

COMMUNITY EMPOWERMENT THROUGH BUSINESS STRATEGY TRAINING, OSS-RBA LEGALITY, AND CAPITAL ACCESS FOR MSMEs IN GUDANG KAHURIPAN VILLAGE

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ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) are backbone of the national economy, but its development often constrained problem structural, legality, and literacy financial activities. Devotion to the Community Services aim For increase capacity entrepreneurship students and the community in the Lembang area through training establishment of MSMEs, management legality, and expansion access capitalization. The method used is Experiential Learning that integrates theory with practice live, including interactive workshops, simulations Online Single Submission Risk-Based Approach (OSS-RBA) system, up to market implementation through MSME bazaar activities. Evaluation results quantitative show improvement significant to understanding participants, especially in the aspect step start business (up 47%) and access capitalization (up 42%). In general, practical, ownership Business Identification Number (Nomor Induk Berusaha) increase from 57% to 81% post-training. In addition, the bazaar activities were successful push business unit activation participant from 53% to 78%. Discussion results activity confirm that simulation practice direct effective mitigates obstacle psychological related complexity bureaucracy licensing. In conclusion, synergy between education legality, motivation through bazaars and literacy capital capable transforming participants' mindsets from informal businesses become planned formal business. This program give contribution real for strengthening ecosystem entrepreneurship local and independent economy community in Gudang Kahuripan Village.

Keywords: MSMEs; business legality; OSS-RBA; access to capital; experiential learning

INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) play a strategic role as the backbone of the national economy. However, many aspiring entrepreneurs grow informally without adequate planning. A lack of understanding of online legal aspects,

such as the Online Single Submission Risk-Based Approach (OSS-RBA), makes it difficult for MSMEs to access formal financing. The situation on the ground shows a gap between the high interest in entrepreneurship and the availability of competent mentoring. This phenomenon emphasizes the

urgent need to increase entrepreneurial capacity through a community empowerment approach (Perkins & Zimmerman, 1995). This Activity Devotion to the Community Services focuses on transforming participants' mindsets so that the businesses they start are bankable and sustainable.

Situation real in the field show existence gap between height interest entrepreneurship students and society with availability competent mentoring. Service partners moment This not familiar with administrative processes licensing and management risk finance, as well as not yet own module structured training for guide operational business they. Phenomenon This confirm that improvement capacity entrepreneurship through approach empowerment community *empowerment* becomes urgent needs.

Based on condition said, the activities Devotion to the Community Services focused on "Training Community Empowerment through Establishing MSMEs: Business Startup Strategies, Licensing, and Access to Capital". The main focus of this program is transforming *mindset* participant from informal businesses

become legal and planned business through method Experiential Learning that combines theory with practice directly, such as simulation manufacturing Business Identification Number or *Nomor Induk Berusaha* (NIB) and preparation business plan simple.

Main purpose from dedication This is for increase understanding practical about step base establishment business, providing participant with skills managing business legality business in a way independent, and increase literacy access capital for the business being started to become bankable. Through activity this, it is hoped appear ecosystem entrepreneurship new productive area in Gudang Kahuripan Village, which provides benefit real for improvement economy family participants, expanding network partnership college high, and give contribution academic for development practice entrepreneurship vocational.

IMPLEMENTATION METHOD

Activity Devotion to the Community Services implemented with approach educational-applicative through method training and

mentoring. Target activity is students and society public in the Lembang and West Bandung Regency areas, located at the AKPAR NHI Bandung Campus. Stages implementation includes:

Stage Preparation

Coordination team, compilation modules (establishment of MSMEs, OSS-RBA licensing, and access capital), as well as compilation instrument evaluation (pre-test and post-test).

Stage Implementation

Delivery material through lecture interactive, discussion group, study cases, as well as simulation practice manufacturing OSS-RBA account and preparation *business plan* concise.

Stage Evaluation and Follow- up:

Evaluation program effectiveness through analysis comparison score test, level satisfaction participants, as well as mentoring limited through formation MSME community.

Implementation Results Activity

Community Services implementation is underway in

accordance with planned schedule, involving power expert from the West Java Provincial Industry Service. Based on evaluation quantitative, found improvement significant on capacity participants. As many as 70% of participants experience increase score understanding related step beginning establishment business and planning business. In this aspect legality, simulation practice succeeds push understanding procedure management Business Identification Number where the majority participant now capable operate OSS-RBA system in general independent. In addition, in aspect financial, participants show improvement literacy about scheme People's Business Credit or *Kredit Usaha Rakyat* (KUR) and alternatives financing others. In qualitative, active participant in discussion and simulation show height motivation for transform business they from informal to formal sector.

Discussion and Analysis

The success of this activity was driven by the implementation of the Experiential Learning method, where participants were directly involved in practical simulations (Kolb, 1984). The

integration of materials has been proven effective in providing solutions to structural barriers for start-up MSMEs (Tambunan, 2019). This aligns with empowerment theory, which states that improving practical skills strengthens economic independence (Zimmerman, 2000). The NIB creation simulation has been proven to mitigate participants' fear of bureaucracy, supported by the use of an online system that simplifies licensing in the digital era (Gultom, 2020; Sah et al., 2025). This experiential learning helps participants understand business flows in a practical way (Rahmi, 2024).

Collaboration with the Department of Industry also providing mark plus in the form of credibility information regulations, so that participant feel more believe self for access support government. The formation of post-training MSME community become step strategic for ensure program sustainability, so that interaction inter-actor business can Keep going walk as receptacle share experience and solutions business in the future.

RESULT AND DISCUSSION

Description Profile Participant

Activity Devotion to the Community Services succeed reach participant from various regions in West Java, with concentration main cities in Bandung (39%) and Lembang (32%). The height participation from the Lembang area shows role strategic AKPAR NHI Bandung in development economy local in the area buffer tourism. Based on profile business, 53% of participants Already own business (the majority operating for less than one year) and 47% are aspiring entrepreneurs. Conditions This reflect that material relevant training for “pre-business” groups and novice MSME actors who are currently is in phase transition from informal to formal sector.

Implementation of MSME Workshops and Bazaars

Implementation activity done in a way integrated between giving theory in class and practice field. The workshop provides foundation cognitive about management business and legality, while MSME Bazaar activities in the AKPAR NHI Bandung Campus environment became Living laboratory for participants.

Participation participant in the bazaar increased from 53% (before the workshop) to 78%, which proves that the stimulus is in the form of room promotion can spur interest participant for quick start or activate back to its business unit.



Figure 1. Explanation Of The Strategy For Identifying Business Opportunities And The Initial Steps For Establishing A Planned MSME

Results and Achievements Indicator Success

Effectiveness training measured through comparison of data before and after intervention. In quantitative, occurs improvement significant on ownership Business legality and understanding material.

Next This served table results survey before workshop activities and 1 month after the workshop.

Table 1. Achievements Indicator Quantitative Before and after Activities

No.	Information	Before	After
1	Business Ownership	53%	78%

2	NIB Ownership (Number Parent Try)	57%	81%
3	Household Industry Food Permit	43%	44%

Improvement NIB ownership of 24% shows that obstacle administrative during This No Because complexity system but rather lack of access information and assistance. Meanwhile that, indicator satisfaction show score high in aspects resource persons and materials training, which contributes directly on the increase understanding participant.

Table 2. Evaluation Results Understanding Participants (Pre-test and Post-test)

Understanding Aspect	Pre - test	Post -test	Improvement
Steps to Start a Business	36 %	83%	47%
NB Production Process	63 %	79%	16%
Access to Capital (KUR)	42 %	84%	42%
Involvement in MSME Groups	39 %	66%	27%

The most significant improvement seen in the aspects of Steps to Starting a Business (47%) and Access to Capital (42%). This show that material training of a nature practical and educational about KUR scheme is very effective in increase

literacy entrepreneurship previous participants Still low in both field the.

Discussion and Analysis Impact

Improvement understanding of the aspects of "Steps to Start a Business" (47%) and "Access to Capital" (42%) confirmed that literacy base entrepreneurship Still become primary needs of society. In general, theoretical, application method *Experiential Learning* —where participants do simulation manufacturing OSS-RBA account— successful mitigate afraid will bureaucracy licensing.



Figure 2. Promotion Product: Participants explain superiority product (USP) to Visitors as Part from Exercise Communication Business

NIB ownership reaching 81% is achievements strategic, because NIB is the “door” “entry” for MSMEs to access government programs and financing banking or *Kredit Usaha*

Rakyat (KUR). Discussion during session ask answer reveal that Lots participant previously feel No fulfil condition for borrow capital from the bank. However, after training, understanding about management administration base increase trust self they for weave connection with institution formal finance.



Figure 3. Capital Access Discussion: Session ask answer interactive about scheme *Kredit Usaha Rakyat* (KUR) and Financing Banking

Although *Pangan Industri Rumah Tangga* (PIRT) ownership only increased by 1%, this can understand. Because management involving verification physique means production that requires time longer. In terms of overall, integration between motivation (bazaar), legality (NIB), and capital create synergy that drives independence economy society. The formation of post-training MSME

communities also become social capital important for sustainability impact Community Services in the future.

CONCLUSION

Based on results implementation activity Devotion to the community can concluded that the MSME training and mentoring program is being implemented has walk with good and achieve the stated objectives. This PKM activity capable give contribution real in increase capacity participants, okay from aspect knowledge, skills, and readiness business. (1) Achievements indicators, activities show significant increase, especially in ownership business, ownership Business Identification Number and understanding participant to step start business, licensing process, and access capital. Although improvement relative *Pangan Industri Rumah Tangga* (PIRT) ownership limited, thing This can understood remember complexity of the licensing process food that requires time and stages continued (2) Satisfaction participants, results survey show that participant give high evaluation score to material training, facilitator or

source person as well as implementation activity in a way overall. The material is assessed relevant and easy understood, resource person assessed competent and communicative as well as implementation activity assessed organized with Good from aspect time, means infrastructure and location. The height satisfaction This contribute to participation active participant during activity ongoing. (3) Benefits of training, participants feel existence benefit real in development business, earnings skills new that can implement as well as improvement motivation entrepreneurship. These benefits strengthened with existence MSME bazaar activities that provide room practice direct for participant in operate business.

In a way whole, integration between achievements indicators, levels satisfaction participants and perceived benefits show that Community Services have implemented in a way effective and appropriate with need partners. This program Not only increase capacity participant individually but also opening opportunity sustainability

through interest participant for follow training continued.

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