

## Socialization of Business Registration Number and Empowerment of MSMEs in Villages Metatu

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### Abstract:

Metatu Village is one of the villages in Benjeng sub-district, Regency Gresik. The majority of the population is engaged in MSMEs, there are problems with several actors MSMEs do not yet have a business identification number or NIB. Besides that MSME products still marketed with method traditional as well as para perpetrator MSMEs Not yet apply report simple finances. From this problem, immediately identify the problem through survey, interview, socialization And discussion with give understanding about legality in try, give education And solution about technical marketing as well as give education about making report finance simple in try. Results Which in achieved namely that MSME players understand the procedures for making NIB, implementing product branding for use increase sale as well as increasing understanding perpetrator MSMEs about making report finance simple in try through program devotion public held in the form of socialization to para perpetrator MSMEs in the village Metatu.

**Keywords:** MSMES, Community Service, Metatu

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### Introduction

The Independent Campus Learning Program (MBKM) is a Ministry of Education and Culture initiative aimed at strengthening the competence of graduates, guiding students in controlling various knowledge to enter the workforce, and providing them with the opportunity to choose a field of study aligned with their interests and talents. The MBKM program includes the Public Devotion, an educational initiative that exposes students to real-life experiences beyond the campus, fostering a direct connection with the public to identify potential and address problems, ultimately contributing to the development of village/regional potential.

The activities under Public Devotion aim to enhance soft skills, cross-disciplinary teamwork, and leadership among students in managing program development in rural regions. University Muhammadiyah Gresik has conducted Community Service, earning students 3 credits for one semester. The activities are expected to empower students to write about their experiences and results.

The Program Activity Management focuses on empowering Micro, Small, and Medium Enterprises (MSMEs) in Village

Metatu, demonstrating the University's commitment to addressing issues faced by MSMEs in the area. The program involves offline activities such as socialization, titled "Enhancement of Village Metatu through Different MSMEs in Public Village." The activity invites resource persons from Capital Investment Service and PTSP, as well as experts from the university.. Program that arranged this held in a way offline, where for activity in form socialization with title "Enhancement Village Metatu through Difference MSMEs Public Village". In activity Socialization the inviting para resource person from the Capital Investment Service and PTSP, which was visited directly by Father Fauzi Budi Setiawan, ST., MT as JF Analysis Policy Expert Intermediate And Also Mr Mohammad Fakhrol Rozy, S.Kom as JF analysis Policy Expert Young And Also inviting from Post Bachelor University Muhammadiyah Gresik, Mother Dr. Eva Desembrianita, Dra., MM and Mrs Mu'minatus Sholicah, Dra., Ec., M.Sc. Before holding socialization activities In this case, a direct survey was carried out to the leading

MSME places there is in Village Metatu. Objective do direct survey to MSMEs, namely want know development from beginning pioneering until moment this as well as look for information related problem or constraint Which faced para perpetrator MSMEs.

#### Problem in Field

After conducting an existing survey in village And summarize constraint or problem Which faced by para perpetrator MSMEs in Metatu village, (1) para MSME actors still do not have permits business, some already have it but still in the form of SIU which the majority already have dead (Not yet be extended) And Not yet change become NIB (No Parent Try). (2) MSMEs For still market the product itself traditional or local (word of mouth) and average for para the buyer public village That Alone. (3) Still Lots para perpetrator MSMEs Not yet apply Report Finance Simple. From 3 constraint which faced by umkm that themselves, then carry out socialization themed "Guidance Technical Registration MSME Legality in Business, Technical Marketing Product as well as Making Report Finance Simple in Try". Objective main from exists exists program Work Which has held that is Wrong the only one For help overcome problem or constraint MSMEs Which There is as well as increase strategy marketing Which In the future, it is hoped that it will be able to help the people perpetrator MSME business in Village Metatu.

### Method

#### 1. Surveys / Observation

In implementing KKN activities, surveys are essential. Before surveying MSMEs, preliminary meetings with the Head of each hamlet are conducted to gather information on MSMEs. Surveys help understand field problems, allowing for observation and the planning of alternative solutions.

#### 2. Interview

Interviews are conducted with MSMEs in Village Metatu to collect relevant data and make decisions regarding the implemented program.

#### 3. Discussion

Discussions involve the exchange of thoughts and opinions among the Public Devotion group, MSMEs, and Mother

Diana (Head of Village Metatu). Discussions aim to produce solutions and agreements, with participants sharing knowledge and experiences about initiated MSMEs.

#### 3. Socialization

The Program Work in Metatu village, held as an outreach to MSME actors, involves providing ideas based on identified field problems. The objective is to broaden the insights and thinking patterns of MSME players for business development.

#### 4. Discussion

Discussion is process exchange thought and each other exchange opinion for obtain understanding about causes of problems that occur and solutions solution from results discussion Discussion done form ask answer, or exchange opinion between group Devotion Public, perpetrator MSMEs as well as Mother Diana as Head Village Metatu. Discussions are carried out on the topic of the problem can produce a way out or agreement. Through discussion, group Devotion Public No only just sharing knowledge with perpetrator umkm However Also can share experience about MSMEs which was initiated.

### Results and Discussions

Results achieved from the Community Service group's implementation of socialization include:

1. Increased understanding in the village about the importance of legality, particularly through NIB socialization.

2. Improved knowledge among MSMEs in Village Metatu about marketing techniques.

3. Greater awareness of the importance of making simple financial reports among MSME actors and village communities in Metatu.

The success indicators include MSMEs understanding the NIB creation procedure, implementing online marketing strategies, applying product branding to increase sales, and enhancing MSME actors' understanding of making simple financial reports. The solution implemented by the KKN group and Mrs. Diana involves socialization to convey the gained understanding and knowledge to the public and MSME owners.



- Perpetrator umkm understand procedure creation of NIB (Business Registration Number) And know the benefits.

- Application strategy marketing in a way on line in business activities

- Application branding product to use increase sale

- Increased understanding of MSME actors about Making Report Finance Simple in Endeavor

Solution Which done that is KKN group along with Mrs. Diana as Head Village Metatu carry out socialization to give understanding and the knowledge gained to be conveyed to public And owner umkm activity.

NIB or Number Parent try is identity perpetrator business which published by institution OSS. After own NIB, so perpetrator business can submit Permission Business and Permission Commercial or Operational in accordance with field his business each. NIB This consists from 13 digits number Which Also record sign hand electronic as well as be equipped with safety. If NIB And Permission Business Already found, so activity business will become more easy and fluent. So that any problems related to permits can be resolved overcome well without any constraint.

Marketing is activity distributes products sold by perpetrator MSMEs For in market it to consumer And dealer/distributor, is activity comprehensive and planned which done MSMEs To use achieve business goals, namely earning profit. Objective done socialization this is so that MSME actors know the strategy marketing with Good. Strategy marketing umkm needed because a number of thing, namely Marketing as a means for introduce product Which generated to consumers, starting from materials, features, function, And various details product, identify desire consumer, maintaining business growth, creating communication/relationship with consumer. Socialization importance marketing on line carried out so that SMEs are more efficient time, product known more wide and know circumstances market world. Marketing on line give Lots convenience for umkm in village Metatu Subdistrict Benjeng Gresik Regency

## Conclusion

Based on the results of the Community Service - MBKM activity, it can be concluded that 50% of MSMEs in Village Metatu have registered NIB. The programs held during the Community Service in Village Metatu include socialization about legality through NIB, technical education on marketing products, and education about making simple financial reports.

For further enhancement, Community Service students must maintain a positive attitude, work collaboratively with the community and related agencies, ensuring the smooth execution of arranged programs. Students conducting Community Service should utilize observation and surveys to formulate appropriate solutions and implement programs according to identified societal problems. Additionally, optimizing local potentials is crucial for improving public welfare.

1. Socialization about Legality in try through NIB socialization
2. Technical Education and Solutions Marketing Product
3. Education about Making Report Finance Simple in Try
4. For enhancement activity furthermore, you need:

Community Service Students must guard attitude and polite polite and work together to community and related agencies so that programs which has arranged can walk with fluent.

Students who will carry out Devotion Sir- people can utilise and period observation or survey to field so that in formulate something solution and implement the work program appropriate in accordance with problem Which There is in society.

Optimizing potency area to improve welfare public

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