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Optimizing Entrepreneurial Village Potential Through Legal Compliance with MSME Business Licensing

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Abstract

Wangen Village, Polanharjo District, Klaten Regency, had rural economic potential supported by approximately 70 micro, small, and medium enterprises in food processing, local culinary products, handicrafts, trade, and services. However, limited digital literacy, perceptions of complicated licensing, and concerns about taxation hindered formal business registration. This community service program examined these barriers through preliminary mapping, interactive legal education, individual consultations, and practical assistance with Business Identification Number registration using the risk-based Online Single Submission system. Printed pre-tests and post-tests were administered to assess participants' understanding of licensing obligations and procedures. Educational discussions addressed business classifications, required documentation, food-production authorization, and halal certification, while individual assistance supported the preparation of enterprise information and registration documents, with practical attention to varied household business needs. Participants raised administrative questions and began preparing information required for formal licensing. The program transferred an MSME legality database to the Wangen Village Government to facilitate continuing assistance and planned follow-up monitoring. Available documentation did not report test scores, confirmed Business Identification Numbers issued, or economic outcomes, preventing quantitative assessment of effectiveness. The findings indicate that integrated legal education and procedural assistance supported registration preparedness, while verified formalization and longer-term enterprise benefits require additional monitoring and documentary evidence.

Keywords: *Business Identification Number; Entrepreneurial Village; Legal Compliance; Micro, Small, And Medium Enterprises; Risk-Based Online Single Submission.*

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INTRODUCTION

Rural economic development increasingly depends on the capacity of local enterprises to transform productive resources into commercially viable activities supported by accessible institutions, recognized business status, and effective administrative governance. Contemporary research conceptualizes rural entrepreneurship as a relationship between entrepreneurs and their places of economic activity, where geographical characteristics, institutional arrangements, and local resources influence entrepreneurial development (Kulawiak & Rachwał, 2024). Studies of rural enterprise empowerment further demonstrate that leadership, innovation, governance, technological adaptation, and institutional capacity contribute to the development of sustainable village economies (Purnomo & Purwandari, 2025). Within Indonesia's regulatory environment, the development of micro, small, and medium enterprises (MSMEs) also involves legal recognition, since regulatory arrangements determine the available mechanisms through which business operators may establish their formal status (Ernawati & Valentina, 2023). Preliminary mapping in Wangen Village, Polanharjo District, Klaten Regency, Central Java, identified approximately 70 MSME operators engaged in traditional food production, regional culinary businesses, handicrafts, small-scale trading, and service activities. Despite this economic potential, the initial assessment indicated that numerous enterprises operated without a Business Identification Number (Nomor Induk Berusaha, NIB), while certain food producers had not completed the additional documentation potentially applicable to their activities. Research concerning village-based MSMEs similarly identifies legal formalization and institutional collaboration as components of enterprise strengthening, suggesting that local entrepreneurial potential must be

examined alongside the administrative capacity required to support legitimate business operations (Nurlukman & Khaida, 2026).

The relationship between business formalization and enterprise development has received substantial academic attention, particularly regarding whether formal registration produces measurable economic advantages for small businesses. Evidence from Kenyan MSMEs identifies a positive association between business registration and enterprise income, indicating that formal status may accompany productivity and performance advantages even among relatively small economic units (Kabubo-Mariara et al., 2023). Experimental research in Malawi presents a more qualified explanation, demonstrating that business registration alone did not improve enterprise performance, whereas registration combined with access to banking information generated measurable commercial benefits (Campos et al., 2023). Research on informal enterprises in emerging economies further identifies simplified regulatory procedures, accessible registration mechanisms, and financial considerations as factors influencing entrepreneurs' willingness to undertake formalization (Mehjabeen & Khan, 2024). From a legal compliance perspective, empirical evidence among Indonesian MSMEs indicates that legal awareness, access to justice, and social support are positively associated with compliance behavior, extending the analysis beyond the availability of regulatory instruments (Khuan et al., 2024). These findings establish that business formalization involves distinct but interconnected dimensions of legal recognition, administrative accessibility, institutional support, and entrepreneurial decision-making, while the economic consequences of registration remain dependent on the conditions accompanying its implementation.

Indonesian research has examined business licensing through regulatory reform, digital administrative services, and legal assistance, although these approaches address different dimensions of the relationship between formal institutions and microenterprise development. Legal analysis concerning the establishment of micro and small enterprises identifies regulatory facilitation and simplified business structures as mechanisms for improving the institutional conditions under which entrepreneurs undertake formal economic activities (Ernawati & Valentina, 2023). Village-level research on the Online Single Submission (OSS) system identifies limited entrepreneurial knowledge of licensing requirements and examines practical assistance as a means of addressing difficulties in obtaining business identification (Rahayu & Puteri, 2024). Studies of licensing implementation in Cirebon City additionally examine administrative communication, institutional resources, bureaucratic arrangements, and implementing actors, indicating that the functioning of digital licensing depends on organizational conditions beyond the existence of electronic infrastructure (Nabila et al., 2025). Research concerning MSMEs in Jakarta separately emphasizes the behavioral dimensions of legal compliance, particularly the relationships involving legal awareness, institutional accessibility, and available social support (Khuan et al., 2024). Although these studies contribute to understanding regulatory design, procedural accessibility, and compliance behavior, their different empirical settings do not establish how such dimensions operate together within the entrepreneurial development process of Wangen Village. The resulting research gap concerns the limited contextual understanding of how village-based legal education, individualized licensing assistance, activity-specific certification requirements, and continuing administrative documentation can be integrated to address the practical transition from informal entrepreneurial activities toward legally recognized business operations.

Addressing this gap has both scientific and administrative significance because the availability of electronic licensing services cannot independently establish whether rural entrepreneurs possess the knowledge, technical capacity, and supporting documentation necessary to satisfy applicable legal requirements. Research on OSS implementation demonstrates the relevance of administrative communication, institutional resources, and bureaucratic organization when evaluating whether licensing policies can be translated into accessible public services (Nabila et al., 2025). Evidence concerning village-based MSME development also emphasizes collaboration among local governments, entrepreneurs, and supporting institutions, indicating that business strengthening may require coordinated administrative and organizational assistance (Nurlukman & Khaida, 2026). The importance of distinguishing legal recognition from economic improvement is reinforced by experimental findings showing that business registration without complementary support does not necessarily generate measurable enterprise growth (Campos et al., 2023). In Wangen Village, incomplete business identification, uneven familiarity with digital registration, and uncertainty regarding relevant food-product documentation create practical concerns about entrepreneurs'

preparedness to engage with formal commercial institutions, while the absence of systematic village-level documentation complicates the identification of enterprises requiring further assistance. Research on rural MSME empowerment identifies governance, capacity development, and institutional coordination as components of sustainable village development, supporting the examination of legal assistance as part of a broader entrepreneurial capacity-building process rather than a narrowly administrative activity (Purnomo & Purwandari, 2025).

The present study positions legal compliance as an institutional component of entrepreneurial village development, with particular attention to the relationship between individual business readiness, digital licensing procedures, and continuing village-level administrative support. The conceptual relationship between entrepreneurship and place provides a basis for examining how locally situated business activities interact with institutional conditions that influence the organization and development of rural enterprises (Kulawiak & Rachwał, 2024). Previous research on OSS assistance demonstrates the relevance of procedural guidance for microenterprises, whereas the present investigation extends its analytical attention to the coordination of legal education, individualized registration, and documentation of subsequent administrative requirements (Rahayu & Puteri, 2024). Studies emphasizing multi-stakeholder collaboration in village MSME development establish the relevance of institutional cooperation, while the proposed investigation concentrates more specifically on the organization of legal compliance assistance across enterprises with different operational characteristics (Nurlukman & Khaida, 2026). Evidence concerning the determinants of business formalization further supports examining simplified administrative procedures and individual entrepreneurial circumstances as relevant considerations in designing registration assistance (Mehjabeen & Khan, 2024). The proposed novelty consists of integrating participatory legal education, enterprise-specific OSS guidance, identification of applicable product certification requirements, and the development of a village-level MSME legality inventory within a coordinated legal assistance framework. This integration offers a distinct analytical approach to examining how business licensing compliance can be incorporated into entrepreneurial village development without presuming that administrative formalization automatically produces improvements in income, productivity, or market access.

This study aims to examine how integrated legal education and individualized business licensing assistance can address administrative barriers experienced by MSME operators in Wangen Village and support the institutional development of an entrepreneurial village. Specifically, the investigation seeks to identify existing business legality conditions, examine entrepreneurs' understanding of relevant licensing obligations, and analyze the practical difficulties associated with accessing and completing registration procedures through the risk-based OSS system. The study also examines the implementation of participatory legal guidance, including assistance with business classification, preparation of administrative information, and applications for the Business Identification Number. For enterprises whose activities require additional documentation, the investigation considers the identification of applicable household food-production and halal certification requirements while distinguishing these obligations from general business registration. The assessment focuses on documented assistance activities, available licensing outcomes, unresolved administrative requirements, and the organization of a village-level legality inventory without attributing unobserved economic improvements to the intervention. Its scientific contribution lies in developing a context-sensitive understanding of legal compliance as a component of rural entrepreneurial governance, while its practical contribution concerns an integrated assistance framework that can inform continuing administrative support and the strengthening of legally recognized village enterprises.

RESEARCH METHODS

This community service program employed a community-based legal empowerment approach in Wangen Village, Polanharjo District, Klaten Regency, Central Java, to strengthen MSME legal awareness and business licensing compliance. Preliminary mapping identified approximately 70 MSME operators, primarily household-scale entrepreneurs with incomplete business registration, although this figure did not represent confirmed workshop attendance. Business owners participated in identifying administrative difficulties and learning registration procedures through locally oriented legal assistance (Nurhayati, 2025). Preparatory activities involved coordination with village authorities, field observations, preliminary surveys, and focus-group discussions to identify enterprise

characteristics and licensing requirements (Nurlukman & Khaida, 2026). Educational materials addressed the Business Identification Number (NIB), Online Single Submission Risk-Based Approach (OSS-RBA), business classifications, and relevant licensing obligations (Supriyo et al., 2023). Program information was distributed through village officials, community leaders, neighborhood representatives, and WhatsApp, while printed assessment forms accommodated participants with limited digital access.

A printed pre-test was administered one day before the workshop to assess participants' initial understanding of business registration and legal compliance. Representatives of the Student Representative Council of the Faculty of Law and Political Science, Universitas Muhammadiyah Surakarta, delivered interactive legal education and case-based discussions concerning licensing procedures (Rahayu & Puteri, 2024). Collaborating legal practitioners provided individual consultations and assisted participants with document preparation, business classification, and OSS registration procedures (Nabila et al., 2025). Participants subsequently completed printed post-tests, with a planned manual comparison against a target of at least a 70% increase in average understanding, although actual scores and completed assessment counts were unavailable. The evaluation therefore relied on documented consultation responses and initial administrative preparation as descriptive indicators of legal empowerment without assuming measurable knowledge improvements or completed registrations (Khuan et al., 2024). The program concluded with activity documentation, a results-dissemination workshop, and transfer of the MSME legality database to the Wangen Village Government, with a follow-up data update planned two months after implementation.

RESULTS AND DISCUSSION

Entrepreneurial Potential and Legal Compliance Barriers among Village MSMEs

The preliminary mapping conducted in Wangen Village, Polanharjo District, Klaten Regency, Central Java, identified approximately 70 micro, small, and medium enterprise (MSME) operators engaged in household-scale economic activities with varying levels of administrative readiness. These enterprises included traditional food and beverage producers, regional culinary businesses, handicraft manufacturers, small-scale traders, and service providers whose commercial activities reflected the diversity of locally available productive resources. The coexistence of agricultural surroundings, household production, and small-scale commercial activities indicated opportunities for developing an entrepreneurial village through better coordination between economic initiatives and local institutions. The village's geographical position also suggested potential connections with regional consumers, souvenir distribution channels, modern retail outlets, and digital marketplaces, although these opportunities had not been verified as established commercial relationships. Research on entrepreneurial village development identifies local productive capacity, institutional strengthening, infrastructure, and promotional support as interrelated factors influencing the sustainability of village enterprises (Hilman, 2017). A place-based interpretation of rural entrepreneurship further emphasizes that entrepreneurial activities are influenced by the relationship between local economic actors, territorial characteristics, and the institutional conditions governing business development (Kulawiak & Rachwał, 2024). These considerations indicate that the entrepreneurial potential of Wangen Village cannot be assessed solely through the existence of productive enterprises but must also account for the legal and administrative conditions affecting their ability to participate in formal economic activities.

The development of rural entrepreneurship requires institutional arrangements capable of connecting local production with administrative recognition, business development services, and opportunities for commercial expansion. Research concerning sustainable rural entrepreneurial ecosystems identifies institutional relationships, business model innovation, and locally embedded support mechanisms as relevant conditions for enterprise development (Kaus & Entsminger, 2026). Similarly, MSME empowerment research emphasizes the interaction between organizational capacity, entrepreneurship, governance, and sustainable village development rather than treating enterprise growth as an exclusively individual economic activity (Purnomo & Purwandari, 2025). In Wangen Village, the diversity of productive activities provides an initial foundation for collective economic development, although the available mapping does not establish the production capacity, market share, or financial performance of individual enterprises. Opportunities for expanding distribution through regional commercial networks consequently remain prospective and depend on additional conditions involving product quality, production consistency, administrative preparedness, and market

requirements. The village's entrepreneurial potential should accordingly be understood as an existing concentration of productive activities whose further development depends on the interaction between commercial capabilities and supportive legal institutions.

A central issue identified during preliminary field activities was the incomplete formalization of several household-scale enterprises despite their continued participation in local economic transactions. The initial assessment indicated that numerous operators had not obtained a Business Identification Number (Nomor Induk Berusaha, NIB), although the available documentation did not establish an exact distribution between registered and unregistered enterprises. From an administrative law standpoint, operating a productive activity and possessing the legal authorization applicable to that activity constitute distinct conditions, since actual commercial operation does not independently demonstrate compliance with statutory licensing requirements. Comparative research examining formal and informal microfirms identifies differences in their productivity characteristics, providing a basis for analyzing how institutional status relates to enterprise performance without assuming that registration alone explains those differences (Gutierrez & Rodriguez-Lesmes, 2023). Evidence concerning firm registration and performance also indicates a relationship between formal business identification and enterprise outcomes, although the strength and interpretation of this relationship depend on the economic and institutional characteristics of the businesses examined (Kabubo-Mariara et al., 2023). These findings suggest that incomplete business registration may affect entrepreneurs' administrative position and opportunities for institutional engagement, but they do not establish that obtaining an NIB will independently increase revenue or productivity. The circumstances observed in Wangen Village therefore reveal a distinction between existing entrepreneurial activities and the formal legal recognition needed to support their participation in regulated economic relationships.

The administrative difficulties identified in Wangen Village also differed according to business activity, particularly between household food producers and enterprises engaged in handicrafts, trading, or services. For food-related businesses, incomplete registration could coexist with outstanding product-specific documentation, including household food-industry production certification and halal certification where the relevant regulatory conditions apply. Previous community assistance research concerning household food producers demonstrates the importance of distinguishing business registration from food-production documentation and halal certification when evaluating administrative compliance (Dakum et al., 2023). Comparable initiatives involving village MSMEs also address product certification as part of enterprise empowerment, indicating that administrative preparedness may involve several procedures beyond obtaining basic business identification (Mushufa et al., 2024). Handicraft, trading, and service enterprises likewise require assessment according to their actual business classifications and applicable risk-based licensing provisions rather than being assigned identical documentary obligations. These differences provide the basis for the legal compliance mapping presented in Table 1, which distinguishes recorded business characteristics from licensing requirements that remain subject to verification.

Table 1. Mapping of MSME Business Characteristics and Legal Compliance Requirements in Wangen Village

Business Category	Identified Conditions	Relevant Licensing Requirements	Administrative Implications
Traditional food and beverage production	Household-scale production; incomplete business registration and some product documentation	NIB; applicable household food-production authorization and halal certification where required	Verification of business classification, product characteristics, and sector-specific requirements
Regional culinary enterprises	Locally oriented culinary activities; individual licensing status not quantified	NIB and applicable food-sector licensing or certification requirements	Assessment of business activities and relevant administrative obligations
Handicraft production	Small-scale manufacturing using locally available productive resources	NIB and additional requirements determined	Appropriate KBLI selection and verification

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		by business classification and risk level	of applicable licensing provisions
Small-scale trading and services	Commercial activities with varying administrative preparedness	NIB and any additional authorizations applicable to the specific activity	Verification of business identity, activity classification, and registration status

The classification presented in Table 1 demonstrates that business legality requirements cannot be determined exclusively by the economic category used to describe village enterprises. The relevant legal obligations depend on the specific business activity, its classification under the Indonesian Standard Industrial Classification (Klasifikasi Baku Lapangan Usaha Indonesia, KBLI), the applicable risk category, and any additional sector-specific requirements. Under Indonesia's risk-based licensing framework, the NIB functions as a central instrument of business identification, although its legal sufficiency must be assessed against the requirements governing each classified activity. Research examining regulatory approaches to micro and small enterprises emphasizes that simplified legal establishment mechanisms are relevant to improving formal business participation, while compliance continues to depend on the applicable regulatory structure (Ernawati & Valentina, 2023). The legal significance of obtaining an NIB is also reflected in studies describing business identification as an instrument supporting administrative legitimacy and the formal recognition of MSME activities (Fadilah et al., 2025). For household food producers, completing basic registration does not automatically establish compliance with separate production or product certification obligations, and the availability of the latter depends on applicable regulatory criteria. The differentiation between general business identification and activity-specific documentation indicates that legal assistance in Wangen Village requires an individualized assessment of enterprise characteristics rather than a uniform registration procedure applied without regard to business activities.

Field observations suggested that incomplete licensing was influenced not only by administrative requirements but also by established business practices and entrepreneurs' perceptions of government procedures. Some enterprise owners prioritized immediate production, household income, and routine transactions over formal documentation, particularly where their commercial activities had continued through longstanding local relationships. Others associated business registration with potential administrative expenses, complicated procedures, or additional taxation obligations, although the available material did not establish whether these perceptions accurately reflected their individual legal circumstances. Research on the formalization of small informal enterprises identifies economic considerations, institutional accessibility, and perceived advantages as factors influencing entrepreneurs' willingness to enter the formal regulatory system (Mehjabeen & Khan, 2024). From a legal compliance standpoint, the relationship between regulatory knowledge, institutional implementation, and community attitudes is consistent with the broader understanding that effective law enforcement depends on conditions extending beyond the existence of written legal provisions (Soekanto, 2014). The findings indicate that administrative noncompliance should not automatically be interpreted as deliberate resistance to legal obligations, since limited information, established business routines, and uncertainty about regulatory consequences may also influence registration behavior.

The observed barriers can be interpreted through the interaction between legal substance, legal structure, and legal culture within the village's entrepreneurial environment. Legal substance concerns the rules governing business identification, risk-based licensing, and additional regulatory obligations arising from specific commercial activities, including the framework established under Government Regulation Number 28 of 2025. Legal structure involves the institutions responsible for administering licensing procedures and the local actors assisting entrepreneurs in accessing official registration mechanisms. Legal culture is reflected in the practical significance attributed to registration by business owners, including whether they regard legal documentation as necessary protection, an administrative burden, or a requirement relevant only to business expansion. Research on entrepreneurial institutions indicates that formal regulations and informal institutional arrangements jointly influence business formation and entrepreneurial behavior, supporting an interpretation that extends beyond the written licensing framework (Li, 2024). Empirical research concerning MSME compliance in Indonesia also identifies legal awareness, access to justice, and social support as relevant factors associated with

compliance behavior, indicating that administrative accessibility and individual understanding deserve attention alongside formal regulatory obligations (Khuan et al., 2024).

The relationship between incomplete legal formalization and entrepreneurial village development reveals an institutional issue concerning the accessibility of business licensing for household-scale economic actors. Research on local economic governance and microenterprise formalization indicates that the institutional environment influences participation in formal economic activities, while enterprise characteristics may shape how entrepreneurs experience registration procedures (Pham & Srivastava, 2024). Comparative institutional research also identifies formal governance conditions as relevant to entrepreneurial activity, reinforcing the analytical importance of examining regulatory arrangements alongside local economic development (Bendig et al., 2024). In Wangen Village, the preliminary evidence identifies productive enterprises operating alongside uneven documentation, limited familiarity with electronic registration, and uncertainty concerning applicable administrative requirements. The material does not establish the proportion of enterprises experiencing each barrier, nor does it demonstrate a causal relationship between incomplete licensing and lower economic performance. Its empirical contribution instead lies in identifying specific points at which regulatory requirements intersect with business practices, institutional assistance needs, and the operational characteristics of village enterprises. The principal finding is that optimizing local entrepreneurial potential requires attention to the practical conditions of legal compliance, particularly the accessibility of licensing information, the accuracy of business classification, and the administrative support necessary for enterprises to pursue formal recognition under the applicable regulatory framework.

Participatory Legal Education and OSS-RBA Licensing Assistance for MSME Formalization

The legal empowerment activities in Wangen Village were organized through cooperation between the implementing team, village authorities, legal practitioners, and local MSME operators to address the administrative barriers identified during preliminary mapping. Initial coordination with the Wangen Village Head and village officials established institutional support for field observations, participant communication, and the implementation of business licensing assistance. The preparatory process also incorporated preliminary surveys and focus-group discussions to identify enterprise characteristics, existing registration conditions, and practical difficulties associated with legal documentation. Research concerning village-based MSME development identifies cooperation between local government and supporting institutions as an important component of strengthening entrepreneurial capacity and administrative accessibility (Nurlukman & Khaida, 2026). The involvement of village authorities was particularly relevant because the program addressed individual licensing difficulties while seeking to establish an administrative basis for continuing assistance beyond the educational activities. Comparable legal empowerment initiatives emphasize institutional collaboration and direct assistance as mechanisms for strengthening compliance among village enterprises whose business activities remain constrained by limited access to legal services (Septiningsih et al., 2026).

The legal education materials were structured around Indonesia's risk-based business licensing framework, particularly the relationship between formal business identification, administrative procedures, and the regulatory obligations applicable to different enterprise activities. Law Number 6 of 2023 provides a legislative foundation for the Job Creation framework, including reforms affecting business licensing and the institutional treatment of micro and small enterprises (Republic of Indonesia, 2023). Government Regulation Number 28 of 2025 establishes the applicable administrative framework for risk-based business licensing through the Online Single Submission (OSS) system and replaced Government Regulation Number 5 of 2021 (Republic of Indonesia, 2025). Article 218 paragraph (2) of Government Regulation Number 28 of 2025 distinguishes licensing instruments according to business risk, comprising the Business Identification Number (NIB) for low-risk activities, the NIB and a Standard Certificate for medium-risk activities, and the NIB and a license for high-risk activities. The distinction between medium-low-risk and medium-high-risk activities also affects the procedures for declaring compliance and verifying fulfillment of applicable standards. These classifications demonstrate that possession of an NIB does not necessarily establish the completion of every licensing obligation, particularly where additional standards, authorizations, or sector-specific requirements apply. The program consequently emphasized the legal relationship between the entrepreneur's actual

business activity, the relevant Indonesian Standard Industrial Classification (KBLI), and the corresponding licensing requirements rather than presenting registration as a uniform procedure for all MSMEs.

The implementation of electronic business licensing reflects an administrative effort to simplify regulatory procedures while maintaining governmental authority over the legality of commercial activities. Research on licensing deregulation identifies the OSS system as an instrument for reducing procedural fragmentation and strengthening the integration of business licensing services across governmental institutions (Fasyehhudin et al., 2022). Studies concerning bureaucratic reform in Indonesia similarly emphasize that improvements in business services depend on administrative coordination, institutional capacity, and the practical accessibility of public service mechanisms (Kharisma et al., 2023). In Wangen Village, these institutional considerations were reflected in the need to translate electronically administered licensing requirements into procedures that household-scale entrepreneurs could understand and undertake. Digital licensing presupposes familiarity with identity verification, electronic data entry, business classification, and the interpretation of information generated through the registration system, creating potential difficulties for operators with limited administrative experience. Evidence from OSS policy implementation research supports treating communication, implementing resources, and bureaucratic organization as relevant conditions affecting the accessibility and effectiveness of business licensing services (Nabila et al., 2025).

The educational intervention began with a printed pre-test administered one day before the workshop to document participants' initial understanding of business registration, legal compliance, and applicable administrative procedures. Representatives of the Student Representative Council of the Faculty of Law and Political Science, Universitas Muhammadiyah Surakarta, subsequently delivered an interactive workshop addressing the legal significance of business identification and the operational structure of OSS-RBA. The instructional materials explained the function of the NIB, the selection of appropriate KBLI classifications, and the distinction between general business registration and additional documentation required for particular commercial activities. Participants were encouraged to raise questions concerning their own enterprise characteristics, including uncertainty about registration costs, taxation, and the administrative consequences of entering the formal licensing system. Research on OSS assistance for microenterprises demonstrates the practical relevance of direct instruction and procedural guidance in addressing registration difficulties among operators who lack familiarity with digital licensing mechanisms (Rahayu & Puteri, 2024). The case-based discussion format allowed regulatory information to be connected with the administrative circumstances of household businesses rather than delivered exclusively through abstract explanations of legal obligations. Earlier legal assistance research similarly positions business legality education as a means of improving MSME operators' understanding of administrative responsibilities and available legal protection (Indrawati & Rachmawati, 2021).

Individual legal consultations complemented the educational workshop by providing participants with opportunities to clarify administrative requirements associated with their respective business activities. Collaborating legal practitioners and advocates addressed questions concerning the legal significance of registration, the identification of relevant business classifications, and the documentation necessary to initiate an OSS application. Technical guidance covered the preparation of identification information, business addresses, contact details, and descriptions of actual commercial activities before submission through the official electronic licensing portal. Research involving legal assistance for village enterprises illustrates the relevance of guided OSS-RBA procedures in addressing limited understanding of registration requirements and strengthening administrative compliance (Anam et al., 2026). Similar MSME assistance initiatives identify direct support for obtaining business identification as a practical mechanism for reducing procedural uncertainty and improving entrepreneurs' capacity to engage with formal licensing services (Supriyo et al., 2023). Nevertheless, the available program documentation records consultation and initial document preparation without establishing the number of applications successfully submitted, the number of NIB documents issued, or the proportion of participating businesses that completed registration.

The technical assistance activities addressed the procedural requirements involved in accessing OSS, creating user accounts, entering business information, and identifying licensing classifications consistent with the activities undertaken by participating enterprises. Potential administrative difficulties included inconsistencies in population identification data, unstable internet connectivity,

uncertainty regarding KBLI selection, and inaccurate business-location information. Guidance concerning these difficulties involved checking personal identification details, reviewing business descriptions, clarifying the relevant activity classifications, and explaining how incomplete electronic procedures could be continued after technical interruptions. Research evaluating OSS-RBA implementation identifies administrative accessibility and technical service conditions as considerations affecting the practical effectiveness of electronically integrated licensing for micro and small enterprises (Duri et al., 2024). Studies of Indonesian licensing policy further demonstrate the importance of institutional communication and implementation capacity in ensuring that digital procedures become accessible to their intended business users (Nabila et al., 2025). Community-based licensing assistance has also been examined as a practical means of supporting entrepreneurs in preparing business information and navigating OSS procedures when independent registration capacity remains limited (Sari et al., 2025). The available evidence supports identifying technical guidance as a documented component of the intervention, but it does not establish the frequency of each technical obstacle or demonstrate that every participant independently completed the electronic registration process.

The legal assistance activities also distinguished basic business registration from additional certification requirements associated with particular products and commercial operations. For household food producers, obtaining an NIB represents a component of formal business administration but does not automatically replace the production authorization or product certification required under applicable sectoral regulations. The legal relevance of household food-industry production certification and halal certification must therefore be assessed according to the type of product, the characteristics of the production activity, and the requirements governing its distribution. Previous assistance involving household food enterprises demonstrates that obtaining production-related documentation and halal certification entails administrative requirements that must be addressed separately from general business identification (Dakum et al., 2023). Village MSME empowerment initiatives similarly recognize product certification assistance as a practical component of strengthening administrative readiness among small-scale food producers (Mushufa et al., 2024). Research on integrated assistance involving NIB registration, household food-industry documentation, and halal certification supports a differentiated approach in which each legal instrument is explained according to its regulatory function rather than treated as an interchangeable indicator of business legality (Khatori et al., 2026).

The documented educational activities generated positive responses from participating MSME operators, particularly during discussions concerning business classification, OSS procedures, registration documentation, and the relationship between licensing and other administrative obligations. Questions raised during consultations reflected practical uncertainty about how formal licensing requirements applied to household-scale enterprises with different operational characteristics. Some participants began preparing identification documents and enterprise information during the assistance sessions, providing observable evidence of engagement with the administrative process. The implementation record did not establish the number of participants receiving an NIB, while the available pre-test and post-test documentation did not provide numerical scores from which changes in legal understanding could be calculated. Research on MSME compliance behavior identifies legal awareness and institutional accessibility as relevant considerations, although the existence of educational participation alone does not establish subsequent compliance with every applicable requirement (Khuan et al., 2024). Studies concerning digital transformation and legal empowerment among village MSMEs further support examining procedural knowledge and administrative support as components of enterprise capacity development rather than assuming that technological access independently resolves legal compliance difficulties (Nurhayati, 2025). The observed contribution of the Wangen Village intervention consequently lies in providing participatory legal education, individualized administrative guidance, and initial registration preparedness, while verified licensing completion and measurable improvements in legal understanding remain outcomes requiring additional documentary evidence.

Legal Empowerment Outcomes, Institutional Sustainability, and Entrepreneurial Village Development

The immediate outcomes of the Wangen Village legal empowerment program were reflected in participant engagement during the workshop, questions raised in individual consultations, and the initiation of business-document preparation. These activities provided descriptive evidence that the intervention addressed practical concerns involving business identification, administrative obligations,

and digital access to licensing services. Discussions about the selection of Indonesian Standard Industrial Classification (KBLI) categories, taxation, and sector-specific documentation indicated that participants required individualized clarification rather than general regulatory information alone. Research on MSME compliance identifies legal awareness, institutional accessibility, and social support as factors associated with entrepreneurs' compliance with formal requirements (Khuan et al., 2024). Practice-oriented studies of Online Single Submission (OSS) assistance similarly emphasize direct guidance and procedural interaction as relevant forms of support for business operators encountering registration difficulties (Rahayu & Puteri, 2024). The available program documentation, however, did not quantify participant attendance, completed consultations, or the number of enterprises that successfully submitted licensing applications. Its immediate contribution can consequently be described through documented educational activities and observable administrative engagement rather than a demonstrated increase in legal compliance rates.

The evaluation procedure incorporated a printed pre-test administered one day before the legal education workshop and a printed post-test following the intervention. The implementing team established a target of at least a 70% increase in average understanding, which functioned as an intended performance benchmark rather than an empirically established achievement. The available documentation did not contain individual assessment scores, group averages, the number of completed instruments, or calculated differences between the two assessment periods. Without these records, neither the magnitude of knowledge improvement nor the proportion of participants achieving a particular learning threshold could be determined. Empirical research identifying legal awareness as a relevant dimension of MSME compliance supports the importance of educational evaluation but cannot substitute for direct measurement of participant learning within a specific intervention (Khuan et al., 2024). Positive workshop responses must consequently be distinguished from verified educational effectiveness, particularly when the available evidence does not permit statistical comparison or reliable estimation of learning outcomes.

The interpretation of business licensing assistance requires a distinction between acquiring legal knowledge, preparing administrative documents, submitting a registration application, obtaining an official business identification document, and experiencing subsequent economic benefits. Knowledge development and documentation readiness indicate engagement with regulatory procedures, whereas the issuance of a Business Identification Number (NIB) requires confirmation through official administrative records. Subsequent improvements in sales, financing opportunities, or formal commercial partnerships constitute separate economic outcomes that cannot be inferred from participation in legal education. Experimental evidence from Malawi demonstrated that business registration alone did not necessarily improve enterprise performance, while registration combined with complementary banking information produced different economic results (Campos et al., 2023). Research concerning enterprises in Kenya identified relationships between formal registration and business performance, although those findings cannot establish corresponding outcomes among enterprises participating in the Wangen Village program (Kabubo-Mariara et al., 2023). These distinctions challenge the assumption that administrative formalization necessarily produces immediate improvements in entrepreneurial productivity or commercial competitiveness. The documented Wangen intervention supports the narrower conclusion that participating operators received assistance intended to facilitate formal licensing, while completed registrations and subsequent economic effects remained unverified.

The evidentiary scope of the intervention can be assessed by distinguishing activities documented during implementation from administrative and economic indicators for which direct verification remains unavailable. Preliminary mapping identified approximately 70 MSME operators, but this figure represented the initial target group rather than a confirmed denominator for workshop attendance or successful registration. Educational activities, legal consultations, and document preparation were described in the program account, whereas their quantitative coverage and subsequent licensing outcomes were not consistently recorded. Studies examining OSS implementation emphasize the importance of administrative communication, institutional resources, and implementation procedures when evaluating access to formal business licensing services (Nabila et al., 2025). A defensible assessment of the Wangen Village initiative must distinguish documented implementation processes from completed administrative outputs and longer-term enterprise development indicators.

Table 2. Documented Legal Empowerment Activities and Evaluation Evidence in Wangen Village

Evaluation Dimension	Available Evidence	Evidence Limitation	Follow-up Requirement
MSME preliminary mapping	Approximately 70 MSME operators identified across several business categories	No verified distribution by enterprise category or licensing status	Updated enterprise inventory and verified registration status
Legal education	Interactive workshop and case-based legal discussions conducted	Participant attendance and learning outcomes not quantified	Attendance records and structured learning assessment
Individual legal consultation	Direct consultations concerning licensing obligations and administrative difficulties	Number of consultations and resolved cases unavailable	Consultation records and documented resolution status
Pre-test and post-test evaluation	Printed assessments administered; minimum 70% improvement established as a target	Actual scores, participant counts, and calculated improvement unavailable	Matched assessment results and verified score comparisons
OSS-RBA licensing assistance	Guidance on documentation, KBLI selection, and registration procedures	Number of completed applications and issued NIB documents unverified	Official OSS registration records and permit verification
Institutional follow-up	MSME legality database transferred to village government; update planned after two months	Subsequent database update and licensing outcomes undocumented	Updated legality database and documented follow-up assistance

As presented in Table 2, the strongest documented outputs concern the implementation of legal education, the provision of administrative consultations, initial document preparation, and the transfer of an MSME legality database to the village government. The preliminary identification of approximately 70 enterprises establishes the scale of the mapped target group but cannot be used to calculate participation rates or the proportion of businesses obtaining formal registration. Similarly, the absence of numerical pre-test and post-test results prevents a substantiated conclusion that the intended 70% improvement in legal understanding was achieved. Research examining business licensing and logistics in Indonesia identifies administrative arrangements as relevant to enterprise operations, but regulatory facilitation must be distinguished from demonstrated changes in business performance (Widyanti, 2025). Comparative evidence concerning productivity differences between formal and informal microfirms further illustrates why observed enterprise characteristics should not be interpreted as proof that a specific registration intervention generated economic improvements (Gutierrez & Rodriguez-Lesmes, 2023). The evaluation must consequently distinguish implementation outputs, completed licensing requirements, and subsequent commercial outcomes as separate dimensions requiring different forms of evidence. A more rigorous follow-up assessment would require matched knowledge scores, official NIB issuance records, and enterprise-level information collected after the intervention rather than estimated outcomes unsupported by administrative documentation.

An institutional output of the program was the transfer of the MSME legality database to the Wangen Village Government following the educational and assistance activities. The database was intended to support the identification of enterprises requiring further information, incomplete documentation, or additional licensing assistance, rather than independently establishing that the recorded businesses had fulfilled their legal obligations. A subsequent update of the mapped enterprise information was planned for two months after implementation, although completion of this activity was not confirmed in the available documentation. Research on village-based MSME development identifies collaboration between government institutions and other supporting actors as a relevant

mechanism for sustaining enterprise assistance beyond isolated intervention activities (Nurlukman & Khaida, 2026). Studies addressing OSS-RBA assistance for village-owned enterprises similarly demonstrate the relevance of guided administrative processes, although the institutional responsibilities of village-owned enterprises differ from those governing individually operated MSMEs (Anam et al., 2026). Effective continuation of the database initiative would require accurate registration records, designated administrative responsibilities, periodic verification of licensing status, and appropriate safeguards governing access to personal and enterprise information.

Institutional sustainability depends on the capacity of local administrative arrangements to support MSME operators after the initial legal education and consultation activities have concluded. Continuing assistance may involve reviewing KBLI classifications, identifying applicable product certification requirements, correcting registration information, and clarifying subsequent obligations under Indonesia's risk-based licensing framework. Government Regulation Number 28 of 2025 provides the relevant regulatory framework for these procedures, while the requirements applicable to individual enterprises remain dependent on their business classifications and associated risk categories. Research on sustainable rural entrepreneurial ecosystems emphasizes the significance of institutional relationships, locally embedded support mechanisms, and organizational adaptability in strengthening rural enterprise development (Kaus & Entsminger, 2026). Legal assistance initiatives involving village enterprises also indicate the relevance of institutional cooperation for strengthening compliance capabilities, although findings from other locations do not establish that comparable outcomes occurred in Wangen Village (Septiningsih et al., 2026). A continuing village-level assistance mechanism would benefit from documented procedures for monitoring pending applications, identifying unresolved licensing obligations, and referring administrative matters beyond the competence of local officials. These arrangements represent recommendations derived from the implementation gaps identified in the program rather than completed institutional measures that can be confirmed from the available evidence.

The Wangen Village experience illustrates how participatory legal education, individualized OSS guidance, and administrative documentation can be organized within a community-based empowerment initiative, as reflected in the activities recorded during implementation. Its contribution lies in connecting the identification of locally diverse entrepreneurial activities with the assessment of applicable licensing requirements and the establishment of an administrative resource intended to support continuing village-level assistance. Research on rural entrepreneurship recognizes the diversity of entrepreneurial development approaches and the need to examine institutional conditions influencing economic activities in geographically specific communities (Kulawiak et al., 2022). Scholarship concerning MSME empowerment in rural communities likewise supports treating entrepreneurial development as an interaction between productive capacity, institutional coordination, and business support rather than an outcome determined exclusively by formal registration (Purnomo & Purwandari, 2025). Nevertheless, the absence of verified licensing figures, matched learning assessments, and subsequent business performance indicators limits the empirical conclusions to documented assistance activities, administrative preparedness, and the planned institutional continuation of legal support. Future evaluation should establish whether sustained village-level assistance is associated with verified licensing completion and improved administrative compliance while examining commercial development separately through measurable enterprise outcomes.

CONCLUSION

The community-based legal empowerment program in Wangen Village identified business informality as a problem shaped by digital literacy, administrative perceptions, established trading practices, and limited practical support. Interactive legal education, consultation, and step-by-step OSS assistance helped participating MSME owners understand business identification procedures and begin preparing the documentation required for registration. The intervention also clarified the distinction between the Business Identification Number (NIB) and additional sector-specific licensing requirements, particularly those applicable to household food enterprises. The transfer of the village MSME legality database created an administrative starting point for continuing assistance and institutional coordination. The available documentation did not establish a numerical increase in assessment scores, confirm the number of NIBs issued, or demonstrate subsequent improvements in business performance. The findings consequently support the contribution of integrated legal guidance

to initial registration preparedness and administrative engagement, rather than verified improvements in legal understanding or the completion of business formalization across the village.

Continuing implementation requires the Wangen Village Government to maintain accessible licensing consultations, update the MSME legality database periodically, and provide administrative support for enterprises with unresolved registration requirements. Business operators should complete the licensing and product certification procedures applicable to their activities, including food-production authorization and halal certification where legally required. Entrepreneurs should also maintain accurate OSS information as their business activities change and consider trademark registration when appropriate to their commercial development. Subsequent community empowerment initiatives could incorporate intellectual-property protection, product quality improvement, digital marketing, and structured administrative mentoring to strengthen entrepreneurial capacity beyond basic registration. Future evaluations should document verified NIB issuance, completion of applicable certifications, and comparable pre-test and post-test results to establish measurable changes in legal compliance and administrative understanding. Longitudinal monitoring of licensing status, market participation, and enterprise performance would provide a stronger empirical basis for assessing whether sustained legal empowerment contributes to the development of a legally compliant and economically resilient entrepreneurial village.

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