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Empowering MSMEs in Makmur Village: Assistance in Making Business Identification Numbers (NIB) to Improve the Community's Economy

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ARTICLE INFO	ABSTRACT
<p><i>Historis:</i> Submit 3 March 2024 Review 29 April 2024 Revision 27 May 2024 Accepted 15 June 2024 Publish 27 July 2024</p> <hr/> <p><i>Keywords:</i> Mentoring, NIB, MSMEs, Prosperous Village, Economy</p> <hr/> <p><i>Corresponding Author:</i> Nurwahyudi Mampi email: mampinurwahyudi@gmail.com</p>	<p>This study aims to analyze the impact of empowerment and assistance in making a Business Identification Number (NIB) for Micro, Small, and Medium Enterprises (MSMEs) in Makmur Village, Palolo District, Sigi Regency. This program was implemented in collaboration between Tadulako University, the Sigi Regency Cooperative and MSME Service, and the Makmur Village Government to provide an understanding to MSMEs regarding the importance of business legality. In this process, many MSMEs, especially the elderly, had difficulty understanding the digital system used for NIB registration. However, with assistance, MSMEs managed to understand and obtain NIBs that provide legal protection and access to various government facilities.</p> <p>The results of the study showed that the mentoring program succeeded in increasing the understanding of MSME actors about the benefits of having a NIB and the importance of business legality. In addition, this empowerment also includes training in financial management, digital marketing, and business development. MSME actors involved in this program become more confident in running their businesses legally and in an organized manner. This program has the potential to strengthen the economy of Makmur Village and the surrounding area by increasing the competitiveness of MSMEs in the global market.</p>

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) have a very important role in the Indonesian economy, especially in creating jobs and improving the community's economy. Based on the latest data, MSMEs absorb more than 97% of the total workforce in Indonesia and contribute around 60% to the national Gross Domestic Product (GDP) (Ditasari, 2024; Pramiana & Suprpto, 2024). The contribution of MSMEs to the Indonesian economy is not only limited to providing jobs, but also includes income equality and poverty alleviation. In addition, MSMEs have proven to be more resilient during economic crises, such as during the COVID-19 pandemic, making them a pillar of stability in the national economy (Fathurohman et al., 2024). The existence of a flexible and

adaptive MSME sector to change has strengthened Indonesia's position in facing global economic uncertainty.

The Indonesian government also recognizes the importance of MSMEs through mentoring policies and support programs aimed at strengthening the capacity of business actors. The government's participation in encouraging the development of MSMEs is clearly visible through various initiatives, such as the Business Identification Number (NIB) program regulated in Law Number 20 of 2008 (Rizkhie & Farida, 2024; Supriyatno et al., 2025). The NIB program provides legality to business actors and guarantees access to various facilities and legal protection that are important in running their businesses. In addition, the government also provides various financing programs and technical assistance that help MSMEs manage and develop their businesses. Thus, the NIB not only functions as a legal document, but also as a bridge to access various services and support that strengthen the competitiveness of MSMEs in the global market.

However, there are still major challenges in business licensing, especially at the village level, where many MSMEs do not yet have a NIB. The main inhibiting factor is the lack of understanding of the importance of NIB and its registration mechanism (Putri et al., 2024). Many MSMEs, especially those who are older, find it difficult to understand the digital system used in the NIB registration process. Limited knowledge about the procedures and benefits of holding a business license makes many MSMEs reluctant to take care of it (Safira, 2024). Therefore, intervention is needed in the form of a comprehensive empowerment and mentoring program to help MSMEs understand and carry out the NIB registration process easily. This program is important to ensure that MSMEs not only have a valid business license but can also use it for more structured and professional business development.

In this context, the author collaborates with the Sigi Regency Cooperative and MSME Service and the Faculty of Economics and Business, Tadulako University to develop a training program aimed at improving MSME actors' understanding of the importance of NIB and business management. This program includes training on financial management, digital marketing, and developing more professional business strategies (Ayuningtyas & As'ari, 2024; Zed et al., 2025). This training not only teaches technical methods in managing NIB, but also provides broader insights on how to utilize technology to develop a business. With this training, it is hoped that MSME actors can manage their businesses more efficiently and compete in an increasingly competitive market. This empowerment program is expected to create an MSME ecosystem that not only develops economically but is also able to adapt to technological developments and the global market (Sheilani & Kumara, 2024).

With effective involvement in this mentoring program, it is hoped that MSMEs in Desa Makmur will benefit from access to government services, including social security and financial assistance offered by the government. This mentoring program can provide concrete solutions for MSMEs who previously had difficulty accessing government support. Through these efforts, the economy of Desa Makmur can grow in a more sustainable and inclusive direction (Dessyarti et al., 2022). In addition, this empowerment can improve the quality of products produced by MSMEs, expand their markets, and have a positive impact on overall regional economic growth. Thus, this mentoring program is important not only for MSMEs, but also for advancing the economy of the community at large.

RESEARCH METHODOLOGY

This study uses a qualitative approach with a case study design to analyze the implementation of empowerment and assistance in making Business Identification Numbers (NIB) for MSMEs in Makmur Village, Palolo District, Sigi Regency. The qualitative approach was chosen because it allows researchers to dig deeper into the social phenomena that occur in the field, including the understanding and obstacles faced by MSME actors in accessing the legality of their businesses. The case study provides a more comprehensive insight into the problems faced by MSMEs in Makmur

Village, as well as how intervention through assistance can help increase their capacity and understanding of the importance of having a NIB.

Data collection was carried out through various techniques, including in-depth interviews, participant observation, and documentation studies. Interviews were conducted with various informants, including village heads, MSME managers, and related parties such as the Sigi Regency Cooperative and MSME Service and the Faculty of Economics, Tadulako University, who were involved in the empowerment program. These in-depth interviews aimed to explore the perceptions, obstacles, and experiences of MSME actors related to the management of NIB and their understanding of the benefits of business legality. In addition, observations were conducted in the field to directly monitor the implementation of mentoring activities and the reactions of MSME actors to the training provided.

This study also uses triangulation techniques to ensure the reliability and validity of the data obtained. Triangulation is carried out by comparing data obtained from various sources, be it interviews, observations, or documentation related to the NIB empowerment and mentoring process. By using triangulation, researchers can verify more accurate findings and provide a more holistic picture of the phenomenon being studied. This method allows researchers to obtain more in-depth data and various perspectives, both from MSME actors, village governments, and other related parties.

In addition, data analysis was conducted using a thematic analysis approach. This approach is used to identify the main themes that emerge from interviews, observations, and documentation obtained. Through thematic analysis, researchers can group data based on relevant patterns, such as the obstacles faced by MSME actors in accessing business permits, their understanding of NIB, and the impact of the empowerment that has been given. Thus, thematic analysis allows researchers to organize findings based on interrelated categories and provide a deeper understanding related to the problem being studied.

This qualitative approach is expected to provide richer insights into how the implementation of empowerment and assistance in making NIB can contribute to improving the legality of businesses and the economy of the Makmur Village community. The results of this study are expected to not only provide a better understanding of the challenges and needs of MSME actors in obtaining business permits, but also provide practical recommendations for the government and related institutions to increase the effectiveness of existing empowerment programs. Thus, this study can be the basis for improving policies and programs that are more inclusive and beneficial for MSMEs throughout Indonesia.

Overall, this study aims to uncover the factors that influence the success of empowering MSMEs in obtaining business legality through the creation of NIB. In this case, the importance of understanding business licensing and access to appropriate assistance services plays a very important role in increasing the capacity of MSME actors. Therefore, this study does not only focus on the process of creating NIB, but also includes efforts to strengthen the capacity of human resources (HR) of MSME actors through relevant training and learning. By applying this qualitative approach and case study, it is hoped that more effective solutions can be created to support the sustainability of MSMEs in rural areas such as Desa Makmur.

The results of this study will contribute to the development of better policies in empowering MSMEs, especially in terms of access to business legality that can strengthen the position of MSME actors in the market. Empowerment through the creation of NIB not only provides legal protection for business actors, but also opens up opportunities for them to access various facilities and assistance programs available. In addition, by increasing the knowledge and skills of MSME actors in managing their businesses legally, it is expected to increase the competitiveness and quality of MSME products in an increasingly competitive market. Thus, this study can have a long-term impact on the development of MSMEs in Desa Makmur and also the regional economy as a whole.

RESULTS AND DISCUSSION

Results

This study aims to analyze the impact of empowerment and assistance in making Business Identification Number (NIB) for Micro, Small, and Medium Enterprises (MSMEs) in Makmur Village, Palolo District, Sigi Regency. Based on interviews with the Village Head, MSME managers, and related parties, it was found that many MSMEs in Makmur Village do not have a NIB. One of the main causes of low NIB ownership is the lack of knowledge and understanding of the NIB making process and its benefits for their business. MSMEs, especially those who are elderly, have difficulty understanding the digital system used for the NIB registration process. In addition, the lack of information regarding the procedures and benefits of business legality makes many MSMEs reluctant to take care of it.

In an interview with the Head of Makmur Village on March 10, 2024, he stated that "MSMEs in Makmur Village have a very important role in our economy. MSMEs not only provide jobs, but also improve community welfare." However, the Village Head also highlighted the main challenge, namely "the lack of understanding of the importance of having a business license and how to process it." He suggested that the mentoring program carried out by Tadulako University is very important to help MSME actors manage NIB so that they can access more facilities and support from the government.

Furthermore, the results of interviews with MSME managers in Makmur Village showed positive changes after receiving assistance. "I just found out that NIB is very important after participating in this assistance program," said the MSME manager. Previously, many MSME actors did not understand the benefits of NIB. After participating in the assistance program, they now realize that having a NIB provides legal protection and makes it easier for them to access assistance from the government. MSME managers also expressed difficulties in understanding the digital-based NIB registration system, but thanks to assistance from Tadulako University, they were able to overcome these difficulties and finally succeeded in obtaining NIB.

The mentoring program carried out by Tadulako University in collaboration with the Sigi Regency Cooperative and UMKM Service has had a significant impact. As a party involved in empowering UMKM, the Sigi Regency Cooperative and UMKM Service stated that "The mentoring program carried out by Tadulako University has had a very positive impact." They added that UMKM actors who previously did not understand the importance of business legality are now more aware and understand how to manage NIB, which makes it easier for them to access government facilities and assistance. The Service also mentioned the importance of continuing this program to strengthen the UMKM sector in Sigi Regency.

The results of this assistance show a better understanding among MSMEs about business licensing and NIB creation. However, there are still major challenges related to the use of digital technology, which is an obstacle for some MSMEs, especially the elderly. The mentoring teacher from Tadulako University, who was directly involved in the assistance, said that "One of the main obstacles is the different levels of understanding among MSMEs, especially the elderly." By using a patient approach and intensive assistance, many MSMEs have succeeded in overcoming this obstacle and have begun to realize the importance of business legality.

This empowerment program also facilitates an easier and more organized registration process. MSMEs gain an understanding of the long-term benefits of having a NIB and how it can strengthen their business. This empowerment is not only limited to providing a NIB, but also involves training in financial management, digital marketing, and more professional business development strategies. MSMEs who have obtained a NIB are now more confident in developing their businesses legally and in an organized manner, with the hope of expanding the market and increasing competitiveness in the global market.

Based on the results of this study, it can be concluded that assistance in managing NIB has a positive impact on MSME actors in Makmur Village. Although there are challenges related to the use of technology and a lack of understanding of the long-term benefits of business legality, a structured and intensive assistance program helps MSME actors overcome these obstacles. With the NIB, MSME actors obtain legitimate legal protection, which allows them to access various government facilities and assistance. This program is not only beneficial for MSME actors, but is also expected to strengthen the economy of Makmur Village and the surrounding area as a whole. This empowerment shows the importance of collaboration between the government, universities, and the community in supporting the sustainability and growth of the MSME sector.

Observation and Survey Stages on MSMEs in Makmur Village:

Before starting the empowerment activities, the researcher coordinated with the Cooperatives and UMKM Office of Sigi Regency to identify and record the UMKM in Makmur Village. The researcher then conducted interviews and direct surveys in each RT and RW to obtain data on the number of UMKM and business locations in the village. In this process, the researcher also received support from the Makmur village head, who gave permission and approval for the data collection activities carried out. This activity was also equipped with a valid assignment letter from the Cooperatives and UMKM Office of Sigi Regency, so that this activity received legitimacy from the government.



Figure 1. Observation, Survey, and Data Collection of MSME Actors

Empowerment Stages – Socialization:

The empowerment stage begins with socialization to MSME actors, which is carried out directly by researchers. The first socialization was carried out by visiting the homes of MSME actors to provide an understanding of the importance of legal business permits and security offered through the Business Identification Number (NIB). The researcher explained that having a NIB will provide legal protection for the business being run and allow business actors to access various facilities and support from the government. The second socialization was carried out offline at the village office, which was presented by a lecturer from the Faculty of Economics and Business, Tadulako University as a speaker.



Figure 2. Empowerment Through Socialization and Training For MSME Actors in Makmur Village

Mentoring and Training:

The third stage in empowerment is mentoring and training related to managing business permits, especially NIB. Considering that most of the MSME actors in Makmur Village are elderly, data management and business registration are carried out by researchers together with village officials. Some of the documents required to create a NIB include NIK according to E-KTP, NPWP,

email address of the business owner, and an active telephone number. The data that has been collected is then submitted to the Cooperatives and MSMEs Office of Sigi Regency for further processing.



Figure 3. Data Input for MSME Actors

Issuance and Granting of NIB Certificates:

In the fourth stage, researchers provide re-understanding to MSME actors on how to independently access the website to monitor their NIB registration status. Researchers also explain the benefits and uses of the document to support business development. After the NIB is issued, researchers submit NIB certificates to business actors, both in hardfile and softfile forms. The provision of this certificate indicates that their business is now legally registered and can access various facilities available to MSMEs.



Figure 4. Issuance and Granting of NIB Certificates

Table 1. Percentage of Achievement Results

Number	Description	Percentage
1	Observation, survey and data collection of MSME actors	100%
2	Empowerment and socialization of understanding regarding the importance of legal business permits and security for businesses	100%
3	Mentoring and training for business actors for the issuance of Business Identification Numbers (NIB)	100%
4	Providing an explanation of the benefits of NIB and providing NIB certificates to business actors	100%

Table 1 shows the percentage of achievement results from various stages of activities carried out in the MSME empowerment program in Desa Makmur. Each stage, starting from observation and survey of MSME actors' data collection, empowerment through socialization regarding the

importance of business permit legality, mentoring and training for issuing NIB, to providing explanations about the benefits of NIB and providing NIB certificates, was successfully implemented with 100% achievement results. This reflects that each step of the program has been successfully implemented in full, ensuring that MSME actors understand and obtain NIB as part of their business legality.

Discussion

This study examines the impact of empowerment and assistance in making a Business Identification Number (NIB) for Micro, Small, and Medium Enterprises (MSMEs) in Makmur Village, Palolo District, Sigi Regency. One of the main findings of this study is the high number of MSMEs who do not have a NIB. This condition is caused by a lack of understanding of the NIB making process and the benefits that can be obtained by having the legality of the business (Vrchota et al., 2019). Most MSMEs in Makmur Village, especially those who are elderly, face difficulties in understanding the digital technology used to register for NIB (Correa & Limos-Galay, 2024). In addition, the lack of information available regarding the procedures and benefits of business legality is one of the reasons why many MSMEs are reluctant to take care of this permit (Erlanitasari et al., 2020).

From the interview with the Head of Makmur Village, it is known that MSMEs have an important role in the economy of Makmur Village, both in providing employment and in improving community welfare (Fauzi & Sheng, 2020). The Village Head also emphasized that the main challenge faced by MSME actors is the lack of understanding of the importance of business permits and the process of managing them (Fauzi & Sheng, 2020). In this case, the mentoring program carried out by Tadulako University is very important because it helps MSME actors to manage NIB more easily, while opening up their access to various facilities and support from the government (Putra et al., 2023).

The mentoring program carried out by Tadulako University together with the Sigi Regency Cooperative and UMKM Service has had a very positive impact. As conveyed by MSME managers, after participating in the mentoring program, they realized the importance of NIB. Previously, many MSME actors did not know the benefits of having a NIB, but after gaining a better understanding, they began to see NIB as an important step to provide legal protection for their businesses and as access to facilitate assistance from the government (Nurani & Khairi, 2024; Yan, 2018). The process of making a digital-based NIB was an obstacle, but thanks to mentoring from Tadulako University, MSME actors were able to overcome these difficulties and successfully obtain NIB (Gupta et al., 2022).

This empowerment also has an impact on increasing the knowledge of MSME actors regarding business licensing and business management in a more organized manner. With the NIB, MSME actors get legal protection, which allows them to access various government facilities and assistance (Erlanitasari et al., 2020; Fathurrahman & Fitri, 2024). However, major challenges related to the use of digital technology still exist, especially among older MSME actors who are not yet familiar with technology (Hamid et al., 2024). This obstacle shows that the mentoring process must be carried out with a patient and intensive approach to ensure that MSME actors can overcome these obstacles.

In this case, direct assistance by visiting the homes of MSME actors and providing face-to-face explanations has proven effective in increasing their understanding (Hamid et al., 2024). In addition, this empowerment program is not limited to providing NIB alone. In the mentoring process, MSME actors are also taught about better financial management, digital marketing strategies, and how to develop their businesses professionally (Nurani & Khairi, 2024; Wisnujati et al., 2023). With a better understanding of business management and proper technology, MSME actors become more confident in running their businesses legally and in an organized manner. This is expected to help

them expand their market, increase competitiveness, and adapt to the demands of the increasingly growing global market (Erlanitasari et al., 2020).

Overall, this mentoring program has had a significant positive impact on MSMEs in Makmur Village. Although there are challenges related to understanding technology and the long-term benefits of business legality, the mentoring that is carried out in a structured and intensive manner has succeeded in helping MSMEs overcome these obstacles. With the NIB, MSMEs not only obtain business legality but also open up greater opportunities to obtain government assistance that will support the development of their businesses. This program also contributes to strengthening the economy of Makmur Village and the surrounding areas as a whole (Fauzi & Sheng, 2020; Putra et al., 2023).

CONCLUSION

This study shows that empowerment and assistance in managing NIB have a significant positive impact on MSMEs in Desa Makmur. Many MSMEs previously did not understand the importance of having a NIB, but after participating in this program, they began to realize the long-term benefits of the legality of their businesses. This program helps them gain easier access to various facilities and support from the government that were previously unavailable. Although there are challenges related to the use of digital technology by older MSMEs, this program has succeeded in overcoming these obstacles through a patient and structured mentoring approach.

The mentoring program carried out not only focuses on providing NIB, but also educates MSME actors about financial management, digital marketing, and business development strategies. With a better understanding of business legality and more organized business management, MSME actors in Makmur Village now have more confidence to develop their businesses and increase competitiveness in the global market. This program not only provides direct benefits for MSME actors, but also has the potential to strengthen the economy of Makmur Village and the surrounding areas in the long term.

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