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## Legal Assistance For Online Business License Management Through Oss Services In Culinary Business (Dapur Si Kiting And Natan Snack)

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### Abstract

The development era that's increasing rapidly in our country gives positive impact on society, where many people have established Micro, Small and Medium Entrepreneurship (MSMEs) as a form of community effort to sustain life. However, the number of MSMEs in Indonesia, not all of them have business legality. Basically a business license is a form of approval and permit issued by the competent authority. This form of business license is very important to build up consumer trust to the products that are sold by SME traders, this also makes MSME traders honest about their Products information and ingredient. The implementation of this PkM in collaboration with Dapur Si Kiting and Natan Snack. Both of them hadn't been registered as a legal SMES. The method used in the implementation of PkM is to provide assistance to partners in registering business legality through the OSS Website. The results obtained from the implementation of this PkM are the successful registration of business legality, as well as obtaining an output in the form of a Business Identification Number (NIB). The author hopes that the next PkM implementation can develop this PkM topic.

**Keywords:** Micro, Small and Medium Entrepreneurships (MSMEs), Mentoring Business Identification Number

### Introduction

The development of an increasingly sophisticated era has a major impact on people's lives, both positive and negative impacts. In Indonesia itself, the development of this increasingly large era has a positive impact on society, where many people have established Micro, Small and Medium Entrepreneurships (MSMEs) as a form of community effort to sustain life. (Kusmanto and Warjio 2019). MSMEs have been regulated in statutory regulations Number 20 of 2008 concerning Micro, Small and Medium Entrepreneurships. The role of MSMEs in development and economic growth is very important, it can also play a role in reducing unemployment. In developing Small and Medium Entrepreneurships, there are important aspects that must exist, namely business legality. However, the number of MSMEs in Indonesia, not all of them have business legality. Where

basically business legality is a form of approval and permit issued by the competent authority. The presence of Business Legality as an important form of standardization that must be carried out by every business actor.(Retired. A & Adillah. S. U 2020). Based on Government Regulation of the Republic of Indonesia Number 5 of 2021 concerning Implementation of Risk-Based Business Licensing Article 1 paragraph (1) which explains the meaning of business licensing as follows: “*Business Licensing is the legality granted to business actors to start and run their businesses and/or activities*”.

The benefits of registering business legality can make the business fully recognized by the government so that in carrying out its business business actors get legal protection, so that if in the future there is a dispute against the business owned, the business license can be proof of its legality.(Alexander 2017). Basically, buying and selling transactions can be done by meeting buyers and sellers face-to-face, but with the development of the times and increasingly sophisticated technology, traders can carry out online trade, so that many transactions are carried out through electronic media, which is often known as online shop(Fitria 2017). The process of trading through electronic media can be called long-distance trading, in which the seller and buyer do not meet face-to-face, but only communicate through electronic media. In this case, buyers as consumers will be more selective in choosing the products they want to buy, because online trading also does not provide information to potential consumers about how to make the products sold, so consumers will also think about the cleanliness and composition of a product. So in this case, it is necessary to have a Business License that can make consumers believe in the products being sold, and also provide benefits for producers for the products they sell.(Wardani, Priyono, and Wisnaeni 2020) This form of business requires legal licence so licensing is very important as to build up consumer trust to the products sold by business the producers, it also makes the products be honest to the detail of their products and to actual condition of their business and products. The problem that often occurs is the existence of business competition that can make business actors to improve the quality of their respective products. Licensing plays an important role for the government to regulate the actions of citizens, in addition to supporting MSMEs in Indonesia, the government must be able to consider a regulation for the benefit of these MSMEs, where this permit can provide legal ratification and power.(Mahmuddin Harahap 2018). The existence of this business license can provide convenience for the community to obtain business capital and develop business easily(Lubis, Winata, and Ayu 2021). Business actors in Indonesia still lack knowledge about the importance of registering business licenses, the Government has inaugurated the Online Single Submission (OSS) program in the form of an online licensing service system, which has been regulated in Government Regulation No. 24 of 2018 concerning Electronically Integrated Business Licensing Services. . The purpose of this OSS service is to increase business capital.(Sanjoyo et al. 2020). Therefore, business licenses can be registered easily, so that with some of these problems, the authors are interested in

doing practical work entitled "Legal Assistance in Managing the Legality of Business Permits Online Through OSS Services for MSMEs Engaged in the Food Sector (Kiting Kitchen and Natan Snack)."

### **Method**

(The research carried out by the author uses empirical data collection techniques, namely by obtaining data in the field, carried out by interviews and collecting library data. Before conducting interviews, the authors first conducted field observations by visiting the home of the owner of the Kitchen Si kiting and Natan Snack business. Data acquisition is done using primary data and secondary data. Primary data is obtained directly by conducting field interviews with business owners or the Kitchen Owner of Kiting and Natan Snack, related to the implementation of the Practical Work that will be carried out, as well as carrying out field observations to obtain information and identify legal problems that exist related to the preparation of this research. .

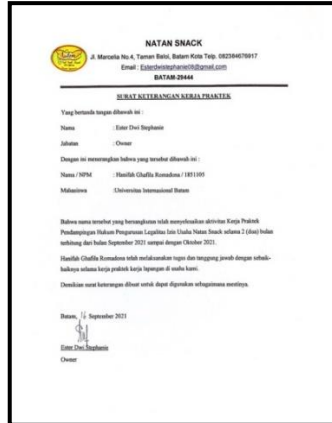
Furthermore, there are several stages in the implementation of this activity which will be carried out in July-October 2021, as follows: *First*, The implementation of this KP has several stages that are passed to get the appropriate project output, In the initial stages, the author first conducts a search and observation of the business that will be made a partner in the implementation of this KP, after getting a partner, the author then asks for approval to carry out the project this KP. After getting permission, the next step the author begins to identify the problems that exist in the UMKM partners Dapur Si Kiting and Natan Snack. After getting the problems that exist in the partners, then the author raises the title of the appropriate research in the implementation of this PkM. *Second*, In this implementation stage, the author collects complementary documents to register an account and manage business legality through the OSS website. The use of the OSS website for beginners, must have an account before making a business license, in which there are some required business actor data including; Population Identification Number (NIK); ID CARD; Npwp; E-mail; and BPJS (If Have). In applying for a business license, there are several stages that must be carried out to obtain a draft business license or what is usually known as a business identification number (NIB). *Third*, At this reporting stage, the author discusses the outcomes that have been implemented from this PkM activity, after that the author makes a report based on the results of Community Service that has been implemented. PkM report writing consists of 5 chapters, namely chapter 1 introduction, chapter 2 outputs and targets, chapter 3 implementation methods, chapter 4 results and outputs and chapter 5 which is the last chapter in the form of conclusions and suggestions. After that, the results of writing this PkM report will be given to the Batam International University campus.

### **Discussion**

#### **Implementation of legal assistance in managing business legality**

The initial stage carried out before making a Micro Small Business License, first obtaining a license from the owner of the Kitchen Kiting and Natan

Snack business, by providing a statement of cooperation in the implementation of PkM.



**Figure 1.**

Statement of the implementation of Kp Natan Snack  
Source: Personal Data



**Figure 2.**

Statement Letter for the implementation of the Kiting Kitchen KP  
Source: Personal Data

After Obtaining Permits from Partners, then collect documents as a formal requirement in registering business legality through OSS services, as give me :

1. Photocopy of ID card;
2. Photocopy of TIN; and
3. Email address;

After collecting the required documents, the next step is to register an account which lasts for approximately 1 week for the Kitchen Si Kiting SMEs and 1 week for Natan Snack SMEs. At the registration stage, the author provides assistance to partners which is done online, where the first stage is to register for OSS account Access Rights. In registering access rights, business actors will receive a verification email, after which business actors can use their username and password to use OSS services. The author accompanies business actors to fill out the stages in registering a business license, once successful, a business license

which is often referred to as a Business Identification Number (NIB) will be issued at that time.



**Figure 3.**

Draft of Business Registration Number (NIB) for Si Kiting's Kitchen  
Source: Personal Data



**Figure 4.**

Submission of the NIB Draft to the Kitchen Owner of Si Kiting Source: Personal Data



**Figure 5.**

Natan Snack's Draft Business Registration Number (NIB)  
Source: Personal Data



**Figure 6**

Submission of Draft NIB to MSME owner Natan Snack

The advantages of this PkM output are businesses owned by business actors, can be protected by law and have been registered and legally recognized by the State. So that if in the future there is a dispute against the business they own, the business actor gets legal protection with proof of the legality of his business registration and the Business Identification Number (NIB) can be evidence in court. The weakness experienced during the implementation of this PkM is that there are still many people who think that registering for business legality requires a long process and costs a lot of money, so that many of them set up businesses but do not yet have business permits. Therefore, with the implementation of this PkM, the author can educate.

### **Conclusion**

The implementation of this PkM provides understanding and knowledge to business actors and the surrounding community about the importance of registering business licenses, the successful registration of business licenses for MSME Kitchen Si Kiting and Natan Snack, can provide legal protection for their businesses and are legally recognized by the State. The impact on people who do not register their business licenses, they do not get legal protection, and also the businesses owned are not recognized by the State. Some of the benefits obtained for business actors who already have an NIB are:

1. The business is fully recognized by the government and the state so that in carrying out its business, business actors obtain legal protection, so that if in the future there is a dispute against the business owned, then the business license can be proof of its legality.
2. Business actors can easily borrow capital to develop their business, because they already have one of the loan requirements, namely the Business Identification Number (NIB).
3. Giving trust to consumers and partners who want to cooperate with the NIB, because they think that the business they own can be trusted.

The author hopes that students who will carry out the next PkM activity, can develop from the PkM implementation that the author is undergoing and can provide good and correct education to the local community about the ease of business legal registration through OSS services.

The author expresses sincere gratitude to those who have helped run this PkM activity, to Mrs. Elfiani as the owner of Dapur Si Kiting and Mrs. Ester as the owner of Natan Snack, the supervisor who has given me the opportunity to carry out this task, as well as my parents, my family and friends who have provided support in carrying out this PKM activity.

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### Peraturan Perundang-undangan

Peraturan Pemerintah Republik Indonesia Nomor 5 Tahun 2021 tentang Penyelenggaraan Perizinan Berusaha Berbasis Risiko

