

REGULATION OF THE MINISTER OF MICRO, SMALL, AND MEDIUM  
ENTERPRISES OF THE REPUBLIC OF INDONESIA  
NUMBER 9 OF 2025

ON

THE PROVISION OF PROMOTION SPACES AND BUSINESS DEVELOPMENT  
SPACES FOR MICRO ENTERPRISES AND SMALL ENTERPRISES ON PUBLIC  
INFRASTRUCTURE

BY THE GRACE OF ALMIGHTY GOD

THE MINISTER OF MICRO, SMALL, AND MEDIUM ENTERPRISES OF THE  
REPUBLIC OF INDONESIA,

- Having considered :
- a. that in order to support the provision of promotion spaces and business development for micro enterprises and small enterprises, it is necessary to regulate the provision of such promotion and development spaces in a standardized manner, in a targeted and objective-oriented way, while taking into account aspects of safety, security, and the maintenance of order in the provision of public infrastructure services;
  - b. that pursuant to the provisions of Article 60 paragraph (1) subparagraph a of Government Regulation Number 7 of 2021 on the Facilitation, Protection, and Empowerment of Cooperatives and Micro, Small, and Medium Enterprises, ministries/agencies and Local Governments, SOE, LOE, and/or private-owned enterprises are required to provide promotion spaces and business development spaces for micro enterprises and small enterprises of at least 30% (thirty percent) of the total area of commercial land, shopping areas, and/or strategically located promotion spaces within public infrastructure;
  - c. that based on the considerations as referred to in paragraphs a and b, it is necessary to issue a Regulation of the Minister of Micro, Small, and Medium Enterprises on the Provision of Promotion Spaces and Business Development Spaces for Micro

- Enterprises and Small Enterprises on Public Infrastructure;
- Having regard to :
1. Article 17 paragraph (3) of the 1945 Constitution of the Republic of Indonesia;
  2. Law Number 20 of 2008 on Micro, Small, and Medium Enterprises (State Gazette of the Republic of Indonesia Year 2008 Number 93, Supplement to the State Gazette of the Republic of Indonesia Number 4866), as amended by Law Number 6 Year 2023 on the Enactment of Government Regulation in Lieu of Law Number 2 of 2022 on Job Creation to Become Law (State Gazette of the Republic of Indonesia Year 2023 Number 41, Supplement to the State Gazette of the Republic of Indonesia Number 6856);
  3. Law Number 39 of 2008 on State Ministries (State Gazette of the Republic of Indonesia Year 2008 Number 166, Supplement to the State Gazette of the Republic of Indonesia Number 4916), as amended by Law Number 61 of 2024 on the Amendment to Law Number 39 of 2008 on State Ministries (State Gazette of the Republic of Indonesia Year 2024 Number 225, Supplement to the State Gazette of the Republic of Indonesia Number 6994);
  4. Law Number 23 of 2014 on Local Governments (State Gazette of the Republic of Indonesia Year 2014 Number 244, Supplement to the State Gazette of the Republic of Indonesia Number 5587), as repeatedly amended and most recently amended by Law Number 6 of 2023 on the Enactment of Government Regulation in Lieu of Law Number 2 of 2022 on Job Creation to Become Law (State Gazette of the Republic of Indonesia Year 2022 Number 238, Supplement to the State Gazette of the Republic of Indonesia Number 6841);
  5. Government Regulation Number 7 of 2021 on the Facilitation, Protection, and Empowerment of Cooperatives and Micro, Small, and Medium Enterprises (State Gazette of the Republic of Indonesia Year 2021 Number 17, Supplement to the State Gazette of the Republic of Indonesia Number 6619);
  6. Presidential Regulation Number 196 of 2024 on the Ministry of Micro, Small, and Medium Enterprises (State Gazette of the Republic of Indonesia Year 2024 Number 393);
  7. Regulation of the Minister of Micro, Small, and Medium Enterprises Number 1 of 2024 on the Organization and Work Procedures of the Ministry of Micro, Small, and Medium Enterprises (Official Gazette of the Republic of Indonesia Year 2024 Number 1008);

DECIDES:

To issue : REGULATION OF THE MINISTER OF MICRO, SMALL, AND MEDIUM ENTERPRISES ON THE PROVISION OF PROMOTION SPACES AND BUSINESS DEVELOPMENT

SPACES FOR MICRO ENTERPRISES AND SMALL ENTERPRISES ON PUBLIC INFRASTRUCTURE.

CHAPTER I  
GENERAL PROVISIONS

Article 1

In this Ministerial Regulation:

1. Micro Enterprise means a productive business owned by an individual and/or an individual business entity that meets the criteria for Micro Enterprises as referred to in the laws and regulations in the field of micro, small, and medium enterprises.
2. Small Enterprise means an independently established productive economic business carried out by an individual or a business entity that is not a subsidiary or branch of a company owned, controlled, or forming part, either directly or indirectly, of a Medium Enterprise or a large enterprise, and that meets the criteria for Small Enterprises as referred to in the laws and regulations in the field of micro, small, and medium enterprises.
3. Medium Enterprise means an independently established productive economic business carried out by an individual or a business entity that is not a subsidiary or branch of a company owned, controlled, or forming part, either directly or indirectly, of a Small Enterprise or a large enterprise, and that meets the criteria for Medium Enterprises as referred to in the laws and regulations in the field of micro, small, and medium enterprises.
4. Person with Disability means any person who experiences long-term physical, intellectual, mental, and/or sensory limitations which, in interaction with the environment, may result in barriers and difficulties to fully and effectively participating with other citizens based on equal rights.
5. Promotion Space means a space or area that is easily accessible, strategically located, and commercially viable, which is designated for Micro Enterprises and Small Enterprises to introduce their products or services directly to the public, including but not limited to outdoor media and exhibition spaces.
6. Business Development Space means a space provided to support the enhancement of the capacity of Micro Enterprises and Small Enterprises, including but not limited to spaces for selling, working or accommodation, and warehousing.
7. Public Infrastructure means all facilities and infrastructure provided and/or facilitated by the Central Government, Local Governments, or business entities for public interest, including terminals, airports, seaports, railway stations,

toll road rest and service areas, and other public infrastructure as determined by the Central Government and/or Local Governments in accordance with their respective authority.

8. Commercial Area means a part of public infrastructure that is allocated and utilized for commercial business activities, whether in the form of open or enclosed spaces, which may be used for the trading of goods and/or services, including shopping centers, kiosks, outlets, stalls, booths, culinary centers, exhibition areas, advertising spaces, and other forms that generate economic value.
9. Public Infrastructure Administrator means a party responsible for the provision of Public Infrastructure and having the authority to develop, manage, and/or operate Public Infrastructure, which may include Ministries/Agencies, Local Governments, SOE, LOE, and private-owned enterprises in accordance with the provisions of laws and regulations.
10. Public Infrastructure Operator means a party granted the right to undertake the management of Public Infrastructure by the Public Infrastructure Administrator, namely Ministries/Agencies, Local Governments, State-Owned Enterprises, LOE, private-owned enterprises, or Cooperatives, in accordance with the provisions of laws and regulations.
11. Ministry/Agency means a Central Government institution responsible for specific governmental affairs as regulated under the provisions of laws and regulations.
12. State-Owned Enterprise, hereinafter referred to as SOE, means a business entity whose capital is wholly or predominantly owned by the State of the Republic of Indonesia through direct capital participation or in which the State of the Republic of Indonesia holds special rights, as referred to in the laws and regulations governing state owned enterprises.
13. Local-Owned Enterprise, hereinafter referred to as LOE, means a business entity whose capital is wholly or predominantly owned by Local Governments, as referred to in the laws and regulations governing LOE.
14. Cooperative means a business entity whose members consist of individuals or cooperative legal entities, which conducts its activities based on cooperative principles and simultaneously serves as a people's economic movement founded on the principle of kinship.
15. Central Government means the President of the Republic of Indonesia who holds the administration authority of the Republic of Indonesia, assisted by the Vice President and

ministers as referred to in the 1945 Constitution of the Republic of Indonesia.

16. Local Government means the regional head as an element of the administration of Local Government who leads the implementation of governmental affairs under the authority of the autonomous region.
17. Regional Head means the governor for a province, the regent for a regency, and the mayor for a municipality.
18. Minister means the minister responsible for governmental affairs in the field of small and medium enterprises and the sub-affairs of micro enterprises, which fall within the scope of government affairs in the field of small and medium enterprises.
19. Ministry of Micro, Small, and Medium Enterprises, hereinafter referred to as the Ministry, means the ministry administering government affairs in the field of small and medium enterprises and the sub-affairs of micro enterprises, which fall within the scope of government affairs in the field of small and medium enterprises.
20. Office means a Local Government apparatus responsible for micro, small, and medium enterprise affairs in accordance with the provisions of laws and regulations.
21. Technical Minister means a minister who is technically responsible for the provision of Promotion Spaces and Business Development Spaces for Micro Enterprises and Small Enterprises on Public Infrastructure under his/her authority.

## Article 2

This Ministerial Regulation serves as a guideline for:

- a. Ministries/Agencies, Local Governments, SOE, LOE, and private-owned enterprises in fulfilling the obligation to provide Promotion Spaces and Business Development Spaces for Micro Enterprises and Small Enterprises of at least 30% (thirty percent) of the total area of commercial land, shopping areas, and/or strategically located Promotion Spaces on Public Infrastructure; and
- b. the Ministry or Office in carrying out guidance and supervision over the implementation of the provision of Promotion Spaces and Business Development Spaces for Micro Enterprises and Small Enterprises by Public Infrastructure Administrators and/or Public Infrastructure Operators.

CHAPTER II  
OBLIGATIONS IN THE PROVISION OF PUBLIC  
INFRASTRUCTURE

Article 3

- (1) Ministries/Agencies, Local Governments, SOE, LOE, and private-owned enterprises that act as Public Infrastructure Administrators and/or Public Infrastructure Operators shall provide Promotion Spaces and Business Development Spaces for Micro Enterprises and Small Enterprises of at least 30% (thirty percent) of:
  - a. the total Commercial Areas;
  - b. the total shopping areas; and/or
  - c. Promotion Spaces strategically located within Public Infrastructure.
- (2) Public Infrastructure as referred to in paragraph (1) includes:
  - a. terminals;
  - b. airports;
  - c. seaports;
  - d. train stations;
  - e. toll road rest and service areas; and
  - f. other Public Infrastructure as designated by the Central Government and/or Local Governments in accordance with their respective authority.
- (3) Toll road rest and service areas as referred to in paragraph (2) subparagraph e, in addition to being designated for Micro Enterprises and Small Enterprises, are borne for Medium Enterprises.

Article 4

- (1) The total Commercial Areas as referred to in Article 3 paragraph (1) subparagraph a are calculated based on:
  - a. the total floor area provided and/or used for business activities involving the trading of goods and/or services, including warehouses and utility areas; and
  - b. excluding areas used for public facilities, including parking areas, prayer rooms, rest rooms, green open spaces, and service areas.
- (2) The total shopping areas as referred to in Article 3 paragraph (1) subparagraph b are calculated based on the total floor area of business spaces provided and/or used for selling activities, excluding parking areas, warehouses, service rooms, prayer rooms, rest rooms, and utility areas.
- (3) Promotion Spaces Strategically located on Public Infrastructure as referred to in Article 3 paragraph (1) subparagraph c include areas within Public Infrastructure that have high accessibility, good visibility, and a high intensity of public interaction, and thus may be utilized for promotional activities, exhibitions, bazaars, and similar activities.

- (4) Promotion Spaces as referred to in paragraph (3) include:
  - a. public building lobbies;
  - b. terminal waiting areas;
  - c. toll road rest areas;
  - d. station forecourt areas;
  - e. city park areas; and/or
  - f. other public spaces that are frequently visited by the public.

#### Article 5

- (1) Public Infrastructure Administrators and/or Public Infrastructure Operators shall calculate the obligation to provide Promotion Spaces and Business Development Spaces of at least 30% (thirty percent) as referred to in Article 3 paragraph (1) by summing the total of Commercial Areas, shopping areas, and/or strategic Promotion Spaces.
- (2) The calculation of the obligation as referred to in paragraph (1) is listed in Annex A which constitutes an integral part of this Ministerial Regulation.

### CHAPTER III

#### STANDARDS FOR PROMOTION SPACES AND BUSINESS DEVELOPMENT SPACES

#### Article 6

The standards for the provision of Promotion Spaces and Business Development Spaces for Micro Enterprises and Small Enterprises on Public Infrastructure are determined based on the following principles:

- a. accessibility;
- b. fairness;
- c. feasibility;
- d. comfort; and
- e. integration.

#### Article 7

- (1) The principle of accessibility as referred to in Article 6 subparagraph a is implemented through the provision of ease of access for users of Public Infrastructure and by having a high level of visibility and visitor traffic.
- (2) The principle of accessibility as referred to in paragraph (1) is fulfilled through the provision of Promotion Spaces and Business Development Spaces that meet the following standards:
  - a. locations connected to adequate road access;
  - b. locations with high visitor traffic;
  - c. locations that are clearly visible and not isolated;
  - d. the availability of clear information regarding the location and access to the location; and
  - e. the availability of adequate information, accessibility, and accommodation for Persons with Disabilities.

Article 8

- (1) The principle of fairness as referred to in Article 6 subparagraph b, is implemented through the provision of equal opportunities for all Micro Enterprises and Small Enterprises.
- (2) The principle of fairness as referred to in paragraph (1) is fulfilled through the provision of Promotion Spaces and Business Development Spaces that meet the following standards:
  - a. the existence of transparent, fair, and accountable mechanisms for the selection and allocation of spaces;
  - b. the existence of a transparent system for the rotation or alternation of the use of spaces and supporting facilities for Micro Enterprises and Small Enterprises;
  - c. the prohibition of all forms of discrimination in the utilization of spaces; and
  - d. prioritizing the selection of Micro Enterprises and Small Enterprises owned by Persons with Disabilities and/or those that employ Persons with Disabilities.

Article 9

- (1) The principle of feasibility as referred to in Article 6 subparagraph c, is implemented through the fulfillment of minimum quality standards for facilities and infrastructure.
- (2) The principle of feasibility as referred to in paragraph (1) is fulfilled through the provision of Promotion Spaces and Business Development Spaces that meet the following standards:
  - a. the availability of minimum facilities, including lighting, electricity, clean water, communication and information networks, sanitation, security, and cleanliness;
  - b. the size and quality of the spaces appropriate to the minimum needs of the business; and
  - c. locations arranged in accordance with the technical standards for spatial planning of Public Infrastructure.

Article 10

- (1) The principle of comfort as referred to in Article 6 subparagraph d, is implemented through the provision of Public Infrastructure services that fulfill elements of safety, security, orderliness, and comfort for all users.
- (2) The principle of comfort as referred to in paragraph (1), is fulfilled through the provision of Promotion Spaces and Business Development Spaces that meet the following standards:
  - a. placement of locations that do not interfere with the primary function of Public Infrastructure;

- b. provision of security systems, evacuation routes, and fire-fighting facilities; and
- c. arrangement of locations so as not to cause traffic congestion, excessive crowds, or disturbances to public comfort and order.

#### Article 11

- (1) The principle of integration as referred to in Article 6 subparagraph e, is implemented through the provision of support for promotional activities as well as sustainable business development.
- (2) The principle of integration as referred to in paragraph (1), is fulfilled through the provision of Promotion Spaces and Business Development Spaces that meet the following standards:
  - a. Promotion Space locations that are connected to Business Development facilities such as selling spaces, working spaces, warehousing, training facilities, information centers, or digital services;
  - b. the existence of cooperation or partnerships between Micro Enterprises and Small Enterprises and State-Owned Enterprises, LOE, private-owned enterprises, and/or Cooperatives; and
  - c. ensuring the utilization of spaces to support the sustainability of Micro Enterprises and Small Enterprises.

### CHAPTER IV

#### FORMS OF PROMOTION SPACES AND BUSINESS DEVELOPMENT SPACES

#### Article 12

- (1) The forms of Promotion Spaces for Micro Enterprises and Small Enterprises may include:
  - a. showrooms or product galleries;
  - b. promotional areas through digital billboards, and other promotional media integrated with Public Infrastructure; and
  - c. other forms that support marketing and promotional activities for the products of Micro Enterprises and Small Enterprises.
- (2) Public Infrastructure Administrators and/or Public Infrastructure Operators shall ensure that the forms of Promotion Spaces as referred to in paragraph (1) comply with standards of feasibility, accessibility, and comfort.

#### Article 13

- (1) The forms of Business Development Spaces for Micro Enterprises and Small Enterprises may include:
  - a. selling spaces;
  - b. working spaces or accommodation;
  - c. warehousing;

- d. training and business mentoring spaces;
  - e. business incubation facilities;
  - f. shared service centers providing packaging, or distribution facilities production;
  - g. creative spaces (co-working spaces);
  - h. business information and consultation centers; and/or
  - i. other forms that support the enhancement of capacity and competitiveness of Micro Enterprises and Small Enterprises.
- (2) Public Infrastructure Administrators and/or Public Infrastructure Operators provide supporting facilities in Business Development Spaces as referred to in paragraph (1), including technological facilities, internet access, shared production equipment, and administrative support.

#### Article 14

- (1) The provision of Promotion Spaces and Business Development Spaces may be carried out separately or in an integrated manner in accordance with the conditions of the Public Infrastructure.
- (2) In the event that the provision of Promotion Spaces and Business Development Spaces is carried out in an integrated manner, Public Infrastructure Administrators and/or Public Infrastructure Operators shall arrange promotional activity areas and Business Development Spaces so that they mutually support each other without causing disruption to Public Infrastructure services.
- (3) The provision of Promotion Spaces and Business Development Spaces as referred to in paragraph (1) is carried out by taking into account aspects of safety and security and by maintaining order in the provision of Public Infrastructure services.

### CHAPTER V

#### MECHANISM FOR THE UTILIZATION OF PROMOTION SPACES AND BUSINESS DEVELOPMENT SPACES

#### Article 15

- (1) The utilization of Promotion Spaces and Business Development Spaces within Public Infrastructure by Micro Enterprises and Small Enterprises is carried out selectively through a selection and curation process based on the following criteria:
- a. business legality possessed by Micro Enterprises and Small Enterprises, at a minimum in the form of a business identification number;
  - b. business scale in accordance with the provisions of laws and regulations;

- c. data on Micro Enterprises and Small Enterprises provided by the relevant Regional Office and/or Ministry/Agency;
  - d. types of products that support local economic development and meet the requirements in accordance with the applicable laws and regulations; and
  - e. compliance with the rules governing the utilization of the space.
- (2) The selection and curation process as referred to in paragraph (1) shall be conducted by the Public Infrastructure Administrator and/or the Public Infrastructure Operator.
  - (3) In the event that there are Micro Enterprises and/or Small Enterprises that do not yet possess a business identification number but are utilizing Promotion Spaces and Business Development Spaces within Public Infrastructure, the Public Infrastructure Administrator and/or the Public Infrastructure Operator must register such Micro Enterprises and/or Small Enterprises in the business licensing system in order to obtain a business identification number.

#### Article 16

- (1) The utilization of Promotion Spaces and Business Development Spaces as referred to in Article 15 is carried out either directly or indirectly.
- (2) The direct utilization of Promotion Spaces and Business Development Spaces as referred to in paragraph (1) is conducted through a cooperation agreement between the Public Infrastructure Administrator and/or the Public Infrastructure Operator and Micro Enterprises and/or Small Enterprises.
- (3) The indirect utilization of Promotion Spaces and Business Development Spaces as referred to in paragraph (1) is conducted through a partnership scheme between the Public Infrastructure Administrator and/or the Public Infrastructure Operator and Micro Enterprises and/or Small Enterprises through:
  - a. a Cooperative serving as a platform for Micro Enterprises and/or Small Enterprises entering into an agreement; or
  - b. an association/organization of Micro, Small, and Medium Enterprises that has entered into a cooperation agreement with the Ministry/Local Government.
- (4) The cooperation agreement as referred to in paragraph (1) contains at least the following provisions:
  - a. the identities of the parties;
  - b. the object of the agreement in the form of Promotion Spaces or Business Development Spaces;

- c. the rights and obligations of the parties;
  - d. the duration of utilization;
  - e. provisions regarding rental fees and compensation;
  - f. mechanisms for amendment or termination of the agreement;
  - g. dispute resolution mechanisms; and
  - h. other provisions as agreed upon by the parties.
- (5) The cooperation agreement as referred to in paragraph (2) is made in accordance with clear, transparent, and accessible principles, so that Micro Enterprises and/or Small Enterprises possess a copy or evidence of the concluded agreement.
- (6) The cooperation agreement document as referred to in paragraph (2) is prepared in accordance with the format listed in Annex B which constitutes an integral part of this Ministerial Regulation.

#### Article 17

- (1) Micro Enterprises and Small Enterprises that have entered into a cooperation agreement or partnership agreement for the utilization of Promotion Spaces and Business Development Spaces are entitled to obtain:
- a. adequate facilities in accordance with the standards as referred to in Article 6;
  - b. business protection within the framework of business development; and
  - c. fair and equitable opportunities.
- (2) Micro Enterprises and Small Enterprises shall also be obliged to:
- a. maintain cleanliness, orderliness, and security;
  - b. utilize the space in accordance with its designated purpose; and
  - c. comply with the provisions of the cooperation agreement or partnership agreement.

#### Article 18

- (1) The duration of utilization as referred to in Article 16 paragraph (4) subparagraph d is determined by taking into account:
- a. the principles of fairness and equal opportunity for Micro Enterprises and Small Enterprises;
  - b. business sustainability and efficiency in the utilization of Public Infrastructure; and
  - c. the performance evaluation of Micro Enterprises and Small Enterprises.
- (2) The duration of utilization as referred to in paragraph (1) may be extended based on the results of the evaluation and the agreement of the parties.

Article 19

- (1) The rental fees and compensation as referred to in Article 16 paragraph (3) subparagraph e are determined at a maximum of 30% (thirty percent) of the commercial rental price.
- (2) The rental fees and compensation as referred to in paragraph (1) may also be supplemented in the form of reductions, exemptions, or fee subsidies provided by the Central Government, Local Governments, SOE, or LOE.

CHAPTER VI

OBLIGATIONS OF OPERATORS OF PROMOTIONAL SPACES  
AND BUSINESS DEVELOPMENT SPACES FOR MICRO  
ENTERPRISES AND SMALL ENTERPRISES

Article 20

Public Infrastructure Administrators that act as Operators of Promotional Spaces and Business Development Spaces for Micro Enterprises and Small Enterprises must:

- a. implement the recommendations of the Ministry or the relevant Office regarding the management of Promotional Spaces and Business Development Spaces for Micro Enterprises and Small Enterprises;
- b. register Micro Enterprises and Small Enterprises that receive facilitation of Promotional Spaces and Business Development Spaces in the electronically integrated Business Licensing system;
- c. conduct the selection of Micro Enterprises and Small Enterprises and curate the products of Micro Enterprises and Small Enterprises that will carry out business activities at public infrastructure locations;
- d. facilitate training and mentoring for Micro Enterprises and Small Enterprises to develop their businesses; and
- e. manage Business Development Spaces for Micro and Small Enterprises in a professional and accountable manner.

CHAPTER VII

GUIDANCE AND FACILITATION

Article 21

- (1) Ministries/Agencies and Local Governments, jointly and in accordance with their respective authority, carry out guidance activities for Micro Enterprises and Small Enterprises in the utilization of Promotion Spaces and Business Development Spaces.
- (2) The guidance activities as referred to in paragraph (1) are carried out through facilitation consisting of:
  - a. institutional strengthening and business legality;
  - b. enhancement of human resource capacity;
  - c. access to financing and capital;
  - d. expansion of market access;

- e. strengthening of business networks and partnerships;
- f. technology and innovation; and/or
- g. business protection and guarantees.

Article 22

- (1) Forms of facilitation for institutional strengthening and business legality as referred to in Article 21 paragraph (2) subparagraph a include:
  - a. registration for a business identification number;
  - b. establishment of a business entity (Individual and/or Cooperative);
  - c. sector-specific business licensing; and/or
  - d. product certification and standardization.
- (2) Facilitation for institutional strengthening and business legality as referred to in paragraph (1) is provided to enhance the credibility of Micro Enterprises and Small Enterprises as business entities.

Article 23

- (1) Forms of facilitation for enhancing human resource capacity as referred to in Article 21 paragraph (2) subparagraph b include:
  - a. education and training;
  - b. technical guidance;
  - c. business incubation and mentoring;
  - d. competency certification; and/or
  - e. internship programs.
- (2) Facilitation for enhancing human resource capacity as referred to in paragraph (1) is provided to improve skills, competencies, and competitiveness.

Article 24

- (1) Forms of facilitation for access to financing and capital as referred to in Article 21 paragraph (2) subparagraph c include:
  - a. interest subsidies on credit/margin subsidies;
  - b. credit/financing guarantees;
  - c. financing schemes;
  - d. support in the form of capital assistance; and/or
  - e. grants or revolving funds
- (2) Facilitation for access to financing and capital as referred to in paragraph (1) is provided to ensure affordable and inclusive capital financing.

Article 25

- (1) Forms of facilitation for expanding market access as referred to in Article 21 paragraph (2) subparagraph d include:
  - a. product exhibitions or product promotion;
  - b. access to digital markets (e-commerce and marketplaces);
  - c. strengthening of branding and packaging; and/or
  - d. use of digital payment instruments.

- (2) Facilitation for expanding market access as referred to in paragraph (1) is provided to broaden the market reach of Micro Enterprises and Small Enterprises.

#### Article 26

- (1) Forms of facilitation for strengthening business networks and partnerships as referred to in Article 21 paragraph (2) subparagraph e include:
  - a. business matching;
  - b. partnership facilitation;
  - c. establishment of Cooperatives/business groups; and/or
  - d. implementation of incubation programs.
- (2) Facilitation for strengthening business networks and partnerships as referred to in paragraph (1) is provided to strengthen and expand business networks through collaboration and business integration.

#### Article 27

- (1) Forms of facilitation for technology and innovation as referred to in Article 21 paragraph (2) subparagraph f include:
  - a. facilitation of appropriate technology;
  - b. digitalization of business processes; and/or
  - c. research and development of innovative products.
- (2) Facilitation for technology and innovation as referred to in paragraph (1) aims to improve efficiency and added value to the products/services of Micro Enterprises and Small Enterprises.

#### Article 28

- (1) Forms of facilitation for business protection and guarantees as referred to in Article 21 paragraph (2) subparagraph g include:
  - a. business insurance;
  - b. assistance for business recovery after disasters;
  - c. tax reduction incentives through certain criteria and mechanisms; and/or
  - d. legal assistance and legal aid.
- (2) Facilitation for business protection and guarantees as referred to in paragraph (1) aims to create a sense of security and business sustainability.

#### Article 29

The Central Government and/or Local Governments may facilitate rental costs for the utilization of Promotion Spaces and/or Business Development Spaces within Public Infrastructure designated for assisted Micro Enterprises and Small Enterprises.

CHAPTER VIII  
SUPERVISION AND REPORTING

Article 30

- (1) Supervision over the implementation of Promotion Spaces and Business Development Spaces for Micro Enterprises and Small Enterprises within Public Infrastructure is carried out by the Ministry or the relevant Office.
- (2) The supervision as referred to in paragraph (1) is conducted with the aim of:
  - a. ensuring the fulfillment of the obligations of Ministries/Agencies, Local Governments, SOE, LOE, and private-owned enterprises in providing Promotion Spaces and Business Development Spaces for Micro Enterprises and Small Enterprises, amounting to at least 30% (thirty percent) of the total land area of commercial zones, shopping areas, and/or strategic Promotion Facilities within Public Infrastructure;
  - b. ensuring that the utilization of Promotion Space and Business Development Space for Micro Enterprises and Small Enterprises is in accordance with the principles, standards, forms, mechanisms, and designated purposes;
  - c. preventing misuse of the Promotion Spaces and Business Development Spaces for Micro Enterprises and Small Enterprises by unauthorized parties;
  - d. ensuring that Public Infrastructure Administrators and/or Public Infrastructure Operators determine rental fees for Promotion Spaces and Business Development Spaces for Micro Enterprises and Small Enterprises at a maximum of 30% (thirty percent) of the commercial rental price; and
  - e. ensuring that guidance for Micro Enterprises and Small Enterprises in utilizing Promotion Spaces and Business Development Spaces is implemented in accordance with the provisions of this Ministerial Regulation.
- (3) The supervision as referred to in paragraph (2) is conducted periodically at least once every one (1) year.

Article 31

- (1) In carrying out supervision as referred to in Article 30, the Ministry may involve:
  - a. Ministries/Agencies; and
  - b. Local Governments.
- (2) The results of supervision over the provision of Promotion Spaces and Business Development Spaces for Micro Enterprises and Small Enterprises within Public Infrastructure may serve as a basis for the granting of awards, incentives, or follow-up actions on the supervision results in accordance with the provisions of laws and regulations.

Article 32

- (1) Public Infrastructure Administrators and/or Public Infrastructure Operators shall submit reports on the provision and utilization of Promotion Spaces and Business Development Spaces for Micro Enterprises and Small Enterprises to:
  - a. the Minister;
  - b. the Technical Minister/head of agency in accordance with the type of Public Infrastructure; and
  - c. the Head of the Region in accordance with the location of the Public Infrastructure.
- (2) The report as referred to in paragraph (1) at least contains:
  - a. the name of the Public Infrastructure;
  - b. the size of the Commercial Area;
  - c. the size of the area allocated for Micro Enterprises and Small Enterprises;
  - d. the size of the occupied area for Micro Enterprises and Small Enterprises;
  - e. rental fees for Micro Enterprises and Small Enterprises; and
  - f. the number of Micro Enterprises and Small Enterprises occupying the area.
- (3) The report as referred to in paragraph (2) is prepared in accordance with the format listed in Annex C which constitutes an integral part of this Ministerial Regulation.

Article 33

- (1) The submission of reports as referred to in Article 32 is carried out periodically at least two (2) times within a period of one (1) year in June and December.
- (2) The submission of reports as referred to in paragraph (1) may be carried out electronically through the Micro, Small, and Medium Enterprises database information system at the Ministry.
- (3) Where the information system as referred to in paragraph (2) is not yet available, the report is submitted manually and prepared in accordance with the format listed in Annex C which constitutes an integral part of this Ministerial Regulation.

Article 34

- (1) For the purpose of supervision and reporting on the implementation of the obligation to provide Promotion Spaces and Business Development Spaces, the Minister convene coordination meetings.
- (2) The coordination meetings as referred to in paragraph (1) are conducted to:
  - a. discuss the results of supervision and guidance on the fulfillment of obligations;

- b. formulate follow-up actions on issues and obstacles; and
  - c. prepare recommendations to the President to realize strategies for increasing the effectiveness of the implementation of the provision of Promotion Spaces and Business Development Spaces within Public Infrastructure.
- (3) The coordination meetings as referred to in paragraph (1) at least involve:
- a. Ministries/Agencies;
  - b. Local Governments;
  - c. SOE, LOE, and private-owned enterprises;
  - d. Public Infrastructure Administrators and/or Public Infrastructure Operators; and
  - e. representatives and/or associations of Micro, Small, and Medium Enterprises.
- (4) The coordination meetings as referred to in paragraph (1) are convened periodically at least one (1) time within a period of one (1) year and at any time as necessary.

CHAPTER IX  
APPRECIATION AND FOLLOW-UP ON SUPERVISION  
RESULTS

Article 35

Based on the results of supervision in the provision of Promotion Spaces and Business Development Spaces for Micro Enterprises and Small Enterprises, the Minister may:

- a. organize the granting of appreciation; and
- b. carry out follow-up actions on the results of supervision.

Article 36

- (1) The appreciation as referred to in Article 35 subparagraph a is granted to:
- a. Ministries/Agencies, Local Governments, SOE, LOE, and private-owned enterprises that have fulfilled their obligation to provide Promotion Spaces and Business Development Spaces for Micro Enterprises and Small Enterprises of at least 30% (thirty percent) of the total land area of commercial areas, shopping areas, and/or strategic Promotion Spaces within Public Infrastructure;
  - b. Ministries/Agencies, Local Governments, SOE, LOE, and private-owned enterprises that have provided rental fees of no more than 30% (thirty percent) of the commercial rental price; and
  - c. Ministries/Agencies or Local Governments that are assessed as successful in conducting guidance and supervision of the implementation of the provision of Promotion Spaces and Business Development Spaces for Micro Enterprises and Small Enterprises by Public

Infrastructure Administrators and/or Public Infrastructure Operators.

- (2) The appreciation as referred to in paragraph (1) may take the form of:
  - a. certificates of appreciation and/or certificates of eligibility;
  - b. publication and promotion by the Ministry; and
  - c. other forms of appreciation in accordance with the provisions of laws and regulations.
- (3) Other forms of appreciation as referred to in paragraph (2) subparagraph c may also be granted by the Local Government and/or the Technical Minister.
- (4) The Local Government and/or the Technical Minister as referred to in paragraph (3) may provide incentives in the form of:
  - a. subsidies; and/or
  - b. local tax or levy relief.

#### Article 37

- (1) Follow-up actions on the results of supervision as referred to in Article 35 subparagraph b are imposed on Public Infrastructure Administrators and/or Public Infrastructure Operators that fail to fulfill the obligation to provide Promotion Spaces and Business Development Spaces for Micro Enterprises and Small Enterprises of at least 30% (thirty percent) of the total land area of commercial areas, shopping areas, and/or strategic Promotion Spaces within Public Infrastructure.
- (2) The follow-up actions on the results of supervision as referred to in paragraph (1) may take the form of:
  - a. a warning letter or written reprimand;
  - b. public announcement; and/or
  - c. a recommendation letter for the revocation of permits as a Public Infrastructure Administrator and/or Public Infrastructure Operator in accordance with the provisions of laws and regulations.
- (5) Public Infrastructure Administrators and/or Public Infrastructure Operators that receive a warning letter as referred to in paragraph (2) subparagraph a may submit a written objection within a maximum period of five (5) workdays as of the date the warning letter or written reprimand is received.
- (6) A public announcement as referred to in paragraph (2) subparagraph b is made if the Public Infrastructure Administrator and/or Public Infrastructure Operator does not submit an objection and/or ignores the warning letter or written reprimand.
- (7) A recommendation letter for the revocation of permits as referred to in paragraph (2) subparagraph c is issued if the Public Infrastructure Administrator and/or Public

Infrastructure Operator ignores the warning letter or written reprimand and disregards the public announcement.

CHAPTER X  
CLOSING PROVISION

Article 38

This Ministerial Regulation shall enter into force on the date of its promulgation.

In order to make this Ministerial Regulation known to the public, it is hereby ordered that it be promulgated by its publication in the State Gazette of the Republic of Indonesia.

Issued in Jakarta  
on 29 December 2025

MINISTER OF MICRO, SMALL, AND  
MEDIUM ENTERPRISES  
OF THE REPUBLIC OF INDONESIA,

[e-signed]

MAMAN ABDURRAHMAN

Promulgated in Jakarta  
On 30 December 2025

DIRECTOR GENERAL OF LEGISLATION  
FOR THE MINISTER OF LAW,

[e-signed]

DHAHANA PUTRA

Prepared and issued as an official translation

Jakarta, 4 June 2026  
DIRECTOR GENERAL OF LEGISLATION  
FOR THE MINISTER OF LAW  
OF THE REPUBLIC OF INDONESIA,



DHAHANA PUTRA

Official Translation Notice:

This English translation is provided for information and reference purposes only. In the event of any discrepancy, inconsistency, or ambiguity between the English version and the Indonesian version, the Indonesian version shall prevail.

ANNEX TO  
REGULATION OF THE MINISTER OF  
MICRO, SMALL, AND MEDIUM  
ENTERPRISES REGULATION  
NUMBER 9 OF 2025  
ON  
THE PROVISION OF PROMOTION  
SPACES AND BUSINESS DEVELOPMENT  
SPACES FOR MICRO AND SMALL  
ENTERPRISES IN PUBLIC  
INFRASTRUCTURE

A. EXAMPLE OF CALCULATION OF THE 30% (THIRTY PERCENT) OBLIGATION FOR THE PROVISION OF PROMOTION SPACES AND BUSINESS DEVELOPMENT SPACES FOR MICRO AND SMALL ENTERPRISES

1. General Formula:

Allocation obligation for MSEs =  $30\% \times (\text{Commercial Area Size} + \text{Shopping Area Size} + \text{Strategic Promotion Area Size})$

2. Variable Explanation:

- **Commercial Area Size (*Luas Area Komersial, LAK*)** = the total area within public infrastructure used for commercial business activities involving goods/services (kiosks, outlets, stalls, shops, booths, warehouses, utilities, etc.), excluding parking areas, prayer rooms, and rest rooms.
- **Shopping Area Size (*Luas Tempat Perbelanjaan, LTP*)** = the total floor area used for selling activities in shopping centers, malls, supermarkets, traditional markets, etc., excluding parking areas, warehouses, service rooms, prayer rooms, rest rooms, and utilities.
- **Strategic Promotion Area Size (*Luas Tempat Promosi Strategis, LTPS*)** = the size of strategic public areas used for promotional activities (atriums, lobbies, rest areas, terminals, stations, city parks, etc.).

3. Calculation Formula:

Allocation obligation for MSEs =  $30\% \times (\text{LAK} + \text{LTP} + \text{LTPS})$

4. Calculation Example:

A shopping center and an integrated terminal have:

- LAK = 4,000 m<sup>2</sup> (kiosks, outlets, stalls, etc.)
- LTP = 10,000 m<sup>2</sup> (total shopping center sales area)
- LTPS = 2,000 m<sup>2</sup> (atrium + promotion area in the terminal)

The calculation is as follows:

$$\begin{aligned} \text{Allocation obligation for MSEs} &= 30\% \times (4,000 + 10,000 + 2,000) \\ &= 30\% \times 16,000 \\ &= 4,800 \text{m}^2 \end{aligned}$$

Based on the above calculation, the Public Infrastructure Administrator and/or Public Infrastructure Operator must allocate at least 4,800 m<sup>2</sup> for promotion spaces and business development spaces for MSEs.

5. Sample Calculation in Table Format:

<b>Area Component</b>	<b>Area (m<sup>2</sup>)</b>	<b>30% Calculation</b>	<b>Description</b>
Commercial Area (LAK)	4,000	1,200	kiosk, outlets, stalls
Shopping Area (LTP)	10,000	3,000	shopping center sales area
Strategic Promotion Area (LTPS)	2,000	600	atrium, terminal, rest area
<b>Total</b>	<b>16,000</b>	<b>4,800</b>	minimum allocation Requirement for MSEs

B. SAMPLE FORMAT OF COOPERATION / PARTNERSHIP AGREEMENT BETWEEN PUBLIC INFRASTRUCTURE ADMINISTRATORS AND/OR PUBLIC INFRASTRUCTURE OPERATORS AND MICRO AND SMALL ENTERPRISES IN UTILIZING PROMOTION SPACES AND BUSINESS DEVELOPMENT SPACES IN PUBLIC INFRASTRUCTURE

COOPERATION AGREEMENT

Number: .....

On this day, ....., (example entry "Monday".) date ..... (example entry, "First") month ..... (example entry "January".) year ....., (example entry "Two thousand twenty-five") located at ....., (example entry "11th Floor, Ministry of Micro, Small, and Medium Enterprises Building, Jl. Jend. Gatot Subroto – South Jakarta".) the undersigned parties:

- 1. Name : ..... (example entry "Temmy Satya Permana")  
 Position : ..... (example entry "Deputy for Small Enterprises")

In this matter acting for and on behalf of ..... (to be filled in by the Public Infrastructure Administrator or Public Infrastructure Operator, example entry "Ministry of Micro, Small, and Medium Enterprises".), hereinafter referred to as the FIRST PARTY.

- 2. Name : ..... (example entry "Budianto")  
 Position : ..... (example entry "Owner of Kopi Enak Business")

In this matter acting for and on behalf of ..... (example entry "Warung Kopi Enak".) with NIB ....., (to be filled with the NIB if available), hereinafter referred to as the SECOND PARTY.

Both parties agree to bind themselves in a Cooperation/Partnership Agreement under the following terms:

ARTICLE 1

This Agreement is made for the purpose of utilizing ..... (example entry "a business development space") in the form of ..... (example entry "a coffee stall") with an area of ..... (example entry "nine square meters") provided by the FIRST PARTY at ..... (example entry "rest area km 97, block A Number 15, Cikampek – West Java"), in order to support the continuity and development of the SECOND PARTY's business.

ARTICLE 2

The scope of cooperation in this agreement includes:

- a. the provision of ..... (example entry "business development space".) by the FIRST PARTY;
- b. the utilization of ..... (example entry "business development space") by the SECOND PARTY;
- c. the obligations and rights of each party;
- d. the term of the cooperation;
- e. evaluation and reporting provisions.

ARTICLE 3

The Rights and Obligations of the FIRST PARTY under this agreement include:

- a. providing ..... (*example entry, "business development space in accordance with applicable standards and regulations"*).
- b. conducting guidance and supervision over the utilization of the space in accordance with applicable provisions.
- c. receiving payment of space utilization fees from the SECOND PARTY.

ARTICLE 4

The Rights and Obligations of the SECOND PARTY under this agreement include:

- a. utilizing the space in accordance with its designated purpose.
- b. maintaining cleanliness, order, security, and safety while using the space.
- c. carrying out business activities in accordance with the permit/NIB and not in violation of the law.
- d. returning the space in good condition upon the expiration of the agreement.

ARTICLE 5

This agreement shall be valid for ..... (.....) months/years, effective from ..... until ....., and may be extended based on the mutual agreement of both parties.

ARTICLE 6

The FIRST PARTY may provide guidance, training, marketing facilitation, access to financing, and other forms of support in accordance with applicable provisions.

ARTICLE 7

The SECOND PARTY pays the space utilization fee to the FIRST PARTY in the amount of ..... (*example entry "ten million rupiah"*), at the time this agreement is signed by the FIRST PARTY and the SECOND PARTY.

ARTICLE 8

In the event of a dispute, both parties shall resolve it through deliberation to reach mutual consensus. If no agreement is reached, settlement shall be carried out in accordance with the provisions of laws and regulations.

ARTICLE 9

This Agreement is made in 2 (two) original copies, each having equal legal force.

FIRST PARTY

SECOND PARTY

.....

.....

(.....)

(.....)

C. MATRIX OF REPORTING ON THE PROVISION AND UTILIZATION OF PROMOTION SPACES AND BUSINESS DEVELOPMENT SPACES FOR MICRO ENTERPRISES AND SMALL ENTERPRISES

No	Public Infrastructure Name	Manager Name SOE/Private	Public Infrastructure Address	Commercial Area Size (m <sup>2</sup> )	Area Allocated for MSMEs		Area Occupied by MSMEs		Number of MSMEs	Rental Fee for MSMEs	
					(m <sup>2</sup> )	(%)	(m <sup>2</sup> )	(%)		Rp	(%)
1	2	3	4	5	6	7	8	9	10	11	12
1											
2											
3											
4											

MINISTER OF MICRO, SMALL, AND MEDIUM ENTERPRISES OF THE REPUBLIC OF INDONESIA

ttd

MAMAN ABDURRAHMAN