

Strengthening MSME Business Legality through Participatory NIB Registration Assistance: A Case Study of Zalalicious Dimsum

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ABSTRACT

Business legality is an important foundation for strengthening the sustainability and competitiveness of Micro, Small, and Medium Enterprises (MSMEs). However, limited legal literacy and perceptions that business licensing is complicated remain barriers to MSME formalization. This community service program aimed to increase the understanding of business legality and assist Zalalicious Dimsum in obtaining a Business Identification Number (NIB) through the Online Single Submission (OSS) system. The program employed a participatory approach based on Participatory Action Research (PAR), implemented through four stages: observation, planning, action, and reflection. Data were collected through direct observation, semi-structured interviews, documentation, and relevant literature. The results showed that the business owner initially had limited knowledge of NIB and perceived the registration process as complicated. Through educational and hands-on assistance, the owner successfully completed the OSS registration process and obtained an NIB. The program also identified opportunities for further business development through halal certification, digital promotion, and improved business management. The findings demonstrate that participatory mentoring can facilitate MSME formalization while strengthening business credibility and supporting sustainable development.

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) function as the backbone of the national economy, given their substantial contribution to employment, income distribution, and regional economic growth. In Indonesia, MSMEs account for approximately 99% of business units, contribute around 60.51% of national Gross Domestic Product (GDP), and absorb nearly 97% of the national workforce (Coordinating Ministry for Economic Affairs of the Republic of Indonesia, 2024). Their

strategic role has become increasingly important in supporting economic recovery, digital transformation, and the integration of local businesses into national and global supply chains. Nevertheless, despite their significant economic contribution, many MSMEs continue to operate informally and have not yet fulfilled adequate business legality requirements. This condition limits their ability to access formal economic opportunities, government programs, financing, and broader markets.

Business legality, particularly the Business Identification Number (Nomor Induk Berusaha/NIB), represents an important foundation for establishing an orderly, secure, and competitive business environment. NIB serves as the official identity of a business operating in Indonesia and is issued through the Online Single Submission (OSS) system. The OSS system facilitates business registration through a risk-based licensing mechanism, thereby simplifying the process for business actors to obtain the legality required to operate formally (Online Single Submission, 2026). The possession of an NIB is therefore not merely an administrative requirement but also an initial instrument for integrating MSMEs into the formal economic system. Previous community empowerment programs have demonstrated that assistance in obtaining NIB can increase entrepreneurs' understanding of business legality and provide formal recognition of their business activities (Supriyo et al., 2023; Sarwoko & Nurfarida, 2024).

The importance of NIB is also associated with broader opportunities for MSME development. Legally registered businesses have greater opportunities to access government services, business development programs, financing facilities, and formal market networks. The Ministry of Finance has emphasized that expanding MSME access to financing is an important strategy for enabling MSMEs to move to a higher level of business development. In 2022, MSMEs contributed approximately 61% of national GDP and absorbed 97% of the workforce, while access to financing remained one of the major challenges requiring policy intervention (Ministry of Finance of the Republic of Indonesia, 2022). Thus, business legality can function as an entry point through which MSMEs become more visible to formal financial institutions and government support programs. Recent studies have also linked business legality and access to credit with MSME competitiveness, indicating that formalization may contribute to strengthening the capacity of businesses to grow and compete (Kusmayati et al., 2026).

The implementation of risk-based business licensing through OSS further demonstrates the government's effort to transform informal enterprises into formally recognized businesses. The availability of digital registration mechanisms is expected to make business licensing more accessible, efficient, and transparent. However, the existence of a digital system does not automatically guarantee that all MSME actors are able to utilize it effectively. Several studies have found that limited digital literacy, inadequate administrative knowledge, restricted access to information, and perceptions that business licensing procedures are complicated and time-consuming remain significant barriers to NIB registration (Syamsi et al., 2023; Ambarwati et al., 2024; Wulandari et al., 2024). These findings indicate that the formalization of MSMEs requires not only regulatory simplification but also practical education and direct assistance for business owners.

Business legality is increasingly important in strengthening consumer trust and business credibility. Consumers are becoming more attentive to product safety, halal status, accountability, and the legitimacy of businesses from which they purchase products. Consequently, legal recognition can contribute to establishing a more professional business image and strengthening relationships with customers and business partners. Studies on MSME assistance have shown that business legality can support business credibility, facilitate access to government programs, and create opportunities for further business development (Alfikri et al., 2024; Kasyir et al., 2024). In this context, NIB should be understood not simply as a formal document but as an institutional foundation that can support MSMEs in developing their businesses sustainably.

Nevertheless, empirical conditions indicate that many MSMEs still have limited awareness of the importance of business legality. A number of business owners perceive licensing procedures as complicated, time-consuming, or costly, while others prioritize production and daily sales over administrative requirements. Similar conditions have been identified in various MSME assistance programs. For example, Supriyo et al. (2023) found that business legality was frequently neglected by MSME actors despite its importance as a form of legal protection. Likewise, Putri et al. (2024) reported that MSME actors required practical assistance because they lacked sufficient knowledge about NIB registration through OSS. These findings reinforce the argument that legal formalization cannot rely solely on information dissemination; it requires a supportive assistance mechanism that guides entrepreneurs through the registration process.

Community-based education and mentoring can therefore serve as an effective support system for MSMEs undergoing formalization. Mentoring enables business owners to understand the purpose of business legality, prepare the required information, navigate the OSS platform, and complete the NIB registration process independently. Evidence from several community service programs demonstrates that direct assistance can produce concrete outcomes. For instance, a mentoring program in Cikahuripan successfully facilitated the registration of NIBs for 56 MSME participants, while a program in Gedogkulon assisted 60 MSMEs in obtaining NIBs (Hamidaturrahim et al., 2023; Alfikri et al., 2024). Similarly, Sarwoko and Nurfarida (2024) demonstrated that NIB assistance improved MSME actors' awareness of business legality and was expected to facilitate access to financial institutions for additional capital.

The need for direct assistance is particularly relevant for food-based MSMEs, which face increasingly complex demands related to business legality, product safety, consumer protection, and market expansion. Food MSMEs need to gradually strengthen not only their business legality but also other forms of product compliance, including halal certification and food production permits where applicable. Recent community service initiatives have therefore combined NIB assistance with other forms of legal and product certification to strengthen the overall competitiveness of MSMEs (Ridwan et al., 2024; Winanti et al., 2024). Such an approach positions business legality as part of a broader process of MSME capacity building rather than as an isolated administrative activity.

Based on these conditions, business legality constitutes a crucial issue that requires serious attention in MSME empowerment programs. The community service program entitled "Business Legality Education through Assistance in Business Identification Number (NIB) Registration for Zalalicious Dimsum" was therefore designed to address the legal and administrative challenges experienced by the partner MSME. The program focuses not only on introducing the concept and benefits of NIB but also on providing practical assistance throughout the registration process using the OSS platform. This approach is expected to transform business legality from a perceived administrative burden into a strategic instrument for business development.

Accordingly, the assistance provided to Zalalicious Dimsum is expected to contribute to strengthening the partner's legal status, administrative capacity, business credibility, and readiness to access formal economic opportunities. More broadly, the program demonstrates how community-based education and hands-on mentoring can bridge the gap between government digital licensing policies and the practical capacities of small business owners. Business legality should therefore be viewed not merely as an instrument of regulatory compliance but as an important foundation for improving MSME competitiveness, expanding economic access, strengthening consumer confidence, and supporting long-term business resilience.

METHODS

The community service program employed an educational and participatory mentoring approach based on the principles of Participatory Action Research (PAR). PAR was selected because it emphasizes collaboration between facilitators and community members throughout the process of problem identification, planning, implementation, and evaluation. Rather than positioning the community as a passive recipient of assistance, PAR encourages participants to become actively involved in identifying their own problems and developing solutions that are relevant to their specific conditions (Kemmis et al., 2014). This approach is particularly appropriate for MSME assistance because business owners possess practical knowledge of their business conditions and therefore need to be involved in determining the type of intervention required. In this program, Zalalicious Dimsum was selected as the MSME partner and actively participated in the entire process of business legality education and assistance in obtaining a Business Identification Number (NIB).

The implementation of the assistance consisted of four interconnected stages: observation, planning, action, and reflection. The observation stage involved direct visits to the Zalalicious Dimsum production location to understand the actual condition of the business and identify problems related to business legality. At this stage, the community service team conducted direct observations and semi-structured interviews with the business owner to explore the owner's understanding of NIB, previous experience with business licensing, administrative preparedness, and perceived obstacles to registering the business through the Online Single Submission (OSS) system. Observation and dialogue were used as the initial basis for determining the most appropriate form of assistance. This stage is consistent with the PAR principle that intervention should begin with an understanding of the participants' real experiences and contextual problems rather than relying solely on assumptions made by the facilitators (Chevalier & Buckles, 2019).

The second stage was planning, which was conducted collaboratively between the community service team and the Zalalicious Dimsum owner. The planning process focused on determining the content, sequence, and technical requirements of the assistance. Based on the problems identified during observation, the team prepared educational materials concerning the concept, function, and benefits of NIB for MSMEs, introduced the OSS platform, and prepared a checklist of the information and documents required for registration. The planning process also considered the partner's existing administrative capacity so that the assistance could be implemented in a simple and practical manner. Collaborative planning is important in participatory approaches because the relevance and sustainability of an intervention depend on the extent to which community members are involved in defining priorities and deciding the actions to be taken (Cornwall, 2008).

The third stage was action, referring to the implementation of the mentoring plan that had been mutually agreed upon. The community service team provided direct education regarding business legality and subsequently guided the partner through the technical process of registering an account and obtaining an NIB through the OSS platform. The assistance was conducted through hands-on practice, allowing the business owner to participate directly in entering business information, verifying data, and completing the required registration stages. This approach was intended to ensure that the partner not only obtained an NIB but also developed a basic understanding of the registration process and could independently manage business legality-related administrative procedures in the future. Such direct and practice-oriented assistance is consistent with the participatory learning principle, in which knowledge is developed through interaction between experience, reflection, and action (Freire, 2000).

The fourth stage was reflection, which functioned as an evaluation and follow-up stage. The evaluation focused on reviewing the implementation of the mentoring process, identifying difficulties encountered during NIB registration, assessing the partner's understanding of business legality, and

determining possible follow-up programs to support the continued development of Zalalicious Dimsum. Reflection was not treated merely as a final assessment but as a basis for identifying further needs and designing subsequent interventions. In the PAR framework, reflection is essential because the results of an action are critically examined by participants and facilitators to determine what has been achieved, what remains problematic, and what actions should be undertaken in the subsequent cycle (Kemmis et al., 2014). Thus, the mentoring process was designed not only to achieve the immediate output of NIB registration but also to strengthen the partner's capacity for sustainable business development.

The data collected during the community service program consisted of primary and secondary data. Primary data were obtained directly from the Zalalicious Dimsum partner through semi-structured interviews, field observations, and documentation of the implementation process. Interview data were used to identify the partner's understanding, experiences, and difficulties regarding business legality, while observations were conducted to obtain contextual information concerning the business and its administrative practices. Documentation included photographs of activities, interview notes, registration processes, and other relevant records generated during the mentoring program. Secondary data were obtained through a literature review of relevant books, scientific articles, government documents, and official information concerning MSME development, business legality, NIB, OSS, and participatory community empowerment. The combination of primary and secondary data enabled the community service team to connect the empirical conditions of the partner with broader theoretical and regulatory perspectives.

The data were analyzed descriptively and thematically by organizing information obtained from interviews, observations, and documentation according to the four stages of the mentoring process. The analysis focused on three main aspects: the initial condition of business legality, the implementation of NIB education and mentoring, and changes in the partner's understanding and administrative capacity following the intervention. This process enabled the team to describe the mentoring process systematically while identifying practical outcomes and areas requiring further assistance. The use of participatory reflection and qualitative description is consistent with the broader orientation of PAR, which seeks not only to generate knowledge about a community but also to produce practical change through collaborative action (Reason & Bradbury, 2008; MacDonald, 2012). Consequently, the methodology positioned Zalalicious Dimsum not merely as an object of community service but as an active partner in identifying problems, implementing solutions, evaluating outcomes, and determining potential follow-up actions.

FINDINGS AND DISCUSSION

Observation

The observation stage began with a visit to the Zalalicious Dimsum production site to examine the actual condition of the business and conduct an interview with the business owner. The mentoring program was conducted over a two-week period, from August 16 to 29, 2024. Asti, the owner of Zalalicious Dimsum, started the business while she was still a university student because of her interest in the food and beverage (F&B) sector. The initial observation was conducted to identify the partner's needs and level of understanding regarding business legality. The community service team therefore asked several questions concerning whether the owner had previously received information about Business Identification Number (NIB) registration, the main obstacles encountered in obtaining business legality, the extent of her understanding of the benefits of NIB for business development, and her willingness to receive assistance from the community service team.



Figure 1. Production Site of Zalalicious Dimsum

The interview revealed that the business owner had limited information regarding business legality, particularly the NIB registration process. Initially, she perceived NIB registration as a complicated procedure because it was assumed to involve extensive administrative documents, data uploads, and potential costs. This perception created initial hesitation about registering the business. The mentoring team subsequently provided an explanation that NIB is an important entry point for MSMEs to become formally recognized and to access various opportunities for business development. This explanation was particularly relevant for Zalalicious Dimsum as a food-based MSME that has the potential to proceed to halal certification. Previous studies have demonstrated that limited knowledge and misconceptions regarding business licensing remain important barriers to MSME formalization, indicating the importance of direct education and practical assistance (Supriyo et al., 2023; Ambarwati et al., 2024). Business legality can also strengthen the credibility of MSMEs and facilitate their access to government programs and broader economic opportunities (Sarwoko & Nurfarida, 2024).

Planning

The planning stage constituted the second phase of the mentoring program. At this stage, the community service team introduced the Online Single Submission (OSS) platform and explained the meaning, functions, benefits, requirements, and general procedure for obtaining an NIB. The explanation was designed to address the partner's initial perception that business licensing was complicated and costly. The team and the business owner jointly identified the documents and information required for the registration process. The primary documents prepared included the owner's identity card (KTP), taxpayer identification number (NPWP) where applicable, an active email address, and an active telephone number. In addition, information concerning the business owner and business activities was prepared, including personal data, business type, initial capital, and annual business turnover.

The planning process was carried out collaboratively to ensure that the assistance corresponded to the actual condition and administrative capacity of the partner. This participatory approach is consistent with the principles of community-based action research, which emphasize collaboration between facilitators and community members in identifying problems and developing appropriate solutions (Kemmis et al., 2014). The planning stage also helped the partner understand that NIB registration could be completed through the digital OSS system without relying on complicated manual procedures. Similar community service programs have found that direct assistance in preparing administrative requirements can improve MSME actors' understanding and facilitate the completion of NIB registration (Hamidaturrahim et al., 2023; Putri et al., 2024).

After all required documents and business information had been prepared, the team and the partner proceeded to the account registration stage on the OSS platform and subsequently continued with the NIB application. The preparation of data before accessing the system was important because the completeness and accuracy of information determine the smoothness of the digital registration process. Thus, planning functioned not merely as an administrative preparation stage but also as an educational process through which the business owner gained a better understanding of the relationship between business information, legal identity, and formal business registration.

Action

The action stage represented the implementation of the mentoring plan. The community service team provided direct assistance to the owner of Zalalicious Dimsum in creating an account on the OSS platform and registering the business to obtain an NIB. The process began by accessing the official OSS platform and selecting the registration menu. The business owner was then guided to determine the appropriate category of business actor and business scale according to the actual characteristics of Zalalicious Dimsum. Personal identification information, including the National Identification Number (NIK), full name, active email address, and telephone number, was entered into the system. The account verification process was completed through a One-Time Password (OTP), after which the business owner created an account password. This process resulted in an active OSS account that could subsequently be used to access business licensing services.

The second part of the action stage involved the submission of an NIB application. The mentoring team guided the business owner through the OSS dashboard to initiate a new business licensing application and select the appropriate category for a Micro or Small Business (UMK). The previously registered personal information was reviewed and confirmed before the team assisted the owner in completing business-related information, including the business name, business location, business activity, investment or capital, and number of workers. Particular attention was given to selecting the appropriate Indonesian Standard Industrial Classification (KBLI) code because the KBLI determines the classification of the business activity within the licensing system. The owner was also guided through the self-declaration stage concerning compliance with applicable business regulations and the commitment to conduct business activities according to the registered business classification.

The final stage involved reviewing all submitted information to ensure its accuracy and completeness before the NIB application was submitted. Once the data had been successfully validated through the OSS system, the NIB was issued electronically and could be downloaded in PDF format. The successful issuance of the NIB constituted the primary output of the mentoring program. More importantly, the process provided the business owner with practical experience in managing business legality through a digital government platform. This finding is consistent with previous community service studies showing that hands-on assistance can increase MSME actors' awareness of business legality and facilitate their transition from informal to formally registered businesses (Alfikri et al., 2024; Kasyir et al., 2024).

Reflection

The reflection stage evaluated the implementation of the mentoring program conducted from August 16 to 29, 2024. Overall, the two-week program proceeded according to the planning stage and achieved its primary objective, namely increasing the partner's understanding of the importance of business legality and facilitating the successful registration of an NIB for Zalalicious Dimsum. Before the intervention, the business owner had limited knowledge regarding NIB and perceived the registration process as complicated. Following the educational and practical mentoring process, the owner was able to understand the function of NIB, prepare the required information, participate in the OSS registration process, and obtain the NIB as formal evidence of business registration.

The reflection also indicated that the intervention should not end with the issuance of the NIB. Business legality needs to be integrated into a broader strategy for strengthening business credibility and consumer trust. Therefore, the proposed follow-up activity is to communicate the newly obtained business legality to consumers through the business's digital communication channels, particularly Instagram and WhatsApp Business. Displaying information about the business's formal registration can contribute to a more professional business image and provide consumers with additional confidence in the legitimacy of the enterprise. Previous studies have emphasized that formal business legality can support MSME credibility and facilitate the development of more professional business practices (Sarwoko & Nurfarida, 2024; Winanti et al., 2024).

A further follow-up is the preparation of halal certification for Zalalicious Dimsum products through the official halal certification system managed by the Halal Product Assurance Organizing Agency (BPJPH). For a food-based MSME, the progression from NIB registration toward halal certification represents an important step in strengthening product legitimacy, consumer confidence, and market competitiveness. Rather than treating NIB as the final outcome, the mentoring program therefore positions NIB as the initial foundation for a broader business formalization process. The subsequent strengthening of halal certification and digital business communication is expected to improve brand awareness, expand market recognition, strengthen consumer loyalty, and potentially contribute to increased sales. In this regard, the reflection stage demonstrates that participatory mentoring can generate not only an immediate administrative output but also a basis for designing sustainable interventions for MSME development.

Implications and Sustainability

The implementation of business legality education and NIB registration assistance for Zalalicious Dimsum has several implications for MSME empowerment and sustainable business development. First, the program demonstrates that business formalization cannot rely solely on the availability of digital licensing platforms. Although the OSS system provides a relatively accessible mechanism for business registration, MSME owners may still require contextual education and direct assistance to overcome limited administrative and digital literacy. The experience of Zalalicious Dimsum indicates that participatory mentoring can bridge the gap between government licensing policies and the practical capacities of small business owners. This finding reinforces the importance of community-based assistance in supporting MSMEs to transition from informal business practices toward formal and legally recognized enterprises.

Second, obtaining an NIB has implications beyond administrative compliance. The NIB provides the business with a formal identity that can become a foundation for accessing subsequent business development opportunities, including government programs, financing, partnerships, market expansion, and other forms of business support. For Zalalicious Dimsum, the NIB therefore represents an initial step toward strengthening business credibility and developing a more professional business identity. Previous studies have similarly emphasized that business legality can improve the institutional position of MSMEs and facilitate their access to broader economic opportunities (Sarwoko & Nurfarida, 2024; Alfikri et al., 2024). Consequently, NIB registration should be positioned as part of a broader MSME development strategy rather than as a final administrative outcome.

Third, the program has implications for consumer trust and market competitiveness. As a food and beverage business, Zalalicious Dimsum operates in a sector in which consumers increasingly consider product safety, business legitimacy, and halal assurance when making purchasing decisions. The existence of formal business documentation can contribute to a more professional image, while subsequent halal certification can further strengthen consumer confidence. Thus, business legality, halal certification, and digital communication should be developed as interconnected components of the business's credibility-building strategy. Communicating the NIB and subsequent certification

achievements through Instagram and WhatsApp Business can also help transform legal compliance into a visible element of brand identity and customer communication.

The sustainability of the program depends on the partner's ability to continue applying the knowledge and administrative practices acquired during the mentoring process. Therefore, sustainability should be directed toward capacity building rather than dependence on external facilitators. The business owner is expected to independently maintain business information, monitor the validity and development of business licensing requirements, and utilize the OSS platform when future administrative updates are required. The community service team can provide periodic follow-up assistance when necessary, particularly in relation to halal certification, product development, digital marketing, and business administration. Such continuity is important because sustainable community empowerment requires strengthening the ability of community members to manage and develop their own resources after the intervention has ended (Kemmis et al., 2014).

A further sustainability strategy is to integrate business legality with continuous digital and market development. Following NIB registration, Zalalicious Dimsum can gradually pursue halal certification, improve product and packaging quality, strengthen social media marketing, maintain financial records, and explore access to formal financing and partnership opportunities. These activities can create a progressive pathway from legal formalization toward business resilience. In this model, NIB functions as the initial institutional foundation, halal certification strengthens product assurance, digital marketing expands market reach, and improved business management supports long-term competitiveness.

Overall, the program indicates that the sustainability of MSME empowerment is more likely to be achieved when legal education is connected with practical mentoring and subsequent business development interventions. The experience of Zalalicious Dimsum shows that a relatively simple intervention assisting an MSME in obtaining an NIB can become a starting point for broader institutional strengthening. Future community service programs should therefore adopt a continuous mentoring model that moves from legal formalization to certification, digitalization, market expansion, and financial strengthening. Such an approach can ensure that the benefits of community service extend beyond the immediate issuance of an NIB and contribute to the long-term resilience, credibility, and competitiveness of MSMEs.

CONCLUSION

The business legality education and NIB registration assistance provided to Zalalicious Dimsum demonstrated that participatory mentoring can effectively support MSMEs in transitioning from informal business practices toward formal and legally recognized enterprises. The program, implemented through observation, planning, action, and reflection stages, addressed the partner's initial limited understanding of business legality and the perception that NIB registration was complicated. Through direct education and hands-on assistance using the OSS platform, the business owner was able to understand the function and benefits of NIB, prepare the required administrative information, complete the registration process, and successfully obtain an NIB.

The program also indicates that NIB registration should not be viewed merely as an administrative obligation but as an initial foundation for strengthening business credibility, consumer trust, and access to future business development opportunities. For Zalalicious Dimsum, the issuance of an NIB provides a basis for pursuing subsequent initiatives, particularly halal certification, digital promotion, and improved business management. Therefore, the sustainability of the program requires continued mentoring that connects legal formalization with product certification, digital marketing, financial management, and market expansion. Overall, the experience of Zalalicious Dimsum demonstrates that

practical, participatory, and continuous assistance can strengthen MSME capacity and support more sustainable and competitive business development.

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