

Socialization of Dissemination of Agricultural Product Licenses

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ABSTRACT. This Community Service (CS) activity aimed to promote the importance of business licensing and legality through the management of Business Identification Numbers (NIB) using the Online Single Submission (OSS) system. Conducted at the P2PAKB Hall of the West Aceh Regency Government, it involved 20 business actors. The program utilized lectures, discussions, and hands-on practice, providing participants with training on NIB registration procedures and insights into its benefits, such as market expansion and legal protection. The results showed that participants successfully understood and applied the NIB registration process while recognizing the importance of business legality. Their active participation in discussions and practical sessions indicated the program's success. With NIB ownership, business actors are expected to enhance the competitiveness of agricultural products, expand their market reach, and support local agribusiness sustainability. This initiative represents a strategic effort to drive rural economic development through agricultural innovation and improved business legality awareness

Keywords : *Dissemination, online, agriculture, licensing.*

INTRODUCTION

Dissemination was the process of spreading innovations that are planned, directed, and managed so that an agreement was reached to implement these innovations. The dissemination of agricultural product innovation licenses was an important communication activity to encourage the spread and application of technology in a rural social system. Increasing innovation in the agricultural sector played an important role in supporting the sustainability of the national food system. Various agricultural products developed through research and development (R&D) have significant potential to enhance added value, competitiveness, and the sustainability of the agribusiness sector. However, the adoption of these innovations is often hindered by limited understanding of product licensing, including legal, technical, and commercial aspects. Moreover, effective dissemination of these innovations can benefit farming communities, particularly when farmers integrate the developed technological components into their agricultural practices.

According to Sihombing (2022), agricultural technology innovation was not only the introduction of new technology but also a driver of transformation within agricultural communities. It goes beyond technological advancements, encompassing the implementation of new ideas, practices, and agricultural methods that offer commercial value and contribute to improving farmers' standards of living (Schilling, 2017).

One of the benchmarks for the success of the dissemination of agricultural innovation is the rate of adoption or application of innovation. So far, many agricultural products, both in the form of processed food and non-food products, have been marketed without permits and trademarks. It was due to the lack of knowledge of farmers or the community about the importance of the products produced having permits and trademarks or product licenses. Besides, the process of obtaining permits and trademark registration was often considered complicated, thus the public was reluctant to take care of the administration. In fact, the stages and steps to obtain a trade license and register a trademark were currently very easy to do through a one-stop system and can be accessed online.

Licensing was a form of implementation of regulatory functions and was a control owned by the government over activities carried out by the community (Dayantri, 2022). Licensing encompasses various forms, including registration, recommendations, certifications, quota determinations, and business permits, which are essential for individuals or corporate entities before engaging in specific activities. The licensing process played a crucial role in facilitating and enhancing investment and business growth within the community (Son and Jumiaty, 2019).

The Regional Government aimed to deliver optimal services by implementing a one-stop service system accessible both offline and online. Integrating information technology into public service delivery is a key initiative, reflecting the government's commitment to enhancing

responsiveness and ensuring efficient services for the community (Prasetio et al. 2021). Through peer regulation No. 24 of 2018 concerning Electronically Integrated Business Licensing Services, it was explained that business licensing services in the central government and local governments were required to use the Online Single Submission (OSS) system for licensing services until the issuance of permits through the OSS system. It was a form of licensing to do business issued by the OSS Institution. (Assegaf et al., 2019)

Based on these considerations, this service activity was carried out to socialize the steps in obtaining permits and legality for agricultural products produced by the community, both on a small and medium scale, such as the household industries. With the socialization of the management of Business Identification Numbers (NIB) through Online Single Submission (OSS), it aimed to enhance public awareness of the importance of product licensing and business legality. This effort is expected to increase product value, expand market reach, support product development and diversification, and foster sustainable agricultural growth.

MATERIALS AND METHODS

The methods used in this community service activity were counseling method and direct practices. The counseling method provided was in the form of an explanations about the stages of a business license, files that need to be prepared, and knowledge related to all requirements in obtaining licensing for the product produced. The explanations were presented in the form of a power point. Direct practice for permit management was carried out by being represented by one of the participants to find out the flow of licensing management online using a laptop displayed via in-focus so that all participants can see directly. Teaching materials were also distributed to counseling participants in the form of printouts. The material taught was an offline and online stage for business license management on a household industry scale. Discussions and questions and answers were also carried out during the presentation of the material.

This Community Service (CS)) activity was carried out at the P2PAKB Hall of the West Aceh Regency Regional Government. The participants of this activity numbered 20 people who came from business actors/MSMEs in Arongan Lambalek Village, West Aceh Regency, fostered by NGO of the Gugah Nurani, Indonesia. Participants varied in age between 20 to 50 years, with diverse educational backgrounds, ranging from junior high school graduates to diplomas. This diversity of characteristics provided challenges as well as opportunities in the process of delivering material and knowledge transfer.

This activity is accounted for in the form of reports and publication articles, so that the final impact of this community service activity can be reached more widely by all parties.

RESULTS AND DISCUSSION

The counseling activity began with remarks from the Manager of the Non-Governmental Organization Gugah Nurani Indonesia, who acted as the promoter of the activity. This speech introduced the importance of sustainable management of agricultural commodities and the empowerment of the assisted village community.

The explanation about dissemination of agricultural product licenses was delivered by the speakers in two stages, namely the stage of socialization of Business Identification Number (NIB) licensing with the lecture method and the second stage of direct practice. In the first stage, they explained the procedures for obtaining business permits and trademark registration by emphasizing the importance of business legality. This knowledge was expected to be able to change public perception that the process of legalizing business products was not complicated and provides long-term benefits for business actors. In addition, this activity was a form to introduce the importance of protecting innovative intellectual property rights (IPR) from agricultural products. The success indicators for this activity were determined by the extent to which participants achieved an understanding of the theoretical material and effectively communicated the practices implemented, as outlined in Table 1.

Table 1. Indicators of the success of community service activities in the dissemination of agricultural product licenses

Problems	Methods	Purposes	Success Indicators
Business actors do not know about NIB, OSS	Socialization with lecture and discussion methods. Business actors are introduced about NIB, OSS	Business actors understand and understand that OSS is a system to make online business legality.	Business actors understand OSS, NIB and understand the benefits of business legality
Business actors do not yet know how to register NIB	Training: Participants are given training in the form of hands-on practice on how to access, register, and fill out the NIB form online through OSS	Business actors can register and complete data in OSS	Business practices understand and can practice how to make NIB

The second stage of this activity is the practice of making NIB, carried out directly using a laptop that has been prepared by the community service activity assistant. The purpose of this second stage of activity was to enable business actors to independently practice obtaining an NIB, understand the required documents for NIB registration, and recognize its benefits. The ownership rate of Business Licenses/NIB in the Arongan Lambalek area remains relatively low, with limited awareness among business actors. Interview data collected before the implementation of this activity revealed that many business actors were unfamiliar with NIB, its benefits, and the process of obtaining it. Additionally, they had never engaged in collaboration with larger business entities. According to Anitasari (2022), micro, small, and medium enterprises (MSMEs) that have obtained the necessary permits were entitled to legal protection. This ensures that their businesses were recognized as legitimate and can operate lawfully.

The existence of NIB will have an impact on the distribution of marketing areas of agricultural products. it can increase consumer confidence. According to Alfarisy (2017), one of the benefits of NIB is the ability to expand marketing access and reach a broader market. A wider market presence can positively impact the turnover of micro, small, and medium enterprises (MSMEs). The function of NIB was as an import identification number, customs access rights, health insurance registration, social health, employment social security registration, and mandatory employment reporting (DPMPTKP, 2021). The NIB introduction activity aimed to help business actors and MSMEs in Arongan Lambalek Village, West Aceh Regency—who are under the guidance of the NGO GNI—understand the importance of NIB as a legal business requirement. Obtaining NIB not only ensures business legitimacy but also facilitates market expansion and business growth. Additionally, through this integrated service system, business actors were expected to find it easier to obtain legal status and grow their enterprises more effectively (Purborini, 2023).

Based on the completed community service activities, all participants successfully followed each stage of the program. The interest and appreciation shown by participants reflect the community's strong enthusiasm for NIB and OSS management, particularly in the agricultural sector and business development. The participants' positive engagement, both in understanding the material and providing feedback, serves as a key indicator of this activity's success. Additionally, the diversity in age and educational backgrounds enriched the discussion dynamics, allowing life experiences and formal knowledge to complement each other.

CONCLUSION

Community service activities on the dissemination of agricultural product licenses via socialization and the practice of managing Business Identification Numbers (NIB) have succeeded in improving the knowledge and skills of business actors in Arongan Lambalek Village, West Aceh Regency. Business actors who were previously unaware of the procedures and benefits of business legality now recognize the importance of obtaining an NIB through the OSS system. The hands-on practice offered participants valuable, concrete experience, enabling them to independently access and register for an NIB. This success was evident in their understanding of the theoretical material and their ability to apply it in practice. Additionally, the activity positively impacts the development of MSME businesses by emphasizing the importance of intellectual property rights (IPR), expanding marketing networks, and enhancing the competitiveness of agricultural products. The participants' strong enthusiasm demonstrated a clear demand for guidance on business legality. The success of this program represents a strategic step toward enhancing the added value and sustainability of the local agribusiness sector.

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