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OSS-BASED NIB REGISTRATION FOR MSME CAKEY BAKEY CO AND JOYI BAKES

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Abstract

Licensing in establishing a business has a legal basis contained in Government Regulation number 24 of 2018 concerning Electronically Integrated Business Licensing Services, where in the regulation it is explained that OSS (Online Single Submission) is a business license issued by the OSS Institution intended and on behalf of the minister. , leaders, institutions, governors, mayors or regents to business actors in carrying out their business. OSS is a product of government that is growing along with advances in technology. With the OSS, business actors who run MSMEs are made easier in the process of registering their businesses to get legal certainty, legal protection, and of course get their right to run a business. The purpose of writing this Community Service is specifically to assist partners in assisting in making OSS-based business legalities. In this Community Service activity, data collection techniques that are more widely used are online interviews and documentation for each stage of registration on the OSS website. Thus, the output of activities that have been achieved in Community Service is obtaining a NIB issued by the OSS institution, which will be used by business actors Cakey Bakey Co and Joyi Bakes to conduct business activities. In this Community Service activity, data collection techniques that are more widely used are online interviews and documentation for each stage of registration on the OSS website. Thus, the output of activities that have been achieved in Community Service is obtaining a NIB issued by the OSS institution, which will be used by business actors Cakey Bakey Co and Joyi Bakes to conduct business activities. In this Community Service activity, data collection techniques that are more widely used are online interviews and documentation for each stage of registration on the OSS website. Thus, the output of activities that have been achieved in Community Service is obtaining a NIB issued by the OSS institution, which will be used by business actors Cakey Bakey Co and Joyi Bakes to conduct business activities.

Keywords: Business License, OSS, and MSME Cakey Bakey Co and Joyi Bakes.

Introduction

Licensing in establishing a business is a tool of government policy to minimize fraudulent acts or the impact of negative activities arising from business actors. Licensing is also part of the legal protection of an activity organizer and also the right to ownership. Licensing must be able to provide a clear policy draft,

because otherwise licensing will lose its meaning as a forum for defending all actions of individual and cooperative interests.¹ As the times progress, all forms of fraud or market failure can occur, so the presence of a licensing system can minimize these things. Registration of permits such as forms must also be prepared in a clear and detailed manner so that at any time the government does not have to bear the consequences arising from uncontrolled economic conditions of the community.² Therefore, the government issued an electronic-based licensing registration system called OSS, so that every community who is a business actor can access it anywhere and anytime as long as the business actor has complete data as requested in the registration. The problem that will be discussed and the author's activities related to MSME Cakey Bakey Co and Joyi Bakes is, because these two MSMEs have just started, business actors do not yet have information related to regulations and legal knowledge as they should. MSME Cakey Bakey Co and Joyi Bakes are engaged in the production and trade of cakes, breads, etc., where the scope for this type of business is contained in the Regulation of the Minister of Trade of the Republic of Indonesia Number 26 of 2021, explaining that the trade is divided into four based on the scale, namely micro, small and medium enterprises, small, medium and large enterprises; all four are businesses with a low level of risk, so the type of business license required is NIB; and the validity period as long as the business actor carries out his business activities.

Method

The method used in carrying out this Community Service activity is the interview method, where the interview is a process of communication or interaction to collect information by means of questions and answers between the researcher and the informant or research subject.³ In this case the interviewer directly collects the necessary data, by asking, asking, online.

Results and Discussion

At the time of the establishment of the Cakey Bakey Co and Joyi Bakes businesses, until before the implementation of this community service took place, the business owners, namely Thalia Nargista Putri and Livia did not yet have the legality of carrying out their business. This can result in these two MSMEs not having legal guarantees and protection for the businesses they have established. In fact, if you look at small micro-enterprises like the two MSMEs, they can really help the standard of living of the people out there. Moreover, where as contained in PP No. 7 of 2021, the government has made various efforts to improve the

¹Sutedi, Adrian. (2010). Licensing Law: In the Public Service Sector. Jakarta: Sinar Graphic.

²Atmosudirjo, Prajudi. (2001). State Administrative Law. Jakarta: Ghalia.

³Rahardjo, M. (2011). Qualitative Data Collection Methods. Research Repository, p.1-4.

welfare of business actors, especially micro and small businesses as the main foundation of the national economy. Therefore, the government seeks to encourage micro and small businesses to develop their businesses. Therefore, the expected target is that these two MSMEs can understand the importance of legality in running a business. Then, the author tries to provide explanations and information related to business legality, as well as explain the procedure for registering access rights for micro and small businesses on OSS.go.id services. This is done to support the government's political and economic activities in developing micro and small business activities. The output target to be achieved in this service is the procedure for registering access rights until the issuance of NIB for business actors on the OSS.go.id service. Where this system was created with the aim of providing legal certainty and a means of empowerment for Micro Business Actors and Individual Small Businesses in developing their business. In terms of achieving these outcomes, it is necessary to prepare procedures for accessing the OSS.go.id service, which will later contain an overview of the account registration process for business actors, to register Cakey Bakey Co and Joyi Bakes businesses. The steps that can be taken are, opening the web <https://oss.go.id/> then in the upper right corner of the web click register, after that the business actor selects micro and small business (UMK), click select. Second, after the type of business actor column appears, select the individual business actor, then fill in the form regarding the business actor's personal data, namely the National Identity Number (NIK), date of birth, email address, and phone number of the business actor, then tick the statement column, click register. . Third, after that, the business actor must activate the registration via the previously entered email. This process takes one to three days. After activating, business actors can register for UNIB, before that business actors need to log in first with the username and password that has been provided by OSS via the activation email. After entering, the business actor selects the NIB column on the OSS.go.id homepage. business actors need to enter data about the business to be run or those that have been run previously, the data in the form of KBLI, business location, number of workers, business capital, business scale, level of risk, and type of production. After filling in the data, click register, at that time the NIB will be published and can be printed. The results of the output design are the issuance of Business Permits, NIB Letters (Business Identification Numbers), and Business Permit Attachments. The following is the NIB for MSME Cakey Bakey Co and Joyi Bakes:



Figure 1.1. NIB Cakey Bakey Co
The following is also attached:



Figure 1.2. Appendix NIB Cakey Bakey Co



Figure 1.1.1 NIB Joyi Bakes
The following is also attached:



Figure 1.2.1 Attachment NIB Joyi Bakes

Thus, the results of this publication will be printed and given to the MSME business actor Cakey Bakey Co and the entrepreneur Joyi Bakes. In this case, there are several things that are requirements to apply for a business license, which have been compiled in *Flow chart* following:



After managing business legality in the form of NIB for Cakey Bakey Co and Joyi Bakes, the first thing that was obtained was legal certainty, legal protection and the second was a means of empowerment for Micro and Small Business Individuals in developing their business. With the fulfillment of the basic requirements in running their business, Cakey Bakey Co and Joyi Bakes will have their rights as micro businesses fulfilled for business services that have been provided by the government based on the applicable laws and regulations.

Conclusion

MSME Cakey Bakey Co and Joyi Bakes are engaged in culinary or food production. The food produced is in the form of cakes and bread. These two MSMEs are businesses that have not been established for a long time. Cakey Bakey Co is located at Punggur Harbor on the 3rd floor. Meanwhile, Joyi Bakes is located at Pasar Mitra Raya 2 block D-15. The beginning of the establishment of Cakey Bakey Co and Joyi Bakes, which started as a home-based business, where

the owner has a hobby of cooking, especially in terms of making cakes and bread, after that the results made by the owner's cakes are sold to people around the housing. Then because there were so many fans, finally the owner tried to rent a place to sell cakes and bread, and tried to market their products online, namely through Instagram. Both of these businesses are in great demand, what's more for how to order can be done online. However, even though these two businesses have been operating, they do not yet have a legal license to run their business. For the implementation method in data collection is done through online interviews. Then, after the data was collected, they provided assistance for business actors Cakey Bakey Co and Joyi Bakes to manage their NIB through the OSS service. Until the issuance of the NIB for business actors, and business actors can run their businesses that already have legal certainty and are protected by laws and regulations. For the implementation method in data collection is done through online interviews. Then, after the data was collected, they provided assistance for business actors Cakey Bakey Co and Joyi Bakes to manage their NIB through the OSS service. Until the issuance of the NIB for business actors, and business actors can run their businesses that already have legal certainty and are protected by laws and regulations. For the implementation method in data collection is done through online interviews. Then, after the data was collected, they provided assistance for business actors Cakey Bakey Co and Joyi Bakes to manage their NIB through the OSS service. Until the issuance of the NIB for business actors, and business actors can run their businesses that already have legal certainty and are protected by laws and regulations. So many micro and small businesses in Indonesia do not actually have a business license. This is due to the limited information regarding procedures for registering a business license and the lack of knowledge of the importance of registering for a business license. Therefore, it is hoped that the OSS system, which is online-based, can make it easier for the public to access and obtain the right to a business license. So that if at any time there is an inspection, the community can obtain legal certainty and protection for the business being carried out.

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