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Strengthening MSMEs and the Creative Economy through Business Legalization and Digitalization in Sukasari Village

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ABSTRACT

This community engagement program aims to strengthen the capacity of micro and small enterprises in Sukasari Village through business formalization, needs-based mentoring, and gradual digitalization. The activity was conducted on Saturday, 25 July 2026, through direct observation, semi-structured interviews, documentation, and practical assistance involving a snack business managed by Mrs. Eti and a local tofu production unit. Mrs. Eti produces chocolate-filled banana rolls, chocolate-coated bananas, cireng, and other traditional snacks. The team assisted the issuance of a Business Identification Number through the Online Single Submission system and discussed the need for a clearer business banner and a digital payment option. At the tofu production unit, the team observed the production process, interviewed the business actors, and introduced the potential use of Google Business Profile and digital promotion to improve location visibility. Field information was analyzed descriptively by comparing the needs, readiness, and possible development steps of each business. The program produced a concrete legal output in the form of a Business Identification Number for Mrs. Eti, while recommendations concerning visual identity, QRIS, business location, and digital promotion were formulated as follow-up actions. The activity indicates that MSME empowerment is more relevant when legal, marketing, and digital interventions are adjusted to the characteristics and readiness of each enterprise rather than applied uniformly.

1. INTRODUCTION

Micro, small, and medium enterprises (MSMEs) play a crucial role in maintaining local economic activity by providing income, creating employment opportunities, and meeting community needs. Business sustainability depends not only on product production capabilities but also on clear legal standing, business identity management, market access, record-keeping, and the ability to adapt to changing consumer behavior. Therefore, MSME empowerment needs to be designed as a capacity-building process that addresses administrative aspects, marketing, and the proportional use of technology.

Business formalization is a basic requirement for micro-enterprises. A Business Identification Number (NIB) is an official identification issued through the Online Single Submission system for starting or running a business (OSS Indonesia, 2026).

The current risk-based business licensing framework is regulated by Government Regulation Number 28 of 2025. For micro-enterprises, possessing a NIB clarifies the identity of their economic activities and serves as a basis for obtaining coaching or development services for subsequent licensing (Government of the Republic of Indonesia, 2025).

Digitalization also opens up the possibility of market development through relatively simple means. Payments using QRIS provide an alternative to cashless transactions through a single standard payment code and are intended as a gateway for MSMEs to enter the digital ecosystem (Bank Indonesia, 2026). Meanwhile, Google Business Profile allows owners to manage business information so that it can be found through Google Search and Google Maps (Google, 2026). The benefits of both tools will be maximized if owners understand how to use them, account security, and the need for information updates.



The need for legality and digitalization is evident in growing businesses in Sukasari Village, Kaduhejo District. Some businesses are built on family skills and local consumer networks, but not all are supported by legal identity, consistent business information, digital payment options, or easily accessible online locations. This situation should be understood as a stage of business development. Mentoring should not impose all instruments at once, but rather adapt to the owner's equipment availability, transaction habits, and priorities.

The community service activities were carried out on Saturday, July 25, 2026, through observations and interviews with two business units. The first unit, a stall owned by Mrs. Eti, produces chocolate-filled pisco (a type of snack made from banana ice cream), chocolate banana ice cream, cireng (a type of snack made from cireng), and other traditional foods. The second unit, a tofu-making business, operates on-site. The characteristics of the two partners differ, so the form of mentoring is tailored to their individual needs.

For Mrs. Eti's business, the team assisted with the issuance of a Business Identification Number (NIB) and discussed banner and digital payment needs. For the tofu business, the team observed the production process, gathered information on business management, and offered location enhancements through Google Business Profile and digital promotions. This article aims to describe the mentoring process, analyze the needs of both businesses, and explain the contribution of legality and simple digitalization to strengthening MSMEs and the creative economy in Sukasari Village.

2. MATERIALS AND METHODS

2.1 Activity Approach

The program uses a participatory, mentoring-based approach. Business owners are positioned as the primary source of information and the parties who determine the feasibility of each recommendation. The team first conducts observations and interviews, then develops development alternatives, which are discussed with the owners. This approach is chosen so that activities do not stop at delivering general material but rather result in actions tailored to business conditions.

2.2 Location, Time, and Partners

The activity was carried out in Sukasari Village, Kaduhejo District, Pandeglang Regency, Banten, on Saturday, July 25, 2026. The first partner is Mrs. Eti, a food stall manager and snack producer. The identified products include chocolate-filled pisco (a type of snack made from bananas), chocolate banana ice cream, cireng (a type of snack made from coconut milk), and other traditional foods. The second partner is a tofu-making business manager. The owner's name, production capacity, and number of employees can be added upon confirmation in the next revision.

2.3 Implementation Stages

The implementation process consists of four stages. The first stage involves observing the product, production process, location, and marketing resources. The second stage involves semi-structured interviews regarding business history, sales patterns, challenges, and development plans. The third stage involves practical assistance as needed, while the fourth stage involves documentation, evaluation, and developing recommendations for follow-up actions.

2.4 Data Collection and Analysis

Data was collected through field notes, interviews, visual documentation, and administrative assistance outputs. Information was analyzed descriptively by grouping findings into product, legality, visual identity, payment, promotion, digital location, and owner readiness aspects. The activity did not use experiments or compare pre- and post-assistance turnover.

Therefore, the results focused on the process, verifiable outputs, and agreed-upon recommendations.

2.5 Success Indicators

Indicators of success include identifying the needs of both businesses, completing the NIB assistance for Mrs. Eti's business, developing recommendations for banners and digital payments, and mapping opportunities for strengthening the location and promotion of the tofu business. Full implementation of QRIS, Google Business Profile, and banner design remains contingent on the owner's approval and readiness.

Table 1. Partner Assistance Needs and Focus

Business Unit	Initial Conditions and Focus of Mentoring
Mrs. Eti's stall	Selling snacks and traditional products, the legality and business identity still need to be strengthened. Assistance is focused on issuing a Business License (NIB), banner requirements, digital payments, and simple record-keeping.
Tofu making business	Production is underway, but location information and promotion are not yet optimal. Support is focused on business observation, digital location mapping, product documentation, and gradual promotion.

Source: Results of community service team observations and interviews (2026).

3. RESULT AND DISCUSSION

3.1 Mrs. Eti's Business Profile and Potential

Ibu Eti's business offers a variety of products that closely match local consumer preferences. Chocolate-filled Pisco (a type of chocolate cake) and chocolate banana ice cream showcase creativity in transforming simple ingredients into products with higher sales value. Cireng (a type of cireng) and other traditional foods broaden consumer choices and reduce dependence on a single product. This diversity provides the initial capital for building a local food-based business identity.

Sales still rely on close relationships with the local community. This model offers the advantage of direct contact with consumers, but market reach is limited if business information is not clearly presented. A business name, product list, contact information, and location display can be communication tools that help consumers recognize and remember a business.

3.2 NIB Issuance Assistance

Legal assistance is provided through reviewing business data requirements, completing information in the Online Single Submission system, determining business areas, and re-checking identity compliance before the issuance process is completed. The team explained that the Business Identification Number serves as the official identification of business actors and serves as the administrative foundation for developing business services. While the document itself does not necessarily increase sales, it does strengthen a business's position when it requires access to coaching, partnerships, or other support services.

The registration process is carried out collaboratively with the owner to ensure the data provided is truly based on the business situation. After the OSS process is complete, the system dashboard displays a business identity that has obtained a NIB. This proof of issuance serves as a legally verifiable output from the mentoring activity. The owner is then instructed to independently store documents, accounts, and access information, while students are not required to retain passwords or personal data after the activity concludes. This mentoring approach positions legality as a means of improving administrative skills, not simply as a means of submitting documents.

Documentation in the OSS system shows that the issuance process has been recorded in the company register. This information is used as proof of mentoring and should not be used to assess revenue growth or business performance. The information displayed still

needs to be carefully managed as it relates to the business owner's administrative identity.

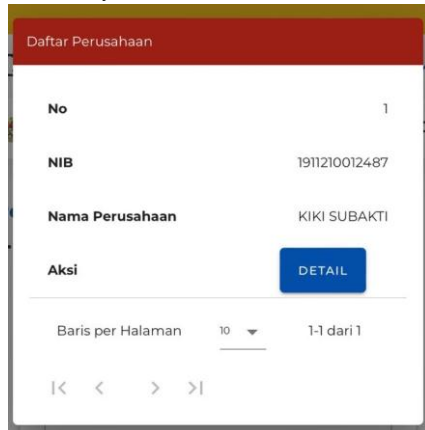


Figure 1. Display of verification of the issuance of a Business Identification Number on the OSS system as an output of business legality assistance.

3.3 Visual Identity and Digital Payment Options

The need for banners is discussed as part of strengthening visual identity. An effective banner does not have to be load too many Information . Suggested elements include the business name, main product, contact number, and an easy-to-read display. The final design should be tailored to the installation location and owner approval to avoid unnecessary costs or maintenance requirements.

The team also introduced QRIS as a cashless payment option. The discussion covered its benefits, the registration process through licensed payment service providers, transaction notification verification, and security. The decision to implement the technology is left to the owner, as the technology's benefits are influenced by customer habits, device availability, and transaction management capabilities.



Figure 2. Documentation with Mrs. Eti after observation, interview, and business mentoring activities.

3.4 Observation of the Tofu Production Process

A visit to a tofu-making business provided insight into the production process, which relies on worker skills and available equipment. Documentation demonstrated the use of molds to shape tofu in several production batches. The observations were conducted to understand the nature of the business before developing marketing recommendations, not to assess technical quality or food safety, which would require specialized inspections.

Interviews focused on production patterns, consumers, distribution, constraints, and location information. The discussion revealed that business strengthening involves more than just increasing production, but also the ability of consumers to find locations and obtain contact information. Therefore, recommendations focus on business visibility and the preparation of information that can be responsibly published.



Figure 3. One of the stages of tofu production observed during the field visit.

3.5 Digital Location and Tofu Business Promotion

Google Business Profiles are offered as a means of displaying a business's name, address, operating hours, contact information, photos, and location on Google Search and Google Maps. Once a profile has been added and verified, it can be managed by the owner to update business information (Google, 2026). This recommendation is not yet finalized, as the creation and verification process requires approval, an account, and owner involvement.

Digital promotion can be initiated through simple steps without paid advertising. Product photos, ordering information, locations, and contact numbers can be used as starting materials. Content must be written honestly and not contain unproven claims about quality, capacity, or safety. Process documentation can increase trust if production conditions are presented fairly and approved by the business owner.



Figure 4. Documentation of the team with resource persons at the tofu manufacturing business location.

3.6 Partner Achievements and Needs Differences

The main achievement for Mrs. Eti's business was the completion of legal assistance, as evidenced by the registration of the NIB (National Business Identification Number) in the OSS system. In addition to these administrative outputs, the team identified the need for banners, digital payments, and simple business registration as future development agendas. For the tofu business, the activity achievement included the development of a marketing needs overview and recommendations for improving location visibility through digital services.

A comparison of the two units shows that empowerment programs cannot implement a single solution. Ibu Eti's stall requires a combination of legality, product communication, and ease of transaction. The tofu business requires clarity of identity, location, and marketing network. These differences underscore the importance of a needs-based approach so that each recommendation directly relates to business activities.

Table 2. Achievements and Status of Mentoring Recommendations

Aspect	Achievements/Status
Legality of Mrs. Eti's business	NIB issuance assistance has been completed and the document has been handed over to be managed by the owner.

Aspect	Achievements/Status
Banner and QRIS	Has been discussed as a development option; implementation awaits owner approval and readiness.
Digital location of tofu business	Google Business Profile/Maps is offered; creation and verification requires the owner's account to be involved.
Tofu business promotion	Basic documentation and information have been mapped as preliminary material; the promotion has not yet been assessed for its impact.

Source: Field documentation and mentoring notes (2026).

3.7 Product Strengthening, Packaging, and Record Keeping

Business development requires consistency in product, pricing, and availability. In Mrs. Eti's business, simple record keeping can be used to track frequently purchased products, material costs, and sales surplus. Record keeping doesn't have to be app-based if the owner is more comfortable using a book, but it does need to be done regularly so the information can be used for decision-making.

Packaging serves to protect the product while conveying information. A simple label can include the business name, product name, and contact information. The team discourages including health claims, shelf life, or unobtained certifications. In the tofu business, consistency in size, production schedules, and customer records can help owners manage raw materials and distribution.

3.8 Supporting Factors, Constraints, and Follow-up

The owner's openness was a key factor supporting the activity. Available data enabled the NIB process, while interviews helped the team understand promotional needs and location. Challenges to the activity included limited visit time, incomplete tofu business information, and the need for continued commitment to implementing QRIS, banners, and Google Business Profiles.

Follow-up for Mrs. Eti's business includes checking the NIB document, maintaining the OSS account, developing a banner concept, considering QRIS registration through an authorized provider, and recording sales. For the tofu business, follow-up can begin by confirming the business name, owner, address, contact information, and operating hours before creating a location profile. An evaluation after one to three months is necessary to distinguish between newly proposed recommendations and actual changes.

3.9 Program Implications and Limitations

The activities demonstrate that village economic empowerment can begin with simple but relevant interventions. Legality helps strengthen administrative positions, while visual identity and digitalization can expand relationships with consumers. The value of empowerment lies in the owner's involvement in understanding and managing each tool after the mentoring is complete.

The program was only implemented in two business units per day, so the results are not representative of all MSMEs in Sukasari Village. This article does not present changes in turnover, number of customers, or productivity because monitoring has not been conducted. The NIB is a verifiable output, while banners, QRIS, Google Business Profile, and promotions are still recommendations or follow-up plans. The name of the tofu factory owner, length of operation, production capacity, and number of employees are also not listed as further confirmation is required.

3.10 Ongoing Support Plan

The sustainability of the program needs to be structured in realistic stages. For Mrs. Eti's business, the initial priority was ensuring the owner's NIB and OSS account were accessible, followed by developing a banner concept appropriate to the business location. QRIS registration can be done through a licensed payment service provider once the owner understands

the verification process, transaction tracking, and device management.

For tofu businesses, follow-up can begin by confirming the business name, address, contact number, and operating hours. This information forms the basis for adding or claiming a Google Business Profile. Once the profile is verified, management should fall to the owner to ensure that updates to the location, photos, and service information are not dependent on students or external parties.

One to three months of monitoring is required to assess the implementation of recommendations. Early indicators include the retention of NIB documents, the use of banners, the presence of digital payment methods, verified location profiles, and inquiries or orders through published contact information. These indicators are more relevant than immediately concluding increased revenue without adequate record-keeping.

Village governments can support sustainability by providing information on licensing services, marketing training, and MSME development programs. The role of mentors should be directed at strengthening the capacity of entrepreneurs to manage documents and digital resources independently. This approach reduces dependency and maintains ownership of accounts, business data, and marketing decisions within entrepreneurs.

4. CONCLUSION

The community service activities on Saturday, July 25, 2026, demonstrated that strengthening MSMEs and the creative economy in Sukasari Village can be achieved through a combination of observation, interviews, legalization, and gradual digitalization. For Mrs. Eti's business, the team assisted in the issuance of a Business Identification Number (NIB) and identified the need for banners, QRIS, and business records to support the sale of chocolate-filled pisco (a type of chocolate-filled banana ice), chocolate banana ice, cireng (a type of cireng), and traditional foods. For the tofu business, the team observed the production process, explored business needs, and offered location strengthening through Google Business Profile and digital promotions.

The program produces legal outputs that can be verified through the OSS system, as well as development recommendations tailored to each partner's characteristics. Sustainability requires owner approval, phased mentoring, account management by business actors, and evaluation after recommendations are implemented. Follow-up activities should assess NIB utilization, visual identity development, digital payment readiness, and proportional use of online locations and promotions.

THANK-YOU NOTE

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