



Empowering MSMEs Through Strengthening Business Legality In Marga Sungsang Village, Banyuasin II District, Banyuasin District

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Article Info	ABSTRACT
<p>Corresponding Author: Dian Novita Fajar Sari E-mail: novipusri@gmail.com</p>	<p>The government is committed to empowering Usaha Mikro Kecil dan Menengah (UMKM) in Indonesia, because UMKM are one of the driving forces of economic. Through UMKM, they can contribute to absorbing labor. In order for UMKM to compete in the global market era, UMKM must be strengthened by the ownership of business license legality (NIB) because it is a standard that must be met by business actors. UMKM in Cogreg village generally understand the importance of the legality of business licenses and marketing strategies because they can increase production. Through seminar activities on the importance of business license legality for UMKM, and marketing strategy assistance provided to UMKM actors in accordance with the needs of Cogreg village business actors. The benefits obtained through seminars and mentoring programs for UMKM actors are that UMKM actors are aware of the importance of having business legality and time effectiveness because it minimizes costs for distribution.</p> <p>Keywords: Empowering UMKM, Business License Legality</p>

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INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are one of the industries that can develop and be consistent in the national economy. MSMEs are a good forum for creating productive jobs. MSMEs are businesses that do not require certain requirements such as level of education, expertise (skills) of workers, and use relatively little business capital and the technology used tends to be simple.

MSMEs are one of the sectors that support the nation's economy which has a big impact. Data from the Insight Center noted that there were at least 37,000 MSME players who were affected during the pandemic, with a survey showing that only 5.9% were able to reap profits in the midst of the pandemic. The remaining 82.9% were negatively impacted, with 63.9% even experiencing a decline in turnover of more than 30%.

Another thing is that Banyuasin district, which has 68 thousand MSMEs or 6.18 percent, has experienced an increase in quantity after the pandemic. In terms of quality, it has also been supported because the city of Bogor is holding integrated assistance for MSMEs to upgrade (PANTAS) in March 2022. As stated by Ganjar Gunawan, "PANTAS is the third activity in order to provide integrated assistance in collaboration with the Banyuasin Regency Kadin." Participants who take part are still limited to business actors who qualify

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through recruitment based on the age of the company and the sub-district only represents 2 people.

There are quite a lot of MSMEs in Marga Sungsang Village, Banyuasin II subdistrict, so if these micro and small businesses are maximized they can become medium businesses with promising hopes. The existence of this medium-sized business will certainly make the economy in Marga Sungsang village even better, and will certainly have a good influence on the Indonesian economy.

Marga Sungsang Village is one of the villages located in Banyuasin II subdistrict, Banyuasin district with an area of 511,856 hectares. This village is in a lowland area with a surface height of approximately 100 m above sea level. Most of the Cogreg Village area is agricultural land, rice fields, degalan with 98% flat land surface and 2% hills. Marga Sungsang Village is divided into 4 hamlets with 8 RWs and 39 RTs. Located in Banyuasin Regency.

Most of the people of Marga Sungsang Village work as entrepreneurs producing ready-to-eat food packaged in the form of crackers, side dishes and shredded meat. At the marketing stage, MSME business actors experience obstacles, apart from being less creative in packaging and marketing, to the point that some MSMEs do not yet have legal business permits. Even though this legality is very necessary as a means of legal protection to be able to compete honestly and openly. The reality in the field is that quite a few business actors do not have legal business permits. The obstacles found in the MSMEs of Marga Sungsang Village are due to limited funds to handle legalities, difficulty in correspondence, lack of knowledge and so on.

Based on the above background, STIA Satya Negara Palembang students carry out service in the Village Development PKL program in the form of integrated assistance through training in the application of technology to increase sales by developing online-based marketing strategies utilizing internet networks via Facebook, Instagram, online shops and marketplaces. And holding seminars on the importance of the legality of business permits for MSMEs

METHODS

The integrated assistance method carried out by STIA Satya Negara Palembang PKL participants in this service is in the form of socialization with FGD (Forum Group Discussion) activities, making brand logos or labels for business actors whose products do not yet have labels, helping to design attractive packaging to make it easier for consumers to find and getting products, then holding a seminar with the theme of the importance of legality of business permits for MSMEs, finally providing assistance by providing training for MSMEs who have difficulty doing online marketing.

Focus Group Discussion

The Forum Group Discussion (FGD) activity was carried out to obtain information regarding the problems faced and then determine what efforts will be made in the form of integrated assistance. FGD activities include interviews and discussions with related MSMEs. This FGD technique makes it easier to explore information, perceptions, opinions, beliefs and attitudes towards a product, service, concept or idea, because it is done relatively quickly.

Label Packaging Assistance

Packaging and labeling is carried out by providing direction and knowledge to MSME

owners regarding choosing the type of packaging that is appropriate to the product being produced and how to label the product they own so that it complies with regulations and has an attractive visual impression. Selection of packaging has an effect on maintaining product quality from various environmental influences (Bob, et al. 2021). And providing labels that comply with regulations will provide information to consumers/buyers regarding the product and can attract consumers through attractive label designs.

Marketing Strategy Assistance

Preparing a marketing strategy in the form of assistance in creating a marketing strategy in two ways. The marketing methods used are online (via Instagram social media) and structured offline marketing planning to improve the offline product distribution system but make it more effective and efficient through creating marketing routes/paths. By creating marketing channels, MSMEs will reduce distribution costs and increase time efficiency. The marketing strategy created is then submitted to the relevant MSMEs to be applied to activities. Why were two marketing methods created, because of the variety of products, for wet or non-durable products, offline-based sales are directed, while for long-lasting products, online-based marketing is directed, these two methods are expected to increase the number of sales significantly.

Seminar on the Importance of Legality of Business Licenses for MSMEs

The seminar was held in Marga Sungsang Village on Wednesday 24 October 2023 with participants consisting of young and old MSME players. Seminar with the theme of the importance of legalizing business permits for MSMEs with speakers from PWCNU and the head of IMKM from Banyuasin II District, Banyuasin Regency. The participants who attended enthusiastically participated. Especially during the question and answer session, the organizers also provided prizes and door prizes for questioners.

Activity Location

Marga Sungsang Village, Banyuasin II District, Banyuasin Regency, South Sumatra Province.

Activity Participants

Participants in the marketing strategy assistance activity were PKL STIA Satya Negara Palembang students and also the people of Marga Sungsang village.

RESULTS AND DISCUSSION

Second, holding a seminar with the theme of the importance of legalization was delivered by Mr. Usman Aziz M.Si. explained that successful business actors in Marga Sungsang Village were able to take advantage of opportunities for assistance from the government. So that business actors are able to develop and assistance for business improvement at the middle to lower level MSMEs from the government can be easily accessed by the actors. And no joke, the government has also poured tens to hundreds of millions of rupiah into business actors. However, to receive assistance from the government, MSMEs must have business legality. So that our business is registered with the government, such as having an NIB, SKDU, or others. Mr. Usman Aziz M.Sc. emphasizes that creating business legality does not require funds to manage it, so MSME actors only need to prepare files and data that will be entered into the OSS system. The OSS system is a system for micro, small, medium and large entrepreneurs to apply for business permits on an online basis. So, with the OSS system, it is hoped that it will make it easier for all MSMEs who want to become entrepreneurs to take care of permits to do business.

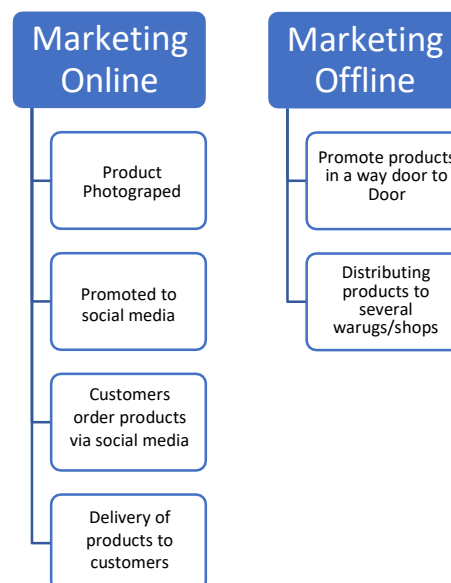
Based on the seminar explanation above, STIA Satya Negara Palembang students carrying out service in the KKN Village Building program are ready to help MSMEs to provide assistance in making NIB. MSME players only need to complete several things that are requirements for NIB registration.

The response from seminar participants was very enthusiastic and interactive to the point that seminar participants who did not yet have legal business permits hoped to receive assistance in making an NIB with the help of STIA Satya Negara Palembang PKL students, starting from collecting files, submitting, overseeing the processing until the NIB was issued and submitted directly to MSMEs related.



Figure 1. Seminar Activities on the Importance of Legality of Business Licenses

Third, aggressively promote products by developing online-based product marketing strategies. Marketing strategy includes product demand, pricing, promotional plans and determining channels. Through the service program, integrated assistance is provided by embracing MSMEs to carry out online marketing strategies through Instagram social media and offline marketing methods to improve the product distribution system.



Based on the marketing channels created, MSME players will reduce distribution costs and time efficiency if they do online marketing. The marketing strategy created is then submitted to the relevant MSMEs to be applied to activities. Why were two marketing methods created, because of the variety of products, for wet or non-durable products, offline-based sales are directed, while for long-lasting products, online-based marketing is directed, these two methods are expected to increase the number of sales significantly.

CONCLUSION

The village development service program has met its targets, namely conducting seminars on the importance of the legality of business permits for MSMEs, and assisting with marketing strategies as an effort to increase production of related MSMEs. Through a seminar program on the importance of the legality of business permits for MSMEs, and marketing strategy assistance provided to MSMEs according to the needs of business actors in the Marga Sungsang village. The benefits obtained through seminar and mentoring programs for MSME actors are that MSME actors are aware of the importance of having business legality and time effectiveness because they minimize costs for distribution. The next village building service activity in Marga Sungsang Village is to be able to focus more on online marketing assistance. Due to the large number of activities of business actors who still have small capital, sales have not increased rapidly to meet market demand because it has not been met properly. The government should be able to pay attention to entrepreneurs primarily engaged in agribusiness. Because businesses in the agribusiness sector have many opportunities that can be developed.

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