UMKM Confides in Social Media, BKPM Actively Provides Guides on OSS

Started from a complaint about the Online Single Submission (OSS) system raised by one of the UMKM (Micro, Small and Medium Enterprises) activists in her Facebook account, the Indonesia Investment Coordinating Board (BKPM) came up to overcome the problem. The woman complained about her difficulty in getting the Business Registration Number (NIB).

This case found a solution through a meeting with the MSME community in Semarang City which involved the representatives from WomenPreneur Community (WPC), Semarang City Chamber of Commerce (KADIN), GenPi, and the Indonesian Association of Moslem Women Entrepreneurs. The meeting was an active movement and initial step to ensure that MSME entrepreneurs who are still not familiar with OSS could understand various conveniences provided by the government through this system.

BKPM Director of Cooperation in Licensing and Non-Licensing Standardization, Indra Darmawan, said that MSME is one of the important components that must get serious attention. "We have met many people who felt difficult (on OSS system) in the beginning, then after being guided technically, it turned out to be able and easy," he said on discussion with MSME Community at Semarang City, Monday (3/12).

In Indra opinion, the government's licensing simplification policy is continuously improving: from 47 days, then to 3 hours, then through the OSS revolution which is expected to be only half an hour. "This requires joint supports from business people and all parties involved to guard the implementation of this good policy," Indra explained.

Indra said that the meeting initiative was firstly started from a complaint raised by a Jakarta entrepreneur on Facebook. Then, it was actively responded by BKPM by holding a meeting at BKPM office in Jakarta. "Actually, the problem regarding the OSS has found a way out, but it turned out that many of their colleagues are still having the problems. It then led us to conduct this meeting with the MSME community network in Semarang," he explained.

The Chief of KADIN Semarang, Arnaz Agung, positively appreciated the efforts made by BKPM to pay attention to the constraints faced by MSMEs. "This is important for entrepreneurs at the regional level who have been experiencing difficulties on previous technical information," he said.

Various issues were expressed by the Semarang MSME community to BKPM, from the addition of business fields in the OSS system to the issue of Intellectual Property Rights (IPR) which are considered to be the biggest weaknesses of domestic MSMEs.

The WPC activist, Syanas, who is also the founder of Rorokenes Bag said that MSMEs in Indonesia today is actually the best one in craftsmanship side. "We are better than China, India, Vietnam. But, we often experience difficulties related to patents. Many bags and other Indonesian product designers who do not have patents from their products, now have to feel disappointed because their products are produced by partners from abroad. The government can help on this side," she said.

The event was attended by the Chairwoman of WPC Semarang, Fenna Arfianti; MSME Entrepreneur, Poppy Armiani; and Chairwoman of the Semarang City Association of Moslem Women Entrepreneurs, Zakiah Jobban. This form of socialization activity for entrepreneurs in regions will continue to be held by BKPM. This step is conducted to support the government's efforts in facilitating the licensing services, which is reflected on the issuance of Government Regulation Number 24 of 2018 concerning Electronic Integrated Business Licensing Services or also known as Online Single Submission (OSS).

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