

Youth-Led Legal Due Diligence: Boosting Investment Readiness in the Kebumen Geopark

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Abstract

Introduction: Kebumen Geopark has a variety of superior products such as coconut sugar, handicrafts that have high economic potential, but most business actors still face business legality obstacles such as permits, brands, and quality certifications. This low level of legal compliance lowers investor confidence and the competitiveness of market products.

Purposes of The Devotion: Increasing legal capacity and business legality compliance of MSME actors in the Kebumen Geopark Area through legal due diligence education based on the role of youth.

Method of The Devotion: The service activities use a participatory approach that includes legal counseling to increase understanding of the importance of business legality, as well as practical training that focuses on the preparation and management of legal documents. The service activities involved the Kebumen Investment and One-Stop Integrated Services Office and the Indonesian Chamber of Commerce and Industry Kebumen, so that the Kebumen Geopark Youth Forum received direct assistance in the process of fulfilling the business legal aspects used to increase the attractiveness of investment in the Geopark Area.

Results Main Findings of the Devotion: The acquisition of the title of the Kebumen Region as a Geopark can increase the income of local residents and the region so that it can make investors interested in investing. The results showed a significant increase in participants' legal understanding by 55% from the results of post-activity post test implementation and the active involvement of more than 80% of partner members who would later be facilitators in carrying out legal due diligence. Mentoring produces an understanding related to legal due diligence in attracting investors, processes in the Geopark Region.

Keywords: Legal Due Diligence; Community Geopark Youth Forum; Investasi.

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INTRODUCTION

On July 18, 2024, the Central Bureau of Statistics reported that Kebumen Regency remains among the top five poorest regions, with a poverty rate of approximately 15.71%. Addressing this situation requires a basic needs approach to ensure the fulfillment of fundamental living standards, which in turn influences human development through productivity, equity, sustainability, and empowerment. Economic development that reflects social values through community empowerment is essential to improve welfare across economic, social, and political spheres. This is achieved by strengthening local institutions and organizations to participate actively in poverty alleviation, protection programs, and the enhancement of community self-reliance. Furthermore, the contribution of geopark development is expected to bolster community resilience and improve welfare by creating

job opportunities through tourism development within the geopark area. In 2022, Kebumen Regency was proposed as a UNESCO Global Geopark (UGGp), spanning 22 districts and 174 villages. By 2024, following an official evaluation by UNESCO, it successfully achieved international recognition as a world-class Geopark. Research involving the Village Development Index (IDM) was conducted to determine the progress and autonomy of these villages. This classification serves as a benchmark for determining budget interventions and development policies, categorizing villages into five statuses: Independent, Advanced, Developing, Underdeveloped, and Very Underdeveloped. To further analyze Kebumen's regional conditions, a k-modes clustering method was applied based on the presence of flagship products and tourism potential. (1).

Regency Regulation (Peraturan Bupati) Number 25 of 2023 regarding the Development of the Kebumen Geopark Area towards a UNESCO Global Geopark serves as a guideline to ensure a focused, sustainable approach and local economic empowerment. Furthermore, this regulation outlines collaboration through Geopark potential development via Community Service initiatives. The development of the Kebumen Geopark emphasizes community involvement through Community-Based Tourism, specifically by establishing the Kebumen Geopark Youth Forum. Engaging the youth is a critical component of the aspiring UGGp assessment criteria. Research conducted by Maria Qibityya in 2024 confirms that the Youth Forum acts as a strategic partner in tourism development by providing external assistance for 'geoproducts,' which promotes established tourism sites under the auspices of the Kebumen Tourism and Culture Office and the Kebumen Geopark Management Body (4). The Kebumen Geopark area possesses a variety of superior MSME products, such as organic coconut sugar, handicrafts, and local culinary delights, which hold high potential for supporting the regional economy¹. Consequently, efforts to develop these potential areas are necessary to increase investor interest in regional growth. When making investment decisions, investors evaluate economic aspects, regional potential, and the legal compliance of individual businesses². Kebumen Geopark area possesses a variety of superior MSME products, such as organic coconut sugar, handicrafts, and local culinary delights, which hold high potential for supporting the regional economy. Consequently, efforts to develop these potential areas are necessary to increase investor interest in regional growth. When making investment decisions, investors evaluate economic aspects, regional potential, and the legal compliance of individual businesses. The establishment of youth groups as agents of change, specifically through the formation of the Kebumen Geopark Youth Forum (KGYF), enables them to drive economic development within the Kebumen Geopark region. Consequently, we have selected KGYF as our implementing partner, positioning them to serve as trainers for the execution of Legal Due Diligence.

The establishment of youth groups as agents of change, specifically through the formation of the Kebumen Geopark Youth Forum (KGYF), enables them to drive economic development within the Kebumen Geopark region. Consequently, we have selected KGYF as our implementing partner, positioning them to serve as trainers for the execution of Legal Due Diligence³. The success of MSMEs in the post-COVID-19 era is determined by the strengthening of institutional aspects, legal assistance, and business literacy; thus, synergy

¹ Sari, Anita Maya. "Pengaruh Pariwisata Terhadap Perekonomian Daerah Kasus Bali." *Circle Archive* 1.5 (2024).

² Destyarini, N. "Assistance for Legal Aspects of Digital Start-Ups at the Incubation Stage". *Jurnal Pengabdian Hukum Indonesia (Indonesian Journal of Legal Community Engagement)* 6, no. 2 (2023): 332-346, <https://doi.org/10.15294/jphi.v6i2.71574>.

³ Septi Indrawati and Amalia Fadhila Rachmawati, "Edukasi Legalitas Usaha Sebagai Upaya Perlindungan Hukum Bagi Pemilik UMKM," *Jurnal Dedikasi Hukum* 1, no. 3 (2021): 231-41, <https://doi.org/10.22219/jdh.v1i3.17113>.

between the government, the community, and the business sector has become an essential requirement⁴. Weak legal standing is not merely a legal issue, but one that creates significant socio-economic impacts for business owners within the Kebumen Geopark vicinity. A lack of awareness regarding business legal compliance has a direct impact on decreasing stakeholder trust, particularly among investors and business partners. Investors are generally less inclined to commit capital to businesses that lack a solid legal foundation⁵. Weak legal compliance leads to a decline in investment attractiveness and low product competitiveness. Products lacking distribution permits, Halal certification, or a Business Identification Number (NIB) will struggle to enter broader markets and potentially miss out on funding opportunities. Conversely, MSMEs that complete their business legal requirements are proven to increase productivity and expand their market access⁶. Studies indicate that business legality provides legal certainty and guarantees for investors; consequently, formal MSMEs are more convincing and competitive than informal enterprises.

Youth involvement is vital as they act as effective catalysts for change within their communities. Through this Geopark youth forum, members are trained in legal due diligence to assist MSMEs in obtaining Business Identification Numbers (NIB), Home Industry Food Permits (P-IRT), and drafting simple contracts⁷. Through intensive mentorship from KGYF, MSME owners receive the guidance needed to navigate the business legality process. This collaboration is believed to accelerate business formalization and strengthen the partnership network between youth and local MSMEs.

The approach to strengthening legality involves the active participation of local youth through the Kebumen Geopark Youth Forum (hereafter referred to as KGYF). Comprising members aged 17–30, KGYF serves as a facilitator for local MSMEs, helping them navigate basic business legal procedures. Youth involvement is vital as they act as effective catalysts for change within their communities. Through this Geopark youth forum, members are trained in legal due diligence to assist MSMEs in obtaining Business Identification Numbers (NIB), Home Industry Food Permits (P-IRT), and drafting simple contracts. Through intensive mentorship from KGYF, MSME owners receive the guidance needed to navigate the business legality process. This collaboration is believed to accelerate business formalization and strengthen the partnership network between youth and local MSMEs.

Based on the researchers' findings, the Triple-Helix concept positions universities as primary sources of the latest knowledge and technology, enabling them to facilitate licensing and provide physical infrastructure (7). Consequently, it is deemed essential for academia to contribute by providing foundational solutions. The team conducted a forecasting analysis of flagship products to identify the economic potential within the Kebumen Geopark, aimed at increasing marketability and investor interest (8), as reflected in the members' research findings regarding investor funding.

⁴ Anggitariyani Rayi Larasati Siswanta Maria Mu'ti Wulandari, "Upaya Pengembangan Kewirausahaan Koperasi Dan Usaha Mikro Kecil Dan Menengah Pasca Covid-19," *Soedirman Law Review* 5 (2023), <https://doi.org/10.20884/1.slr.2023.5.1.6736>.

⁵ Muhammad Asrul Maulana, Dwi Nadhiro Salsabila Azizah, and Rasta Octara Nanda, "Improving the UMKM Economy through Business Legality Strategies," *Prosiding Seminar Nasional Ilmu Manajemen, Ekonomi, Keuangan Dan Bisnis* 2, no. 2 (2023): 187–200, <https://tunasbangsa.ac.id/ejurnal/index.php/jurasik>.

⁶ Endang Siswati et al., "Pemberdayaan Potensi UMKM Dengan Legalitas Usaha Di Desa Kesamben Wetan, Kecamatan Driyorejo, Gresik," *JAPI (Jurnal Akses Pengabdian Indonesia)* 9, no. 1 (2024): 37–42, <https://doi.org/10.33366/japi.v9i1.5564>.

⁷ Muhammad Asrul Maulana, Dwi Nadhiro Salsabila Azizah, & Nanda, R. O. Improving the UMKM Economy through Business Legality Strategies. *Prosiding Seminar Nasional Ilmu Manajemen, Ekonomi, Keuangan Dan Bisnis* 2, no. 2 (2023): 187–200. <https://doi.org/10.55927/snimekb.v2i2.6974>

METHOD OF THE DEVOTION

The community service initiative implements legal counseling through legal due diligence education using a participatory approach⁸, involving Geopark youth as facilitators. This is done in partnership with local institutions, namely Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kebumen and Kamar Dagang dan Industri Indonesia, which play direct roles in determining business feasibility for funding to ensure program sustainability. This legal education method has proven effective in increasing legal literacy and awareness within the community. Following the legal socialization, the activities proceed to the practical execution of due diligence and the drafting of legal business documents; participants are trained to manage formal permits such as the Business Identification Number (NIB) via the Online Single Submission (OSS) application, Home Industry Food (P-IRT) permits, and Halal certification⁹. Mentorship is provided directly, as the service team alongside KGYF intensively assists MSME actors through the licensing process until the necessary formal legal documents are obtained. Furthermore, educational activities are conducted to introduce and disseminate science and technology regarding business and management to youth and local entrepreneurs. This ensures they understand business law and can better access funding or investment opportunities. The overall community service method is participatory and sustainable, directed at fostering a shift in legal behavior in business management while securing formal legal documents for partner MSMEs as a foundation for increasing business competitiveness and investor trust.¹⁰

RESULTS AND DISCUSSION

A. Enhancing Legal Understanding and Youth Capacity

Legal due diligence education training successfully enhanced the legal understanding of KGYF members. Evaluation results from pre-tests and post-tests show that average legal comprehension scores rose by more than 50% following the education program. Table 1 illustrates the comparison between the participants' pre-test and post-test results. Prior to the training, a pre-test was conducted to measure knowledge regarding legal due diligence; results indicated that knowledge among the youth in the Kebumen Geopark Youth Forum (KGYF) was very low, particularly regarding the execution of due diligence to prepare for investment acquisition¹¹. Following this identification, we conducted educational activities on the execution of due diligence within the context of securing investment. Third, we performed simulations focused on preparing the legality of business entities, as this significantly influences investor interest in providing funding. In this context, determining business status - ranging from legal entities to non-legal entities-is crucial; notably, Indonesia has seen the development of individual limited liability companies (*Perseroan Perorangan*). The simulation was assisted by the Kebumen Regency One-Stop Investment and Integrated Services Office regarding the processes and requirements for obtaining legal entity

⁸ Banyumasmedia.Com, "Unsoed Perkuat Kapasitas Pemuda Kebumen Melalui Pelatihan Legal Due Diligence Dukung UNESCO Global Geopark," banyumasmedia.com, 2025.

⁹ Nur Tri Fadilah, Fitriyani Yenny, and Pudail M, "Sosialisasi Pembuatan Nib Kepada Pelaku Umkm Di Dusun Kalangan, Candisari, Secang" 1, no. 2 (2021): 175-82, <https://doi.org/https://doi.org/10.61136/khid.v1i2.24>.

¹⁰ Nurjanah, N., Nasihin, N., Indriyani, T., Isnadiyati, A., Sabita, A., Noviana, P., Jannah, A., Wahyuningsih, S., Nur, S., Safithri, H., Loerensa, A., Asropi, P., & Harahap, A. "Pelatihan dan Pendampingan untuk Meningkatkan Potensi Usaha Mikro, Kecil, dan Mengengah (UMKM) di Kelurahan Sawitan Wartah", *Warta LPM* 27, no. 2 (2024): 172-184. <https://doi.org/10.23917/warta.v27i2.2826>.

¹¹ Destyarini, Normalita, Darminto Hartono Paulus, and Ariesta Wibisono Anditya. "Review of Legal Compliance of Funding Models and Pivoting Events of Indonesian Digital Start-ups." *Jurnal Pembangunan Hukum Indonesia* 7, no. 3 (2025): 542-561, <https://doi.org/10.14710/jphi.v7i3.542-561>.

status. Fourth, the activity continued with monitoring and evaluation, including a post-test to measure KGYF's understanding of legal due diligence. The results showed that average comprehension increased to over 75% (on a scale of 100%), signifying a significant rise in legal due diligence knowledge. This demonstrates that structured and practical legal education is effective in increasing legal awareness and knowledge¹².

Table 1. Results of Pre-Test and Post-Test of Business Law Understanding of KGYF Participants.

Indicators of Legal Understanding	Before the Program (Pre Test)	After the Program (Post Test)
Average business law understanding score	10% Very Less	83% Good
Participants with scores ≥ 75	3 people (10%)	25 people (83%)
Participants with scores < 50	27 people (90%)	5 people (0%)

(Source: KGYF Education Pre-test and Post Test Data, 2025)

Improved understanding of legal due diligence has directly impacted the attitudes of local youth toward business legality. Participants have become more aware of the critical role legal aspects play in business development, which in turn influences investor interest. Education on the execution of legal due diligence has not only raised legal awareness among Kebumen Geopark Youth Forum (KGYF) members but also provided a greater sense of security and legal protection for their ventures¹³.

With deeper insight, KGYF youth now recognize that business legality serves as a corporate identity while providing legal safeguards and access to funding opportunities within the Geopark environment. This has motivated participants to immediately conduct legal due diligence for the flagship products they are developing. Several KGYF members have even begun serving as local candidates for a 'Trainer of Trainers' (ToT) model, expected to independently continue legal education within the Geopark community. Active participation reached >50% of the total membership, with at least three youth facilitators prepared as ToT cadres to ensure program sustainability. The emergence of these local facilitators strengthens youth institutional capacity, creating a sustainable pool of legal due diligence trainers who will assist the community in the long term. Targeted and continuous legal education is proven effective in encouraging business actors to fulfill legal requirements for the sake of business longevity¹⁴.

B. Business Legal Assistance and Result Collaboration

The business legality mentorship was conducted by providing legal preparation consisting of: a) establishing indicators that must be met by business actors when conducting legal due diligence; b) outlining business permit application flows; and c) fulfilling requirements for seeking investor funding. The program emphasized practical assistance in processing legal documentation for local flagship products. The mentorship team and KGYF members worked together to draft licensing documents such as Business

¹² Enjum Jumhana et al., "Pemenuhan Legalitas Usaha Untuk Meningkatkan Kualitas Dan Daya Saing UMKM Dalam Pengolahan Hasil Bumi di Desa Warunggunung Kecamatan Warunggunung Kabupaten Lebak," *Abdimas Siliwangi* 7, no. 3 (2024): 753–63, <https://doi.org/10.22460/as.v7i3.25510>

¹³ Indrawati, S., & Rachmawati, A. F. "Edukasi Legalitas Usaha sebagai Upaya Perlindungan Hukum bagi Pemilik UMKM". *Jurnal Dedikasi Hukum* 1, no. 3 (2021): 231–241. <https://doi.org/10.22219/jdh.v1i3.17113>

¹⁴ Indrawati, S., & Rachmawati, A. F. "Edukasi Legalitas Usaha sebagai Upaya Perlindungan Hukum bagi Pemilik UMKM". *Jurnal Dedikasi Hukum* 1, no. 3 (2021): 231–241. <https://doi.org/10.22219/jdh.v1i3.17113>

Identification Numbers, Home Industry Food Production Certificates (P-IRT), and simple contractual agreements. The positive impact of business legality was felt by MSME actors, who gained easier access to capital and government assistance, while consumer trust in their products increased significantly.

With knowledge regarding the importance of investment and the necessary preparations through due diligence, the youth of the Kebumen Geopark are now equipped to mentor business actors within the Geopark environment. Collaboration with the Kebumen Investment and One-Stop Integrated Services provided awareness regarding investment importance and the benefits of due diligence in securing funding. Meanwhile, collaboration with the Kebumen Chamber of Commerce and Industry helped connect local MSMEs with business partnership networks. Thanks to this collaboration, a strategic network between youth communities, local government, and business associations has successfully supported legality processing and local business development¹⁵.

Mentorship in legal aspects has boosted the confidence of partners in running their businesses officially. KGYF members acting as facilitators reported a growing collective awareness of the importance of legal standards in local products to attract investors. This has fostered confidence in partnering with external parties, as they now understand legal risk mitigation and possess more organized business documentation. The active role of youth as a bridge between MSMEs and relevant institutions is highly strategic, serving as a liaison and facilitating communication with licensing offices. This role aligns with rural development literature highlighting the younger generation as agents of change capable of accelerating the adoption of formal practices in society. With regulatory support and the networking being built, the fulfillment of business legality in the Geopark area can proceed faster, enhancing investment attractiveness. The legal due diligence conducted by youth facilitators ensures that every local business has legal certainty, so investors do not hesitate to establish cooperation. Compliance with business legality will increase external trust and open access to funding and broader markets.



Gambar 1. Pelatihan Edukasi Legal Due Diligence bagi Kebumen Geopark Youth Forum

¹⁵ Nurjanah, N., Nasihin, N., Indriyani, T., Isnadiyati, A., Sabita, A., Noviana, P., Harahap, A. A. "Pelatihan dan Pendampingan untuk Meningkatkan Potensi Usaha Mikro, Kecil, dan Mengengah (UMKM) di Kelurahan Sawitan". *Warta LPM* 27, no. 2 (2024), 172-184. <https://doi.org/10.23917/warta.v27i2.2826>

C. Critical Reflection: Constraints, Opportunities, and Relevance

The youth capacity-building program through legal due diligence education has yielded positive results in increasing legal literacy and business legality fulfillment in Kebumen. Primary constraints encountered included limited mentoring time and bureaucratic complexity. Diverse educational backgrounds among the youth also influenced the learning pace, necessitating personalized approaches and additional consultations. While active participation reached 50%, the next challenge lies in ensuring sustained motivation among the youth as they transition into further studies or employment elsewhere.

Conversely, significant opportunities exist to expand this impact. The success in forming local facilitators allows for the replication of the 'Trainer of Trainers' (ToT) model across other districts within the Kebumen Geopark, creating a multiplier effect. Collaborations with One-Stop and Indonesian Investment and Integrated Services Office Chamber of Commerce and Industry could evolve into integrated regional programs, such as periodic 'MSME Legality Clinics.' This initiative aligns perfectly with the post-UNESCO recognition agenda to stimulate investment. On a national level, this contributes to the target of accelerating MSME formalization; between 2021–2024, over 10 million NIBs were issued via OSS, predominantly for micro and small enterprises¹⁶. Community-based legal assistance has proven effective in overcoming digital literacy barriers and administrative hurdles that often discourage entrepreneurs.

Reflective discussion confirms that behavioral shifts in law are not instantaneous; sustainability requires multi-stakeholder support and time. Recommendations include local government regulations providing incentives—such as subsidized Halal certification or collective NIB/PIRT facilitation—and for Indonesian Chamber of Commerce and Industry to involve KGYF as strategic partners in their mentorship programs. For universities, this model serves as a prototype for other tourism or Geopark areas facing similar challenges. Locally, this project prepares the community for future investment; nationally, it aligns with Sustainable Development Goals (SDGs) 4 (Quality Education), 8 (Decent Work and Economic Growth), and 11 (Sustainable Cities and Communities).

Ultimately, the active role of youth as legal facilitators bridges the gap between regulation and field practice. Despite challenges, the collaborative opportunities and policy support provide optimism that this initiative can be sustained and replicated. Strengthening youth capacity in business legality not only empowers local communities but serves as an innovative strategy to enhance regional investment attractiveness while supporting national economic recovery through legal empowerment.

CONCLUSION

The legal community service program, themed 'Strengthening Geopark Youth Capacity through Legal Due Diligence Education to Enhance Investment Attractiveness in Kebumen,' successfully achieved its primary objectives: increasing legal awareness among entrepreneurs and strengthening the capacity of Geopark youth to act as facilitators in the business legalization process. Utilizing methods of legal counseling and skill-based training, this initiative generated a significant improvement in participants' legal comprehension, as evidenced by a 60% increase in average post-test scores and the active involvement of more

¹⁶ Kementerian Investasi and Hilirisasi/BKPM, "Genap Tiga Tahun, OSS Berbasis Risiko Terbitkan 10 Juta NIB," 2024, <https://www.bkpm.go.id/id/info/siaran-pers/genap-tiga-tahun-oss-berbasis-risiko-terbitkan-10-juta-nib>.

than half of the forum members as local mentors. The implementation of participatory legal due diligence proved effective in accelerating business legality fulfillment, such as the processing of NIB and PIRT for partner MSMEs. The synergy between the youth, local government, and Indonesian Chamber of Commerce and Industry further strengthened institutional networks and fostered investor trust in the local business sector. Consequently, this activity demonstrates that youth empowerment through legal education can serve as a sustainable strategy to create a law-abiding, competitive business ecosystem that attracts regional investment. It is recommended that similar activities continue with stronger institutional support, such as the establishment of a community-based 'MSME Legal Service Center' or 'Legality Clinic' within the Geopark area. This will ensure the sustainability of the program's outcomes and create a broader impact on the strengthening of the local economy.

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