

Socialization of Combating Illegal Cigarettes through IPNU and IPPNU Youth in Jurang Village

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To Cite This Article:

Chaerani, A. N. ., Azka, M. H. ., Sampurna, O. ., & Ermawati, D. . (2023). Socialization of Combating Illegal Cigarettes through IPNU and IPPNU Youth in Jurang Village. *Uniglobal Journal of Social Sciences and Humanities*, 2(1), 121–125. <https://doi.org/10.53797/ujssh.v2i1.18.2023>

Abstract: The circulation of illegal cigarettes in the community is one form of crime that needs to be considered because it is easy to find. As a result of this community disease, state losses rise to billions of rupiah, which is why the circulation of cigarettes in Indonesia requires the control of the authorities, namely the Directorate General of Customs and Excise and local governments. DBHCHT plays an important role in financing various sectors, such as the health sector, law enforcement, and also the welfare of farmers and workers in the tobacco industry sector. The preparation of this scientific work uses normative legal research methods. The normative legal research method is research that focuses on literature and secondary data that has a relationship with investigations in the field of excise. Media development of new innovations in the delivery of information to the general public, especially as a form of socialization regarding revenue sharing funds in the form of excise to avoid illegal cigarettes, which in this case is a preventive effort to prevent such violations.

Keywords: *Circulation, Cigarettes, Excise, Revenue Sharing*

1. Introduction

The illegal cigarette trade is the distribution, production, or sale of cigarettes that do not comply with a country's regulations, taxes, or licenses. This includes a variety of illegal practices involving cigarettes, such as the smuggling of cigarettes from other countries without paying the necessary import taxes, the production of illegal cigarettes in illegal factories, the distribution of cigarettes without official licenses, or the counterfeiting of brands and excise stamps on cigarette packs. (Taufiqah, 2020).

According to the Precee (2018), excise is a state levy imposed on certain goods that have the properties or characteristics stipulated in the excise law, while according to the Indonesian dictionary the definition of excise is a tax or duty imposed on imported goods and consumer goods.

Excise is a state regulation imposed on certain goods that have the properties and characteristics stipulated in Law Number 11 of 1995 which has been amended to Law Number 39 Article 29 Paragraph 2a of 2007 concerning excise. One of the goods subject to excise is cigarettes, cigarettes are subject to excise because cigarettes are included in a group of goods that have properties and characteristics where people who consume them must be controlled, their circulation needs to be monitored because their use can have a negative effect on society or the environment where in each pack of cigarettes the value of the excise is Rp. 750 (Hidayat et al., 2022a).

According to Wibowo et al. (2024) quoted from the customs and excise page, it is explained that 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. Especially in the field of tobacco and cigarettes, this is because revenue from cigarettes will be used as Revenue Sharing Fund for Tobacco Excise (DBHCHT) in each region.

DBHCHT plays an important role in financing various sectors, such as the health sector, law enforcement, and also the welfare of farmers and workers in the tobacco products industry sector (Khairat, 2023). Apart from the fact that illegal cigarettes can also harm the state, there are several things that need to be emphasized as reasons for illegal cigarettes, which in this case also need to be eradicated.

First, illegal cigarettes do not have a permit from customs and excise, where the product has not gone through health standards so that it is not explained exactly the percentage content of very dangerous (addictive) ingredients in these cigarettes so that the composition of the ingredients used cannot be accounted for.

Secondly, the low price of illegal cigarettes makes unfair competition in the market, this happens because the price difference between legal and illegal cigarettes is fairly high, reaching 50 percent. In fact, the legal cigarette business is one of the pillars of State revenue from excise tax and value-added tax on the product itself.

The increasingly widespread circulation of illegal cigarettes has the potential to cause the number of smokers and novice smokers to increase, illegal cigarettes that do not have excise tapes or install fake excise tapes also do not comply with government regulations regarding the installation of pictorial health warnings so that information on the adverse effects of smoking is not conveyed to the public. (Hidayat et al., 2022b).

Customs and Central Excise take two ways to realize their actions. The first way is with preventive and educative activities such as socialization, the second is with repressive activities such as prosecution. An explanation of the regulations governing excise has been widely available in various internet media in the form of blogs, articles and websites as well as some direct socialization actions to the public (Assauqi & Islam, 2022).

Socialization is generally carried out through direct media and internet social media. Socialization content on the internet media is divided into various forms, such as text, images, videos, or a combination of them. Each content has advantages and disadvantages, for example, static text that has low engagement due to the lack of interest in reading among Indonesians (Assauqi & Islam, 2022).

This is reinforced by statements and data from UNESCO which states that Indonesian people's interest in reading is very alarming, which is only 0.001% or it can be said that out of 1,000 Indonesians, only 1 person is diligent in reading (Aulia et al., 2024), while audio-visual content has a higher engagement.

Therefore, at KKN Muria Kudus University in 2023, as students who have the responsibility to serve the community in Jurang Village, they realize the importance of understanding the role of socializing illegal cigarettes and installing posters in shops around Jurang Village. These posters can be one of the main media to educate the public not to consume, sell or distribute illegal cigarettes.

2. Method

The preparation of this scientific work uses normative legal research methods. According to Soerjono Soekanto and Sri Mamudji, normative legal research can also be carried out through research on library materials or secondary materials that are used (Triargo, 2019).

The methods used in this article are observation, socialization and the installation of “Gempur Illegal Cigarettes” posters attached to shops in Jurang Village, Gebog District, Kudus Regency (Fig. 1.). The KKN team also coordinated with the Village Head to ask for support in running the program. The observation conducted by the KKN team involved several shops or cigarette sellers around Jurang Village. Meanwhile, the socialization involved IPNU IPPNU Jurang Village as the main target, which is expected to be the village youth who can channel information about illegal cigarettes to the community or participate in the illegal cigarette eradication program. The Muria Kudus University KKN team installed posters in shops in Jurang Village on September 15, 2023. The main subjects of this program are shops that sell cigarettes in Jurang Village and the IPNU IPPNU community in Jurang Village.

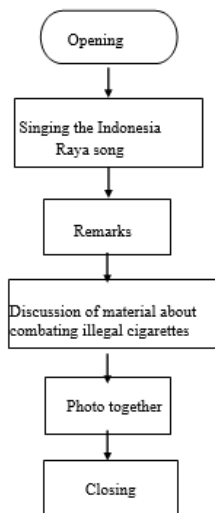


Figure 1. Activity implementation stages

3. Results

Socialization of illegal cigarettes and distribution of posters to the public is a structured and massive effort by Customs to eradicate illegal cigarettes efforts carried out in a structured and massive manner by Customs in all regions of Indonesia to eradicate illegal cigarettes. The results of this study are expected to contribute ideas in terms of science related to Legal Science, especially customs and excise crime law. The results of this study are also expected to add to the literature and scientific information materials that can be used to conduct similar legal research in the future. We conducted socialization at the Jurang Village Hall which was attended by the IPNU IPPNU of Jurang Village to add insight to the community on the dangers of illegal cigarettes (Fig. 2.).



Figure 2. Socialization of Gempur Rokok

After that we asked permission from the owners of shops in Jurang Village to put up posters with the aim that consumers of the shop could see, read and understand the meaning of the posters containing the dangers of illegal cigarettes (Fig. 3.).



Figure 3. Poster and Photo of Committee Attacking Illegal Cigarettes

The use of posters with attractive designs is expected to attract the attention of people who see the posters. The joint socialization with IPNU IPPNU was also made as flexible as possible in order to create communicative information.

4. Discussion

Before carrying out the socialization of illegal cigarettes, we made material from journals and material from the customs. After obtaining the required data through questions and answers to the audience as the community of Jurang Village. The problems being faced by the Directorate General of Customs and Excise and the Kudus Regency Government in 2023, namely the first, namely that the customs still finds unrest and indications in the circulation of illegal cigarettes and also the lack of public knowledge about the dangers of illegal cigarettes for the State. The speakers also felt that they needed an alternative to disseminate information about the socialization of illegal cigarettes that was communicative and effective.

The above problem raises the need for innovative information packaging that can be easily accepted, interested and also understandable by the community as a form of socialization of excise tax and combatting illegal cigarettes in Jurang Village.

After conducting socialization, the event encouraged the creation of media to develop new innovations in the delivery of information to the public, especially the Kudus Regency Government and Customs to other government agencies as a form of comparison media for the ability to convey information to the public by distributing posters regarding the understanding of illegal cigarettes and their laws in places where cigarette sellers and stalls. Efforts made by inviting the public to participate in the eradication of illegal cigarettes aim to increase public awareness and legal compliance in order to realize the effectiveness of the law regarding the eradication of illegal cigarettes. (Zainuddin, 2019).

When carrying out poster installation activities and small discussions with stall owners or sellers and the community in Jurang Village, no illegal cigarette transactions were found from either sellers or consumers, but it was found that the community did not understand the characteristics of illegal cigarettes. Therefore, the poster installation carried out by the KKN team can be an alternative solution for the Jurang Village community to better understand the dangers of illegal cigarettes. A brief explanation to people who do not understand illegal cigarettes is given about the impact of illegal cigarettes, the characteristics of illegal cigarettes, the sanctions for illegal cigarette transactions and the actions that must be taken when they find out about the spread of illegal cigarettes. The Muria Kudus University KKN team also invited the community to be able to spread information about illegal cigarettes, so that the people of Jurang village could participate in the eradication of illegal cigarettes.

These activities are expected to have a positive impact on the success of the organization in achieving its goals in order to comply with existing regulations, especially regarding illegal cigarettes (Lantz, 2000).

5. Conclusion

The illicit cigarette trade is an issue that has a negative impact on the economy, public health, tax revenue, and contribution to organized crime. To address this problem, various efforts have been made, including stricter law enforcement, better taxation policies, and socialization to the community. In this study, the Muria Kudus University KKN team has conducted socialization, and put up posters with the aim of preventing the circulation of illegal cigarettes in Jurang Village. Through the installation of attractive posters and socialization of Gempur Illegal Cigarettes, efforts to raise public awareness about the dangers of illegal cigarettes have been made. In addition, the community was also invited to participate in the eradication of illegal cigarettes by spreading the information they received.

Acknowledgments

The author would like to thank the many parties who have helped the author in completing this article. First, the author would like to thank the DPL, Mrs. Diana Ermawati, S.Pd., M.Pd. who has taken the time, energy and thought to assist the KKN team during the KKN community service process in Jurang Village. Thank you to LPPM Muria Kudus University for funding the Community Service activities in Jurang Village, Gebog District, Kudus Regency. Thank you also to the IPNU and IPPNU of Jurang Village for participating and spending time in the Socialization activities, and thank you also to UMKM as cigarette sellers who have agreed to give us posters about combating illegal cigarettes.

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