistance. This article aims to describe the implementation of community service activities to help MSMEs obtain a Business Identification Number (NIB) through the Online Single Submission (OSS) system in Lempangang Village, Gowa Regency. The method used was a descriptive-participatory approach through the stages of planning, outreach, demonstration, practical assistance, and evaluation. Participants consisted of two MSMEs and eleven students accompanied by lecturers as facilitators and mentors. The results of the activity showed an increase in participants' understanding of the importance of business legality, the benefits of NIB as an official business identity, and basic knowledge of the registration process through OSS. The demonstrative approach and individual assistance proved more effective than one-way material delivery, especially for participants with limited administrative experience and use of digital technology. However, the activity also encountered obstacles in the form of low digital literacy and readiness of administrative documents. Thus, this program confirms that education combined with practical mentoring is an effective strategy to encourage the formalization of MSMEs, strengthen business capacity, and support more sustainable local economic development.

## 1. Introduction

MSMEs occupy a strategic position in the Indonesian economy, dominating the number of business units and serving as the foundation for job creation and income equality. Various sources confirm that MSMEs comprise approximately 99.99% of the total number of business actors in Indonesia. Data from the Ministry of Cooperatives and SMEs shows that the number of MSMEs has reached 64.19 million units, contributing 61.97% to GDP (Novitasari, 2022). From an employment perspective, MSMEs absorb approximately 97% of the national workforce. This contribution makes MSMEs a key pillar of the economy, playing a role in

expanding employment opportunities, generating GDP, and providing a safety net for low-income communities (Suhartono, 2023). Given this significant role, improving the quality of MSME governance, including aspects of business legality, is an urgent need, as is trademark protection, which is often overlooked by MSME actors (Wibowo, 2023). Empowering MSMEs through institutional strengthening and integrated management is also necessary to increase contributions to GDP and exports.

Despite their strategic role, MSMEs in Indonesia still face structural challenges, particularly low levels of business legality. Most MSMEs operate informally without adequate business permits. Research shows that 67% of small businesses in Indonesia are not registered with the government, and many MSMEs are unaware of their business licensing requirements or lack the necessary procedures (Khoiriyah et al., 2023). Inhibiting factors include concerns about tax burdens, limited knowledge, and the perception that their businesses are too small. However, business legality is a crucial foundation for business development (Dong et al., 2024). Having a Business Identification Number (NIB) provides official identification, legal protection, easy access to capital, and government empowerment. Legality also opens access to formal financing such as the People's Business Credit (KUR) and other government programs. Without legality, MSMEs struggle to access financing from formal financial institutions due to the lack of necessary registration documents (Mangku et al., 2023). The government has simplified licensing through the OSS system, but outreach and education for MSMEs remains suboptimal.

In the context of modern economic development, MSMEs without business legality are in a highly vulnerable position. The absence of formal registration documents makes it difficult for MSMEs to access financing from formal financial institutions, as banking institutions require complete legal documents as a prerequisite for granting credit (Wau & Kinton, 2024). Research on Islamic banking and MSMEs in Indonesia reveals that the lack of business legality reduces MSMEs' opportunities to obtain external financing and participate in government assistance programs (Mashita & Anggresta, 2022). Furthermore, informal MSMEs face obstacles in obtaining adequate legal protection, including trademark protection and legal certainty in doing business (Awatara & Susila, 2022). Legality issues also directly impact MSMEs' capacity to grow and compete. MSMEs without business permits struggle to access government empowerment programs, partnerships, and training. This situation is exacerbated by limited human resources, marketing, and technology, which constitute structural challenges for MSMEs (Arlinaninova & Dewi, 2024). Thus, legality is not merely an administrative matter, but is directly related to the ability of MSMEs to survive and carry out sustainable business expansion in an increasingly digitalized economic era.

Normatively, the OSS and NIB systems are policy instruments that shift the licensing paradigm from a license-based approach to a risk-based approach, as stipulated in the Job Creation Law and Government Regulation Number 5 of 2021 (Prasiwi et al., 2024). This approach categorizes business activities based on risk levels: low, medium-low, medium-high, and high, with low-risk businesses simply obtaining a NIB as a single legal entity. For MSMEs, this pathway offers significant convenience because the licensing process is carried out in an integrated manner on a single electronic platform (Pandia et al., 2023). However, empirically, the implementation of this policy still faces challenges. In Mataram City, MSME compliance

with risk-based licensing remains low. Similar obstacles were found in Sidoarjo, where a lack of understanding from business actors and minimal support from village governments hampered implementation (Rosari et al., 2024). Public literacy regarding NIBs and registration procedures also remains limited. Nevertheless, the socialization conducted showed a positive response from the community, indicating that with adequate assistance, the formalization of MSMEs can be encouraged more widely.

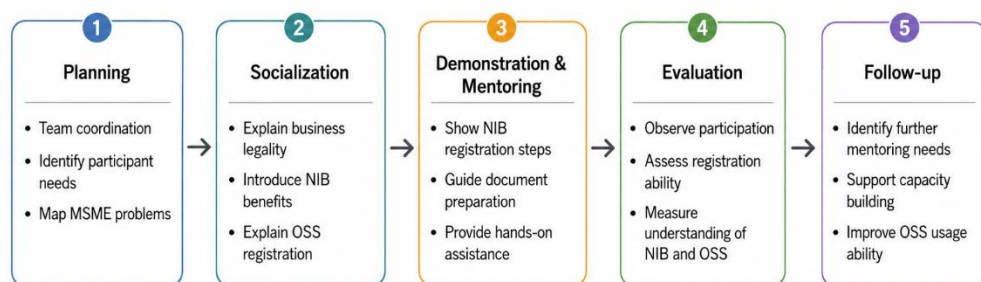
The implementation of digital-based licensing policies through the OSS (Online Business Registration) and NIB (National Business Registration Certificate) in the field faces various obstacles that highlight the gap between normative administrative ease and actual accessibility at the community level. MSMEs, particularly in areas with limited digital literacy, experience difficulties understanding registration procedures, preparing documents, and completing the process independently (Bimarasmana et al., 2023). Many MSMEs have not yet registered their businesses due to limited understanding of the system. In Sidoarjo, the lack of human resources familiar with business legality and minimal support from village governments are major obstacles. Public literacy regarding NIBs and registration procedures remains low, even in urban areas (Redi et al., 2022). Therefore, mentoring and education are crucial. Outreach activities and the establishment of NIB processing posts have been shown to help MSMEs overcome technical obstacles. Strengthening legality through ICT-based mentoring also demonstrates increased knowledge among business actors, although limited mentoring time and low technology utilization remain challenges (Maulana et al., 2023). Without ongoing mentoring interventions, policies designed to make things easier may remain difficult to reach for the target groups who need them most.

This situation is reflected in the context of community service activities carried out in Lempangang Village, Gowa Regency. Based on activity reports, some MSMEs still lack an adequate understanding of the importance of business legality, the benefits of a Business Identification Number (NIB), and the procedures for processing through the OSS system. This issue is not isolated but is related to limited digital literacy, minimal administrative experience, and limited access to intensive technical assistance. In the context of rural communities, micro-enterprises generally grow from practical and adaptive daily economic activities, so concerns about legality often arise later, when businesses begin to need access to capital, a broader market, or formal collaboration with other parties. This situation confirms that the issue of MSME legality actually has social, educational, and institutional dimensions. On the one hand, the government has provided regulations and digital infrastructure to simplify licensing. However, on the other hand, business actors require a learning process and mentoring to truly utilize these facilities. Therefore, outreach and mentoring activities are highly relevant as interventions that bridge the gap between policy and implementation. Outreach serves to increase business actors' knowledge and awareness of the importance of legality, while mentoring provides practical support so they can navigate administrative stages directly and effectively.

## **2. Method**

This community service research employed a descriptive-participatory approach to educate and assist Micro, Small, and Medium Enterprises (MSMEs) in obtaining a Business

Identification Number (NIB) through the Online Single Submission (OSS) system. The method combined counseling, demonstrations, and individual assistance, enabling participants to understand and directly practice the stages of business legalization. The activity was conducted on November 1, 2025, in Lempangang Village, Gowa Regency. The location was selected because several local business actors were actively operating but still lacked knowledge of formal business licensing procedures, particularly NIB registration. Conducting the program at the village level also allowed the assistance to be adapted to the community's social, administrative, and digital literacy conditions. The participants consisted of 2 MSME actors and 11 Management students from Syekh Yusuf Al Makassar University, Gowa. Lecturers served as directors, facilitators, and mentors, while students provided technical support, particularly in using digital devices and completing administrative procedures through the OSS system.



**Figure 1. Community Service Framework**

The activity was implemented in stages to ensure a systematic education and mentoring process. The first stage involved planning, including team coordination, identification of participant needs, and initial observation of MSME conditions. The team mapped key problems related to business legality, administrative document readiness, and digital literacy to ensure the materials and assistance were contextual and problem-based. The second stage was socialization, covering the importance of business legality, the functions and benefits of a Business Identification Number (NIB), and the registration process through the OSS system. The material was delivered through lectures and interactive discussions, allowing participants to ask questions and explain the challenges they faced. This approach helped participants understand unfamiliar administrative terms and digital procedures within the OSS system.

The third stage involved demonstrations and practical mentoring as the core of the activity. The implementation team demonstrated the steps for obtaining a Business Identification Number (NIB) through the OSS system, including document preparation, account registration, business data entry, and application submission. Participants then practiced the process with individual assistance. This method was chosen to accommodate differences in digital literacy and administrative understanding, while providing direct experience in using the licensing system. The fourth stage was evaluation, conducted through observation of participant involvement, their ability to follow the NIB registration process, and their responses to the material. The evaluation also assessed participants' understanding of business legality, the benefits of NIB ownership, and the basic use of the OSS system. The results were used to determine the need for further mentoring and sustainable capacity-building activities.

### **3. Results and Discussion**

Based on the implementation of the activity, the main visible outcome was an increased understanding of the participants regarding the importance of business legality, particularly the function of the NIB as an official business identity and as a gateway to access the formal business licensing system. Prior to the activity, participants generally viewed business legality as an administrative aspect that was not urgently needed. However, after receiving counseling and mentoring, a better understanding emerged that business legality is directly related to business sustainability, access to capital, business credibility, and future business development opportunities.

These results indicate that the outreach activities significantly contributed to building legal and administrative awareness among MSMEs. In the context of micro and small businesses, low attention to legality is often not due to a rejection of regulations, but rather to limited information, minimal mentoring, and low administrative literacy (Purnomo et al., 2023). Therefore, the increased understanding of participants after the activities can be understood as an indicator that the main obstacles faced by MSMEs at the village level tend to be informational and technical, rather than solely structural (Waziana et al., 2023). This finding is important because it demonstrates that relatively simple interventions, such as targeted outreach and technical mentoring, can produce significant changes in knowledge. In addition to improving conceptual understanding, the results of the activities were also evident in participants' ability to recognize the basic flow of NIB processing through the Online Single Submission (OSS) system (Ambarwati et al., 2024). The demonstrative approach and hands-on practice in the activities enabled participants not only to understand the theoretical benefits of NIB but also to understand the administrative steps required to obtain it (Taufikurrahman et al., 2023). In this activity, participants were assisted from understanding the required data, introducing the OSS system interface, and completing the process of filling in business information (Reswari et al., 2023). The direct involvement of participants in the process shows that the practical mentoring method is more effective than simply delivering one-way material, especially for target groups who have limited experience in using digital government services.

The achievements of this activity can be interpreted as an initial step in strengthening the capacity of MSMEs to access digital-based public service systems. The ability to understand and follow OSS procedures is a crucial skill in the context of business administration transformation in Indonesia. Therefore, this activity not only impacts legal aspects but also contributes to improving participants' digital literacy. This is relevant because digitalization of public services will struggle to achieve maximum effectiveness if the target group lacks the basic skills to interact with the provided system. However, the evaluation of the activity also revealed several obstacles affecting the implementation process. One of the main obstacles identified was the limited digital literacy of participants. Some participants still struggled to understand the stages of using the OSS system, particularly in technical aspects such as account creation, data entry, and understanding the terms used in the system. This obstacle indicates that digitalization of services has not automatically resulted in equal convenience for all levels of society. For MSMEs at the village level, the use of digital systems still requires adjustment, familiarization, and adequate technical support for optimal utilization.

Another identified obstacle was limited supporting resources, both in terms of document readiness, administrative experience, and participants' ability to connect business information with the formal requirements of the system. In many cases of micro-SMEs, business administration is still carried out in a simple manner and is not well documented. As a result, when business actors are asked to align their business identities with the formal format required by the OSS, confusion and dependence on mentors arise (Setyawan et al., 2022). This finding suggests that business formalization at the micro level is not only a matter of technology access, but also involves basic administrative readiness, which has not yet been firmly established. To address this obstacle, the implementation team implemented a number of adaptive efforts throughout the activity (Farida et al., 2023). One strategy used was providing step-by-step explanations using simpler and more contextual language to facilitate participants' understanding of the legal concepts and procedures for managing a Business Identification Number (NIB). Furthermore, mentoring was provided directly and individually so that each participant received assistance tailored to their needs and level of understanding (Aysa & Sutantri, 2023). This individual approach proved crucial as the difficulties experienced by participants varied. Some required assistance in understanding the function of the NIB, while others required more technical support in using the digital system. The flexibility of mentoring was a factor that contributed to the more effective achievement of activity results.

The results of this activity indicate that MSME empowerment programs will be more effective if they are designed not only as outreach activities but also as participatory learning processes. While informative presentations are crucial as a foundation for knowledge, more tangible results are only seen when participants are given the opportunity to experience them firsthand and receive assistance when encountering obstacles. In other words, the success of an activity is determined not only by the quality of the material but also by the appropriateness of the learning approach used. In this context, a combination of outreach, demonstrations, and individual mentoring can be seen as an appropriate model to support the acceleration of MSME legalization at the local level. These findings also confirm that government policies on simplifying licensing through the OSS (Online Business Registration) and NIB (National Identity Number) require implementation support at the community level. Policy-wise, the OSS system was designed to simplify the business licensing process. However, in practice, the effectiveness of this policy is heavily influenced by user capacity, particularly for micro-enterprises that still face digital and administrative limitations. Therefore, the results of the activity in Lempang Village demonstrate that field mentoring plays a strategic role as a bridge between national policy and local realities. Without this kind of support, normatively inclusive policies risk not fully reaching the target groups most in need.

Increasing participant awareness of the importance of a Business Identification Number (NIB) also has broader implications for village economic development. Business legality can be a first step toward strengthening community economic identity, increasing access to empowerment programs, and opportunities for local businesses to integrate into the formal economic ecosystem (Kurniawan et al., 2023). By having legality, MSMEs are no longer positioned as informal economic actors with limited activity, but are beginning to enter a more structured economic system with institutional support. From a local development perspective, this is crucial because strengthening formal MSMEs can contribute to more stable, measurable,

and sustainable village economic growth (Khaerudin et al., 2024). However, the results of this activity also suggest that the changes achieved are still in their early stages, particularly in the area of improving basic knowledge and skills. Therefore, follow-up is a crucial component to ensure the impact of the activity does not stop with a single intervention. Continued mentoring, more in-depth training, and collaboration with village governments or related parties need to be developed so that MSMEs can maintain and enhance their established capacity (Ningtyas et al., 2023). In the context of scientific articles, this demonstrates that this type of community service activity has a positive impact, but its long-term effectiveness depends heavily on the program's sustainability and the strengthening of the supporting ecosystem.



**Figure 2. Community Service Process**

Overall, the results and discussions of this activity demonstrate that the counseling and mentoring for NIB processing in Lempangang Village had a positive impact on improving participants' understanding of business legality and basic skills in accessing the OSS system. The activity also revealed that the main challenges faced by MSMEs include limited digital literacy and administrative readiness, which can be addressed gradually through an educational approach and direct mentoring. These findings reinforce the view that MSME legalization programs will be more effective when accompanied by contextual, participatory, and sustainable empowerment strategies. Thus, this activity not only resulted in changes in participants' knowledge levels but also provided important lessons on how formal policies can be implemented more effectively at the village level.

#### **4. Conclusion**

This community service program in form of counseling and mentoring program for MSMEs in Lempangang Village, Gowa Regency, demonstrated the effectiveness of an educational approach and practical mentoring in improving business owners' understanding of the importance of business legality, the benefits of a NIB, and the procedures for processing it through the OSS system. The results of the program confirmed that the main obstacles faced by MSMEs lie in limited information, digital literacy, and administrative readiness, making direct technical support essential. Thus, this program demonstrates that business legality mentoring is a relevant strategy for encouraging MSME formalization, strengthening business capacity, and supporting more targeted and sustainable local economic development.

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