

Collaboration between the Ministry of Investment/BKPM and Gojek to Empower MSMEs

Jakarta, 30 July 2021 - The Ministry of Investment/BKPM signed a Memorandum of Understanding with PT Aplikasi Karya Anak Bangsa (Gojek) for the synergy to develop Indonesian digital-based Micro, Small, and Medium Enterprises (MSMEs) on July, 29.

This collaboration includes information dissemination of business licensing, facilitation of business establishment and debottlenecking all the barriers, as well as fostering and developing skills for digital-based MSMEs.

The strengthening and empowerment of MSMEs carried out in this collaboration is the implementation of Government Regulation No. 7 of 2021 concerning Ease, Protection, and Empowerment of Cooperatives and MSMEs which is a derivative of Law No. 11 of 2020 concerning Job Creation. This regulation requires the government to provide business licensing facilitation, convenience, and improvement of competence and competitiveness for MSMEs.

Riyatno, Deputy Chairman for Investment Cooperation, said that from the beginning the Minister of Investment/BKPM Chairman has always emphasized the importance of encouraging MSME entrepreneurs to develop and advance to become bigger entrepreneurs. One of the challenges faced is that MSMEs do not understand and have the legality of business licensing, which prevents them from obtaining financing to develop their businesses from financial institutions. This MoU is one of the efforts to provide convenience to MSME actors, especially under the auspices of Gojek. This collaboration can help MSMEs to obtain business licenses through the OSS System, such as the Business Identification Number (NIB), which functions not only as identity and legality but can also function as SNI (Indonesian National Standard) as well as Halal Product Guarantee Certification (SJPH).

Shinto Nugroho, Chief of Public Policy and Government Relations at Gojek, explained that this collaboration is in line with Gojek's commitment to assist the digitization of MSMEs through technology solutions. In addition to technology solutions, Gojek also supports the development of MSMEs through various programs, such as educational programs and programs to expand business scale, including capturing opportunities by innovating. These programs can be channelled through various Gojek business partner communities consisting of the GoFood Partner Community (KOMPAG), A Cup of Moka (ACOM), GoBiz Bisnis Talks, and Midtrans Meetings.

According to data from the Ministry of Cooperatives and SMEs in 2018, there are around 64.2 million MSME actors in Indonesia or 99.9% of the total business units in Indonesia. MSMEs also absorb 120 million of the 130 million Indonesian workforces, both formal and informal. Based on data recorded by the Ministry of Investment/BKPM, in the period 9 July 2018 to 30 June 2021, the number of MSME business licenses recorded in the OSS system reached 3,155,229 NIB or 83% of the total issued business permits, which was 3,817,940 NIB.