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DIGITAL PROMOTION, COMMUNITY BAZAAR, AND BUSINESS-LEGALITY EDUCATION FOR MSMES IN SUKARAYA, BEKASI REGENCY

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ABSTRACT

This community service program aimed to strengthen local MSME promotion, improve awareness of Business Identification Numbers (NIB), and foster collaboration among community stakeholders. We implemented a community-based participatory approach combined with capacity building through MSME mapping, stakeholder coordination, digital promotion via social media, a community bazaar, and direct education on the Online Single Submission–Business Identification Number (OSS-NIB). Data were collected through observation, semi-structured interviews, and participant questionnaires and analyzed descriptively. The program involved 25 local MSMEs and collaboration among university students, neighborhood administrators, the youth organization, and the Family Welfare Empowerment group. The community bazaar provided participating MSMEs with a direct promotional and sales platform, while social media content expanded their digital visibility. Of the 25 participating MSMEs, 22 without an NIB received OSS-NIB education. Participant responses indicated that the bazaar helped introduce their businesses to a broader community, while most MSMEs without an NIB expressed interest in registering their businesses after the educational activity. This community project is proof that integrating digital promotion, market access, and business-legality education can support local MSME empowerment.

INTRODUCTION

Although micro, small, and medium enterprises (MSMEs) have become a driving force in employment, household income, and local economic activity in Indonesia, they consistently face challenges regarding market access, inconsistent promotion, limited digital capabilities, and inadequate knowledge of business legality. Previous studies have confirmed these challenges, including promotional reach, digital marketing, business networks, and legal status among MSMEs across regions (Oktyawati et al., 2023; Sunarzi et al., 2022).

A survey conducted in Sukaraya Indah, Sukaraya Village, Karangbahagia District, Bekasi Regency, identified 25 MSMEs operating in various business sectors. Their businesses gathered customers from the surrounding area, especially through word-of-mouth promotion. Although they used social media, the owners did not use it to promote products or reach customers outside their existing networks. The MSMEs also had limited opportunities to display their products, interact directly with prospective customers, and develop relationships with other local business actors. Second is business legality.

Second is business legality. Of the 25 MSMEs, only three possessed a Business Identification Number (*Nomor Induk Berusaha* or NIB), while 22 (88%) had not obtained one. Preliminary interviews indicated limited understanding of the NIB's function and benefits, as well as uncertainty about registration through the Online Single Submission (OSS) system. Similar barriers reported in previous programs include limited information, technological difficulties, perceptions that registration is complicated, and insufficient time to complete the process (Marthalina & Khairina, 2022). This issue is important because an NIB provides an official business identity and may expedite access to financing, government assistance, training, and other formal business-support programs (Wulandari & Budiantara, 2022).

Based on the situation analysis, the partner problems were classified into three interconnected areas: limited digital promotion, restricted direct market access, and insufficient understanding of OSS-NIB business legality. The community service program therefore integrated three interventions: digital promotion of participating MSMEs, a community MSME bazaar, and OSS-NIB education. The activities involved university students, MSME owners, RT/RW administrators, the Family Welfare Empowerment group (*Pemberdayaan Kesejahteraan Keluarga* or PKK), and the local youth organization (*Karang Taruna*).

Previous studies show this evidence. Practical digital marketing activities can introduce MSME owners to accessible promotional channels, although sustained adoption also depends on technological readiness and the owners' experience (Purwana et al., 2017; Rahayu & Day, 2017). Community bazaars can complement digital promotion by enabling MSMEs to display products, interact with customers, and expand their local networks (Ikhsan et al., 2024; Wijaya et al., 2023). Meanwhile, effective NIB assistance generally integrates education with practical guidance and direct registration support (Putra et al., 2022; Wulandari & Budiantara, 2022). In the present program, the OSS-NIB activity was positioned as an initial educational intervention because registration completion was not monitored.

Accordingly, the program aimed to: (1) increase the visibility of participating MSMEs through digital promotion; (2) provide a direct promotional and sales platform through a community bazaar; (3) improve MSME owners' understanding of business legality and the OSS-NIB process; and (4) strengthen cooperation among MSMEs and local community stakeholders. The expected benefits included broader product exposure, greater interaction with prospective customers, increased awareness of digital promotional practices, and greater readiness to obtain legal business identification. The program was also expected to encourage community support for local products and provide a collaborative community-service model based on identified partner needs.

IMPLEMENTATION METHOD

Place and Time of Implementation

The community service program was conducted in Sukaraya Indah Residential Area, RT 03/RW 07, Sukaraya Village, Karangbahagia District, Bekasi Regency, West Java. The location was selected because preliminary observations indicated the presence of several local micro, small, and medium enterprises (MSMEs) that faced limitations in digital promotion, market access, and knowledge of business legality.
Before planning and implementing the community bazaar on 5 July at RT 03/RW 07, Sukaraya Village, several other programs were also conducted, such as MSMEs mapping, coordination with community stakeholders, digital promotion for all activities, and OSS-NIB (*Nomor Induk Berusaha*) education starting on 14 June 2026.

Target Participants and Community Partners

With the assistance of the administrators of RT 03/RW 07, the Family Welfare Empowerment group (*Pemberdayaan Kesejahteraan Keluarga* or PKK), and the local youth organization (*Karang Taruna*), 25 MSME owners operating in and around Sukaraya Indah were selected as participants. Eligible participants operated a micro or small business in the area, offered products or services that could be promoted to the local community, experienced limited promotional or market-access opportunities, and were willing to participate in the community bazaar and related activities. They also agreed to provide information about their promotional practices and business-legality status.

The preliminary mapping, with the help of RT/RW administrators, PKK representatives, and *Karang Taruna*, successfully identified 25 MSMEs from various business categories and they were welcomed to join the event. As expected, the majority of MSMEs were not licensed (22 MSMEs). The community service applied a community-based participatory approach. This approach was suitable since it was developed based on the problems identified through observation and interviews with MSME owners. There were five steps in implementing the event.

The program began with preliminary observation and MSME mapping. Each student team member was assigned to interview three or four MSME owners using guided questions prepared before the activity. The interviews collected information about the number and types of MSMEs, existing promotional practices, market-access barriers, and business-legality status. The findings were then used to identify the participants' needs and determine the appropriate program activities.

Following the mapping, the team coordinated with the administrators of RT 03/RW 07, PKK representatives, *Karang Taruna*, and participating MSME owners. The team distributed responsibilities among stakeholders to support program implementation and prevent overlapping tasks. The RT/RW administrators helped determine the bazaar location and schedule, the students managed participant registration and promotional activities, PKK representatives supported booth arrangements, and *Karang Taruna* assisted with technical requirements. This coordination ensured that the activities were collaboratively organized and supported by local stakeholders.

The digital promotion activity aimed to increase the visibility of participating MSMEs through social media. The student team collected information about the businesses and their products, photographed and documented the products or services, prepared promotional content, and published it on TikTok. During their interactions with the participants, the students also introduced basic digital-promotion practices, including presenting clear product information, using attractive product photographs, and communicating consistently with prospective customers. However, because the student team primarily prepared and managed the promotional content, this activity constituted initial digital promotion rather than comprehensive digital marketing training.

OSS-NIB education was provided to the 22 participants who had not obtained an NIB. Through face-to-face explanations and demonstrations, the team introduced the definition and function of the NIB, its potential benefits for business development, and the basic registration stages through the OSS system. The activity was intended to improve participants' knowledge of business legality and reduce uncertainty about the registration process. This educational approach aligned with previous OSS-NIB community-service activities, although effective registration generally requires ongoing practical assistance (Wulandari & Budiantara, 2022).

The program culminated in a community bazaar that provided all 25 participating MSMEs with a shared platform to display, promote, and sell their products directly to visitors. The event was promoted through social media to inform residents of Sukaraya Indah and the surrounding community. During the bazaar, the student team assisted participants with booth preparation, digital promotion, activity documentation, and communication with visitors. By combining online promotion with direct product display and customer interaction, the program sought to broaden product exposure and strengthen connections among MSME owners, customers, and local stakeholders.

Indicators of Success

This community service was conducted to overcome three challenges faced by the MSME owners: limited digital visibility, inadequate market access, and low awareness of business legality; hence, the success indicators were formulated from the challenges (Table 1).

The community service was said to be successful when the identified MSME owners joined the event, visitors from various stakeholders attended the bazaar, and the knowledge of MSME owners regarding the importance of having a license increased.

Table 1. Program Component and Measurement

Program component	Success indicator	Measurement
MSME mapping	Identify local MSMEs and their principal needs.	Number and profiles of MSMEs recorded
Stakeholder participation	Community institutions participate in preparing and implementing the program	Participation of RT/RW, PKK, *Karang Taruna*, students, and MSME owners
Digital promotion	Participating MSMEs and their products are promoted through social media	Availability and publication of promotional content
Community bazaar	MSMEs receive a direct platform to display and sell their products	Number of participating MSMEs and implementation of the bazaar
Product visibility	MSMEs introduce their products to consumers beyond their regular customers	Participants' responses and observations of visitor interactions
OSS-NIB education	MSMEs without an NIB receive information about business legality and registration	Number of MSMEs attending the educational activity
NIB awareness	Participants demonstrate improved understanding and willingness to obtain an NIB	Post-activity questionnaire and participant responses
Community collaboration	Cooperation is established among MSMEs and local stakeholders	Documentation, observation, and stakeholder feedback

Evaluation Method

Two stages of the evaluation method were used: process and outcome evaluations. Process evaluation examined whether each planned activity was implemented and whether the target participants and community stakeholders were actively involved. Data were obtained from attendance records, field observations, activity documentation, coordination records, and the number of MSMEs receiving each intervention.

To evaluate outcomes, a post-activity questionnaire was administered to the participating MSME owners. It assessed participants' perceptions of the community bazaar's usefulness, whether the activity introduced their businesses to more prospective customers, and the usefulness of social media promotion. It also evaluated their understanding of the NIB's purpose and benefits, their knowledge of the basic OSS-NIB registration process, and their interest or readiness to obtain an NIB after the educational activity.

The results were analyzed descriptively and qualitatively. The descriptive analysis was conducted with Frequencies and percentages, while qualitative analysis was conducted to gather participant experiences, implementation barriers, and perceived program benefits. These results were used to prepare a more rigorous assessment. Nevertheless, the assessment was prepared for short-term outcomes instead of long-term outcomes, such as sales revenue, digital engagement, or completed NIB registrations because these outcomes would require follow-up assessment after the program. Hence, the generalizations were limited to direct participation of the program.

ACTIVITY RESULTS AND DISCUSSIONS

Mapping of Participating MSMEs

The first observation was conducted on 14 June 2026. It was to identify local MSMEs, their promotional practices, and their business legality status. The community service activity began with field observation and coordination with the administrators of RT 03/RW 07 in Sukaraya Indah. Following verification by the neighborhood administrators and the student team, 25 active MSMEs agreed to participate in the program.

All 25 registered MSMEs attended the community bazaar and participated in the OSS-NIB educational activity. The participants represented various business categories, although food and beverage enterprises were dominant. Seventeen MSMEs, or 68%, sold food or beverage products, while eight MSMEs, or 32%, operated in other categories, including groceries, perfume, optical products, bags, suitcases, toys, and accessories (Table 2).

The mapping also showed that only three of the 25 participating MSMEs had obtained a Business Identification Number (NIB). The remaining 22 MSMEs, representing 88% of participants, had not obtained an NIB. Similar community-service programs have found that MSME owners frequently delay business registration because of limited information, difficulties in using internet technology, perceptions that the procedure is complicated, and insufficient time to complete the registration process (Marthalina & Khairina, 2022).

Table 2. Profile of Participating MSMEs

Participant characteristic	Number	Percentage
Food and beverage MSMEs	17	68%
Non-food MSMEs	8	32%
MSMEs possessing an NIB	3	12%
MSMEs without an NIB	22	88%
Total participating MSMEs	**25**	**100%**

The variety of businesses represented in the bazaar demonstrated that the neighborhood had an active base of households and microenterprises. However, their marketing activities were generally limited to neighborhood customers, home-based sales, mobile selling, and word-of-mouth communication. Only a small number reported using online channels. The results supported the need for a shared promotional platform that could introduce the businesses to consumers beyond their usual customer networks.

Stakeholder Cooperation and Program Preparation

All parties, RT/RW administrators, *Karang Taruna*, the Family Welfare Empowerment group (*Pemberdayaan Kesejahteraan Keluarga* or PKK), and participating MSME owners, were involved in the success of the program (Figure 1). The job description for each party was as follows: RT/RW administrators would handle the permission process, list potential MSME owners, and obtain permission from the surrounding inhabitants. The next party, *Karang Taruna*, would prepare the venue and the booths, while PKK would handle the communication between MSME owners and the team members.

The President University team would support the registration process, provide the promotional materials, design the booth layout, handle documentation, distribute OSS-NIB brochures in person, and conduct assessment. The division of job descriptions was needed to fully employ the local stakeholders in the program instead of only the recipients of the results. Thus, it fosters a sense of belonging and enhances the relevance of community service activities to community needs. Cooperation including universities, community organizations, government bureaus, and MSMEs can also encourage more extensive support encompassing management, marketing, business legality, and accessing capital (Hapsari et al., 2024; Sunarzi et al., 2022). In this initiative, the cooperation yielded two concrete outcomes: an online marketplace featuring 25 MSME owners and a capacity-building program for 22 MSMEs that do not have an NIB.



Figure 1. Coordination and preparation of the community bazaar.
Source: Community service team documentation, 2026.

Digital Promotion of the Bazaar and Participating MSMEs

Digital promotion was conducted through a dedicated TikTok profile (Figure 2). The content presented information about the community bazaar, selected participating MSMEs, products offered during the event, and documentation of the OSS-NIB educational activity. This online promotion complemented the neighborhood-level communication conducted by the organizers.



Figure 2. TikTok profile and digital content used to promote the bazaar and participating MSMEs.
Source: Community service team documentation, 2026.

The digital component provided the participating businesses with additional exposure and created a digital record of the activity. Nevertheless, the program did not record the number of views, account reach, audience engagement, or sales attributable to the TikTok platform content. Therefore, its result should be interpreted as the successful production and publication of promotional content rather than as evidence of increased digital-market performance.

The difference is needed because digital marketing can increase the exposure of MSMEs and promote business continuity if implemented correctly (Purba et al., 2021). However, Indonesian MSMEs may confront limitations in digital knowledge, technological readiness, and the resources needed to maintain their digital profile (Kurniawati et al., 2021). The present activity offered initial promotional exposure, but continued assistance would be necessary to enable MSME owners to independently create, manage, and evaluate digital content. Previous community-service programs provided more comprehensive digital-marketing assistance through account creation, product-photography practice, content preparation, and content-upload simulations (Oktyawati et al., 2023; Purwana et al., 2017). In addition, Indonesian SMEs' adoption of digital channels depends on their technological readiness, perceived benefits, and the owners' information-technology experience (Rahayu & Day, 2017). Compared with these interventions, the present program remained at the initial promotional stage because the TikTok content was primarily produced by the student team rather than independently managed by the MSME owners.

Implementation of the Community MSME Bazaar

On the day of the community MSME bazaar, 5 July 2026, all parties gathered at 07.30 a.m. for coordination. Then each team started their responsibility, such as booth preparation, bazaar opening, commercial activities, and direct interaction between MSME owners and visitors. The bazaar location was decided at the public facility area near the mosque in Sukaraya Indah, RT 03/RW 07, Bekasi Regency.

All 25 registered MSMEs participated, achieving 100% of their participation target. Each MSME owner was given space to exhibit and market their own products. The bazaar enabled MSME owners to

meet customers directly, demonstrate their products, and introduce their businesses to residents who were not necessarily part of their regular customer base.

The participant questionnaire showed consistently positive immediate responses. All 25 MSME owners stated that the bazaar helped introduce their businesses to a larger community. All participants also reported obtaining new customers during the event and expressed willingness to participate if a similar bazaar were organized again (Table 3).

Table 3. MSME Responses to the Community Bazaar

Evaluation item	"Yes" responses	Percentage
The bazaar helped introduce the business to a broader community	25 of 25	100%
The MSME obtained new customers during the bazaar	25 of 25	100%
The MSME was willing to participate in a similar future bazaar	25 of 25	100%

The positive responses support the use of a community bazaar as an immediate promotional and customer-interaction platform. Bazaars can also be integrated with digital communication, product development, e-commerce, and other promotional activities as part of a broader MSME marketing strategy (Ikhsan et al., 2024; Wijaya et al., 2023). Nevertheless, because the present program did not record visitor numbers, transaction values, or changes in sales, the findings demonstrate perceived promotional benefits rather than improved financial performance.

Participants generally described the bazaar as orderly, lively, enjoyable, and well attended. The most frequently mentioned attractions were the spirited atmosphere, interaction with visitors, variety of products, door prizes, and interaction among MSME owners. Suggestions for future activities included conducting more intensive promotion before the event, selecting a larger or more strategic venue, and providing additional tents or sheltered areas.

Numerous operational constraints were also identified. The activity was conducted during hot daytime conditions, and some participants considered the location too limited for product displays and visitor movement. These outcomes show that accessibility, physical space, weather protection, booth arrangement, and pre-event promotion should be incorporated into the design of subsequent bazaars.

The positive participant responses support the use of community bazaars as an immediate promotional and customer-interaction platform. In Bekasi, exhibitions and MSME bazaars are also used as part of a broader market-strengthening strategy alongside digital-marketing training and product curation (Ikhsan et al., 2024). Consequently, the results show perceived promotional benefits and customer acquisition during the event, but they cannot yet establish a sustained increase in sales or income.

OSS-NIB Education and Assistance

Business legality education was provided to all participants, with particular attention given to the 22 MSMEs that did not possess an NIB. The educational materials were prepared using information from the official Online Single Submission platform. The activity explained the function and possible benefits of the NIB and introduced the basic registration process through OSS.

The intervention was delivered through brochures and direct one-to-one explanations at the participants' booths (Figure 3). Students also demonstrated the OSS registration stages using mobile

devices. However, effective NIB assistance usually extends beyond an initial demonstration and includes document preparation, practical registration, problem-solving during data entry, and verification that the NIB has been issued (Putra et al., 2022; Wulandari & Budiantara, 2022). This personalized approach permitted MSME owners to ask questions related to their particular difficulties. The participant responses revealed several reasons why the 22 MSMEs had not registered for an NIB. These included limited understanding of the NIB, uncertainty about the registration requirements, perceptions that the procedure was complicated, concerns about administrative requirements, lack of time, and the belief that a small or newly established business did not yet require formal registration. Before the activity, several participants reported that they did not understand the NIB or knew only that it was related to business licensing.



Figure 3. Distribution of OSS-NIB brochures and one-to-one education for participating MSME owners.
Source: Community service team documentation, 2026.

After receiving the explanation, all 22 MSME owners without an NIB stated that they were interested in obtaining one. The reasons included an expectation of greater business legality, increased customer confidence, access to government support, participation in training, and opportunities to obtain business financing (Table 4).

Table 4. Results of the OSS-NIB Educational Activity

Indicator	Result
MSMEs already possessing an NIB	3 of 25 (12%)
MSMEs without an NIB	22 of 25 (88%)
MSMEs without an NIB receiving education	22 of 22 (100%)
Participants expressing interest in obtaining an NIB after the activity	22 of 22 (100%)
NIB registrations completed and verified during or after the program	Not measured

The increased registration interest is consistent with previous OSS-NIB assistance programs that reported improvements in participants' understanding of business legality (Wulandari & Budiantara,

2022). However, more intensive programs have continued beyond socialization by providing practical and door-to-door registration assistance. For example, Marthalina and Khairina (2022) reported that their intervention resulted in 32 issued NIBs and 17 additional applications. Compared with that program, the present activity was more limited because it introduced the OSS-NIB process and measured participants' interest but did not verify completed registrations. Therefore, the measured outcome was increased interest and readiness rather than actual NIB ownership.

A practical limitation was that the education was delivered while participants were serving customers. Some MSME owners were unable to focus fully on the explanation because commercial activity at their booths took priority. Future programs should separate the educational session from the main selling period or conduct follow-up assistance after the bazaar. A separate follow-up session should allow participants to prepare the required documents, enter their business information into OSS, resolve registration difficulties, and verify the issuance of their NIB with direct assistance from the implementation team (Marthalina & Khairina, 2022; Putra et al., 2022; Wulandari & Budiantara, 2022). This would provide participants with sufficient time to prepare registration documents and complete the OSS process.

Evaluation of Program Achievement

The program achieved its principal operational targets. It involved the planned number of MSMEs, created a direct promotional and sales platform, published digital promotional content, provided OSS-NIB education to all participants who had not obtained an NIB, and established a partnership among the student team and community institutions.

By integrating a community marketplace, digital promotion, and business-legality education, the program addressed three interconnected MSME problems: restricted promotional reach, limited direct market access, and insufficient knowledge of business formalization. The community bazaar produced immediate exposure and customer interaction, while the OSS-NIB activity increased participants' interest in formalizing their businesses (Table 5).

Table 5. Achievement of Program Indicators

Program indicator	Target	Actual result	Achievement
MSMEs participating in the community bazaar	25	25	100%
MSMEs without an NIB receiving education	22	22	100%
Participants reporting broader business exposure	25	25	100%
Participants reporting new customers during the bazaar	25	25	100%
Participants interested in joining another bazaar	25	25	100%
Participants without an NIB interested in registering	22	22	100%
Digital promotional media established	One account	One TikTok account	Achieved
Collaboration among RT/RW, PKK, *Karang Taruna*, students, and MSMEs	Established	All stakeholder groups participated	Achieved

However, the evaluation was limited to participation records, observations, and self-reported responses collected immediately after the activity. Future implementation should measure sales before and during the bazaar, visitor numbers, digital reach and engagement, completed NIB registrations, and post-program promotional practices. Continued mentoring should also be incorporated because sustainable MSME capacity development generally requires coordinated assistance extending beyond a single activity (Hapsari et al., 2024). Future programs could therefore combine periodic digital-marketing training, monitoring of promotional content, practical OSS registration, and post-bazaar business evaluation. Such follow-up measures would allow subsequent programs to assess whether the immediate positive responses develop into sustained business outcomes (Ikhsan et al., 2024).

CONCLUSION

The community service program addressed limited promotional visibility, restricted direct market access, and insufficient understanding of business legality among MSMEs in Sukaraya Indah. It integrated digital promotion, a community MSME bazaar, and OSS-NIB education through collaboration among university students, RT/RW administrators, PKK, *Karang Taruna*, and local MSME owners.

All 25 participating MSMEs reported that the bazaar broadened their business exposure, helped them reach new customers, and encouraged their participation in similar future activities. Digital content published through TikTok supported the promotion of the bazaar and participating businesses. Furthermore, all 22 MSME owners without an NIB received OSS-NIB education and expressed interest in obtaining one, indicating increased awareness and readiness regarding business formalization.

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