International Journal of Economics, Management, Business and Social Science (IJEMBIS)
Peer Reviewed – International Journal
Volume 5, Issue 1, January 2025
E-ISSN: 2774-5376
https://cvodis.com/ijembis/index.php/ijembis

Strategic Analysis of the Billboard Tax Collection System. Efforts to Increase Local Tax Revenue Depok City

Iin Andrayanti[1], Reza Aulia Wicaksono[2], Tri Waluyo Prehantio[3], Laila Amalia[4]
[1234]Institut Ilmu Sosial dan Manajemen STIAMI, Jakarta
E-mail: *inez.stiami90@gmail.com, rezaauliaw@gmail.com, ptitri0821@gmail.com, laila.stiami@gmail.com*

Citation: Andrayanti, I., Wicaksono, R.A., Prehantio, T.W., & Amalia, L. (2025). Strategic Analysis of the Billboard Tax Collection System. Efforts to Increase Local Tax Revenue Depok City. INTERNATIONAL JOURNAL OF ECONOMICS, MANAGEMENT, BUSINESS AND SOCIAL SCIENCE (IJEMBIS), 5(1), 15–20. https://cvodis.com/ijembis/index.php/ijembis/article/view/444

Received: 28 July 2024
Accepted: 19 August 2024
Published: 18 January 2025

Abstract.
One of the potential taxes in Depok City is billboard tax. Low public awareness is currently one of the obstacles to billboard tax collection in Depok City so that it becomes a challenge for tax officials related to increasing awareness of paying taxes, so how the collection system strategy must be formulated by the Depok City Government to change the mindset so that taxpayer awareness can increase so that it can contribute to creating optimal public services. This research focuses on the billboard tax collection system strategy in an effort to increase local taxes in Depok City and the method used is a qualitative method. Based on the results of the analysis, organisational and institutional strategies have been running well, but strategic programs need to be improved in the socialisation of billboard tax. Resource support strategies need additional training for employees, and internal and external supervision and administration must be tightened to improve compliance and legal effectiveness, billboard tax realisation in the last 4 years, from 2019 to 2022, has continued to increase, but has decreased in 2023, so there needs to be some special strategies to increase revenue realisation at the Depok City Regional Finance Agency.

Keywords: Strategy, Billboard Tax, Local Tax Revenue

1. Introduction

Billboard tax is a type of tax imposed by local or regional governments on the installation of billboards or advertisements in public places in the region. This tax aims to generate revenue for the local government as well as regulate and control the use of public space for commercial advertising purposes. Billboard tax is usually levied on various types of billboards, including banners, billboards, neon boxes, billboards in public places, and other advertising media that are widely visible to the public. Billboard tax rates may vary depending on various factors, such as the size of the billboard, the location of the installation, and the type of advertisement used.

One of the potential tax utilisations in Depok City is billboard tax. The Depok City Government issued Local Regulation Number 01 Year 2022 on billboard tax to support revenue from billboard tax. As one of the contributors to local tax revenue, billboard tax collection must be implemented properly so that the existing potential to increase billboard tax revenue itself can be maximised. Local tax digitalisation is an effort by local governments to utilise information technology in the process of managing and collecting taxes. It involves the use of computerised systems and online platforms to facilitate tax payment, reporting and other administration electronically. Local tax digitalisation has the potential to improve efficiency, transparency, and accountability in tax management. It can also reduce administrative costs and improve tax compliance due to easier and faster processes for taxpayers.

According to Rahayu and Lingga (2009) in Arifin (2015), the implementation of the programme and reform of the tax reporting system is carried out by improving services for taxpayers by forming Account Representatives and also Complaint Centres to accommodate taxpayer criticism and suggestions in a modern manner. The renewal of the tax system into an E-System is expected to provide convenience for taxpayers in carrying out their tax obligations. The application of E-Registration which facilitates the registration of NPWP and the confirmation of taxable businesses in consulting about taxes online, submitting tax returns with the E-SPT, EFiling and E-Payment programmes which are useful in reporting tax returns and paying taxes electronically (Widjaja & Siagian, 2017).

2. Research Method

This research uses a qualitative approach. According to Creswell in Sugiyono (2019) qualitative research is a search process to understand the importance of individual and group behaviour, as well as the ability to define social and humanitarian challenges. The procedure applied in qualitative research is to determine questions related to research variables, conduct interviews and observations, and compile as much analysis as possible, with the aim of producing meaningful and understandable data. The purpose of qualitative methods is to draw and explain events in such a way that the description and explanation can be as close as possible to the facts and reality in the field (Patton, 2012).

This research is descriptive research. The descriptive method is a research method based on the concept of post-positivism which is used to assess the state of natural things (as opposed to experiments) where the researcher is the instrument.

Researchers in this study will describe the data obtained from the Regional Finance Agency of Depok City by describing what strategies are used in billboard tax collection in Depok City. This research was conducted by conducting a direct survey to the Regional Finance Agency of Depok City to describe, explain, and answer in more detail the problem to be investigated, namely "Analysis of Billboard Tax Collection Strategies in the Digital Era in an Effort to Increase Local Tax Revenue at the Regional Finance Agency of Depok City."

3. Results and Discussion

3.1. Results

Table IV.3 below shows that the realisation of billboard tax in the last 4 years, namely from 2019 to 2022, has continued to increase, and the most significant is the revenue in 2022 which is Rp.36,909,071,794, but the realisation of billboard tax revenue has decreased in 2023, namely with a total revenue of Rp. 36,714,565,203.

Table IV.3
Realisation of Reclamation Tax Revenue of BKD Depok City
Year 2019 – 2023

Year	Target of Billboard Tax Revenue	Realisation of Billboard Tax Revenue
2019	15,242,040,340	20,006,782,583
2020	20,769,000,00	29,082,720,398
2021	19,688,823,00	32,462,746,202
2022	32,000,000,000	36,909,071,794
2023	41.648.642.575	36,714,565,203

Source: Depok City Regional Finance Agency, 2023

3.2. Discussion

The author analyses the data from the research results with interviews using the data analysis techniques previously described. The analysis is carried out by interpreting the results of interviews, looking for meaning and drawing conclusions. So that the following discussion is carried out:

Analysis of the Strategy of the Billboard Tax Collection System in an Effort to Increase Local Tax Revenue in Depok City

In analysing the strategy of the billboard tax collection system, the author uses the theory put forward by Koteen in his book (Salusu, 1996: 104) in Zikra Nabela (2023) and SWOT analysis according to Rangkuti (2014), both theories consist of 4 (four) and 2 (two) indicators, namely as follows:

Organisational Strategy. This indicator includes operational standards that are carried out in implementing organisational strategies. The Organizational Strategy carried out by Depok City is first by brainstorming with employees and conducting a deepening of the problems faced, secondly utilizing human resources and technology to conduct database training maintenance, to monitor and manage tax collection to increase public understanding to obey paying billboard taxes, and conducting training for employees every time there is an update on the laws that have been enacted, overall, the strategy is designed to involve all parties involved in the billboard tax subject, both as tax collectors and taxpayers, as well as including government agencies and other stakeholders related to the regulation and installation of billboards in Depok City.

Programme Strategy. This indicator covers the types of programmes implemented by the Depok City Government in billboard tax collection. The program strategy created is by updating the data in accordance with the applicable law, as well as conducting socialisation, counselling, and education about the billboard tax collection process every time there is a new law regulation, and also by creating a website that is expected to make it easier for taxpayers to make billboard tax payments, as for the impact caused by updating the data is the need for some time to make adjustments to what has been running properly, but it still has to be improved in the aspect of socialisation and counselling to the public about the billboard tax collection process in order to increase taxpayer awareness of tax obligations and increase billboard tax revenue.

Resource Support Strategy. This indicator includes the experience and skills of resources in carrying out the billboard tax collection strategy. The resource support strategy created is to cooperate with Civil Service Police Unit and the Police to conduct routine patrols to check for billboards that are no longer active, but efforts must still be made to improve the performance of counter employees and provide training to employees as agencies that collect billboard taxes and also establish good communication with agencies that help collect billboard taxes such as Civil Service Police Unit and the Police.

Institutional Strategy. This indicator includes the development of institutional strategies to improve organisational strategy initiatives to increase billboard tax collection. The institutional strategy carried out is by conducting routine patrols carried out by Civil Service Police Unitand utilising the technology owned, namely RFID and also the strategy used is to increase the NSR on margonda road by 3 times. The institutional strategy carried out by Depok City can continue to be improved by conducting regular evaluations and training for employees in order to improve existing shortcomings.

Internal Factors. This indicator includes the strengths and weaknesses of the strategies implemented. The strategy created is to take advantage of existing resources, to increase supervision of taxpayers and also continue to explore potential places that can be used as billboard objects and strategies used to minimise weaknesses can be by optimising billboard tax collection applications, conducting strict monitoring of tax object actors, and also by strengthening cooperation between sections and improving the quality of human resources by conducting training.

External Factors. This indicator includes opportunity and threat factors from the strategy being implemented. In the billboard tax collection system using strategies to strengthen the law to provide a deterrent effect to violators of billboard tax obligations, and analyse the risks that will occur and also prepare plans to deal with the risks that occur and strategies to minimise weaknesses by taking advantage of opportunities used by providing knowledge of the latest tax regulations, maximising the advantages possessed, and increasing transparency about the billboard tax collection process and education to increase awareness of billboard taxpayers.

Strategic Constraints of the Billboard Tax Collection System in Efforts to Increase Local Tax Revenue in Depok City

The obstacles faced in the implementation of the billboard tax collection system strategy in Depok City include, The billboard tax object is installed without a permit, Lack of awareness of billboard taxpayers in fulfilling billboard tax obligations, Public non-compliance in paying billboard taxes, Lack of education about billboard tax collection procedures, Frequent errors in the Depok City Regional Finance Agency system, Taxpayer non-compliance, lack of resources, and bureaucratic complexity in collecting billboard taxes, and bureaucratic complexity in billboard tax collection and there are also obstacles contained in each strategy such as in the program strategy that must still be improved in the aspect of socialisation and outreach to the public about the billboard tax collection process, then in the resource support strategy, efforts must still be made to improve the performance of counter employees and provide training to employees, and in the institutional strategy, it must continue to evaluate in order to improve some of the shortcomings felt by taxpayers.

Efforts to overcome obstacles in the Strategy of the Billboard Tax Collection System in an Effort to Increase Local Tax Revenue in Depok City

Efforts made by the Depok City Regional Finance Agency to overcome the obstacles that exist in the implementation of the billboard tax collection system strategy are to continue to socialise and educate on billboard tax collection to increase taxpayer awareness, improve resources by conducting training and optimising the technology owned and conducting regular evaluations to correct errors that occur. The first step of the Depok City Regional Finance Agency can conduct training for its human resources and improve other resources to improve their abilities, then conduct socialisation and education in the form of workshops or seminars periodically to billboards every time there is a new regulation so that the level of taxpayer knowledge can increase so that the level of taxpayer compliance can increase.

4. Conclusion

The strategy created by BKD Depok City to collect billboard tax has been running properly, it's just that there are still some strategies that must be improved such as in the resource support strategy that still has to be improved, and the institutional strategy created by utilising RFID technology and increasing the NSR value on the Margonda road is expected to greatly help the realisation of billboard tax to increase local tax revenue in Depok City.

Obstacles in the implementation of the Strategy of the Billboard Tax Collection System in an Effort to Increase Local Tax Revenue in Depok City are Obstacles faced include, The object of billboard tax is installed without a permit, Lack of awareness of billboard taxpayers in fulfilling billboard tax obligations, Public non-compliance in paying billboard tax, Lack of education about billboard tax collection procedures, Frequent errors in the Depok City system, Taxpayer non-compliance, lack of resources, and bureaucratic complexity in billboard tax collection.

Efforts made to overcome obstacles in the implementation of the Strategy of the Billboard Tax Collection System in an Effort to Increase Local Tax Revenue in Depok City are to continue to socialise and educate on billboard tax collection to increase taxpayer awareness, improve resources by conducting training and optimising the technology owned and conducting regular evaluations to improve services.

References

A. Widanarto. (2019). Strategi Peningkatan Penerimaan pajak Reklame Di Kabupaten Cianjur. Jurnal Politikom Indonesia Vol 4 No 1.

Aghniyah, Syaparuddin, & Achmad, E. (2020). Analisis penerimaan retribusi dan strategi pengembangan objek wisata Taman Anggrek Sri Soedewi Provinsi Jambi. e-Jurnal EkonomiSumberdaya dan Lingkungan Vol. 9. No.3.

Agoes. (2016). Auditing (Petunjuk Praktis Pemeriksaan Akuntan oleh Akuntan Publik) Edisi Keempat. Jakarta: Salemba Empat.

Amil, Hidayat, A., & Ningsih, N. H. (2020). Strategi Peningkatan Pendapatan Asli Daerah Di Kabupaten Lombok Barat (Studi Kasus Pajak Bumi Dan Bangunan Di Kabupaten Lombok Barat). Jurnal Ilmu Sosial Vol 4 No 4.

Djajadiningrat. (2015). Perpajakan Teori dan Kasus (Edisi 8). Siti Resmi.

Feldmann. (2015). Perpajakan Teori dan Kasus (Edisi 8). Siti Resmi.

Ichsan, A., Siregar, H., & Soetarto, E. (2017). Strategi pemungutan penerimaan pajak reklame dalam meningkatkan pajak daerah Kota Bekasi. Jurnal IPB.

Maksudi. (2017). Dasar-dasar Administrasi Publik, dari Klasik ke Kontemporer. Depok: PT. Rajagrafindo Persada.

Krueathep, W., Wattatham, S., Komut, W., & Jaikampan, K. (2022). Nudge in Signboard Tax Collection: An Experimental Behavioral Approach. Journal Of Economics and Management Strategy Vol 9 No 1 January-June .

Monika, Y. (2021). Strategi Peningkatan Penerimaan Pajak Bumi Dan Bangunan Perdesaan Dan Perkotaan Pada Badan Keuangan Daerah Kota Pontianak. Jurnal Ilmu Administrasi Publik Vol 10 No 3.

Nugroho. (2018). Paradigma Administrasi Publik. Jakarta: Sekolah Tinggi Ilmu Administrasi Lembaga Administrasi.

Pohan. (2014). Pembahasan Komprehensif Perpajakan Indonesia Teori dan Kasus. Jakarta: Mitra Wacana Media.

Rahayu. (2020). Perpajakan Konsep, Sistem Dan Implementasi. Revisi. Ed. CA Dr. Siti Kurnia Rahayu, Se., M.Ak. Bandung: Rekayasa Sains.

Rangkuti, F. (2014). Analisis SWOT. Teknik Membedah Kasus Bisnis. Jakarta: PT Gramedia Pustaka Utama.

Robbins. (2015). Perpajakan Teori dan Kasus (Edisi 8). Siti Resmi.