

Research Article

Socialization and Assistance in the Registration of the Legality of the P-IRT Business for Local MSME Leading Products in Ciburial Village, Bandung Regency

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Abstract.

This article aims to show that there is an increase in the knowledge and awareness of MSMEs in legalizing leading micro, small, and medium enterprises (MSMEs) Ciburial Village through community service activities (CSA) through socialization and assistance in Ciburial Village. Based on the initial survey conducted by the team in Ciburial Village, information was obtained that quite a lot of SMEs in Ciburial Village have the potential to have high competitiveness. However, one of the problems faced by MSMEs is the lack of interest and awareness of the actors in registering their businesses legally. The implementation methods used include field surveys, socialization, mentoring, questionnaire distribution, different tests, documentation, and preparation of the final report. The results of the PKM activity show that there are differences in knowledge and awareness before and after the activity. This difference is indicated by the different test results where Sig. (2-Mean Std. tailed) <0.05. Meanwhile, the increase in awareness is shown by the increase in the registration of home industry food license (P-IRT) MSMEs in Ciburial Village.

Keywords: MSMEs, business legality, business management


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1. Introduction

Ciburial Village is located in the district. Cimenyan Kab. Bandung, Cimenyan District, Bandung Regency, West Java. Ciburial Village has an area of 599.21 hectares and is located at longitude coordinates 107.648698 and latitude coordinates-6.850098 with an altitude above sea level of 1200 meters. Based on the strategic location of Ciburial Village, which is located close to the capital city of West Java Province. Geographically, Ciburial Village is located in a hilly area, making the atmosphere of the café, agro-tourism and cultural heritage tourism of Ciburial the main attraction for visitors from outside Bandung. This is an opportunity for Micro, Small and Medium Enterprises (MSMEs) in Ciburial Village to continue to improve the competitiveness of their products. Based on the initial check carried out by the Team to Ciburial Village, information obtained that there are quite a lot of SMEs in Ciburial Village that have high competitive potential. So MSMEs are the priority targets for community service in Ciburial Village. On November 16, 2021, a team consisting of lecturers from the Faculty of Economics and Business conducted a survey to Ciburial Village, so there was information regarding the existence of six superior village MSME products that needed to be developed. The survey results show that the MSME products of Ciburial Village are able to compete in the market with other similar products so that the Village is so confident that their six MSME products are Ciburial Village's superior products. These featured products include Ciburial Tofu, Ciburial Honey, Ciburial Banana and Breadfruit Chips, Ciburial 1 Special Sambal, Ciburial 2 Special Sambal, and the last product is Ciburial Coffee. However, due to internal constraints, technology and product licensing, their MSME products are only marketed on a limited basis by word of mouth. There are several previous services related to the Socialization and Assistance of P-IRT Business Legality Registration, namely the service carried out by Komalasari, Widiawati, and Puteri (2020) and Wirandhani et al. (2021). His service shows that the community can understand the importance of the PIRT permit with socialization and assistance [1] [2].

2. Methods

To resolve one of the partner problems related to the legality of the leading UMKM business in Ciburial Village. There are two methods of approach taken. The first is the persuasion method, where this method is carried out with a detailed explanation regarding the importance of P-IRT by the speaker accompanied by a presentation of the material. Then there is the discussion method, where the method contains an

explanation of the material and invites participants to discuss what are the obstacles in managing PIRT licensing with legality. Then there is the last method, namely, assisting leading MSMEs to register for a P-IRT permit. In practice, service activities are carried out in a hybrid manner where participants attend offline while resource persons attend online through zoom meetings. The service was carried out in the form of socialization and mentoring on 21 April 2022 and 8 July 2022 and was attended by 23 participants on the first day and 15 participants on the second day. For more details related to activities, descriptions of activities, outputs and contributions of partners can be seen in Table 1.

TABLE 1: Activities, Activity Descriptions, Approach Methods, Outcomes and Partner Contributions.

No	Activity	Activity Description	Approach Method	outside	Partner Contribution
1.	Socialization and assistance with the theme 'The Importance of Business Legality in increasing the competitiveness of superior products in Ciburial Village.	This activity carried out in one full day in the third week. Providing material related to business legality (business license, P-IRT). MSMEs are directly directed to register a business license (for those who have not), P-IRT	Provision of Materials and Practices to participate in registering the business legality of MSME participants. The team participates in facilitating the registration of Business Legality. To check understanding, use conduct pre-test and post-test to target MSME participants. The results of the pre test and post test were then tested using SPSS by conducting different tests. The results of this different test are then used as an indicator of the success of the activity.	Activity Videos The different test data from the pre-test and post-test activities of the third week will be used to compile the output of the article. The process of registering MSME Business Legality. Increasing community empowerment MSMEs in Ciburial Village, especially in terms of increasing knowledge, skills.	The main partner of community service activities is the Ciburial Village Government which oversees MSMEs with excellent and potentially superior products in Ciburial Village. Overall, partners' contributions in service activities are as follows. Provide places and other supporting facilities in the implementation of service activities Participate in facilitating the business legal registration process.

3. Result And Discussion

The implementation of the service was carried out on April 21, 2022 and July 8, 2022 by involving the Leading MSMEs in Ciburial Village, MSME Owners in Ciburial Village, Ms. PKK in Ciburial Village, external resource persons, Service Team consisting of; Lecturers and Students of the Faculty of Economics and Business Unisba; Lecturer of the Faculty of Law; Lecturers and Students of the Da'wah Faculty of Unisba. Even though it is still in a pandemic condition, the service participants are still enthusiastic about attending by still complying with health protocols. Participants in this socialization process were emphasized to understand that a sustainable business is a business that is able to market its products widely. According to [3] Market control is a strategy that can be done by MSMEs so that MSMEs continue to increase the empowerment of their products to continue to increase added value. One of the ways to reach this broad marketing is to guarantee security for consumers, one of which is the existence of business legality, including P-IRT. But unfortunately, MSMEs are less interested in registering their business legally because there is still a lack of understanding regarding legality[4]. Therefore, according to [4][5] Socialization related to business legality is important for MSMEs for the sustainability of MSMEs themselves. Based on this, the business legality socialization activities carried out in the MSMEs in Ciburial Village are shown for the benefit of MSME management so that their businesses can survive and even continue to expand.



Figure 1: Socialization and Assistance of Business Legality for MSMEs in Ciburial Village.

In order for the assistance to be carried out effectively, the socialization carried out focuses on two: first, the importance of business legality; second, there is a detailed

explanation regarding the P-IRT mechanism. After participating in this service, the participants showed an increased understanding of the importance of legality. This increase in understanding was shown by the results of the pre-test and post-test to the participants. For more details regarding the results of the pre-test and post-test differences, see Table 2.

TABLE 2: Results of Empirical Validation of Socialization Activities.

Component	Score
Sig. Correlation	0.006
Mean Before Activity	32.6
Mean After Activity	42.0
mean	-9.40000
Std. Deviation	9.10102
Std. Error Mean	2.34987
t	-4,000
Sig. (2-tailed)	0.01

Table 2 shows that the relationship between changes in participants' understanding before and after service is quite strong. This can be seen from the value of Sig. Correlation < 0.05. In addition, it can also be seen that there are differences in understanding before and after the activity which is indicated by the value of Sig. (2-tailed) < 0.05. The difference in understanding here indicates an increase in the understanding of the participants, namely with a change in the average score of 9.4. This change shows that service activities have been effectively carried out to increase participants' understanding so that in practice P-IRT registration does not face significant obstacles. This was also shown by the enthusiasm of the participants to continue to have P-IRT and renew P-IRT for those who were already registered. According to [6], socialization is important because it is a downstream factor determining the MSME management security system. Meanwhile, government support is another downstream factor as a determinant of the MSME management security system so that it is sustainable.

4. Conclusions

There are two conclusions based on the results of the P3UM that have been carried out. First, the socialization and assistance activities for P-IRT business legality in order to strengthen the leading potential of MSMEs in Ciburial Village have been carried out and were participated by the participants quite enthusiastically. Second, related to the knowledge conveyed, there are differences in knowledge before and after the activity so that the service activities that have been carried out can be said to be effective.

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