

OPTIMIZING THE POTENTIAL OF MSMES THROUGH BUSINESS LEGALITY AS WELL AS PRODUCT PACKAGING AND LABELS TO IMPROVE THE QUALITY OF MSMES AT SENGIR, KALIREJO, KOKAP, KULON PROGO

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Abstract - *Community service through the Real Work Lecture (KKN) program is a form of student contribution in overcoming various problems in the community. In this KKN program, the KKN 63 Group of UIN Sunan Kalijaga was placed in Sengir Village. Sengir Village is one of the villages located in Kalirejo Village, Kokap District, Kulon Progo Regency. Before preparing the work program, we first collect data by survey and observation methods. From the data collection process that has been carried out, it is found that in Sengir Village there are various MSMEs most of which are engaged in the production of java sugar. In addition, there are also MSMEs that produce ant sugar, palm sugar, and various processed agricultural products. In its development, MSMEs actors in Sengir Village still face various obstacles, including the lack of knowledge related to access to business legality in this context, namely Business Identification Numbers (NIB) and Halal Product Certificates, lack of skills in business optimization through product packaging and labelling, and lack of knowledge related to digital marketing. Students of the KKN 63 group, in this case, collaborate with BSI MSME Center Yogyakarta and BPJPH Halal Center Al-Furqon Yogyakarta in providing training and assistance related to business legality, product packaging and labelling, and digital marketing. Through this program, MSME actors in Sengir Village can gain knowledge on how to optimize their business through product labeling and packaging, digital marketing, and business legality. In the end, MSME actors can also obtain NIB and Halal Certificates for their products.*

Keywords: *Legality, Packaging, Labelling, Digital Marketing, MSMEs*

1. INTRODUCTION

Micro, Small and Medium Industries have a very important role in Indonesia's economy (Handayani et al., 2018) (Fourqoniah et al., 2022). In line with previous research which stated that MSMEs have a large and crucial contribution to the Indonesia economy (Kusumawati, 2022). MSMEs have a very large and important role in Indonesia's economy such as in economic growth, job creation, and community empowerment in various regions, including in villages. The MSME sector contributes to Indonesia's economy by contributing 61.9% to the Gross Domestic Product (GDP) or IDR 8,573.89 trillion, and is able to absorb 97% of the workforce in 2023 (Coordinating Ministry for the Economy, 2023). Based on data from the Ministry of Cooperatives, Small and Medium Enterprises, in 2018 the number of MSME actors was 64.2 million or 99.99% of all business units in Indonesia (Sasongko, 2022). However, even though MSMEs have a strategic role, there are several problems that are still faced by MSME actors in Indonesia, such as lack of knowledge related to access to business legality and lack of skills in business optimization through product packaging and labeling (Prajogo, 2020) (Nugroho & Mujanah, 2021) (Kusumawati, 2022).

One of the problems faced by MSMEs is the lack of business legality. This is in line with research that states the importance of business legality for MSMEs in improving their performance (Prajogo, 2020). Business legality is a form of recognition from the government of the existence of a business. With the legality of business, MSMEs can gain wider access to develop their businesses, such as ease of access to capital, wider marketing, and increased consumer confidence.

In addition, another problem that is still faced by MSMEs is related to the ability to package products attractively through packaging and labelling. Previous research has shown that the packaging and label aspect has an important role in increasing product competitiveness, especially in an era of increasingly fierce competition (Prajogo, 2020). Good packaging and labels can increase the added value of products and attract consumer interest (Nugroho & Mujanah, 2021) (Prajogo, 2020).

Seeing the problems that are still faced by MSMEs, strategic efforts are needed to optimize the potential of MSMEs. One of them is through assistance in terms of business legality and optimization of product packaging and labelling. Through this assistance, it is hoped that it can help MSMEs to improve business quality and product competitiveness, so that in the end they can improve the overall performance of MSMEs.

In its implementation, the MSME development program in Sengir Village is also supported by the Real Work Lecture program of Sunan Kalijaga State Islamic University Yogyakarta. The program aims to explore and optimize various potentials and business opportunities owned by MSMEs at Sengir Village through a series of steps, ranging from data collection, business license registration, to improving product quality through halal certification and other developments through packaging, labeling, and digital marketing. Through these steps, it is

hoped that MSMEs in Sengir Village can improve the quality of their businesses and products so that they can expand their market reach and contribute more to local economic growth and community welfare.

2. METHOD

The methods used in the implementation of MSME development activities by the Group of 63 KKN UIN SUKA are described as follows.

A. Data Collection

Before the implementation of MSME development activities, it is necessary to identify the potentials and problems faced by MSMEs in Sengir Village, Kalirejo Village, Kokap District, Kulon Progo Regency. Identification of potentials and problems was also carried out in order to obtain data on MSMEs in Sengir Village. Data collection is carried out through observation and interviews with village officials, community leaders, and directly to business actors. The data that has been collected will be used as basic information for determining MSME development programs through socialization and mentoring. In this program, we collaborate with the BSI MSME Center Yogyakarta and PPH (Halal Product Process) Assistants from the Al-Furqon Yogyakarta Halal Center.

B. Work Procedure

The implementation of KKN UIN SUKA will be carried out for 45 days on July 10, 2024 – August 23, 2024. The MSME training and mentoring work program is carried out in stages in several meetings with the following agenda details:

Table 1. Activity Schedule

No.	Date	Activities
1.	July 17, 2024	Labeling socialization
2.	July 25, 2024	Assistance in halal certification and NIB making
3.	August 1, 2024	Socialization of packaging and digital marketing of MSMEs as well as business identity data collection for label making
4.	August 16-23, 2024	Packaging label manufacturing

Socialization is a process of planting or transferring habits or values and rules from one generation to another in a group or society (Wulandari et al., 2023). Socialization is carried out with the aim of disseminating or socializing information, skills, opening insights and knowledge about the importance of developing or upgrading MSMEs for MSME actors. In this socialization, MSME actors were given materials about the development of MSMEs which were divided

into several stages, namely socialization related to labeling, socialization and assistance in business legality in the form of making NIB and halal certification, presentation of packaging materials and digital marketing. In this agenda, we collaborate with BSI MSME Center Yogyakarta in the socialization agenda related to labeling, and collaborate with the Al-Furqon Yogyakarta Halal Center in making NIB and assisting with halal certification. Meanwhile, socialization related to packaging and digital marketing materials was presented by the MSME assistance team of Group 63. In addition to socialization, Sengir Village MSMEs are also accompanied by the KKN team in developing their business in making product labels.

3. RESULTS AND DISCUSSION

A. Survey or Observation of Business Legality Owned by MSME Actors

Survey is a method of collecting primary data by giving questions to individual respondents. The purpose of this survey is to collect information from groups that represent a population. Meanwhile, in research, a survey is a quantitative method used to obtain past or current data, about beliefs, opinions, characteristics, behavior of variable relationships and to test several hypotheses about sociological and psychological variables from the sample (Ramadhani, 2022).

Based on the above understanding, before the socialization was held, we conducted a survey by visiting various MSMEs and interviewing village officials and community leaders in Sengir Village. In this activity, students conducted a short interview related to the details and willingness of MSMEs in participating in the socialization and programs offered. If MSME actors are willing, then students give an official invitation to the relevant MSMEs. From the survey that has been carried out, it is known that Sengir Village is divided into 7 RT areas with the distribution of MSME actors as follows:

Table 2. Data on the Distribution of MSME Actors in Sengir Village

No.	Region	Many MSME Actors
1.	RT 46	5 people
2.	RT 47	4 people
3.	RT 48	7 people
4.	RT 49	11 people
5.	RT 50	7 people
6.	RT 51	8 people
7.	RT 52	21 people

Of the many existing MSMEs, it is known that 33 of them do not have halal and NIB certificates. The data of the 33 MSMEs can be seen in the following table:

Table 3. List of NIB Participants and Halal Certification

No.	Owner	Type of Business/Product
1.	Suyatmi	Emping Melinjo
2.	Sugiyem	Javanese Sugar
3.	Sudini	Javanese Sugar
4.	Ngatikem	Javanese Sugar
5.	Sulastri	Javanese Sugar
6.	Kasih	Javanese Sugar
7.	Rebisih	Javanese Sugar and Palm Sugar
8.	Daliyem	Javanese Sugar
9.	Tukiyah	Snack
10.	Ngadinem	Javanese Sugar
11.	Partini	Peyek
12.	Sakiyem	Peyek Ocar-Acir
13.	Tukijah	Javanese Sugar
14.	Tutum	Javanese Sugar
15.	Surini	Cake
16.	Rubiyem	Palm sugar
17.	Mujiyanti	Javanese Sugar and Ant Sugar
18.	Suparsi	Javanese Sugar
19.	Wasikem	Javanese Sugar
20.	Ani Purwanti	Chip Snacks
21.	Tri Ismi	Javanese Sugar
22.	Tri Rahayu	Javanese Sugar
23.	Parinem	Javanese Sugar
24.	Sulisman	Javanese Sugar
25.	Sutirah	Javanese Sugar

26.	Sukiyem	Javanese Sugar
27.	Sujiyah	Javanese Sugar
28.	Sulastri	Javanese Sugar
29.	Sumartinah	Javanese Sugar and Sengkulun
30.	Sukirman	Javanese Sugar
31.	Ponirah	Cassava Crackers
32.	Suwarti	Javanese Sugar and Market Snacks
33.	Samilah	Javanese Sugar

From the results of data collection, information was obtained that the most type of product produced by business actors was java sugar as many as 25 business actors. The results of the data collection are used as initial data to determine the MSME development program in accordance with the situation of Sengir Village. In addition, the results of the data collection are also used as a basis for improving business legality such as business licenses and product certification.

B. Business Legality Assistance in the Form of NIB Creation and Halal Certification

Business legality is one of the important aspects in starting and running a business. One of the important forms of business legality for food and beverage business actors in Indonesia is the Business Identification Number and halal certification. The Business Identification Number is a business license that must be owned by every business actor in Indonesia to be able to run their business legally (Anwar, 2018). In addition, halal certification is also important for business actors who produce and sell food and beverage products, especially to meet the needs of Muslim consumers in Indonesia. The consumption of halal food and beverages is an obligation for Muslims, as stated in the Qur'an (Al-Mawarid &

Yunus, 2023). MUI as an authorized institution in issuing halal certification in Indonesia has an important role in ensuring the halalness of products circulating in the market (Al-Mawarid & Yunus, 2023).

Business legality assistance in the form of making NIB and halal certification can provide benefits for business actors, such as increasing consumer confidence, expanding market reach, and fulfilling obligations as business actors (Rizki, 2021). In practice, the process of assisting business legality in the form of making NIB and halal certification has several challenges that must be faced by business actors, such as high costs and complicated processes (Warto & Samsuri, 2020) (Rizki, 2021). However, with the right assistance, business actors can better understand and complete these processes (Warto & Samsuri, 2020) (Al-Mawarid & Yunus, 2023) (Rizki, 2021). Based on the description above, business actors need to pay attention to the legality of the business they run and halal product certification for

better business activities. The authorities also need to provide facilities to make it easier to meet these needs.

Considering that most MSMEs in Sengir Village are engaged in food and beverage production, business legality and halal product certification are important. However, in meeting these needs, MSME actors in Sengir Village still face obstacles in the form of a lack of knowledge related to this and a lack of connections to obtain NIB and halal certificates. This has an impact on the limitations of MSME actors in Sengir Village in reaching the market. So we decided to carry out a business legality assistance program in the form of making NIB and halal certification.

In the implementation of this assistance program, we collaborate with the Halal Product Assurance Agency (BPJPH) Halal Center Al-Furqon. We held a meeting attended by MSME actors in Sengir Village. The meeting began with introductory material related to the importance of business legality and halal product certification, and continued with business data collection carried out by the halal certification assistance team from the Al-Furqon Halal Center assisted by the MSME assistance team of the KKN 63 group. Furthermore, the data that has been collected will be used for the purpose of making NIB and product halal certificates. The final result of this program is the acquisition of a Business Identification Number (NIB) and a Halal Certificate for each MSME in Sengir Village which is expected to be useful in supporting the development of their businesses in the future.



Figure 1. Implementation of NIB and Halal Certificate Making

C. Socialization Related to Labeling and Making Packaging Labels

Labeling is a means of communication used to convey various information related to packaged products, such as brand name, content or composition, expiration date, halal logo, and others (Mardhia et al., 2019). A meta-analysis that included 52 research studies revealed that most consumers, especially women,

tend to read and pay attention to label attributes on food product packaging more often (Sumarwan et al., 2017). This shows the importance of product labels in influencing consumer preferences and purchasing decisions. In light of these findings, industry players, especially small and medium-sized businesses, need to pay greater attention to their product labels.

In Sengir Village, MSME actors have not fully understood the importance of packaging and labeling in increasing product competitiveness. Most of them still pack products with simple packaging and no attractive labels. As a result, their products have difficulty competing with large industrial products that have packaged their products with more attractive packaging and labels. Therefore, to increase the competitiveness of MSME products in Sengir Village, socialization and assistance are needed related to the development of innovative packaging designs and labeling that is informative and attractive to consumers. Therefore, we collaborate with BSI MSME Center Yogyakarta to conduct socialization related to the importance of product labeling to MSME actors in Sengir Village. In this activity, MSME actors are equipped with knowledge related to attractive packaging design techniques, the use of the right type of materials, and what information must be in the product label. Thus, it is hoped that MSME actors in Sengir Village can improve the quality and competitiveness of their products through the development of better packaging and labeling designs.



Figure 2. Implementation of Labeling Socialization

After the socialization event, we offer MSME actors to provide facilities in the form of label design services. There are 10 MSME actors who want to be assisted in developing their product packaging. An example of the resulting MSME product packaging label is shown in Figure 3.



Figure 3. MSME Product Packaging Labels

D. Socialization About Packaging and Digital Marketing

Packaging is the relationship between shapes, structures, materials, colors, images, techniques for arranging letters or text and information with additional design elements to make products suitable for marketing (Kadi et al., 2023). Packaging is one of the important aspects of marketing a product. Apart from being a product protector, packaging can also be an effective means of promotion for manufacturers. Good packaging design can not only attract consumers' attention and improve product image, but can also be a means to build a strong product identity in the market (Setiawandari et al., 2022).

In Sengir Village, MSME actors still need to improve their ability and attention to the packaging of their products, both in terms of design and packaging quality. This condition can limit the ability of MSME products in Sengir Village to compete in the market and expand their market share. Therefore, comprehensive efforts are needed to increase the capacity of MSME actors in Sengir Village in designing and packaging their products in a more attractive and effective manner.

One of the efforts we have made is to help MSME actors in Sengir Village in developing their product packaging designs in a more attractive way and in accordance with consumer preferences. In addition, we also socialize about the importance of packaging in increasing product competitiveness in the market, both in terms of aesthetics and information presented on the packaging and provide several examples of packaging that can be used as a reference for them in developing their respective product packaging.

In addition, MSME actors in Sengir Village are also still not effective in marketing their products, as evidenced by their sales which are only carried out around the nearest neighborhood. This is due to their limited knowledge of more modern and effective marketing strategies so that they have difficulty reaching a wider market. To overcome this problem, we provide socialization for MSME actors *about digital-based* marketing such as through social media platforms, ecommerce sites, and other online marketing channels that can help increase the marketing reach of MSME products in Sengir Village.

With these efforts, it is hoped that MSME actors in Sengir Village can improve their ability to package products more attractively, as well as be able to expand the marketing reach of their products through the use of more effective digital marketing channels.



Figure 4. Implementation of Packaging and Digital Marketing Socialization

4. CONCLUSION

Business Identification Number (NIB) and Halal Certification are forms of business legality that are very important for every business actor to have. Knowledge related to labelling, packaging, and digital marketing is also needed by every MSME actor in an effort to optimize their business potential. With the legality of the business and good packaging, a product can touch a wider market and gain consumer trust so that it can obtain greater profits. In the implementation of this program, we still find several obstacles including conflicting community activity agendas, lack of information on the

implementation of meetings, and lack of time due to the busyness in Sengir Village. However, this mentoring program is considered successful in seeing the enthusiasm of the people of Sengir Village in attending various meetings held and the results obtained in the form of increasing public insight related to labelling, packaging, and digital marketing, ownership of NIB and Halal Product Certificates, as well as the creation of product packaging label designs. It is hoped that in the future this program can be useful in the long term for the development of MSMEs in Sengir Village.

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Example of Halal Product Certificate



REPUBLIK INDONESIA
(REPUBLIC OF INDONESIA)

جمهورية إندونيسيا

SERTIFIKAT HALAL
(HALAL CERTIFICATE)

شهادة الحلال

Nomor Sertifikat
Certificate Number

ID34110019452970824

رقم الشهادة

Berdasarkan keputusan komite fatwa produk halal nomor :
Based on the decree to stipulating halal products of fatwa committee :
على قرار مجلس الفتوى لوزارة الشؤون الدينية لجمهورية اندونيسيا .
KF-SD-202409000020 Tanggal 1 September 2024

Jenis Produk Type of Product	Gula dan pemanis termasuk madu	نوع المنتج
Nama Produk Name of Product	-Terlampir / As Attached-	اسم المنتج
Nama Pelaku Usaha Name of Company	SUKIRMAN	اسم الشركة
Alamat Pelaku Usaha Company's Address	SENGIR KALIREJO KOKAP KULON PROGO DIY, RT/RW -, KALIREJO, KOKAP, KAB. KULON PROGO, DI YOGYAKARTA, , INDONESIA	عنوان الشركة

Diterbitkan di Jakarta pada
Issued in Jakarta on

1 September 2024

أصدرت الشهادة بجاكرتا في

telah memenuhi ketentuan perundang-undangan
Has complied with the provision of laws and regulations
قد استوفت أحكام التشريع

KEPALA
BADAN PENYELENGGARA JAMINAN PRODUK HALAL
HEAD OF HALAL PRODUCT ASSURANCE BODY

رئيس وكالة ضمان المنتجات الحلال



Muhammad Aqil Irham

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REPUBLIK INDONESIA
(REPUBLIC OF INDONESIA)

جمهورية إندونيسيا

LAMPIRAN SERTIFIKAT HALAL
(THE ATTACHMENT OF HALAL CERTIFICATE)

مرفقة لشهادة الحلال

Nomor Sertifikat
Certificate Number

ID34110019452970824

رقم الشهادة

Nama Pelaku Usaha
Name of Company

SUKIRMAN

اسم الشركة

Jenis Produk
Type of Product

Gula dan pemanis termasuk madu

نوع المنتج

Alamat Pabrik
Factory's Address

Gula Jawa Pak Sukirman
sengir, Desa/Kelurahan Kalirejo, Kec. Kokap,
Kab. Kulon Progo, Provinsi Daerah Istimewa
Yogyakarta KAB. KULON PROGO 55653 DI
Yogyakarta

عنوان المصنع

Daftar Produk / Product Name

No	Nama Produk / Product Name
1	Gula Jawa "Pak Sukirman"

Hal: 1 / Total Produk: 1

Diterbitkan di Jakarta pada
Issued in Jakarta on

1 September 2024

أصدرت الشهادة بجاكرتا في

KEPALA
BADAN PENYELENGGARA JAMINAN PRODUK HALAL
HEAD OF HALAL PRODUCT ASSURANCE BODY

رئيس وكالة ضمان المنتجات



Muhammad Aqil Irham

Dokumen ini telah ditandatangani secara elektronik menggunakan sertifikat elektronik yang diterbitkan oleh Balai Sertifikasi Elektronik, BSSN



Example of Business Identification Number



PEMERINTAH REPUBLIK INDONESIA

**PERIZINAN BERUSAHA BERBASIS RISIKO
NOMOR INDUK BERUSAHA: 3107240036793**

Berdasarkan Undang-Undang Nomor 6 Tahun 2023 tentang Penetapan Peraturan Pemerintah Pengganti Undang-Undang Nomor 2 Tahun 2022 tentang Cipta Kerja Menjadi Undang-Undang, Pemerintah Republik Indonesia menerbitkan Nomor Induk Berusaha (NIB) kepada:

- | | |
|--|---|
| 1. Nama Pelaku Usaha | : SUKIRMAN |
| 2. Alamat | : SENGIR KALIREJO KOKAP KULON PROGO DIY, Desa/Kelurahan Kalirejo, Kec. Kokap, Kab. Kulon Progo, Provinsi Daerah Istimewa Yogyakarta |
| 3. Nomor Telepon Seluler | : +6281228029989 |
| Email | : - |
| 4. Kode Klasifikasi Baku Lapangan Usaha Indonesia (KBLI) | : Lihat Lampiran |
| 5. Skala Usaha | : Usaha Mikro |

NIB ini berlaku di seluruh wilayah Republik Indonesia selama menjalankan kegiatan usaha dan berlaku sebagai hak akses kepabeanaan, pendaftaran kepesertaan jaminan sosial kesehatan dan jaminan sosial ketenagakerjaan, serta bukti pemenuhan laporan pertama Wajib Laport Ketenagakerjaan di Perusahaan (WLKP).

Pelaku Usaha dengan NIB tersebut di atas dapat melaksanakan kegiatan berusaha sebagaimana terlampir dengan tetap memperhatikan ketentuan peraturan perundang-undangan.

NIB ini merupakan perizinan tunggal yang berlaku sebagai sertifikasi jaminan produk halal berdasarkan pernyataan mandiri pelaku usaha dan setelah memperoleh pembinaan dan/atau pendampingan Proses Produk Halal (PPH) dari Pemerintah Pusat dan Pemerintah Daerah sesuai dengan ketentuan peraturan perundang-undangan.

Diterbitkan di Jakarta, tanggal: 31 Juli 2024

**Menteri Investasi/
Kepala Badan Koordinasi Penanaman Modal,**



Ditandatangani secara elektronik

Dicetak tanggal: 2 Agustus 2024

1. Dokumen ini diterbitkan sistem OSS berdasarkan data dari Pelaku Usaha, tersimpan dalam sistem OSS, yang menjadi tanggung jawab Pelaku Usaha.
2. Dalam hal terjadi kekeliruan isi dokumen ini akan dilakukan perbaikan sebagaimana mestinya.
3. Dokumen ini telah ditandatangani secara elektronik menggunakan sertifikat elektronik yang diterbitkan oleh BSR-E-BSSN.
4. Data lengkap Perizinan Berusaha dapat diperoleh melalui sistem OSS menggunakan hak akses.





PEMERINTAH REPUBLIK INDONESIA

PERIZINAN BERUSAHA BERBASIS RISIKO

LAMPIRAN

NOMOR INDUK BERUSAHA: 3107240036793

Lampiran berikut ini memuat daftar bidang usaha untuk:

No.	Kode KBLI	Judul KBLI	Lokasi Usaha	Tingkat Risiko	Perizinan Berusaha		
					Jenis	Status	Keterangan
1	10722	Industri Gula Merah	SENGIR KALIREJO KOKAP KULON PROGO DIY, Desa/Kelurahan Kalirejo, Kec. Kokap, Kab. Kulon Progo, Provinsi Daerah Istimewa Yogyakarta Kode Pos: 55653 Usaha Mikro berjalan sejak: Juli 2015	Rendah	NIB	Terbit	-

1. Dengan ketentuan bahwa NIB tersebut hanya berlaku untuk Kode dan Judul KBLI yang tercantum dalam lampiran ini.
2. Pelaku Usaha wajib memenuhi persyaratan dan/atau kewajiban sesuai Norma, Standar, Prosedur, dan Kriteria (NSPK) Kementerian/Lembaga (K/L).
3. Pengawasan pemenuhan persyaratan dan/atau kewajiban Pelaku Usaha dilakukan oleh Kementerian/Lembaga/Pemerintah Daerah terkait.
4. Lampiran ini merupakan bagian tidak terpisahkan dari dokumen NIB tersebut.

1. Dokumen ini diterbitkan sistem OSS berdasarkan data dari Pelaku Usaha, tersimpan dalam sistem OSS, yang menjadi tanggung jawab Pelaku Usaha.
2. Dalam hal terjadi kekeliruan isi dokumen ini akan dilakukan perbaikan sebagaimana mestinya.
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