

STRENGTHENING BUSINESS LEGALITY THROUGH SOCIALIZATION AND ASSISTANCE OF BUSINESS IDENTIFICATION NUMBER (NIB) FOR BUSINESS ACTORS IN MENTENG DALAM VILLAGE, SOUTH JAKARTA

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ABSTRACT

This community service activity aims to strengthen the legality of MSME businesses in Menteng Dalam Village, South Jakarta through socialization and assistance in making Business Identification Numbers (NIB). The problems faced by partners are the lack of administrative and digital literacy, limited understanding of the benefits of NIB, and the assumption that the management of business licenses through *Online Single Submission (OSS)* is complicated and time-consuming. The method of the activity is carried out through discussion of partner needs, pre-test, training, NIB registration assistance, post-test, and evaluation. The results of the activity showed that of the 10 food and beverage business actors who participated in the program, five successfully completed registration and obtained NIB, while the other five were technically constrained because the Population Identification Number (NIK) had been registered in the OSS system even though the participants had never registered before. Pre-test and post-test evaluations showed an increase in the average understanding of participants from 51% to 88%, with the largest increase in the aspects of understanding NIB benefits and motivation to register. This activity proves that socialization and direct assistance are effective in increasing legal awareness, digital skills, and motivation of business actors to legalize their businesses. In the future, more intensive cooperation with relevant agencies is needed so that administrative obstacles can be resolved, as well as the expansion of programs to other business sectors in the Menteng Dalam area.

Keywords: Business Legality, Business Identification Number, Online Single Submission (OSS), MSME Assistance, Business Law Protection

1. INTRODUCTION

Business licensing is one of the important instruments in creating legal certainty and a healthy investment climate in Indonesia. The government has issued various regulations, such as Law Number 11 of 2020 concerning Job Creation and Government Regulation Number 5 of 2021 concerning Risk-Based Business Licensing, which emphasizes the simplification of licensing procedures through the Online Single Submission (OSS) system. One of the legal products resulting from this system is the Business Identification Number (NIB), which functions as the official identity of business actors as well as an entry point to obtain various commercial and operational licenses (Badina et al., 2022; Komalasari et al., 2023; Putri & Pertiwi, 2023).

Although the mechanism for making NIB has been designed to be simple and digital-based, there are still many business actors who face obstacles in the registration process. These obstacles include the lack of digital literacy, limited information, and the assumption that the processing of business licenses is complicated and time-consuming (Alfikri et al., 2024; Sutantri et al., 2022). As a result, most business actors are still carrying out their economic activities without adequate legality. This condition not only reduces their access to government programs and capital but also weakens the confidence of consumers and business partners (Alfikri et al., 2024; Komalasari et al., 2023; Supriyo et al., 2023).

Menteng Dalam Village, South Jakarta, is one of the areas with quite dynamic community economic activities, in fact there are still many business actors who run their businesses without having clear legality. One of the main problems is the absence of a Business Identification Number (NIB) as the official identity of business actors. Without NIB, the business is not formally recorded, so its existence does not have legal certainty and is difficult to develop. This condition has various impacts, ranging from limited access to capital, difficulty in obtaining government program support, to lack of opportunities to establish partnerships with other parties. The same thing is also found in various other regions in Indonesia, where most business actors still consider the management of business licenses complicated and do not provide direct benefits, so they are reluctant to register (Badina et al., 2022; Widiawati et al., 2021; Yeni et al., 2021).

The absence of NIB also makes it difficult for business actors to get government support in the form of coaching programs and capital assistance. Previous studies have shown that business legality is an important requirement for obtaining legal protection, access to banking, and increasing consumer confidence (Komalasari et al., 2023; Putri &

Pertiwi, 2023). Without this legality, the existence of businesses is often seen as unprofessional and risky, thus weakening competitiveness during market competition.

Based on previous literature, the effectiveness of socialization and direct assistance can increase the awareness of business actors about the importance of NIB which has succeeded in helping MSMEs obtain NIB after intensive socialization (Rendra et al., 2022; Setyono et al., 2023; Yeni et al., 2021). The existence of assistance in making NIB encourages business actors who were initially reluctant to finally obtain a legality certificate and feel the benefits in increasing product marketing (Sutantri et al., 2022).

Another problem is related to the lack of administrative and digital literacy. Although the Online Single Submission (OSS) system has been presented by the government to simplify licensing, the reality is that many business actors do not understand the mechanism of making NIB. These limitations have a direct impact on business sustainability. Businesses without legality are difficult to expand the market, cannot participate in tenders, and even have the potential to face legal problems in the future.

Based on various problems faced by business actors in Menteng Dalam Village, such as the absence of business legality, limited access to capital and government programs, low digital literacy in the use of *the Online Single Submission (OSS)* system, and the still strong assumption that business licensing management is something complicated, the activity of Strengthening Business Legality through (NIB) Socialization and Assistance has the main goal of helping business actors obtain a Business Identification Number (NIB) easily and precisely. Through this activity, business actors are expected not only to obtain legality documents, but also to understand the strategic benefits of NIB in increasing competitiveness, expanding market access, and providing legal protection for their business sustainability.

Thus, the purpose of this activity is not only to produce NIB documents for business actors in Menteng Dalam, but also to build collective awareness of the urgency of legality, strengthen the capacity of business actors in managing digital-based administration, and create a stronger foundation for the sustainability and development of their businesses in the future.

2. METHOD

The implementation of business legality strengthening activities through NIB socialization and assistance for business actors in Menteng Dalam Village is carried out through several structured and participatory stages. The first stage is a discussion of partner needs, which is carried out with representatives of business actors and village officials. This discussion aims to identify the actual conditions, problems faced, and specific needs of business actors related to legality and the creation of NIB. Through initial discussions, the implementation team obtained an overview of the level of understanding, technical obstacles, and expectations of partners for the activities to be carried out.

The next stage is a pre-test, which is given to participants to measure the extent of their initial understanding of the importance of business legality, the benefits of NIB, and the registration procedure through the Online Single Submission (OSS) system. The results of this pre-test are the initial benchmark used to design a training approach that is in accordance with the level of legal and digital literacy of business actors.

Furthermore, training and assistance for NIB registration were carried out. At the training stage, participants were given material on the concept of business legality, the benefits of NIB for business development, and technical steps for registration through OSS. This training uses interactive lectures, discussions, and live simulations on the OSS website. After that, the activity continued with registration assistance, where the implementation team helped participants prepare the required documents, create an OSS account, and complete the NIB registration process. This assistance is important because most business actors still face obstacles in understanding digital procedures and the use of technology.

After the training and mentoring are completed, a post-test is carried out to measure the improvement in the knowledge and skills of the participants compared to the results of the pre-test. This post-test also serves as an evaluation of the effectiveness of the training and mentoring methods that have been provided. The last stage is the evaluation of the activity, which includes reflection with participants and partners on the benefits of the activity, the obstacles still faced, and the follow-up that needs to be done. This evaluation provides valuable input for the implementation team in compiling recommendations for sustainable programs, so that business actors can continue to improve their legal awareness and digital skills in managing their businesses. With this structured implementation method, it is hoped that service activities will not only result in the issuance of NIB for business actors in Menteng Dalam Village but also be able to increase their capacity in understanding the importance of business legality and managing it independently in the future.

3. RESULTS AND DISCUSSION

Activities to strengthen business legality through socialization and NIB assistance for business actors in Menteng Dalam Village are carried out through several stages that have been systematically designed. The initial stage in the form of a discussion of partner needs will be held on July 31, 2025, with local food and beverage business actors. This discussion resulted in a mapping of problems, where most participants admitted that they did not understand the benefits of NIB and still considered the registration process complicated. These findings are in line with the results of the (Badina et al., 2022; Rendra et al., 2022), that low administrative literacy is the main obstacle for micro business actors in obtaining legality.

Furthermore, on August 6, 2025, a training was held at RPTRA Flamboyan, Menteng Dalam, which focused on understanding the importance of business legality, the benefits of NIB ownership, and registration procedures through [the https://oss.go.id/](https://oss.go.id/) Online Single Submission (OSS) link. The training was carried out interactively with lectures, discussions, and live practice simulations using the OSS website. The results of previous activities show that simulation-based training methods are effective in increasing business actors' understanding of NIB (Putra et al., 2022; Putri et al., 2024). The next stage is registration assistance which will be carried out on August 7, 2025 to 10 food and beverage business actors. Of the total participants, five business actors successfully completed the registration process to obtain a Business Identification Number (NIB). The following are the results of the registration that has been carried out by the team:



PEMERINTAH REPUBLIK INDONESIA
PERIZINAN BERUSAHA BERBASIS RISIKO
NOMOR INDUK BERUSAHA: 0708250049692

Berdasarkan Undang-Undang Nomor 6 Tahun 2023 tentang Penetapan Peraturan Pemerintah Pengganti Undang-Undang Nomor 2 Tahun 2022 tentang Cipta Kerja Menjadi Undang-Undang, Pemerintah Republik Indonesia menerbitkan Nomor Induk Berusaha (NIB) sebagai:

1. Nama Pelaku Usaha
2. Alamat

NUR MUTAMAH
MENTENG DALAM TEBET JAKARTA SELATAN, Desa/Kelurahan
Menteng Dalam, Kec. Tebet, Kota Adm. Jakarta Selatan, Provinsi DKI
Jakarta

rumutamah155@gmail.com
Lihat Lampiran

3. Nomor Telepon Seluler
Email
4. Kode Klasifikasi Baku Lapangan Usaha Indonesia (KBLI)
5. Skala Usaha

Usaha Mikro

NIB ini berlaku di seluruh wilayah Republik Indonesia selama menjalankan kegiatan usaha dan berlaku sebagai hak akses kepastian, pendaftran kepastian jaminan sosial kesehatan dan jaminan sosial ketenagakerjaan, serta bukti pemenuhan laporan pertama Wajib Laporan Ketenagakerjaan di Perusahaan (WLKP).

Pelaku Usaha dengan NIB tersebut di atas dapat melaksanakan kegiatan berusaha sebagaimana terlampir dengan tetap memperhatikan ketentuan peraturan perundang-undangan.

NIB ini merupakan perizinan tunggal yang berlaku sebagai sertifikasi jaminan produk halal berdasarkan pernyataan mandiri pelaku usaha dan setelah memperoleh pembinaan dan/atau pendampingan Proses Produk Halal (PPH) dari Pemerintah Pusat dan Pemerintah Daerah sesuai dengan ketentuan peraturan perundang-undangan.

Diterbitkan di Jakarta, tanggal: 7 Agustus 2025

**Menteri Investasi dan Hilirisasi/
Kepala Badan Koordinasi Penanaman Modal,**



Ditandatangani secara elektronik

Dicetak tanggal: 7 Agustus 2025



PEMERINTAH REPUBLIK INDONESIA
PERIZINAN BERUSAHA BERBASIS RISIKO
LAMPIRAN
NOMOR INDUK BERUSAHA: 0708250049692

Lampiran berikut ini memuat daftar bidang usaha untuk:

No	Kode KBLI	Judul KBLI	Lokasi Usaha	Tingkat Risiko	Perizinan Berusaha	
					Jenis	Status
1	10752	Industri Kue Basah	Menteng Dalam Tebet, Desa/Kelurahan Menteng Dalam, Kec. Tebet, Kota Adm. Jakarta Selatan, Provinsi DKI Jakarta Kode Pos: 12870	Rendah	NIB	Terbit

1. Dengan ketentuan bahwa NIB tersebut hanya berlaku untuk Kode dan Judul KBLI yang tercantum dalam lampiran ini.
2. Pelaku Usaha wajib memenuhi persyaratan dan/atau kewajiban sesuai Norma, Standar, Prosedur, dan Kriteria (NSPK) Kementerian/Lembaga (K/L).
3. Pengawasan pemenuhan persyaratan dan/atau kewajiban Pelaku Usaha dilakukan oleh Kementerian/Lembaga/Pemerintah Daerah terkait.
4. Lampiran ini merupakan bagian tidak terpisahkan dari dokumen NIB tersebut.

1. Dokumen ini diterbitkan sistem OSS berdasarkan data dari Pelaku Usaha, terlampir dalam sistem OSS, yang menjadi tanggung jawab Pelaku Usaha.

2. Dalam hal terjadi ketidaklengkapan data dalam dokumen ini akan dilakukan perbaikan sebagaimana mestinya.

3. Dokumen ini telah diterbitkan secara elektronik menggunakan sertifikat elektronik yang diterbitkan oleh BSN-BSSN.

4. Data terlampir Perizinan Berusaha dapat diperoleh melalui sistem OSS menggunakan hak akses.

1. Dokumen ini diterbitkan sistem OSS berdasarkan data dari Pelaku Usaha, terlampir dalam sistem OSS, yang menjadi tanggung jawab Pelaku Usaha.

2. Dalam hal terjadi ketidaklengkapan data dalam dokumen ini akan dilakukan perbaikan sebagaimana mestinya.

3. Dokumen ini telah diterbitkan secara elektronik menggunakan sertifikat elektronik yang diterbitkan oleh BSN-BSSN.

4. Data terlampir Perizinan Berusaha dapat diperoleh melalui sistem OSS menggunakan hak akses.

Figure 1. Results of Partner NIB Registration carried out by the Team

The success of NIB registration proves that direct assistance can overcome technical obstacles that are usually faced by business actors, as evidenced by the NIB assistance program which can be directly used by partners as legitimate business legality. However, five other participants faced technical obstacles, namely the Population Identification Number (NIK) they used had been registered in the OSS, even though the participants admitted that they had never registered their NIB before. This problem shows that there is an inconsistency in administrative data between population identity and OSS. A similar case has been found in mentoring activities in Bojonegoro, where several business actors failed to register NIB due to identity data being out of sync with electronic licensing (Rendra et al., 2022). This shows the need for further coordination with related parties, such as the Investment Office and PTSP, so that these administrative problems can be resolved.

During the implementation of the Business Identification Number (NIB) registration assistance activities, business partners showed active participation through discussions and questions and answers. One of the issues that has emerged many times is the difficulty in determining and choosing the Indonesian Business Field Standard Classification (KBLI) code that is in accordance with the type of business they run. This problem arises because most business actors still do not understand the detailed differences between business categories in KBLI, especially in

small-scale businesses that often have mixed business activities. Mitra said that the lack of understanding in choosing the right KBLI code has the potential to cause administrative problems in the future, such as incompatibility between the business activities that are carried out and the issued legality documents. This also has an impact on the difficulty of accessing government support programs which usually require the conformity of the KBLI code with the business sector. Figure 2 shows an interactive discussion between team companions and partners during the activity



Figure 2. Discussions between the team and partners

The discussion took place interactively, where the accompanying team provided an explanation of the function of KBLI as an official identification standard for business fields recognized by the government. Partners were also given concrete case examples of differences in KBLI codes in culinary, trade, and service businesses to make it easier to understand. Some business actors admit that they are often confused when the OSS system displays a variety of similar KBLI code options, so they are not sure which one is the most appropriate to choose. To answer these needs, the assistance team emphasized the importance of clearly mapping the type of business before choosing the KBLI code. In addition, participants were given practical guidance in the form of a list of KBLI codes that are most relevant to the food and beverage sector, as the dominant sector in the Menteng Dalam area. This effort received a positive response from participants because it helped reduce their doubts in the registration process.



Figure 3. Partner Participation in Activities

In this activity, partners are enthusiastic and actively participate in the implementation of activities. They gain an understanding of the importance of business legality through NIB, as well as technical assistance in registration using the Online Single Submission (OSS) system. The presence of community partners who enthusiastically participated in every stage of the activity, starting from discussion sessions, training, to the process of filling in NIB registration data directly. This activity not only strengthens business actors' understanding of the benefits of NIB but also serves as a means of collaboration between universities and the community in creating small businesses that are more professional, competitive, and legally protected. The results of this activity illustrate the tangible manifestation of efforts to empower MSME actors in Menteng Dalam Village, where the synergy between academics and the community produces a positive impact in the form of increasing legal literacy, digital skills, and motivation for business actors to immediately have legal business legality.

Overall, this activity succeeded in increasing the awareness and digital skills of business actors in Menteng Dalam in managing business legality. The existence of pre-tests and post-tests also showed an increase in participants' understanding of the functions and benefits of NIB. Although not all participants have managed to get NIB due to

administrative constraints, this activity still has a positive impact in the form of increasing legal awareness and participants' readiness to take care of the legality of their business. The following is the pre-test and post-test measurement table of the activities carried out:

Table 1. Pre-Test and Post-Test

No	Measurement Indicators	Pre-Test Presentation Score	Post-Test Presentation Score	Change Description
1	Knowledge of the importance of business legality (license function, legal basis, benefits)	55%	90%	Increasing participants understanding the urgency of business legality
2	Understanding the benefits of NIB (access to capital, legal protection, consumer trust)	50%	95%	Increased understanding after training and discussion
3	Skills in using the OSS system (account creation, data input, NIB registration)	40%	80%	Participants are more skilled through simulation and direct mentoring
4	Motivation and readiness to register NIB	60%	95%	Participants' enthusiasm increased, 5 businesses were successfully registered
Average		51%	88%	There was a significant increase of 37%

Based on the results of the pre-test and post-test, there was a significant increase in all indicators measured through pre-test and post-test. At the beginning of the activity, the average understanding of participants was only 51%, which reflects the low knowledge and skills related to business legality, the benefits of NIB, and the use of *the Online Single Submission (OSS)* system. However, after a series of activities in the form of discussions of partner needs, training, and mentoring, the average post-test results increased to 88%, or an increase of 37%.

The most notable increase was seen in the indicator of knowledge about the importance of business legality, which was originally only 55% to 90%. This shows that participants increasingly understand the urgency of legality as a legal basis that provides business certainty. Meanwhile, the understanding of NIB benefits has also increased significantly from 50% to 95%. Participants realized that NIB ownership is not only an administrative requirement, but also a key to access capital, increase consumer confidence, and open up opportunities to get government program support.

In terms of skills, there has been an increase from 40% to 80% in the indicators of using the OSS system. This emphasizes that simulation methods and direct assistance are effective in helping business actors understand the technicalities of registration, from account creation to data filling. Even so, there were still administrative obstacles, namely five participants faced problems because the NIK used had been registered in the system even though they had never registered their NIB before. This problem shows that there is a data missynchronization that requires further coordination with related agencies.

In the indicators of motivation and readiness to register NIB, the post-test results reached 95% compared to 60% in the pre-test. The enthusiasm of the participants increased considerably after gaining a better understanding of the benefits of business legality. This can also be seen from the achievement that five businesses have successfully completed registration to obtain NIB, while the other five are still in the process of being completed due to technical obstacles. This activity can be recommended to be continued with follow-up in the form of facilitating the resolution of technical obstacles and expanding assistance to other business sectors in Menteng Dalam Village.

4. CONCLUSION

The activity of Strengthening Business Legality through Socialization and Assistance of Business Identification Number (NIB) for Business Actors in Menteng Dalam Village, South Jakarta was successfully carried out in accordance with the planned stages. Based on the results of the pre-test and post-test, there was a significant increase

in all indicators, namely knowledge of business legality, understanding of the benefits of NIB, skills in using the OSS system, and motivation to register NIB. Of the ten food and beverage business actors who were accompanied, five managed to obtain NIB, while five others are still constrained due to technical problems in the NIK data that have been registered in the system even though participants have never registered before. This shows that this activity is not only effective in improving legal literacy and digital skills, but also able to build the motivation and readiness of business actors to legalize their businesses. In general, this activity has had a positive impact in encouraging business actors in Menteng Dalam towards more professional and legally protected business sustainability.

For the sustainability of the program, it is recommended that similar assistance activities continue to be carried out periodically, especially for business actors who do not have a NIB or who are still facing administrative obstacles. More intensive cooperation with the Investment Office and PTSP needs to be increased so that technical problems, such as double NIK or out of sync population data, can be overcome immediately. In addition, similar programs can be expanded to other business sectors in the Menteng Dalam area, so that more business actors gain legality and access to various government facilities. Universities through LPPM can also develop digital-based training modules that are more practical, so that business actors are able to take care of their legality independently in the future. Thus, this service activity is not only a short-term intervention, but also a strategic step in strengthening the legality-based small and medium business ecosystem at the local level.

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