

The Effectiveness of the Adaptability of the *SIJIMAT BOSS* Program in Increasing *NIB* Ownership Rates among MSMEs in Sukabumi City

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Abstract

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This study examines the effectiveness of the *SIJIMAT BOSS* Program in increasing the number of Business Identification Number (*NIB*) ownership among MSMEs in Sukabumi City. The problem phenomenon identified is the low awareness of MSME actors of the importance of having *NIB*, even though *NIB* provides various benefits of legality and legal protection for businesses. This study aims to evaluate the extent to which the *SIJIMAT BOSS* program has succeeded in achieving the target of increasing *NIB* ownership and identifying inhibiting and supporting factors for the implementation of this program. The research method used is a qualitative method with a descriptive approach. Data were collected through observation, interviews, and documentation using snowball sampling technique to determine informants. The results show that although this program has succeeded in increasing the number of *NIB* ownership, there are still some obstacles, such as the lack of effective socialization and cooperation between agencies that is not yet optimal. The program also shows good adaptation through cooperation with various parties, although it still needs improvement in several aspects, such as the provision of adequate facilities and infrastructure. In conclusion, the *SIJIMAT BOSS* Program has great potential in improving business legality among MSMEs, but still requires improvement in socialization and coordination between related agencies.

Keywords: Effective Program, *SIJIMAT BOSS*, Business Identification Number (*NIB*), MSMEs

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INTRODUCTION

Public services are government actions in providing services to the community, both from the central government and local governments, which have the aim of meeting community needs. Public servants in the form of *good governance* have the aim of increasing the capacity of the best service to the community. Public service can be interpreted as providing services to individuals or communities who have an interest in the organization in accordance with established rules and procedures. Based on Undang-Undang No 25 tahun 2009 concerning public services, public services are defined as all forms of activities that include regulation, guidance, guidance, provision of facilities, services and others carried out by government officials in an effort to meet community needs in accordance with statutory regulations.

Services in the field of licensing administration is a type of service that is quite a lot of demand such as billboard licenses, transportation business licenses, fisheries business licenses, building permits more importantly in trade business licenses. The issue of licensing is often a public complaint due to complicated procedures, high costs and time-consuming processes. These matters need to get

attention and find alternative solutions so as not to become a complicated problem, such as loss of public *trust (trust issue)* towards public service provider agencies.

Strategies in community economic development in the business world, having a business license is vital. Business legality for micro, medium and small enterprises (MSMEs) is a necessity and obligation to maintain their business continuity. Business licenses provide protection, certainty, security and comfort that enable business actors to contribute optimally in creating jobs, and providing goods and services needed by the community. However, unfortunately there are still business actors who are reluctant to apply for a business license because they do not fulfill their obligations to pay taxes and take care of tax payments.

In an effort to provide legal certainty in the process of implementing business licensing based on Peraturan pemerintah Nomor 5 Tahun 2021 concerning the implementation of risk-based business licensing which is the result of an update of the previous government regulation, namely Peraturan pemerintah Nomor 24 Tahun 2018 concerning electronically integrated business licensing services, which regulates *online single submission (OSS)*. A business license is a permit issued by the OSS institution on behalf of the minister, head of institution, governor, or regent/mayor after the business actor has registered to start a business and/or activity until before the commercial or operational stage by fulfilling the requirements and/or commitments. The OSS management and implementation agency, hereinafter referred to as the OSS agency, is a non-ministerial government agency that handles government affairs in the field of investment coordination.

In this case, the One-Stop Investment and Integrated Services Office (*DPMPTSP*) of Sukabumi City seeks to improve the quality of licensing that is fast and easy to reach by people who will take care of licensing. So *DPMPTSP* introduced the *SIJIMAT BOSS* program, this program has been around since 2020. The purpose of the *SIJIMAT BOSS* program is to provide convenience to the community or entrepreneurs in the City of Sukabumi in taking care of the licensing legality process of the Business Identification Number (*NIB*) without having to come to *DPMPTSP* they can immediately get licenses that have been printed through the Online Single Submission application or website, and get information related to the OSS application or website, this program also aims to increase economic growth in the City of Sukabumi, especially for MSME players, strengthen between SKPD and BUMD that need each other and increase employment to reduce the unemployment rate in the City of Sukabumi.

Achievement The purpose of the *SIJIMAT BOSS* program is to provide convenience services to the community or MSME players in Sukabumi City who will take care of the legality of the Business Identification Number (*NIB*) permit. The Business Identification Number (*NIB*) is a business identity used by business actors to obtain business licenses and commercial or operational licenses. This Business Identification Number (*NIB*) will be valid as long as business actors / MSMEs are still running their businesses in accordance with applicable regulations. The government's Business Identification Number policy aims to make it easier for business actors / MSMEs to take care of business licensing, facilitate financial assistance and also make it easier to apply for credit.

Table 1. Data on MSMEs that have NIB in 2021-2023 Sukabumi City

Year	MSME	Have NIB	Target	Achievements
2021	639.368	7.062	100%	25%
2022	31.926	4.069	100%	30%
2023	35.420	12.647	100%	50%

Source: Sukabumi City Open Data processed by researchers, 2024

Based on table 1 above, the average number of MSMEs that have NIB each year does not reach 50% of the specified target. It can be seen that the number of MSMEs in Sukabumi City in 2021 was 639,368 with only 7,062 MSMEs having NIB. Then in 2022 the number of MSMEs decreased to 31,926 and those with NIB amounted to 4,069 MSMEs, while in 2023 it became 35,420 MSMEs and those with NIB amounted to 12,647 MSMEs.

The Sukabumi City Government is trying to encourage Micro, Small and Medium Enterprises (MSMEs) to grow by facilitating licensing so that they can collaborate with larger companies or engage in export and import activities. This program is a program developed and introduced to the community, in order to bring business licensing services closer based on the Online Single Submission (OSS) by using a ball pick-up system to every point of the area in Sukabumi City.

Table 2. Data on Sub-district MSMEs in Sukabumi City in 2023

District	Village	MSME	Have NIB	Does not yet have NIB
Baros		3.109	1.116	1.993
	Baros	1.378	498	889
	Jayaraksa	646	232	414
	Jaya Mekar	467	168	299
	Sudajaya Hilir	609	219	390
Citamiang		5.266	1.890	3.376
	Citamiang	747	268	479
	Tipar	1703	611	1092
	Nanggaleng	1249	448	801
	Gedong Panjang	810	291	519
	Cikondang	757	272	914
Cibeureum		3.640	1.306	2.334
	Lower Cibeureum	1067	383	684
	Babakan	778	279	499
	Sindangpalay	681	244	437
	Limusnunggal	1114	400	714
Total		12.015	4.312	7.703

Source: DPMPTSP Kota Sukabumi processed by researchers, 2024

In table 2 above, it can be seen that the level of ownership of Business Identification Numbers (NIB) in 2023, among MSME actors in each sub-district of Sukabumi City is still relatively low. Baros sub-district has 1,993 MSMEs that do not have NIB, similar conditions also occur in Citamiang sub-district where 3,376 MSMEs do not have NIB while Cibeureum sub-district has 2,334 MSMEs that do not have NIB.

Based on the results of preliminary observations made by researchers, there are several problem phenomena that show that the level of *NIB* ownership among MSME actors in Sukabumi City is still low, not reaching the target and the lack of awareness of MSME actors of the importance of having *NIB* is still minimal. Awareness of the importance of having business legality is still low among MSMEs, even though the existence of a Business Identification Number (*NIB*) can make it easier for MSMEs to run their businesses, with the rights and benefits provided by the government for MSMEs that already have *NIB*s can develop their businesses.

The Sukabumi City Government has made various efforts to increase the number of *NIB* ownership among MSME players, one of the efforts made is by issuing the *SIJIMAT BOSS* ball pick-up service by the Sukabumi City Investment and One-Stop Integrated Services Office (*DPMPTSP*).

Based on the background described above, the researcher is interested in conducting research on "The Effectiveness of the *SIJIMAT BOSS* Program at the Investment and One-Stop Service Office of Sukabumi City.". This study aims to determine the effectiveness of the *SIJIMAT BOSS* program in increasing the number of *NIB* ownership in MSMEs in Sukabumi City, and to find out what are the inhibiting and supporting factors in the implementation of the *SIJIMAT BOSS* program.

RESEARCH METHOD

The method used in this research is a qualitative research method with a descriptive approach (Creswell, 2016). The unit of analysis in this research is the Investment and One-Stop Integrated Service Office of Sukabumi City. The method used to determine informants in this research is using snowball sampling technique which is a nonprobability sampling technique (Sugiyono, 2022). The data collection techniques used were observation, interviews, and documentation. In qualitative research, everything starts from the data obtained and the data must be valid, this study uses triangulation techniques to validate the data studied. The reason researchers do not use time triangulation is because it avoids the busyness between researchers and informants as data sources. In this study, the data analysis techniques that will be used refer to the Miles and Huberman (2014) model, namely data reduction, data presentation, and drawing conclusions/verification.

RESULTS AND DISCUSSION

At this stage, the researcher will discuss the results of the research obtained by the researcher through data collection, observation in the field and interviewing a number of informants in accordance with the theory used by the researcher. As for the results of initial observations that researchers found that the effectiveness of the *SIJIMAT BOSS* program in increasing the number of ownership of Business Identification Numbers (*NIB*) in MSMEs in Sukabumi City, researchers found that the achievement of increasing the number of MSMEs that have *NIB*s has not reached the target, this is due to the lack of awareness of MSME actors in Sukabumi city of the importance of having legality in business and the low participation of MSMEs in this program due to the lack of socialization and promotion of the program. The aforementioned factors can influence the success of the *SIJIMAT*

BOSS program in increasing the number of ownership of Business Identification Numbers (*NIB*) in MSMEs in Sukabumi City.

Based on the results of observations, researchers are interested in knowing how the effectiveness of the *SIJIMAT BOSS* program in increasing the number of ownership of Business Identification Numbers (*NIB*) in MSMEs in Sukabumi City. To find out this, researchers use the Effectiveness theory model proposed by Tangkilisan (2005: 141), because this theory can describe the effectiveness of the *SIJIMAT BOSS* program. The legal basis related to the *SIJIMAT BOSS* program, namely:

1. Peraturan Pemerintah Nomor 5 Tahun 2021 concerning the Implementation of Risk-Based Business Licensing
2. Undang-Undang Nomor 20 Tahun 2008 on Micro, Small and Medium Enterprises

What follows are the results of research conducted through field observation activities and interviews with a number of informants related to the effectiveness of the *SIJIMAT BOSS* program in increasing the number of ownership of Business Identification Numbers (*NIB*) in MSMEs in Sukabumi City. The following are the results of the explanations that have been carried out by researchers:

1. Effectiveness of the *SIJIMAT BOSS* Program in Increasing the Number of Business Identification Numbers (*NIB*) Ownership in MSMEs in Sukabumi City

Licensing services are carried out as an effort to fulfill community needs, such as the efforts of the authorized agency in providing legal certainty guarantees for businesses owned so as to ensure the smooth running of all activities. Licensing services are considered by the public as a process of action carried out by the government to the public in the nature of legality or legalizing ownership of rights, existence and activities of individuals or organizations.

In an effort to provide legal certainty in the business licensing process based on Peraturan Pemerintah Nomor 5 Tahun 2021 concerning the implementation of risk-based business licensing which regulates Online Single Submission (OSS), it is stated that the Business Identification Number (*NIB*) is a business identity used by business actors to obtain business licenses and commercial or operational licenses.

In this case, the One-Stop Investment and Integrated Service Office (*DPMPTSP*) of Sukabumi City launched the Ready to Pick Up Community Licensing with OSS (*SIJIMAT BOSS*) program. *SIJIMAT BOSS* is a ball pick-up licensing service program that aims to facilitate the community in obtaining business licensing legality. The establishment of the *SIJIMAT BOSS* program is a form of solution initiated by *DPMPTSP*.

In this study, researchers will analyze the effectiveness of the *SIJIMAT BOSS* program in increasing the number of ownership of Business Identification Numbers (*NIB*) in MSMEs in Sukabumi City based on the theory of effectiveness models according to Tangkilisan (2005: 141), namely:

2. Adaptability

Adaptation is the ability of an organization to adapt and operate effectively in the face of environmental changes or new situations, the ability of the

organization to adjust to the environment concerned with the suitability of program implementation with the circumstances in the field.

The second strategic dimension of Tangkilisan (2005: 314), is adaptability (flexible), related to the success of an organization can be seen to what extent the organization can adjust to changes that occur both from within the organization and from outside the organization.

However, when an organization implements a new system and program, it does not rule out the possibility of making the organization able to run it well. During the program planning period until the implementation and evaluation stages, an adaptation process occurs. The adaptation process is not only carried out by policy implementers but also adaptation in physical form in the form of facilities and infrastructure as well.

If the adaptation process is fast and successful, the organization has successfully overcome the change, but on the contrary, if the adaptation process is slow and fails, the organization becomes a victim of change. The dimension of adaptability includes aspects that help individuals to adjust to changes and new situations, in measuring the success of this adaptation can be seen from the cooperation and socialization of the One-Stop Investment and Integrated Services Office (*DPMPTSP*) and the SKPD involved as well as from the adjustments needed to implement the *SIJIMAT BOSS* program.

Informant 1 stated that as an implementer of the *SIJIMAT BOSS* program, realizing the importance of adaptability in cooperation and collaboration with various parties such as sub-districts, villages and posyandu, this collaboration makes it possible to expand service coverage, optimize resources and ensure that every MSME actor gets the maximum benefit from the *SIJIMAT BOSS* program.

The results of the interview with informant 3 stated that the sub-district element can be involved in the *SIJIMAT BOSS* program activities because it is an extension between *DPMPTSP* as the program holder and business actors as MSMEs and socializes to the community, especially MSME players as well as conducts monitoring and evaluation on the implementation of *SIJIMAT BOSS* services. In line with informant3, informant 4 stated that every program in local government, especially related to implementation, the regional apparatus SKPD will collaborate with other SKPDs including the sub-district, if it is seen as a revenue flow for the lowest government organizers, namely sub-districts and villages because it is considered to have a direct service aspect to the community or MSME actors.

Cooperation with sub-districts allows *DPMPTSP* to optimize resources at the local level. The sub-district has direct access to the community with the assistance of the village administration and understands local needs and conditions. Cooperation with sub-districts encourages active community participation in the *SIJIMAT BOSS* program, by involving local communities in the licensing process and business development, *DPMPTSP* can empower MSME players and increase awareness and involvement of MSME players in local economic development.

Meanwhile, informant 2 stated that sub-districts play an important role as a bridge between *DPMPTSP* and MSME actors. However, some sub-districts in Sukabumi City have not optimally supported the implementation of the *SIJIMAT BOSS* program. Factors influencing the lack of coordination between *DPMPTSP* and sub-districts are not fully optimal and the lack of socialization at the sub-district

level is still less intensive, so there are still sub-districts that do not know about the *SIJIMAT BOSS* program.

Based on the explanation above, researchers can interpret that cooperation between *DPMPTSP* and SKPDs such as sub-districts as a bridge to the community because it is very important to ensure that the *SIJIMAT BOSS* program runs effectively. The sub-district has a deeper understanding of the conditions and needs of the local community. By collaborating, information about the program can be conveyed in a more appropriate way. However, this collaboration has not been effective because there are still sub-districts that do not know about the *SIJIMAT BOSS* program, because coordination and socialization from the *DPMPTSP* has not been conveyed clearly.

Furthermore, program socialization is the process of disseminating information, education and promotion about a program or policy to the community or certain target groups. Program socialization is a crucial step to ensure that the community knows, understands and participates in programs organized by the government.

Informant 1 stated that in ensuring that the *SIJIMAT BOSS* program is widely known by MSME actors and understands the benefits of the Business Identification Number (*NIB*), *DPMPTSP* conducts Socialization through social and digital media, utilizing various social and digital media platforms to disseminate information about the *SIJIMAT BOSS* program, *DPMPTSP* itself is active on social media such as Instagram and Facebook to inform about the program, the *NIB* registration process.

Although the socialization conducted by *DPMPTSP* is through social media and can reach many people, there are inequalities in the availability and achievement of these media. There are some groups of people, such as people who experience financial limitations or lack formal education, may have limited access to social media or are not easy to access, this is what becomes a gap in information and socialization.

As stated by informant 6, many people do not have social media accounts or even access to the internet. Socialization through social media tends to benefit those who are familiar with it, while community groups or MSME actors who do not have internet access will miss information about the *SIJIMAT BOSS* program. Not all communities trust information disseminated through social media, some communities may feel more comfortable and confident with information conveyed by RT/RW, sub-districts or sub-districts.

Then informants 2 and 4 stated that thorough socialization of Regional Work Units (SKPD) such as sub-districts is a crucial aspect in ensuring the success of government programs, including ball pick-up licensing services such as *SIJIMAT BOSS*. Thorough socialization helps ensure that all parties including sub-districts have a consistent understanding of the program being implemented. By thoroughly understanding the program's objectives, procedures and benefits. The sub-district can function effectively in supporting the implementation and execution of the program at the local level. Thorough socialization at the sub-district level also expands the reach and impact of the program, especially in areas that may be less accessible to *DPMPTSP*, with adequate information sub-districts can be more effective in disseminating information to MSME actors across the region.

Based on the explanation above, the researchers can interpret that overall *DPMPTSP* conducts socialization using social media, the main obstacle in the socialization dimension is that not all communities or MSME actors use social media and also not all communities trust what is on social media. Overall, this analysis shows that the adaptation process regarding the dimensions of cooperation and socialization has not been fully optimal. However, there is still room for improvement in ensuring that all sub-districts receive more intensive socialization so that it is conveyed to the community to achieve more effective program objectives.

CONCLUSION

The results of the research on the effectiveness of the *SIJIMAT BOSS* program in increasing the number of ownership of Business Identification Numbers (*NIB*) for MSMEs in Sukabumi City show that this program has achieved its target optimally. The program was designed to facilitate MSMEs in arranging *NIB* through a ball pick-up service, which was well implemented by the Sukabumi City Investment and One-Stop Integrated Service Office (*DPMPTSP*). However, an obstacle that arose was the lack of understanding of MSMEs about the importance of *NIB*, which affected the overall target achievement. In terms of adaptability, the *SIJIMAT BOSS* program has demonstrated flexibility by collaborating between *DPMPTSP* and sub-district governments. However, there are still barriers in coordination and information flow, which means that some sub-districts have not been effectively socialized to the program. As a result, many MSME players are unaware of the existence and benefits of the program. Job satisfaction in the implementation of this program is quite high, supported by trained human resources and the provision of supporting facilities such as operational vehicles and information technology. However, problems arise in the lack of facilities and infrastructure such as program banners in sub-districts and unusable community satisfaction survey barcodes, which should be a priority for improving program performance. *DPMPTSP*, as the party responsible for the implementation of this program, plays a role in ensuring the program runs efficiently and on target. They are also responsible for training officers, providing supporting facilities, and conducting satisfaction surveys to MSME players to ensure the sustainability and effectiveness of the *SIJIMAT BOSS* program.

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