

Socialization of Excise Sector Provisions Through Activities With IHT Central Java

Pandji Anoraga^{1*} and Rudi Suryo Kristanto²

Sekolah Tinggi Ilmu Ekonomi Bank Bpd Jateng, Semarang, Indonesia

Abstract

Research aims: This research is to find out the extent of outreach, the benefits of outreach to the community, provide solutions for the development of legal IHT IKMs as well as suppress legal IHT products, increase the competitiveness of IHT products in the market, explore the potential of IHT in the regions, and get support from various interested parties in IHT development

Design/Methodology/Approach: This research is a descriptive research. It begins with the research/survey conducted. The research was conducted in Kudus Regency. Research takes 1 month. The type of data used is mainly data obtained from the results of questionnaires distributed to individual participants in child socialization and to individuals who do not participate in socialization. The entire population in this study were participants in the socialization of cigarette excise provisions carried out by the Central Java Industry Office, Kudus Regency. This survey uses a sample of at least 30 socialization participants and an additional 30 people who do not take part in socialization but are still prioritized are socialization participants. Data analysis techniques were carried out using quantitative and qualitative methods

Research findings: The results showed that based on the results of observations and the results of the questionnaires, it was found that cigarettes with counterfeit excise bands were found to be the highest in Kudus Regency. And, from the socialization participants agreed that cigarettes need to be attached with excise tape

Theoretical contribution/Originality: The novelty of this research is through community groups to continue or continue socialization activities so that there are stricter regulations and increased sanctions against illegal tobacco producers, distributors and consumers.

Practitioner/Policy implication: Both the government and especially the Kudus area where there are many cigarettes without excise stamps to be repaired and adjusted immediately

Keywords: Socialization; Excise Ribbon; IHT; and Cigarettes

Introduction

Sales of tobacco industry products such as cigarettes can be made in various places such as distributors, retail stores and others so that they can reach consumers. Cigarette manufacturers have their own segments and targets, but they are still competing to win the hearts of consumers. This can be done in various ways, one of which is in terms of packaging, taste, price and promotion methods. The desire to win the hearts of consumers can lead to the existence of illegal cigarettes which can be seen from the legitimacy and correctness of the excise stamps attached to cigarette packages. Traders who sell cigarettes without excise stamps or with inappropriate excise stamps are called traders who sell illegal cigarettes which are prohibited in the regulations.

It should be noted that the tobacco industry plays a strategic role in supporting the local and national economy. This industry offers many business opportunities and absorbs labor both upstream (tobacco and clove producers) and downstream (tobacco industry). The tobacco industry is one of the largest contributors to state revenues in the form of taxes and excise. Central Java is a potential industrial area for tobacco

products. The tobacco products industry in Central Java has the potential to empower the regional and national economies, but the tobacco products industry faces many challenges. The issues we face include issues of the company itself, issues related to company organizations, and issues that arise outside the company in terms of competition, regulation, and others.

The Provincial Government of Central Java through the Office of Industry and Trade of Central Java Province continues to encourage and socialize IHT IKM regarding the mandatory consumption tax stamp in collaboration with relevant agencies regarding the implementation of legal tobacco regulations. The purpose of this activity is to increase awareness among tobacco industry entrepreneurs regarding the application of applicable regulations related to the development and control of the tobacco industry

Literature Review (Qualitative)

Geographical Conditions

Kudus Regency is the smallest district in Central Java with a total area of 2,516 hectares or 1.31% in Central Java. Administratively, Kudus Regency is bordered by Jepara Regency and Pati Regency in the north, Demak and Jepara Regencies in the west, Grobogan and Patti Regencies in the south, and Pathi Regency in the east, as shown in the figure. 1.1. Geographically, Kudus Regency is located between 06 8'37" - 0651'55" S, 110 7' 2" - 11053'05" E, 0651' - 716' S with an average altitude of 55 m. sea level. The farthest distance from west to east is 16 km, and from north to south is 23 km. The distance to the provincial capital of Central Java (Semarang) is approximately 51 km, and the distance to the provincial capital (Jakarta) is approximately 536 km. The location of Kudus is on a regional transportation route

Demographic Conditions

In the last two years since E-KTP was enforced, namely between 2013 and 2014, the population of Kudus Regency has increased by 1.18% according to the Kudus Regency Population and Civil Registry Service. In 2013, the population of Kudus Regency was 878,089 people, while in 2014 the population of Kudus Regency was 888,654 people.

Vision and Mission of Kudus Regency

The vision of the Government of Kudus Regency is "The Realization of an Increasingly Prosperous Kudus" and its mission is to empower micro, small and medium enterprises (MSMEs) to improve people's welfare; realizing affordable and quality 12 (twelve) year compulsory education; availability of cheap and affordable health service facilities; improve the regional economy; building sustainable infrastructure; realize good governance (good governance); realizing a society that is religious, cultured and socially just. The mission is translated into 4 pillars, namely:

- Empowerment of Micro, Small and Medium Enterprises (MSMEs) to improve people's welfare.
- Realizing affordable and quality 12-year compulsory education.
- Availability of cheap and affordable health facilities, as well as provision of compensation for residents who die to ease the burden on the family
- Wide and comprehensive protection of business and employment opportunities The four pillars of development are missions 1 – 4 of the 8 missions to be carried out.

General Characteristics of Kudus Regency

Micro, small and medium enterprises (MSMEs) are characterized by their products, for example the food industry is different from the clothing industry, the clothing industry is different from the embroidery industry, and the embroidery industry is different from the printing industry, the tobacco industry is different from the printing industry, etc. These differences affect product features that affect skills, management, and marketing. This difference is also related to the problems faced by entrepreneurs as business actors and real companies in the environment. In general, MSME problems can be identified from human resources (HR), operations and production management, marketing management starting from material quality, product to marketing, because networks that are barely built and rooted in the abilities of talented entrepreneurs cannot be separated.

Cooperate with Customs as an independent company. Entrepreneurs do all the work individually, there is no division or delegation according to ability, and it is a family business where success is more felt as happiness from generation to generation. Promoted by the Regional Government of Kudus Regency through FEDEP (Forum for Economic Development and Promotion of Employment), the MSME program is a district/city level forum to institutionalize partnership programs for local stakeholders. These stakeholders consist of elements of society, including the government, economic actors, and NGOs. Industry, trade and agriculture are the largest part of local government economic activities and are potential assets that strengthen the national economy. 98% of these efforts are carried out by Small and Medium Enterprises (IKM) and Micro, Small and Medium Enterprises (MSMEs), strengthening the economic structure of the Kuds Governorate on the basis of a people's economy, calling SMIs/UMKM "holistic". necessary to make efforts to lead to In short, optimization of IKM/UMKM resources and stakeholder power to bridge the integration between the interests of various sectors in development.

Research Methods

The research was conducted in Kudus Regency. Research takes 1 month. The type of data used is mainly data obtained from the results of questionnaires distributed to individual participants in child socialization and to individuals who do not participate in socialization. Data other than primary data uses secondary data. The entire population in this study were participants in the socialization of cigarette excise provisions carried out by the Central Java Industry Office, Kudus Regency.

An appropriate sample size for this study is between 30 and 500. Therefore, this survey uses a sample of at least 30 socialization participants and an additional 30 people who do not participate in socialization but are still prioritized socialization participants. Data analysis techniques were carried out using quantitative and qualitative methods

Results and Discussion

This section will explain the results of observations and questionnaires. Meanwhile, among others: The highest number of respondents who took part in the socialization of cigarette excise provisions in Kudus Regency was the late adult category whose age range was 36-45 years with a total of 21 respondents. high school education with a total of 44 respondents. In addition, it is known that the highest number of respondents in companies participating in the socialization of cigarette excise provisions in Kudus Regency is in the position of sellers with a total of 30 respondents. And the highest number of respondents in companies that participated in the socialization of cigarette excise provisions in Kudus Regency was in the seller's position with 1 respondent. It is also known that the highest number of respondents in companies that participated in and did not participate in the socialization of cigarette excise provisions in Kudus Regency was the seller's position with a total of 30 respondents. While the highest number of owner relationships with respondents who did not take part in the socialization of cigarette excise provisions in Magelang district were with other people, 44 respondents. And the highest number of owner relationships with respondents who did not participate in the socialization of cigarette excise provisions in Kudus Regency were with other people with a total of 45 respondents.

While the status of the place of business of respondents who did not participate in the socialization of cigarette excise provisions in Kudus Regency was privately owned with a total of 3 respondents and the status of the place of business of respondents who participated in the socialization of cigarette excise provisions in Magelang Regency was privately owned with a total of 40 respondents.

In the opinion of respondents when asked whether it is necessary to attach excise tape to cigarettes? 45 respondents answered that it was necessary, all that information by answering the prepared questionnaire. Socialization participants in Kudus Regency had an average age of late adulthood as much as 47.7%. The education of participants in Kudus Regency was 100% high school. From the data obtained, most of the sellers in Kudus Regency were 68.2%. Kudus did not understand 43.1%. For smokers who took part in socialization, consumption per day was less than 1 pack of Kudus Regency, 100%. From these data, Kudus Regency did not mention a brand. The highest price of cigarettes consumed by respondents was Rp. 15,000 – 24,000. From the respondents it was found that they bought the most cigarettes, Kudus Regency, not retail, 51.2% From the data it was stated that the most found were Kudus Regency with fake excise bands of 100%. From the data of respondents in Kab. Kudus once found 100% illegal cigarettes. It was found that all respondents stated that it was necessary, that is, cigarettes needed to be attached with excise tape.

Conclusion

Cigarettes with fake excise bands are found the highest in Kudus Regency. And the socialization participants agreed that cigarettes need to be attached with excise tape. While the recommendations from the results of data processing are:

To deepen people's understanding of excise duties such as cigarettes, it is necessary to carry out promotional activities organized by various authorities and agencies, especially the Ministry of Industry and Trade of Central Java Province. Excise itself is state revenue which reaches hundreds of trillions of rupiah a year and is very profitable, but in fact the main thing is not only state revenue, IHT itself is a very large employer. From the socialization that has been carried out in Kudus Regency, it is recommended. Involve through community groups to continue or continue outreach activities. It affects all community groups and the main target audience is 17+. Socialization materials must be simple but understandable to participants and must provide clear examples of . For example, illegal cigarettes are cigarettes without excise stamps. Socialization directly or through community meetings, but equally important through print and electronic media, banners and MMT. Tighter regulation and increased sanctions against producers, distributors and consumers of illegal tobacco.

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