

Combating Illegal Cigarettes: Customs' Steps in Collaborating with UIN Walisongo KKN Students in Combating the Circulation of Illegal Cigarettes

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Abstrak

Bea Cukai wilayah Jawa Tengah dan Daerah Istimewa Yogyakarta bekerjasama dengan mahasiswa KKN Reguler Angkatan 83 UIN Walisongo menghasilkan berbagai kegiatan yang memiliki tujuan yang sama yaitu menghentikan penyebaran rokok ilegal di masyarakat. Kegiatan yang telah dilakukan antara lain pemasangan poster pemberantasan rokok ilegal, sosialisasi pemberantasan rokok ilegal, pembuatan film pendek bertema pemberantasan rokok ilegal, dan EXPO bagi UMKM. Kegiatan tersebut diharapkan dapat meningkatkan kesadaran masyarakat akan bahaya penggunaan dan penyebaran rokok ilegal. Sasaran kegiatan ini adalah masyarakat Desa Kupang, Kecamatan Ambarawa, Kabupaten Semarang.

Kata Kunci: *Bea Cukai; Gempur Rokok Ilegal; KKN UIN Walisongo*

Abstract

Bea Cukai for the Central Java region and the Special Region of Yogyakarta in collaboration with Regular KKN students Batch 83 of UIN Walisongo produced various activities that had the same goal, namely to stop the spread of illegal cigarettes around the community. Activities that have been carried out include the posting of posters about the fight against illegal cigarettes, socialization about the fight against illegal cigarettes, the making of short films with the theme of the fight against illegal cigarettes, and an EXPO for MSMEs. It is hoped that these activities can increase public awareness regarding the dangers of using and spreading illegal cigarettes. The target of this activity is the community of Kupang Village, Ambarawa District, Semarang Regency.

Keywords: *Bea Cukai; Crackdown on Illegal Cigarettes; KKN UIN Walisongo*

Introduction

Cigarettes are processed tobacco products that are included in the cigar type (RI, 2018). Cigarettes are usually consumed by smoking, which will later produce smoke that is harmful both for the smoker himself who is usually called an active smoker, and for people who are exposed to cigarette smoke who are usually called passive smokers. The content of one cigarette consists of 4000 chemical compounds, 400 of which are hazardous chemicals and 43 of which are carcinogenic substances (RSST, 2022). This makes cigarettes one of the commodities that are considered dangerous to society, so that their circulation needs to be limited. One of the steps taken by the government is to set excise fees on the cigarette circulation process (Marieta & Lestari, 2022).

Excise is a fee imposed on certain goods which is done with the aim of controlling the amount of circulation of these goods (Fardiansyah, et al., 2023). Customs regulations governing this matter are stated in the guidelines for resolving violations of attaching excise stamps to excisable goods that do not match the required excise stamps (wrong designation). This circular explains the provisions for attaching excise stamps to cigarette packaging that are distributed, the attachment of excise stamps is different for each type of cigarette product. Knowledge about excise stamps attached to cigarette packaging needs to be disseminated to the public, this is related to preventing the circulation of illegal cigarettes in the community. The regulation on attaching excise stamps based on the Regulation of the Minister of Finance Number 217/PMK.04/2021 is not only limited to cigarettes, but the attachment of excise stamps is also carried out on products containing ethyl alcohol, as well as various types of processed tobacco, even electronic cigarettes or what are commonly called vapes.

Reported from various sources, the circulation of illegal cigarettes in Indonesia is still occurring massively. It was recorded that on November 22, 2024, customs destroyed at least 12 million illegal cigarettes. There were also 184 cigars, and 4,787 other processed tobacco products, as well as 46 thousand sliced tobacco (Fitriyani, 2024). This is certainly a problem that needs to be followed up. The government has regulated the criminal acts imposed on illegal cigarette dealers, this regulation is stated in Law Number 39 of 2007 which is an amendment to Law Number 11 of 1995 concerning Excise. It is explained that anyone who offers, delivers, sells, or provides for sale excisable goods that are not packaged for retail sellers or are not affixed with excise stamps or are not affixed with other excise payment marks and for anyone who hoards, stores, owns, sells, exchanges, obtains, or provides excise goods that he knows or should reasonably suspect originate from a criminal act based on this law shall be punished with imprisonment of at least 1 (one) year and a maximum of 5 (five) years and a fine of at least 2 (two) times the excise value and a maximum of 10 (ten) times the excise value that should be paid (Leaneo, et al., 2024).

There are several steps that have been taken by Customs to reduce the

circulation of illegal cigarettes, there are several activities involving the community, there are also activities that directly involve students (Excise A. W., 2022). One of the steps taken by Customs to reduce the circulation of illegal cigarettes is by conducting socialization in the community. As was done by the Customs for the Central Java and DIY regions which collaborated with students who were carrying out the Regular Real Work Lecture (KKN) activities of UIN Walisongo Batch 83 in the Ambarawa and Jambu Districts, Semarang Regency.

Methods

Method The service method carried out by the Regular KKN 83 Posko 4 students is the interpersonal communication method. This method focuses heavily on communication between one person and another, the communication that takes place is also two-way, meaning that one person responds to another (Arni, 2005).

The first step taken was to post 50 posters to attack illegal cigarettes at a number of strategic points around Kupang Village, Ambarawa District, Semarang Regency, such as security posts and RT information boards on Monday, October 21, 2024. The posters contain information on the characteristics of illegal cigarettes and an invitation to report if violations of the distribution of illegal cigarettes are found. The second step was to hold a socialization of the attack on illegal cigarettes on Tuesday, October 22, 2024, which took place at the RW 06 Meeting Hall, Kupang Village. This event was attended by a number of community leaders such as the RW head, RT head, and a number of members of the youth organization with speakers from KKN students and attended by representatives from the Central Java Provincial Government Legal Bureau. Delivery of material on the definition of illegal cigarettes, characteristics of illegal cigarettes, impacts of illegal cigarettes, legal basis, DBH CHT, and showing videos of actions against illegal cigarettes. The next step is to make a short video with the theme "Eradicating Illegal Cigarettes" involving community leaders. The video contains the characteristics and impacts of illegal cigarettes and an invitation to eradicate illegal cigarettes. The short video was uploaded on the social media platforms Instagram and TikTok.

Results

1. Poster placement

A poster is a two-dimensional image that aims to disseminate information. The information contained in the poster can be in various forms, such as data, schedules, or

offers. The preparation of the poster must pay attention to the elements that must be present. One of them is that the presentation of information must be done in an informative and attractive manner (Girard, O'Keefe, & Price, 2014). Posters are one of the media that can be used to disseminate information that must be disseminated massively (Utoyo, 2020).

Posters are one of the media chosen by Customs in the process of disseminating information about attacking illegal cigarettes. Posters were distributed in the area around the Ambarawa sub-district, one of which was in the Kupang Village area. Posters were distributed in the amount of 50 posters and distributed evenly in 13 RW, posters were attached to public facilities such as guard posts, or information boards that had been provided by residents. The attachment of this poster was based on the Head of the RW in each area.



Figure 1. Poster Attachment on Information Board



Figure 2. Poster Attachment at the Guard Post

The posters that are attached contain information about the characteristics of illegal cigarettes that are widely circulated in the community. Among them are cigarettes that have fake excise stamps on their packaging, cigarettes that have excise stamps that are different from the latest excise stamps set by customs, then cigarettes

that use used excise stamps, and plain cigarettes or cigarettes without excise stamps. This is certainly a concern because the circulation of illegal cigarettes is still quite massive around the community. The attachment of this poster is also accompanied by the distribution of information regarding the procedure for reporting if you find cigarettes with excise stamps that do not comply with the regulations that have been determined.

2. Socialization to attack illegal cigarettes

Socialization is a learning activity that occurs between one individual and another with the aim of learning various aspects of life. Among them are aspects of language, norms, values, social systems, science, livelihood, arts, and religion (Ismail, 2019). Socialization is carried out with the aim of introducing as an initial step in adjusting to the values that must be adopted by society. Types of socialization can be divided into two types, namely formal and informal socialization. Formal socialization is socialization that occurs through authorized institutions. While informal socialization is socialization that occurs without any binding formal rules so that it is more flexible (Angela, 2020). One of the socialization activities that is widely carried out at the community level is socialization that is carried out with the aim of disseminating information. The process of disseminating information is carried out from one individual to another, or from one individual to a particular group.

An example of socialization carried out by one individual to a group is socialization carried out to introduce the circulation of illegal cigarettes. This socialization took the theme "Eradicating Illegal Cigarettes" which was carried out by Regular KKN students Batch 83 UIN Walisongo Semarang for the Kupang Village area, Ambarawa District, Semarang Regency. This socialization was carried out on Tuesday, October 22, 2024, with the aim of introducing the characteristics of illegal cigarettes that are widely spread in the community. This socialization discussed a lot about the dangers of illegal cigarettes that are widely circulated in the community, criminal acts that can ensnare parties who spread illegal cigarettes, and the screening of videos of sting operations in the distribution of illegal cigarettes.

This socialization was accompanied by the Institute for Research and Community Service (LP2M) UIN Walisongo Semarang, the Legal Bureau, and the Central Java and DIY Customs and Excise. The socialization targeted the general public, especially residents of RW 06, Kupang Village. There were 15 people present, consisting of the head of RW 06, the head of RT, the head of Karang Taruna, and the general public. Here is some documentation when the socialization of eradicating cigarettes was carried out.



Figure 3. Socialization to Combat Illegal Cigarettes

3. Making a short movie to attack illegal cigarettes

A follow-up to the socialization of attacking illegal cigarettes is by making a short movie that involves residents in the making process. A short movie or what is also commonly called a short film is a video made with a duration of less than 50 minutes (Cahyono, 2009). Although short in duration, a short film contains elements that build drama, including theme, plot, characterization, setting, conflict, morals, and dialogue contained in the short film. Making a short film can be adjusted to the goals to be achieved, there are short films made for entertainment purposes, but there are also short films made as a means of learning or a means of disseminating information. Short films that are used as a means of learning and disseminating information usually contain messages that want to be conveyed either directly or implicitly.

The short film to attack illegal cigarettes is one example of a short film that is used as a means of learning or also as a means of disseminating information. This is because in the short film that has been made there is information that wants to be conveyed. The short film that has been made tells the story of someone who is going to buy illegal cigarettes, but is prevented by someone who knows that smoking with illegal cigarettes can be harmful to health and can harm the country because it can reduce state revenue. This short film is distributed through the social media platforms Instagram and Tiktok. Links that can be accessed to view the short movie: <https://www.instagram.com/p/DCOv4beS00z/>



Figure 4. Documentation of the Process of Making the Short Movie Gempur Cigarettes Illegal

4. EXPO UMKM

EXPO is an activity carried out to introduce a product to the public (Salim, Mulia, & Sibarani, 2023) EXPO UMKM is held as the peak event of the gempur cigarette program. EXPO is held at the Ambarawa District Office, with EXPO participants coming from villages and sub-districts around Ambarawa District and Jambu District. There are 13 villages and sub-districts that participated, including the areas of Baran, Bejalen, Kranggan, Kupang, Lodoyong, Ngampin, Panjang, Pasekan, Pojoksari, and Tambakboyo representing Ambarawa District. While Jambu District is represented by the Kuwarasan, Rejosari, and Kebondalem areas. This EXPO activity was filled with joint gymnastics attended by PKK mothers taken from each participating area, the next activity was the socialization of gempur illegal cigarettes, followed by the distribution of door prizes which were carried out in conjunction with the UMKM bazaar.



Figure 5. EXPO UMKM

Conclusion

The cooperation between the Central Java and Yogyakarta Special Region Customs and Excise Departments, which has collaborated with the Regular KKN students of Batch 83 of UIN Walisongo Semarang, has resulted in various activities that aim to stop the spread of illegal cigarettes in the community, especially in the Kupang Village area.

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PARTISIPAN

Jurnal Pengabdian Masyarakat

Vol. 1, No. 1, March, 2025, page. 7 - 15

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PARTISIPAN

Jurnal Pengabdian Masyarakat
Vol. 1, No. 1, March, 2025, page. 7 - 15

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