

Socialization of DBHCHT and Illegal Cigarettes to Suppress Their Circulation by Educating the People of Gondangmanis

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Abstract: The number of legal cigarette factories in Kudus Regency reaches 57 and is one of the cities with the most cigarette factories in the Pati Prefecture. However, there are still many illegal cigarettes being sold by the community. This is due to the lack of information dissemination regarding DBHCHT, which has the potential to increase the spread of illegal cigarettes. Through socialization using empirical juridical methods, it is expected to meet the objectives, namely to provide knowledge to the people of Gondangmanis Village regarding the allocation of Revenue Sharing Funds for Tobacco Excise (DBHCHT) for Kudus Regency as a form of repressive law enforcement efforts. The role of DBHCHT on community welfare has a big share in helping the economy of Kudus Regency. From the socialization, the results were obtained where the people of Gondangmanis Village who consumed cigarettes became increasingly concerned with the use of cigarettes with original excise bands and understood the negative impact of illegal cigarettes on the national economy.

Keywords: Cigarette, DBHCHT, Law, Tobacco

1. Introduction

The phenomenon of the circulation of illegal cigarettes in Indonesia has become a matter of concern in Indonesia with a significant increase in circulation. The high increase in the circulation of illegal cigarettes is due to a significant increase in the tariffs of legal cigarettes, which is influenced by an increase in excise tax rates. The results of the study show that excise policies, both pre- and post-increase, are considered to be one of the factors causing the development of illegal cigarettes (Kontan.co.id, 2023). The circulation of illegal cigarettes has created considerable losses for the Indonesian government (Baksoro, 2019). The Ministry of Finance Directorate of Customs and Excise stated that state losses rose to billions of rupiah, this makes the need for control from authorities such as the Directorate General of Customs and Excise and local governments and local governments (Preece, 2008).

According to the Ministry of Finance Directorate of Customs and Excise (2015), excise is a state levy imposed on certain goods that have properties or characteristics stipulated in the excise law, while according to the Indonesian Dictionary, excise is a tax or duty imposed on imported goods and consumer goods. Excise itself is different from taxes, this can be seen from the function of excise as control and only applies to certain goods that are dangerous (Cnossen, 2011; Gruber & Koszegi, 2002), besides that the imposition of excise is carried out by the directorate general of customs and excise (Levell et al., 2016). Meanwhile, tax itself functions as a source of state financial income and applies to all products that are traded, the imposition of taxes is also carried out by the directorate general of taxes (Hopkins, 2019; Blakey & Blakey, 2006). The control of goods subject to excise has been regulated and explained in Law Number 39 of 2007. The explanation of the nature and characteristics of goods subject to excise is goods whose consumption needs to be controlled (Ostrom & Ostrom, 2019), whose circulation needs to be monitored as goods whose use can have a negative impact on society or the environment, and goods whose use needs state levies for the sake of justice and balance. The types of goods subject to excise are divided into 3, namely ethanol or ethyl alcohol, beverages containing alcohol, and tobacco (Kasim & Purwanto, 2018).

The rampant circulation of illegal cigarettes in the community has resulted in reduced state revenue in the excise sector and has an impact on people's welfare (Perkins, 2014; Marune & Tanadi, 2021). Especially in the field of tobacco and cigarettes. This is because revenue from cigarettes will be used for state activities (Gilmore et al., 2010).

The Directorate General of Customs and Excise (DGCE) of the Ministry of Finance has conducted 21,000 actions against illegal tobacco products or cigarettes in 2022. Of these, the number of illegal cigarettes prosecuted was 574.37 million sticks last year. This number has increased 61% when compared to the previous year which amounted to 489,85 prosecutions. Of these, the number of illegal cigarettes prosecuted was 574.37 million cigarettes last year. The number increased by 17.25% compared to the previous year which amounted to 489.85 million sticks. The prosecution of illegal cigarettes is the largest of other types of commodities with a proportion of 53.97%. The value of goods from the prosecution (BHP) of illegal cigarettes is estimated to reach IDR 600 billion. The biggest catch from the prosecution of illegal cigarettes is of the machine-made clove cigarette type, which is 480.38 million sticks. The prosecution was mostly carried out in the areas of East Java, Central Java, Banten, and Lampung. In addition to cigarettes, the DGCE of the Ministry of Finance also prosecuted alcoholic beverages (MMEA) with a proportion of 8.18%. The proportion of prosecution against narcotics, psychotropic substances, and precursors (NPP) amounted to 3.17%. Then the proportion of prosecution against illegal iron and steel amounted to 2.49%. There is also prosecution of textile products which amounted to 1.97% (DataIndonesia.id).

2. Methods

In this study using the Empirical Juridical research method. Empirical juridical research is research that is carried out directly into the field, which examines the provisions of the law that apply and have occurred in people's lives (Fig. 1.).

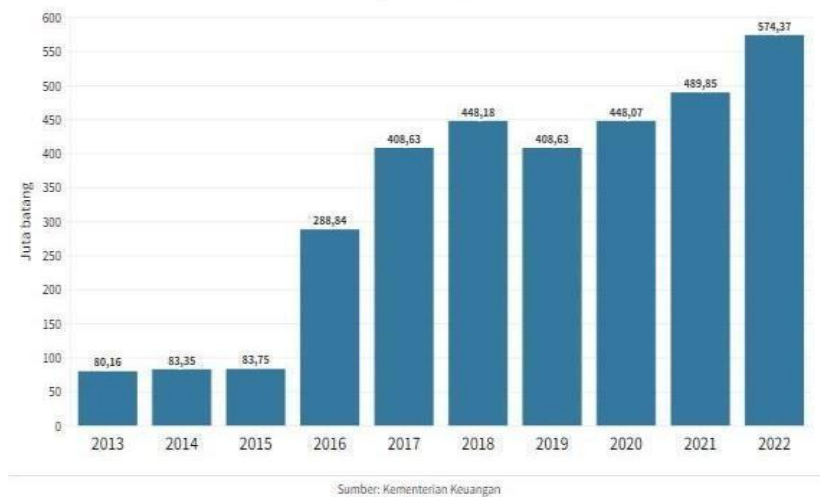


Fig. 1. Number of Illegal Cigarette Enforcement Items (BHP) in Indonesia (2013-2022)

The stages are as follows:

1. Preparation
 - Requesting permission from the village head if the socialization of Illegal Cigarettes will be carried out with the help of pamphlet media.
 - Preparation of facilities and infrastructure.
2. Planning
 - Developing objectives and themes of activities, analyzing and designing activity materials.
 - Preparing activity tools and materials.
3. Implementation
 - The implementation of this KKN program targeting men in Gondangmanis Village was carried out on Monday, September 4, 2023 starting at 16.00-17.30 WIB.

- Studying and reading literature, laws and regulations, books, and publications related to the material or explanation of Illegal Cigarettes.
4. Review of
- Present data and facts regarding the excise policies of several countries, especially those that have the same problems or even bigger problems than Indonesia regarding illegal cigarettes. By using a comparison of countries to control tobacco with larger tobacco producers, the three largest tobacco-producing countries are China, India, and Brazil.

3. Results

National development is a tangible manifestation of a nation's ideals, which is generally a reflection of the will to improve the welfare and prosperity of the Indonesian people. In general, it is a reflection of the will to improve the welfare and prosperity of the Indonesian people. Excise itself is a source of state revenue that has a very important role for the administration of government, especially in the process of implementing national development so that it is expected to reduce the dependence of the Indonesian state on foreign loans. The uses of DBHCHT include:

1. Improving the quality of raw materials
2. Industry development
3. Social environment development
4. Socialization of provisions in the field of excise
5. Eradication of illegal excisable goods

Meanwhile, the priority use of 50% of DBHCHT is for programs to improve the quality of raw materials, industry development, and social environment development. The remaining 40% of the percentage is used for social environment development programs and 10% is allocated as law enforcement efforts. The allocation of DBHCHT in Central Java alone in 2023 reached Rp 1,207,312,334,000 with the allocation to the regency/city governments in Central Java reaching Rp 885,362,379,000. Meanwhile, the DBHCHT allocation in 2023 for Kudus city itself reached around Rp 238.52 billion, which was used in accordance with the Minister of Finance Regulation (PMK) in the field of public welfare.

Based on the socialization activities regarding illegal cigarettes that have been carried out directly using additional media pamphlets and socializing to men in Gondangmanis Village, especially the hamlets of kayuapu wetan and gondangmanis wetan. Can increase their understanding of illegal cigarettes and the penalties for producing and distributing illegal cigarettes. Where delivery through the media pamphlets are explained and it is hoped that it will provide an overview of the future for the people of Gondangmanis to be more vigilant. Legal assistance regarding excise tax also needs to be held with legal material regarding the results of tobacco excise tax delivered, because every wrong action must have a penalty (Table 1).

Table 1. Series of activities

No	Activity	Description
1.	Observation	Observation in Gondangmanis Village
2.	Activity Planning	Developing activity objectives and themes, analyzing and designing activity materials. And prepare tools and materials for activities that will be carried out and implemented.
3.	Activity Preparation	Requesting permission from the village head if there will be the socialization of Illegal Cigarettes with the help of pamphlet media. As well as preparing facilities and infrastructure.
4	Implementation of Activities	The implementation of this Illegal Cigarette Socialization KKN program targeting men in Gondangmanis village was held on Monday, September 4, 2023, starting at 16.00-17.30 WIB.
5	Results	The activity went smoothly and the material was delivered well to the socialization participants.

From this socialization, results can be obtained where the people of Gondangmanis Village who consume cigarettes become increasingly concerned with the use of cigarettes with original excise bands and understand the negative impact of illegal cigarettes on the national economy.

4. Discussion

After the socialization of illegal cigarettes in Gondangmanis Village, the community became more cautious about the presence of illegal cigarettes on the market. Merchants in stalls have also become more careful in choosing cigarettes that have original excise tax bands to sell in their stalls. People who already have an understanding of illegal cigarettes and have used them have also tried to reduce the use of illegal cigarettes and replace them with the purchase of legal cigarettes with well-known brands in kudu's city such asDjarum, Sukun, and Sampoerna.

5. Conclusion

Preventive law enforcement in Kudus District to combat illegal cigarettes can be carried out by socializing the allocation of DBHCHT in Kudus District. It can be concluded based on the socialization that has been carried out that DBHCHT can provide local governments with strong incentives to support health programs to reduce tobacco consumption. DBHCHT can also be used as an additional source of funds that can increase local government revenue. Tobacco-related supervision and regulation, including law enforcement, advertising monitoring, and enforcement of tobacco-related regulations can be strengthened with this fund.

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