

THE ROLE OF REGIONAL HEADS IN INCREASING PUBLIC AWARENESS OF PAYING LAND AND BUILDING TAX

Suyanto

Faculty of Economics and Business, Dr. University Soetomo

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E-mail:

suyanto_fe@unitomo.ac.id

ABSTRACT

In order to increase public awareness to pay Land and Building Tax (PBB), this study intends to identify the functions of village officials in Surabaya City and the variables that contribute to delays in public awareness. This study uses a qualitative methodology. By using words and theory, this method is used to discuss the government's role in increasing public knowledge about tax compliance and the conditions that hinder it. The study findings show that the government's role in increasing public awareness to pay taxes includes direct outreach to the public, conducting outreach and communicating with residents through intermediaries in the local sub-district/kelurahan, and using billboards posted on the side of the road to display taxpayer information. In addition, the people themselves become a barrier to public awareness because they believe that paying taxes is a burden on the financial situation of their families and that this land belongs to God and the house is paid for with their own money, so they negate the need to pay taxes.

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1. INTRODUCTION

Taxes are obligatory contributions made by the general public to the state treasury solely for the benefit of the people and are used to finance the development and administration of the state, in accordance with statutory regulations. The tax collection power is shared by the federal government and local governments.

The Directorate General of Taxes has explicit jurisdiction over several different taxes, including income tax (PPH), value added tax (PPN), sales tax on luxury goods (PPNBM), land and building tax (PBB), and value added tax (PPN).

Despite the fact that taxes are coercive, the government still needs to ensure that the money is spent responsibly. Otherwise, it implies that the government is not aware of the true purpose of taxation, a governing principle or standard that serves as the basis for highlighting a government's commitment to the tax code.

As a result of Law Number 28 of 2009 concerning Regional Taxes and Regional Levies, Regional Governments now have the authority to collect and collect Regional Taxes in accordance with laws and potentials that are unique to their region. Regency/City Governments are still trying to implement Rural and Urban Land and Building Tax (PBB P2). The government has made various efforts to increase tax revenues, but there are still obstacles or difficulties that must be overcome, one of which is the low level of taxpayer compliance, especially in fulfilling their tax obligations. Taxpayers can still fail to submit SPT and make timely payments of their obligations.

Every citizen or taxpayer who can demonstrate ownership of real estate, including buildings, with an official certificate is obliged to make a contribution to the PBB. Taxes are collected as a result of ownership, administration and use of land and buildings. Taxes are a potential source of revenue as a means of generating domestic revenue. The government builds buildings and infrastructure for the benefit of society by using funds from this tax sector. PBB is given annually to related parties. Unfortunately, there are still some people who do not pay the PBB tax because they are careless or ignorant. In fact, taxes are used to finance the country's development efforts to create a successful society. One of the revenues from the regional tax sector is Land and Building Tax (PBB). The Surabaya City Regional Government bases its ability to carry out its responsibilities on the public's knowledge of its commitments.

The Surabaya Regional Government Office still has to deal with many tax-related issues, therefore completing the PBB tax return is not a simple procedure. Governments should work to raise awareness of the importance of paying taxes to reduce or even eliminate these barriers, which are the result of erroneous

public beliefs about taxes. Outreach, mentoring and educational campaigns about the benefits of doing so are great ways to do this. The role of the village government is the most direct and direct because it is the closest institution to the residents to provide guidance.

2. METHOD

This type of research includes descriptive research. Descriptive research method is one of the most widely used research methods in research that aims to explain an event. As stated by Sugiyono (2011) "descriptive research is a study that aims to provide or describe a situation or phenomenon that is currently happening by using scientific procedures to answer actual problems. Meanwhile, Sukmadinata (2006) states that the descriptive research method is a method that seeks to describe, interpret something, for example conditions or relationships that exist, opinions that develop, processes that are ongoing, consequences or effects that occur or about ongoing trends.

The research method combines field observations with literary strategies taken from various books and magazines. The authors of this study are particularly interested in how federal, state, and local governments can inform the public about the value of paying taxes, particularly property taxes. The geographical focus of the research is determined in Surabaya.

3. RESULT AND DISCUSSION

3.1 Tax Definition

An important factor in increasing public knowledge of the importance of paying taxes as effectively as possible is taxpayer awareness. Because people's awareness of the importance of paying their fair share is critical to the success of government initiatives aimed at increasing tax revenues.

In Article 1 of law number 28 of 2007 which is a positive law in Indonesia and is the third amendment to law number 6 of 1983 concerning general provisions and procedures for taxation it is explained that taxes are mandatory payments to the state that are coercive for individuals or entities because they do not receive compensation directly and are used for the needs of the state so that its citizens can prosper.

Different definitions have been given by tax professionals, but they all serve essentially the same purpose. According to Soemahamidjaja in Brotodiharjo (1993:5), taxes are mandatory payments that can be made in the form of money or goods and are collected by the government in accordance with laws and regulations that determine the price of production goods and offer corrective services to advance the general public well-being. The term "compulsory contribution" is added to the definition above to fulfill the requirements of tax collection with the participation of the taxpayer and to avoid the use of the word "coercion". Taxes are commitments to heads of state that can be forced and owed by people who are required by law to pay without getting anything in return, according to Soemitro (1992:15). They can also be imposed directly, and their purpose is to cover public expenditure costs associated with the state's obligation to carry out governmental tasks. Tax, according to Sri and Suryo (2003:4), is

1. Obtained from those who are legally required to pay taxes
2. To the state treasury to pay (APBN)
3. Forced payments are allowed under the law.
4. Used for public payments, therefore comprehensive for everyone and not just for the few.

The following tax elements can be deduced from this definition:

1. According to the Lurah, who represents the people in the state, only the state has the authority to collect taxes, and contributions must be in the form of money, not tangible goods.
2. Taxes are collected in accordance with the authority of the law and its implementing regulations.
3. Direct appointment of the state is permitted without reciprocity or contrarival. It cannot be shown that someone is underperforming the government by paying taxes.
4. Used to fund state households, especially expenses that help the wider community.

3.2 Definition of Land and Building Tax (PBB)

PBB stands for "land and building tax", which is a tax on immovable property, which includes land and buildings. Since this tax is actually part of the wealth tax, collecting PBB in addition will result in double taxation. Munawir (1994: 308) claims that land and building taxes are collected by the central government, with most of the money collected going to local governments. The money is used to further the goals of the local community in the area where the tax is collected.

One of the regionally decentralized functions of the Indonesian government is Land and Building Tax (PBB). This tax is a form of local revenue that is collected by the federal government. Law Number 12 of 1994 concerning Land and Building Tax regulates how Land and Building Tax is implemented or

implemented in Indonesia. According to Law Number 12 of 1994, the definition of the earth is "Earth is the surface of the earth and the bodies of the earth beneath it". In the territory of the Unitary State of the Republic of Indonesia, the earth's surface consists of land, inland waters (such as swamps and pond waters), and sea. The body of the earth consists of everything that is beneficial to human well-being.

Buildings are defined as "engineered buildings planted or permanently placed on land or waters" based on Article 1 Paragraph 2 of Law Number 12 of 1994. These buildings function as houses, places of trade, and locations for farming. According to some of the definitions above, it can be said that PBB is a tax on land and buildings or on citizen contributions to the state which are collected in accordance with the imposition of taxes on tangible assets such as land or water to provide benefits to society. continuation of governance.

Talking about awareness, which is described as a feeling of knowing, remembering the actual situation or remembering one's own condition, is related to people's awareness of will and awareness of law. The definition of consciousness is a state of knowing, understanding, and feeling. In addition, awareness is described as the quality or behavior of knowing or understanding, complying with, and complying with the applicable laws and regulations. It is also an attitude or behavior of knowing or understanding, obeying, and adhering to the norms and habits of social life.

Society, a group that bases its existence on common interests, needs to maintain a balance between will and legal knowledge. With these two things, it is hoped that the community will be able to fulfill their obligations and rights to advance their interests. According to the definition given above, public awareness is the ability of the community to balance and harmonize its rights and obligations in line with laws and regulations that are supported by ethics and morals. This level of public awareness will foster a strong urge to move forward and establish relationships with others in order to live a better life.

Regarding the PBB issue, it is demanded that it be better correlated with a picture of the life of a pluralistic society so that it pays attention to the elements that influence people's awareness. This variation is related to elements of social, political, or economic class, as well as the level of education, type, and type of work performed. The level of public knowledge about PBB payments actually comes from the nature of the diversity of society.

The following indicators will be used to find out how public awareness of paying PBB is influenced by the following factors: [1]

1. The social structure of society
 - Environmental and cultural wealth related to people's attitudes - Educational achievements and understanding of the goals of the United Nations
 - The economic condition of the community, including whether they can afford to pay
2. The attitude of the officers when collecting PBB - What is the attitude of the officers when explaining to the public about the PBB requirements
 - Efforts by officers to explain to taxpayers their responsibilities in collecting PBB.
3. Public service - Government initiative to deploy the UN
 - Better government services as an incentive to pay taxes
 - Treat taxpayers fairly while taking into account their financial ability to support society
4. A simple procedure that facilitates PBB payments
 - There is an aspect of ease in understanding regulations and filling out PBB forms
 - PBB payment process that is easy for taxpayers to follow
5. Penalty
 - Knowledge of taxpayers about sanctions
 - Application of sanctions in a firm and fair manner

The Effect of Tax Sanctions on Taxpayer Compliance in Paying PBB Sanctions are negative penalties given to people who violate regulations, so that it can be said that tax sanctions are negative penalties given to people or tax subjects who violate applicable tax provisions and procedures (Jotopurnomo and Mangoting: 2013).

Factors Inhibiting Community Awareness in paying Land and Building Tax in the village government's efforts to increase public awareness, one of the main factors is community awareness itself. Where people's awareness of their obligation to pay taxes is hampered by the mindset of the people themselves. Factors inhibiting public awareness such as:

1. Tax Payment Reduces Income.

This factor is the main factor hampering public awareness in paying taxes. Because tax payments are in the form of money, not goods, this is of course the main reason people are reluctant to pay taxes.

Especially with the economic conditions of the people where they consider that taxes are burdensome and add to their living expenses. It is things like this that the Torongrejo village government must understand and carry out solutions, either through outreach or in any way to remind the public that paying taxes is mandatory and can be forced.

2. Tax Payments Take Time to Work

This is one of the factors inhibiting public awareness. Where people consider the tax payment process to be time-consuming and time-consuming, moreover, people have to go to the sub-district to make tax payments at a considerable distance. This is also the concern of the village government in providing locations and facilities for paying taxes that are close to the community with good and friendly service, so that people feel comfortable and are not forced to pay taxes.

The role of the village government in increasing public awareness in paying taxes. Role is a set of behavior that is expected to be possessed by people who are domiciled in society. Role in social science means a function that is carried out by someone when occupying a certain position, someone can play the function because of the position he occupies so that the community he leads is in accordance with what is desired with a set or series of actions expected.

The role is carried out by a person or group of people or institutions because their position in a society can provide better changes for their members or society. Based on the results of research that has been conducted through observation and interviews, it is known that the strategy and role of the village government in increasing public awareness of paying land and building tax is as follows:

1. The direct approach to the role of the village government is to be able to become an institution that is close to and protects the community properly and comprehensively. The various problems faced by the village government must be able to be resolved for the good of the community and the credibility of the leadership of the Village Head himself. As with the problem of public awareness in paying taxes, it certainly requires guidance and direct approach from the village head or village apparatus to find out the actual conditions and reasons why people are reluctant or not paying taxes.
2. The socialization of each institution certainly has programs and agendas and requires the attention of many people. One of the ways that the village government has done in increasing public awareness of paying taxes is by holding socialization. But still, socialization is considered the most effective way to get attention and appeal to the masses, because it can gather large numbers of people at once. The socialization is carried out by providing directions, guidelines, appeals and reasons for the importance of paying taxes.
3. Carrying out strict tax actions itself is a collection made on citizens who are coercive (coercive) for the benefit of the State and general welfare. If various efforts have been made such as direct approaches, outreach and communication to the community but have not yielded significant results. Of course, tax collection that is not carried out by a group of people will have an impact on them. Because taxes are obligations which are regulated in the law. The Tax Service will of course give sanctions to taxpayers who do not pay taxes in accordance with applicable laws and regulations.

The subjects and objects of Land and Building Tax are:

1. Those who are subject to tax are persons or entities that actually have a right to land, and/or obtain benefits from land, and/or own, control and/or obtain benefits from buildings. Thus the receipt of tax payment/payment is not proof of ownership of the right;
2. Tax subjects as referred to in point a who are subject to the obligation to pay taxes become taxpayers;
3. In the event that the tax payer is not clear about a tax object, the Director General of Taxes can determine the tax subject as referred to in point a as a taxpayer;
4. The stipulated tax subject as referred to in point c may provide a written statement to the Director General of Taxes that he is not a taxpayer on the said tax object;
5. If the information submitted by the taxpayer in point d is approved, then the Director General of Taxes cancels the determination as a taxpayer as referred to in point c within one month after receiving the certificate;
6. If the statement submitted is not approved, then the Director General of Taxes issues a decision letter of refusal accompanied by the reasons;
7. If after a period of one month from the date of receipt of the statement as referred to in point d the Director General of Taxes does not make a decision, then the statement submitted is deemed to agree. If the Director General of Taxes does not make a decision within 1 (one) month from the date

of receipt of the statement from the taxpayer, then the stipulation as a taxpayer is null and void by itself and is entitled to a decision to revoke the stipulation as a taxpayer.

With regard to the case of PBB payments, paying attention to the factors that affect the enlightenment of citizens needs to be more closely related to the image of the life of a diverse citizen. Diversity includes factors of social, political or economic class, and level of education, nature and form of work performed. Thus, for example, what was stated by Satjipto, Rahardja, that the high and low level of awareness among citizens about paying PBB actually originates in the nature of the diversity of the citizens themselves.

Operational Definitions and Variable Measurements

1. Taxpayer Compliance

Taxpayer compliance is the dependent variable in this study and will be tested for its effect on each independent variable, namely tax compliance, tax knowledge, and tax penalties. Taxpayer compliance is a behavior that is based on the awareness of the taxpayer himself to fulfill and carry out his tax obligations in accordance with applicable tax provisions and laws, in this case Land and Building Tax means that taxpayers comply to report changes or changes in details of land objects and buildings and pay taxes owed.

2. Taxpayer Awareness

Awareness is a state of knowing, while taxation is a matter of taxes, so that awareness of taxation is a state of knowing or understanding tax matters. Awareness of taxpayers in paying taxes means the attitude of willingness to fulfill their tax obligations in terms of reporting, disclosing, and paying their tax obligations correctly in the amount of tax owed and on time. Awareness can arise in the taxpayer himself, so that he wants to pay taxes without coercion from other parties because by paying taxes it means being able to contribute to the state by supporting development for the progress and welfare of society.

3. Tax Knowledge

Tax knowledge itself can be influenced by the level of education possessed by the taxpayer. The higher the level of tax knowledge possessed, the higher the awareness possessed by taxpayers, because they will certainly be aware of their tax obligations and what sanctions will be imposed if they do not or have not fulfilled their tax obligations.

4. Tax Sanctions

Tax sanctions can be one of the factors that can affect taxpayer compliance in carrying out their tax obligations. Sanctions can be used as a tool to regulate and increase public compliance as taxpayers in complying with tax rules and regulations that have been stipulated based on laws and regulations. The classification of land and building tax objects is regulated by the decision of the finance minister,

taking into account the following factors:

1. For a structured division of the earth
 - Place the earth
 - Land allocation
 - Earth utilization
 - environmental conditions and others
2. For building classification
 - The material used for the building
 - The type of engineering used
 - Place the building
 - environmental conditions and others

Tax objects subject to land and building tax are tax objects that:

1. Used solely to serve generic interests in the fields of worship, social, health, education & national culture, which are intended to gain profit, for example waqf land, generic hospitals, Islamic boarding schools and madrasas.
2. Used for tombs, ancient relics, or making use of it.
3. It is a protected forest, nature reserve forest, tourism forest, national park, grazing land controlled by the village, and state land that has not been encumbered with any rights.
4. Used by agencies or representatives of international organizations influenced by the minister of finance.
5. Used by diplomatic representatives, consultants in the hope of reciprocal treatment.

6. The tax object used by the state for administering government, the determination of the tax is further regulated using government regulations.
Those who are subject to land and building tax are a person or entity that concretely has rights over land, or obtains benefits from land, or chooses, controls, or obtains benefits from land and buildings. Provisions for tax subjects:
 1. Tax subjects are obliged to pay taxes as tax payers based on law number 16 of 2009 concerning generic provisions in the way of taxation.
 2. In the event that an object is not clearly known, it must be taxed. The Director General of Taxes can determine the tax subject who pays taxes.
 3. The ownership status of the tax subject determined by the tax general is not clear, so if it is known in the future who is the actual tax subject, he can submit written information to the Director General of taxes.

3.3 The Role of Regional Heads in Raising Public Awareness of Paying Land and Building Tax (PBB)

The implementation of regional government is carried out by giving the widest possible authority, this authority is accompanied by the granting of rights and obligations to carry out regional autonomy in the unitary system of administering the state government. Regional heads within their authority should make a real contribution to society in increasing awareness of taxpayers, especially Land and Building Tax (PBB).

When talking about the role of government, such as its function in increasing public awareness to pay taxes, taxes are paid on property and buildings where the role is not only personal rights and obligations, but also duties and authorities controlled by the village government. Local governments are responsible for paying land and building taxes. However, the obstacle faced by regional heads is that often the payment of these taxes raises questions about unresolved tax payments, meaning that people do not want to pay taxes at a predetermined time.

Community awareness in every human being is indeed different, this is dominantly a root in various social problems. Therefore, do not be surprised if in Indonesia itself the people in the city of Surabaya are still lacking in the awareness that is embedded within them, so that people's actions like that will be self-defeating. If realized in the city of Surabaya, there are still many Surabaya residents who are disobedient to the PBB tax payer. Why is that? Because the citizens of the city of Surabaya are vulnerable to distrust of the regional government of the city of Surabaya, this is due to the negative stigma of the community towards the local government and regional heads who play the role of this PBB tax. Therefore, it can be concluded that awareness refers to a situation where a person is aware of the rights and obligations that must be upheld.

In the synergy of regional heads to increase awareness of the people of the city of Surabaya, regional heads are able to play a role in the following matters: (Safitri, 2021)

- a. Counseling to residents of the city of Surabaya
Regional heads can optimize their role in increasing public awareness by counseling about PBB taxes. A system for delivering information, consultation and guidance on taxation on an ongoing basis to the public in order to increase the knowledge, awareness and willingness of members of the public to obtain rights and carry out tax obligations.
- b. Improve service
Improving public services, including through integrated services, and moving the location of paying taxes closer to the residence of the Taxpayer, such as the nearest BANK or post office, will make it easier for Taxpayers to pay Land and Building Tax. In addition, in the city of Surabaya the regional heads took the initiative in online services. In this case, the regional head provides transactions through *It is-commerce* which aims to make it easier for people to pay their tax bills.
- c. Giving Awards
Award is a form of giving someone to an individual/group to support the motivation of someone who is given an award. This applies to individuals/agencies who pay taxes on time and who comply with tax rules, especially PBB taxes. In this case the regional head can influence the community in return for the best award for citizens who comply with PBB taxes. If this is realized in the role of the regional head, then the people will feel valued and will be driven by public awareness in reviewing this PBB tax.

Therefore, the regional head is obliged to contribute through the role above in increasing the awareness of the people of the city of Surabaya to be more literate about taxpayers and to be more obedient

to the regulations for paying taxes in the local area. In addition, regional heads must set an example to the community so that their stigma in terms of taxes does not trigger the public to think that taxes are useless and harm them. So, the regional head must be responsible and provide a form of role in the explanation above.

4. CONCLUSION

PBB stands for "land and building tax", which is a tax on immovable property, which includes land and buildings. The purpose of this tax is to allocate funds for people's welfare in equitable development and improvement of the community's economy. However, the PBB tax in the city of Surabaya has received less attention from the community, because the community does not comply with tax regulations, by not paying taxes either by not completing bills or by a lack of awareness of the importance of taxes for the people themselves. In this case, the role of the regional head is very much needed in the community audience, in which the community is responsible for the regional head by providing integrated educational counseling, then reviewing or improving good services from the local government to the community so that the community feels well served and in this case the community becomes more organized in its payment system, then finally the regional head can provide supporting motivation by giving an award to individuals/agencies who comply with taxes and pay taxes on time.

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