

MSME Socialization & NIB (Business Identification Number) Assistance Case Study: Benteng Hulu Village, Mempura District, Siak Regency

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Abstract: The outreach and mentoring activities in obtaining a Business Identification Number (NIB) in Benteng Hulu Village were carried out as an effort to improve the legality and access of Micro, Small, and Medium Enterprises (MSMEs) to various government facilities and programs. Many MSMEs in the village have not yet obtained a NIB due to a lack of information, digital skills, and understanding of the benefits of business legality. Through this activity, participants were introduced to the importance of the NIB as an official business identity issued through the Online Single Submission (OSS) system. In addition to the outreach, direct mentoring was also provided for MSMEs in the online registration and NIB creation process. The results of the activity showed a significant increase in the number of MSMEs successfully obtaining NIBs, as well as increased awareness of the importance of business legality for long-term development. It is hoped that this activity can serve as an initial foundation for MSMEs in Benteng Hulu Village to develop officially, be registered, and be competitive.

Introduction

The Micro, Small and Medium Enterprises (MSMEs) sector has long been recognized as the main foundation of the national and regional economy. (Raja Kiswandi et al., 2023) Its crucial role goes beyond mere economic growth; it is also vital in creating jobs, reducing unemployment, and boosting incomes, particularly in rural areas. Amidst the uncertain dynamics of the global economy, the MSME sector has proven its extraordinary resilience and adaptability. (Wibowo, 2023) Their significant contribution to Gross Domestic Product (GDP) and massive employment absorption make MSMEs a valuable asset that must be developed optimally and sustainably to ensure economic stability. (Aftitah et al., 2025).

However, the great potential of MSMEs is often hampered by various structural challenges.(Astuti et al., 2025)One of the most fundamental obstacles that commonly occurs in rural areas is the low level of business legality.(Aisyah et al., 2025)The majority of MSMEs operate without official permits, which directly limits their access to various government support facilities and programs.(Rifka Alkhilyatul Ma'rifat, I Made Suraharta, 2024)Without a Business Identification Number (NIB), business actors lose the opportunity to apply for capital from formal financial institutions, participate in goods and services procurement programs, or receive technical assistance that is crucial for improving product quality and management.(Sari et al., 2025).

This legality issue is not merely an administrative matter, but also reflects a lack of understanding and awareness among MSMEs. Many still perceive the legal process as complicated, expensive, and without any immediate benefits.(Hidayah & Airawaty, 2023)They have not yet realized that NIB is the key to building credibility, increasing consumer trust, and opening up wider market opportunities.(Al Faaiz, 2025)Although the government has facilitated the NIB (National Inventory Registration Certificate) processing process through the Online Single Submission (OSS) system, this convenience presents new challenges for rural MSMEs due to limited internet access, digital devices, and minimal digital literacy. This situation creates a significant gap between existing policies and the reality on the ground.(Hayani et al., 2023).

To bridge this gap, planned, targeted and sustainable interventions are needed.(Cahya et al., 2025)This strategy allows complex information to be simplified and technical obstacles faced by MSMEs can be overcome personally.(Khayudin & Alfaqih, 2022). This kind of program not only aims to provide theoretical knowledge, but also empowers them practically so that they can take real steps in legalizing their business.(Dewi, 2016)This effort aligns with the government's agenda to create a conducive business climate for all economic actors.

Given the urgency of this issue, this community service activity is specifically focused on Benteng Hulu Village. This location was selected based on preliminary survey findings indicating that the majority of MSMEs in the village do not yet have a Business Identification Number (NIB), despite having been operating for quite some time. This situation places Benteng Hulu Village as a priority area requiring immediate intervention. Therefore, this program is specifically designed as a concrete effort to bridge the information and skills gap, while also facilitating the implementation of government policies at the local level.

The socialization session was designed interactively to provide an in-depth understanding of the various benefits of having a NIB.(Susnita et al., 2025)The material presented covered easy access to capital from formal financial institutions, legal protection for business rights, and increased trust from consumers and business partners.(Pranogyo et al., 2025)The main goal is to shift the perspective of MSMEs from viewing NIB as an administrative burden to a strategic investment for the growth and sustainability of their businesses. We believe that a strong understanding is the foundation for sustainable behavioral change.

Following the socialization session, a mentoring session is held, which is the core of this activity. This mentoring is designed to be personalized and one-on-one, with each MSME directly assisted by a team of facilitators. This process covers all stages of registration in the OSS system, from account creation and accurate business data entry, to verification and issuance of the NIB. This approach ensures that any technical issues, such as internet connection problems, data entry errors, or misunderstandings regarding the digital form, are addressed in real time, ensuring a smooth and efficient registration process.

Based on this background, this study will examine in depth the process, challenges, and outcomes of the NIB socialization and mentoring program in Benteng Hulu Village. This study is expected to provide valuable insights into the effectiveness of community-based interventions in improving the legality of MSMEs in rural areas and serve as an important reference for implementing similar programs in other areas. Initial results of the program demonstrate a very positive response from the community, and this success not only indicates the program's success but also reflects the community's increasing awareness and enthusiasm for developing their businesses in a more professional and legal manner.

Method

This activity is a community service research using a descriptive approach with a participatory method. This approach was chosen to systematically describe the implementation of socialization and assistance in the creation of a Business Identification Number (NIB) for Micro, Small, and Medium Enterprises (MSMEs) in Benteng Hulu Village, Mempura District, Siak Regency. The activity implementation focused on efforts to increase public understanding of the importance of business legality and provide direct assistance in the NIB registration process through the Online Single Submission (OSS) system. The participatory approach was implemented through the active involvement of the village government, implementation team, and MSMEs at each stage of the activity so that the empowerment process took place according to community needs (Dewi, 2016; Khayudin & Alfaqih, 2022).

The instruments used in this activity included socialization materials regarding business legality, supporting tools for NIB registration through the Online Single Submission (OSS) system, and data collection sheets on mentoring results. Data were obtained through initial assessments of the conditions of MSMEs, observations during the activity, documentation of the mentoring process, and recording the number of MSMEs that successfully obtained a Business Identification Number (NIB). Data analysis was conducted descriptively by comparing conditions before and after the activity implementation based on the level of participant understanding, the smoothness of the registration process, and the achievement of NIB issuance as an indicator of program success (Hayani et al., 2023; Hidayah & Airawaty, 2023).

The population for this activity is all Micro, Small, and Medium Enterprises (MSMEs) in Benteng Hulu Village, Mempura District, Siak Regency. The sample consists of MSMEs without a Business Identification Number (NIB) and those directly participating in the outreach and mentoring program. Participation was based on the results of an initial assessment conducted with village officials to identify businesses requiring legal assistance so that the program could be implemented effectively.

The program was implemented through three interconnected stages: preparation, implementation, and evaluation. The preparation phase began with a community needs assessment through coordination with the village government to identify MSMEs that did not yet have a Business Identification Number (NIB) and the various obstacles faced in the business legalization process. Based on the identification results, the team prepared outreach materials on the benefits of a NIB, the registration procedure through the Online Single Submission (OSS) system, and prepared supporting facilities such as computers, projectors, and internet access to facilitate the program.

The implementation phase began with interactive outreach materials on the importance of business legality, the benefits of having a NIB, and the registration procedure through the OSS system. Following the outreach, each MSME received direct assistance through the process of creating an account, filling in business data, verifying documents, and issuing a Business Identification Number (NIB). Assistance was provided individually to ensure any

technical and administrative issues could be resolved promptly, leading to a more effective registration process.

The final stage is an evaluation of the program's implementation results by recording the number of MSMEs that successfully obtained a NIB and conducting further coordination with the village government. This evaluation aims to assess the program's success and serve as a basis for designing further assistance, such as obtaining halal certification and Home Industry Food (PIRT). This will ensure that the legality of the businesses obtained can support increased competitiveness and sustainable development of MSMEs in Benteng Hulu Village.

Results and Discussion

Preparation Phase

This phase serves as the foundation of the program, beginning with an assessment of village needs and potential. The team collaborated with village officials and community leaders to collect baseline data on MSMEs without a NIB and to gain a first-hand understanding of the specific challenges they face, including technical, informational, and perceptual constraints.



Figure 1. Preparation

Based on these findings, the team prepared relevant, concise, and easy-to-digest socialization materials, covering the essence of NIB, its benefits, and a step-by-step guide to using the system. *On line* Single submission (OSS). In addition, the team also ensured logistical readiness, such as laptops, projectors, and a stable internet connection, to support the smooth running of the event.

Application Phase

This phase is the core of the activity, which takes place over a single day. The event opened with a socialization session aimed at changing mindsets and raising participants' awareness.



Figure 2. Presentation of Material by KKN Mas 19 Students

At the village hall, the team presented the material interactively, using simple language, and shared inspiring case studies to demonstrate the importance of legality. The session also facilitated open discussions so participants felt comfortable asking questions and addressing their concerns. Following the socialization, a personalized mentoring session followed. Each MSME was guided one-on-one by a facilitator through the entire NIB registration process in the OSS system, from account creation to certificate issuance. This approach ensured that any

technical issues or difficult data entry issues were addressed in real time, making the registration process more efficient.

Evaluation and Sustainability Phase

The final phase of the program is crucial for measuring impact and ensuring the continued empowerment of MSMEs. The team conducted a direct evaluation by recording the number of MSMEs that successfully obtained a Business Identification Number (NIB), which provides concrete data for compiling reports and recommendations for future improvements. Beyond just measurement, this phase also demonstrated ongoing commitment through close coordination with village officials.

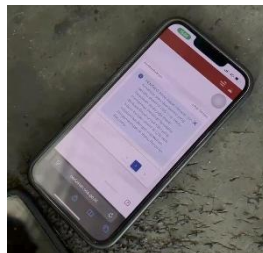


Figure 3. Creation and Evaluation

The goal is to monitor the progress of MSMEs that already have a NIB and plan further assistance, such as obtaining halal certification or PIRT (Home Industry Food). This step ensures that MSMEs not only maintain legal standing but also continue to grow and become more competitive, enabling them to move up a class and contribute more significantly to the local economy.

Discussion

This community service activity was conducted for the Benteng Hulu village community through outreach and NIB assistance. The timeline for the community service program is as follows.

PREPARATION	APPLICATION	EVALUATION
→	→	→
Sending letters to the village office and requests for speakers for outreach	The socialization was carried out at the Benteng Hulu Village Hall with the community and was carried out with assistance with the Business Identification Number (NIB) on August 25-30, 2025.	Assistance in creating NIB directly to partners then helps empower MSMEs in creating social media and logos

This community service activity begins with a deep understanding of the challenges faced by Micro, Small, and Medium Enterprises (MSMEs) in today's era, where business legality and digital presence are no longer an option, but have become a necessity.(Septi et al., 2025)We see that many village-level entrepreneurs, despite having quality products, are often hampered by a lack of knowledge about official licensing procedures and social media marketing strategies.(Khamim Hariyadi et al., 2024)Therefore, we developed a comprehensive initiative that offers not only theoretical understanding but also practical support, with the ultimate goal of increasing competitiveness and promoting economic independence in local communities. This entire series of activities is structured in a well-planned manner, from thorough preparation to implementation, directly addressing the needs of business owners.

The preparation stage is an important foundation that influences the success of the entire program.(Sri Chairiyah et al., 2023)We understand that effective community outreach requires the full support and legitimacy of local authorities. Therefore, our first step was to establish

formal communication with the Village Head and his staff at the Benteng Hulu Village Office. This process was not simply a request for permission to use public facilities, but also an effort to establish a strategic partnership. We outlined in detail the meaning and purpose of this activity, as well as how the program aligns with the village's development vision. We believe that by collaborating, we can ensure that this program truly aligns with the community's real needs and runs smoothly without unnecessary bureaucratic obstacles.

To ensure the quality of the material presented, we have enclosed a special request in our official letter. The request specifically requests that the village provide a resource person with expertise in business legality, particularly regarding the processing of Business Identification Numbers (NIB). We recognize that only authorized and experienced parties can convey accurate and credible information. The presence of this competent resource person is crucial for building public trust and ensuring the accountability of all information conveyed. This step demonstrates our dedication to making a significant contribution, not merely a symbolic activity, but an initiative truly focused on delivering tangible results for the community.

Entering the implementation phase, an atmosphere of enthusiasm was palpable during the main socialization event held at the Benteng Hulu Village Hall. The village hall, typically used for routine meetings, was transformed into an interactive classroom that day, where MSMEs gathered eagerly to learn new skills.(Santiana et al., 2022)They came from all corners of the village, carrying high hopes of improving their businesses.(Rofiq, 2023)Through clear displays and easy-to-understand communication, we strive to create a fun and non-intimidating learning environment.(Tk, 2024)This session is a crucial moment where theory meets practice, and each participant gets the opportunity to ask questions and share their experiences.

The core of the socialization is a deep understanding of the Business Identification Number (NIB).(Setiyawati et al., 2025)We thoroughly explain that NIB is not just a document, but a legal identity that opens access to various opportunities.(Fadilah et al., 2025)NIB officially recognizes business activities, provides access to government assistance programs, facilitates capital loan applications, and most importantly, increases trust from consumers and business partners.(Al Faaiz, 2025)We explain the practical steps for obtaining an NIB online, debunking the myth that the procedure is difficult and time-consuming. We also present real-life examples of how NIBs have supported the rapid growth of MSMEs, further encouraging participants to apply for one immediately.(GOVERNMENT OF THE REPUBLIC OF INDONESIA, 2022).

We understand that simply having a theoretical understanding is not sufficient; implementation requires in-depth guidance.(Umzah et al., 2024)After the socialization session, we immediately proceeded to the direct mentoring stage, where we had one-on-one discussions with our MSME partners.(Nurjanah et al., 2024)This approach allows us to address the unique challenges each individual faces. We answer more detailed questions and provide guidance tailored to their business type, whether it's food products, crafts, or services. This individual mentoring embodies our commitment to ensuring each participant takes home not only information but also a well-defined action plan to implement.(Athahirah, 2024).

One of the key points in our assistance is digital empowerment.(Lianardo et al., 2022). In today's digital age, online presence is key to accessing a larger market.(Rohimah, 2019). Therefore, we offer a practical guide for creating professional social media platforms that serve as digital showcases for their products. We support them in creating an attractive and memorable logo and provide lessons on simple strategies for producing effective promotional content, from high-quality product images to writing compelling descriptions. We emphasize that social media is not just a place to sell, but also a means to develop a narrative and interact with consumers, which in turn will strengthen customer loyalty.(Syafira & Rohman, 2024).

Ultimately, this program is not just a one-time activity, but a long-term investment in developing local economic potential. Through collaboration between academics, the village government, and the community, we have successfully developed a comprehensive empowerment model. The program's impact is beginning to emerge, with MSMEs becoming more enthusiastic about legal matters and embracing the digital world. We hope that through this program, MSMEs in Benteng Hulu Village can continue to thrive, become strong drivers of the local economy, and inspire other communities to do the same. This program demonstrates that with effective collaboration and guidance, the immense potential hidden within a community can be realized and transformed into tangible progress.

Conclusion

The Business Identification Number (NIB) socialization and mentoring program in Benteng Hulu Village has successfully increased the understanding, awareness, and ability of Micro, Small, and Medium Enterprises (MSMEs) to obtain business legality through the Online Single Submission (OSS) system. This approach, which combines interactive material delivery with direct mentoring, has proven effective in overcoming obstacles faced by MSMEs, such as low digital literacy, lack of information regarding licensing procedures, and minimal understanding of the benefits of business legality. In addition to assisting with the NIB issuance process, this activity also strengthens the capacity of MSMEs through mentoring on the use of social media and creating business identities, thus potentially increasing competitiveness, access to various government programs, and opportunities for sustainable business development.

However, this activity still has limitations because it was implemented in a single village with a limited number of participants and did not evaluate the long-term impact on increasing income, productivity, or business sustainability after obtaining a NIB. Therefore, further research or community service programs are recommended to involve a wider area, a more diverse number of respondents, and use ongoing evaluation to measure the effectiveness of business legality on the development of MSMEs. Practically, the results of this activity can serve as a reference for local governments, universities, and other stakeholders in designing business legality assistance programs integrated with strengthening digital capacity, marketing, product certification, and access to financing so that MSMEs can grow legally, independently, and competitively.

Charity

Thank you to all parties who have supported the NIB outreach and mentoring activities in Benteng Hulu Village. We hope this activity benefits MSMEs and serves as a first step towards greater development and competitiveness. We welcome your feedback and suggestions for future improvements.

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