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## **Management Of Business Legality For MSMEe Enterprises In Batam City Through Online Single Submission Website Service (Mariyuk.Id & Pondok Seblak)**

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### *Abstract*

Providing legal counseling and legal assistance regarding the importance of registering for business licensing for Micro, Small and Medium Enterprises (IUMK) in Batam City by using the OSS (Online Single Submission) system service in accordance with the provisions of Government Regulation no. 24 of 2018. Based on the results of research that found the author, it can be seen that there are obstacles in implementing the legality registration of UMKM business licensing using the OSS service system in Batam City, due to the lack of education and knowledge of UMKM business actors. This community service activity is carried out in the form of legal assistance and is given to both UMKM business owners in Batam City. and the owners of UMKMs Mariyuk.id and Pondok Seblak also provide opportunities for authors to provide legal assistance when registering for business permits. In this case, the owners of UMKM is also feel the benefits of having a business permit in order to get convenience in carrying out administration. The method used by the author is the method of advocacy and legal education. In this case, the UMKM business owners Mariyuk.id and Pondok Seblak also have awareness about the importance of registering the legality of business licensing

**Keywords:** Business License, Small and Micro Medium Enterprises, Business Actors.

### **Introduction**

The development of small, medium and micro enterprises is one of the universal breakthroughs in improving and strengthening economic life for the people of the State of Indonesia. This will also have a positive impact, particularly on job creation by reducing poverty and inequality. Ease of doing business in various sectors driven by reforms, especially in the licensing sector. Online single submission is one of the latest innovations that was born as a one-stop integrated service, the purpose of this system is to reduce illegal fees and provide convenience for business actors in applying for permits. Licensing applications using the Online Single Submission have been implemented by the Government and have become the authority of the Ministries, Governors, Mayors / Regents and are carried out

electronically. With the existence of electronic licensing also creates effectiveness in licensing which becomes more time efficient, and more organized.

The MSME sector receives special attention from the Government. Attention is given to efforts to encourage the progress of all aspects that affect growth factors related to marketing, legality, products, human resources, and other related matters.

The positive impact of the Online Single Submission system is that business actors do not need to visit the office location to register, but can be done online by submitting several documents needed as a complete requirement for registration. And also one of the positive impacts of the existence of this OSS system is also that business actors have data storage in the form of a Business Identification Number (NIB). With this facility, it is hoped that business actors will be more obedient and obedient to the Government Regulations that have been determined.

The products produced from the OSS service system are as follows: Commercial Permit (Operational), Business Parent Permit Number (NIB), Location Permit, BPJS Health & Employment, Business Commitment. This has been stipulated in the provisions of Article 1 (PP 24/2018).

Based on this explanation, it can be seen that Mariyuk.id Enterprises and Pondok Seblak do not yet have business legality documents registered with the OSS system service, when viewed from this problem the author makes observations first on documents owned by business actors, so the author raises the topic of writing about community service. to the public entitled: "Management of Business Legality for MSME Business Actors in Batam City Through Online Single Submission Website Services (Mariyuk.id & Pondok Seblak).

The purpose of this community service project is to provide convenience to business actors and prospective business actors in registering business legality using the OSS service system which in this case also, does not need to come to the place and can be done online using the system, and provides convenience in solving problems that become obstacles for business actors.

The benefits of this community service project, in addition to providing solutions in licensing, also provide electronically integrated data storage for business actors.

### **Problems**

The problems faced by the author in doing community service in registering the legality of a business license using the OSS system, the author has problems when entering documents and if an error occurs in the OSS account password when carrying out the reporting process the response from the OSS party is very slow.

## Methods

Micro, Small and Medium Enterprises or known as MSMEs are a form of economic activity carried out by productive communities. The existence of this community becomes dominant around 90% in the structure of the national economy. The existence of MSMEs is considered a helper because they have the ability to survive during the economic crisis, especially during the Covid-19 pandemic, which makes business actors think about how to meet the needs of daily life with sufficient capital and generate fairly sufficient and stable profits. With the existence of MSMEs, it is expected to reduce the level of poverty and unemployment.

The method used in the implementation of this community service activity is Community Education and Advocacy.

- a) Provide knowledge about the importance of managing the legality of licensing trying to get recognition.
- b) Understand the procedure for registering business licenses in accordance with applicable regulations.
- c) Resolving problems faced by business actors in carrying out business activities

The implementation of community service activities for the first partner (Mariyuk.id) is located at Tiban Cooperative Block D No.46 Batam City and the second partner (Pondok Seblak) is located at Bengkong Jaya Blok H No.12, Bengkong Laut, Batam City. The implementation of this community service reaches 4 months starting from 01 August 2021 to 01 December 2021.

## Results and Discussion

In this discussion section, several things are explained as follows:

### A. Implementation of Community Service Activities

There are several stages in carrying out Community Service activities at Mariyuk.id and Pondok Seblak, as follows:

#### 1) Preparation Stage

This stage is the initial stage carried out before carrying out PKM activities. Previously, the author was given several choices from the Batam International University Education Agency to carry out the project and the place for the implementation of PKM activities in accordance with predetermined campus standards. After the author chose the PKM project and partners, the study program held outreach to students and created a group on whatsapp. After this the author makes a practical work proposal as well as introductions and requests for permission to MSME partners to register for business permits. The author also made an MoA and MoU agreement to the MSME business owners Mariyuk.id and Pondok Seblak.

## 2) Implementation Stage

The author carries out this PKM activity starting from 01 August 2021 to 01 December 2021. The author conducts data searches and collects identity files belonging to MSME business actors for registration of business licenses through the Online Single Submission service.

## 3) Assessment and Reporting Stage

this stage is the last stage, the author prepares reports on PKM activities and conducts assessments and reports on reports regarding these activities for collection which is determined in December. And this is expected to be completed sooner before the terms of collection. And the next stage is the author checks for plagiarism by using the turn it in system to conduct an independent assessment and is one of the formal requirements in the assessment and reporting of PKM activities. The assessment is also carried out by Mariyuk.id partners and Pondok Seblak and will also be carried out by the supervisor regarding the approved practical work report and the author submits the final report as the end of writing the activity report.

## B. Implementation of Community Service Project Outcomes

Based on the description of the previous explanation, it can be seen that the obstacles experienced by Mariyuk.id and Pondok Seblak do not yet have an NIB licensing document, then the author will register an NIB (Enterprise Identification Number), first the author provides counseling regarding the importance of having a business legality license number SMEs. In order to get convenience and recognition, and in this case, business actors can also feel the services of the Online Single Submission system.

After the business owners of Mariyuk.id and Pondok Seblak understand the importance of registering the legality of business licensing, the authors design the project. And the author immediately registered to get a NIB along with a statement of business licensing. In doing this registration process the author takes approximately 30 (thirty minutes). There are several stages that the author does when doing the licensing registration stage trying to use OSS services to get access rights, as follows:

1. Prepare several documents needed to apply for a business license online.

Online Single Submission (OSS) adalah sistem perizinan berusaha terintegrasi secara elektronik yang dikelola dan diselenggarakan oleh Lembaga OSS (Kementerian Investasi/BKPM). Dengan semangat Undang-Undang Cipta Kerja, kini sistem OSS melayani perizinan berusaha berbasis risiko. Melalui sistem OSS, perizinan berusaha menjadi pasti, mudah, efektif, dan transparan.

[Kembali ke Halaman Beranda OSS](#)

2. Register an account by visiting the service account "**OSS** (<https://oss.go.id/>)"

The screenshot shows the OSS registration form with the following details:

- Jenis Kelamin:** Perempuan
- Nomor Telepon:** +6282387005694
- Alamat KTP:** TIBAN KOPERASI BLOK C NOMOR 46, Tiban Baru, Sekupang, Kota Batam, Kepulauan Riau
- NPWP Pribadi:** 485754519-215.000
- Email:** mariyuk.id@gmail.com

3. Click register then select “**Business Scale (MSME)**”, after that “**Type of UMK Business Actor**”

The screenshot shows two selection options for business scale:

- Usaha Mikro dan Kecil (UMK):** Usaha milik Warga Negara Indonesia, baik orang perseorangan maupun badan usaha, dengan modal usaha paling banyak Rp5 miliar tidak termasuk tanah dan bangunan tempat usaha.
- Non Usaha Mikro dan Kecil (Non UMK):**
  - Usaha Menengah:** Usaha milik Warga Negara Indonesia, baik orang perseorangan maupun badan usaha, dengan modal usaha lebih dari Rp5 miliar sampai dengan paling banyak Rp10 miliar tidak termasuk tanah dan bangunan tempat usaha.
  - Usaha Besar:** Badan usaha milik Penanaman Modal Asing (PMA) atau Penanaman Modal Dalam Negeri (PMDN) dengan modal usaha lebih dari Rp10 miliar tidak termasuk tanah dan bangunan tempat usaha.
  - Kantor Perwakilan:** Orang perseorangan warga negara Indonesia atau asing atau badan usaha yang merupakan perwakilan pelaku usaha dari luar negeri dengan persetujuan pendirian kantor di wilayah Indonesia.
  - Badan Usaha Luar Negeri:** Badan usaha asing yang didirikan di luar wilayah Indonesia dan melakukan usaha dan/atau kegiatan pada bidang tertentu.

4. Then complete the registration form, by entering the **email**
5. Check the email for "**Activation**" account and there is "**Username**" and "**Password**"

The screenshot shows the activation email content:

Terima kasih **DEVI MERDYANTI** telah melakukan aktivasi.

**Username:** devi462558021j

**Password:** SUI7Z0xEH

Silakan login pada sistem **Online Single Submission (OSS)** dengan menggunakan username dan password di atas. Untuk mengetahui tata cara pengajuan Perizinan Berusaha, klik [tautan ini](#).

Jika anda tidak melanjutkan proses pengajuan Perizinan Berusaha dalam jangka waktu 30 (tiga puluh) hari, maka sistem akan membatalkan hak akses Anda secara otomatis.

6. Registration is successful, visit the **OSS system** can use the access rights.

And in this case the author provides the results of the project that the author has completed, as follows:

- a) **Business Identification Number (NIB)**



b) Attachment of Business Registration Number based on the classification of Business type



**PEMERINTAH REPUBLIK INDONESIA**  
**PERIZINAN BERUSAHA BERBASIS RISIKO**  
**LAMPIRAN**  
**NOMOR INDUK BERUSAHA: 0609210066281**

Lampiran berikut ini memuat daftar bidang usaha untuk:


**A. Tabel Kegiatan Usaha Skala UMK KBLI Risiko Rendah Perizinan Tunggal**

No	Kode KBLI	Judul KBLI	Lokasi Usaha	Klasifikasi Risiko	Perizinan Berusaha	Jenis Produk	Numur SN dan/atau SIF
1	10794	Industri Kerupuk, Kemplik, Penepek Dan sejenisnya	Rivun Kecamatan Blik C No. 24 Batang Koliban Batu, Ploso Sekupang, Kota Batam, Provinsi Kepulauan Riau Kode Pos: 24422	Rendah	Pre-Operasional	Tempak siap masak	SNI 2305 2018 BINA UMK - SIFPM dibuktikan BPJPH


SN: SNI 2305 2018 BINA UMK - SIFPM

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

- Dokumen ini diterbitkan oleh OSS berdasarkan Peraturan Menteri Dalam Negeri tentang Sistem OSS yang telah tercapai, baik secara online.
- Dokumen ini merupakan informasi yang bersifat publik dan dapat diakses secara online melalui portal OSS di alamat [www.sos.go.id](http://www.sos.go.id).
- Dokumen ini diterbitkan berdasarkan ketentuan peraturan perundang-undangan yang berlaku, termasuk Undang-Undang Nomor 10 Tahun 2020 tentang Perubahan Kedua Undang-Undang Nomor 11 Tahun 2020 tentang Cipta Kerja.



Picture 1 The classification appendix belongs to Mariyuk.id



**PEMERINTAH REPUBLIK INDONESIA**  
**PERIZINAN BERUSAHA BERBASIS RISIKO**  
**LAMPIRAN**  
**SERTIFIKAT STANDAR : -**

Lampiran berikut ini memuat daftar bidang usaha, persyaratan dan/atau kewajiban:

Kode KBLI	Judul KBLI	Klasifikasi Risiko	Persyaratan dan/atau Kewajiban	Skala Pemenuhan	Lembaga Pengawas	Masa Berlaku
66102	Rumah Waring Idaman	Rendah	Persyaratan: Kawabari, Sertifikat Standar-KBLI			

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

- Dokumen ini diterbitkan oleh OSS berdasarkan Peraturan Menteri Dalam Negeri tentang Sistem OSS yang telah tercapai, baik secara online.
- Dokumen ini merupakan informasi yang bersifat publik dan dapat diakses secara online melalui portal OSS di alamat [www.sos.go.id](http://www.sos.go.id).
- Dokumen ini diterbitkan berdasarkan ketentuan peraturan perundang-undangan yang berlaku, termasuk Undang-Undang Nomor 10 Tahun 2020 tentang Perubahan Kedua Undang-Undang Nomor 11 Tahun 2020 tentang Cipta Kerja.

Picture 2 The classification appendix belongs to Pondok Seblak .

**c) Conditions After Implementing Community Service**

Based on this, the conditions that have been passed after carrying out the implementation can be seen after the implementation of community service activities for the MSME owners Mariyuk.id and Pondok Seblak who have received a Business Identification Number (NIB).

- a. Mariyuk.id and Pondok Seblak have fulfilled their obligations as MSME business owners who carry out business activities in the territory of the State of Indonesia in accordance with the provisions of PP 24/2018 to register for business activity permits through the electronic OSS service system.
- b. Mariyuk.id and Pondok Seblak already have an NIB issued as proof of ownership identity and a business activity permit as a necessity for future administration.
- c. The identity of MSME businesses that have been registered in the OSS service system, and this makes it easy for business actors to obtain the required documents.

Obstacles when implementing starting from the preparation stage to implementing the project, the authors found technical problems in the OSS service system. And in this case the service has a very long response in processing data and if we have problems when we forget "Password" or "username" when reporting the response received is very slow, and if we want to create a new account we can't because of the NIK (No. Parent of Population) has been detected by the system. And in this case, when registering an account or business permit, you must be more careful.

**The author's documentation when implementing**



**Picture 1** documentation with the owner of the Pondok Seblak business after obtaining a business license





**Picture 2** documentation with the mariyuk.id business owner to get a certificate of implementation



**Picture 3** documentation with mariyuk.id business owners when you want to register a business license by preparing the required documents



**Picture 4** documentation with the mariyuk.id business owner after obtaining a business legal permit

### **Conclusion**

After writing and implementing PKM activities for Mariyuk.id and Pondok Seblak, there are several conclusions given by the author. In this case, the legality of business licensing for SMEs previously did not have a permit to carry out business activities. So in this case the author helps MSME business owners to carry out their obligations to have an NIB (Enterprise Identification Number), after carrying out this activity the business owner has got an NIB that can be used for administrative purposes in the future. And in this case the author also has a lesson on how to register for licensing trying to use the OSS service system and can provide knowledge to the public.

Many things happened when the author carried out PKM activities and wrote PKM reports so that they could be implemented and done well and gained a lot of experience. And the author would like to thank Ms. Devi Merdyanti as the owner of the Mariyuk.id MSME who has given permission to the author to help and assist when she wants to register for a business license, as well as Mr. Febry as the owner of the MSME Pondok Seblak who has allowed the author to provide assistance in registering a Business license.

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