

# Analysis of Attitudes and Optimizing Public Communication in Import Regulations: A Phenomenon of Import Buying Services

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## ABSTRACT

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*Keywords:*  
attitudes,  
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import buying services (jastip),  
public communication.

The phenomenon of import buying services (jastip) has become an alternative for individuals who wish to purchase specific products without personally traveling to the source location of the goods. However, over time, there has been misuse in import buying services to avoid taxes, and service providers turn a blind eye to Minister of Finance Regulation Number 203/PMK.04/2017 regarding import regulations through passenger baggage. This study aims to analyze the attitudes of import-buying service providers towards this policy and evaluate government public communication efforts to ensure understanding and compliance with the applicable regulations. The study adopts Policy Communication Theory (transmission, clarity, consistency) and Attitude Components Theory (cognitive, affective, conative) as its theoretical framework. This is a qualitative study using a phenomenology method on the practice of importing import buying services. Data were obtained through interviews with import buying service providers, policy makers, and analysis of relevant import policy documents. The results indicate the need for audience segmentation for more specific communication approaches, intensified socialization regarding the understanding of personal and non-personal goods categories, and internal education for Customs officials. These findings provide a significant contribution to the government in designing more effective communication strategies to promote compliance with import policies, particularly in the context of import-buying services.

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## INTRODUCTION

The development of technology and the internet has changed various aspects of human life, from cross-cultural communication to transformation in the economic sector. The internet allows for wide interaction and access to information, influencing people's buying and selling behaviors as well as the emergence of new innovations in the economic field. In the past, buying and selling transactions occurred directly but now they are switching to *digital platforms* such as *marketplaces* and social media. Even now a new phenomenon has emerged in the form of a buying service (jastip), where individuals run a business to buy goods at the request of others, especially goods that are difficult to get around the place of residence. This service is used by various groups and is a solution for those who want to buy products from outside the region or abroad at a more favorable price.

Executive Director of the Center for Indonesia Taxation Analysis (CITA) Yustinus Prastowo assessed that the booming import goods buying service business (jastip) is the impact of technological advancements. Jastip perpetrators take advantage of the services of people who are traveling abroad (Nursyamsi, 2019). Jastip business people use social media and online interactions to offer products, pre-order, or even live shopping to potential consumers. This increases the convenience of shopping and opens up additional income opportunities for them. However, in practice, these jastip actors maximize their profits by avoiding or even deliberately running away from their obligations in paying taxes in the context of imports that they should pay according to applicable rules.

Various changes in business patterns and people's consumption behavior in this era of disruption certainly also have a negative impact on the domestic industrial climate. Especially in the buying service business, commonly called jastip of imported goods, of course, it is a contra to government policy in terms of restricting the entry of imported goods which is also to increase the use of domestic products. The government through the Directorate General of Customs and Excise (DJBC) or commonly called Customs makes a regulation with an exemption of USD 500 per person for passenger luggage that is not subject to import duties. If the value of goods brought by passengers from abroad exceeds the exemption limit, import duties will be imposed according to the applicable calculations. In terms of government policy, the exemption of imported goods carried by passengers worth USD 500 per person only applies to goods with personal status, not for sale as is rampant in the jastip phenomenon. Therefore, it is very necessary to educate the public in the form of insight regarding applicable policies to reduce the number of illegal jastip practices, namely jastip that does not pay taxes in the context of imports when entering Indonesia.

The communication process in making a policy is very important, especially in a democratic country like Indonesia. It is impossible to define policies without a communication

process as a form of interaction and coordination between policymakers and benefits to society (Adhani et al., 2022). The principles, components, and functions of public communication need to be considered. The value of the communication process that occurs to build constructive interaction between policymakers and the community is the main thing.

The delivery of policies carried out by the government, in this case, related to the import of goods, cannot be separated between restricting the entry of imported goods into Indonesia and protecting the domestic industry. Government communication will determine the attitude of the community in implementing existing policies. The community is very responsive to every action and policy from the government that communicates well and effectively through various communication channels (Vardavas et al., 2021). In other research, it is said that timely and accurate public communication is very important because it determines whether the public will trust government authorities more than rumors and misinformation (Vinck et al., 2019). Vinck et al also stated that there is a relationship between trust and public attitudes toward compliance.

Regarding the jastip phenomenon, on September 27, 2019, Customs made a press release that became a reference for mass media news and various publication products, one of which is infographics on social media. In the press release, it was stated that 422 actions had been taken against the perpetrators of buying services at Soekarno Hatta Airport with a total of four billion rupiah of state rights that were successfully saved during 2019. As many as 75% of the cases of buying services are dominated by goods in the form of clothing, cosmetics, shoes, bags, and other high-value items. Violation of this provision is carried out by carrying out the "splitting" mode, namely by breaking down goods ordered for buying services to people in a passenger group to 'outsmart' the limit of the exemption value of USD500 per person as stipulated in the Minister of Finance Regulation Number 203/PMK.04/2017 concerning Provisions for the Export and Import of Goods Carried by Passengers and Crew of Transportation Facilities. In addition, another method that is also often done by buying service providers is by using couriers and through buying. Since Customs implemented the anti-"splitting" program through PMK-112/PMK.04/2018 in October 2018, there have been 72,592 *consignment notes* (CN) that have been successfully netted in 2018 with a value of 4 billion rupiahs and increased in 2019 until September 2019 when a press release on the buying service policy was issued as many as 140,863 CN with a revenue value of 28.05 billion rupiahs. Based on the data above, from the Customs side, good communication efforts are urgently needed so that the public understands the policy and the public can comply with the applicable provisions by providing true information about passenger luggage entered into Indonesia. Through good communication steps and the fulfillment of government policies, indirectly state rights will be fulfilled and create an equal *level of playing field* between domestic production and imported products that are widely circulated in the market so that the acceleration of the competitiveness of local products is more guaranteed.

Looking at the many violations of the community related to the rules for passenger-imported luggage, it shows that there is still a lack of understanding of the regulations related to the program created by Customs. Through news on social media, websites, and various mass media, Customs hopes that there will be a change in the attitude of buying service actors who have been committing many violations to understand and be able to carry out activities of carrying imported passenger goods in accordance with applicable regulations. In this regard, the author wants to know the attitude of buying service business actors towards public policy communication carried out by Customs regarding the rules for the import of goods related to buying services.

Friedrick (Nugroho, 2012, 119) expresses that public policy is a series of actions proposed by a person, group, or government in a certain environment, with existing threats and opportunities. Researchers are very interested in researching this *jastip* phenomenon because there has been no other research that focuses on the attitude of buying service providers for goods originating from abroad on policy communication carried out by Customs as the Government. This research will be conducted by presenting the results of the analysis of various factors for the success of public policy communication implementation as well as an analysis of attitudes arising from service business actors. This research fills a gap by focusing on the attitudes of import buying service (*jastip*) providers towards government communication about customs regulations, a topic that hasn't been explored in previous studies. While there are existing policies, like the Minister of Finance Regulation, it's unclear how well these rules are communicated and understood by the public. The novelty of this study lies in combining communication and attitude theories to analyze how government messages influence compliance. Using a qualitative, phenomenological approach, it offers new insights into a topic that has never been addressed by previous studies, the behavior of *jastip* providers, and suggests ways to improve public policy communication.

## **LITERATURE REVIEW**

### **Policy Communication and Attitudes Model**

This research will focus on two factors for the success of policy implementation related to import buying service rules, namely communication and attitude aspects. According to Edward III, policy communication has several dimensions, including the dimensions of transmission, clarity, and consistency (Edward III, 1980). The transmission dimension requires that public policies are conveyed not only to policy implementers but also to policy target groups and other interested parties both directly and indirectly. The clarity dimension requires that the policy that is inaugurated to the implementer, target group, and other interested parties be clear so that they know what the intent, objectives, objectives, and substance of the public policy are so that each will know what must be prepared and implemented to succeed the policy effectively and

efficiently. The dimension of consistency is needed so that the policies taken are not confused to confuse policy implementers, group targets, and interested parties.

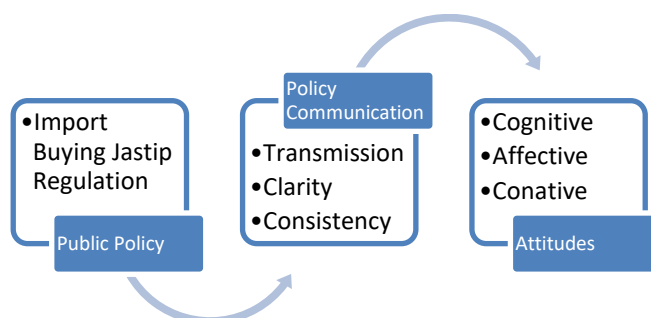
Schiffman and Kanuk reveal that attitude formation is heavily influenced by personal experiences, the influence of family and friends, direct marketing, and mass media (Schiffman & Kanuk, 2018, p. 233). They explained the three components of attitude consisting of cognitive, affective, and conative. The first component that forms the three-component attitude model consists of a person's various cognitions in the form of knowledge and perceptions obtained based on a combination of direct experience with objects, attitudes, and related information from various sources (Schiffman & Kanuk, 2018, p. 225). Furthermore, Schiffman and Kanuk explain that the knowledge and perception generated from cognition will take the form of trust in the form of belief from consumers that the object of attitude has various properties and behaviors that will produce certain results. The cognition component is related to a person's reasoning to judge information, factual messages, and understandings that produce judgments or understandings based on their reasoning ability. A person must have emotions or feelings towards a product, brand, and idea which is a component of attitude in the form of affective.

These emotions and feelings are often considered by consumer researchers to be highly evaluative in nature: that is, they include a person's assessment of the object of the attitude directly and thoroughly (or to the extent that one rate the object of the attitude "pleasant" or "unpleasant," "good" or "ugly". Furthermore, Schiffman and Kanuk reveal that heartwarming experiences are also manifested as states that are overwhelmed with emotions (such as happiness, sadness, shame, disgust, anger, difficulty, guilt, or astonishment) (Schiffman & Kanuk, 2018, p. 226). This emotional state, Schiffman and Kanuk said, can enhance or reinforce both positive and negative experiences, and memories of those experiences can influence what arises in the mind and how individuals act. The third component that forms attitudes is conative, which is a form of consumer action towards an object of attitude such as whether someone makes a purchase of a product or performs a certain action related to an idea. Conation relates to the possibility or tendency that the individual will perform a specific action or behave in a certain way towards a particular object or attitude (Schiffman & Kanuk, 2018, p. 227). So conative is a component to actively moves a person to "act or behave" on a reaction that he is facing.

### **Theoretical Framework**

The author begins the frame of mind by discussing the phenomenon of the import goods buying service business. Initially, the business practice of import buying services did not have detailed regulations for its implementation, so there were many loopholes in law violations in the form of tax payment evasion. Gradually, with the increasing number of violations of the rules on

imported passenger luggage, the Directorate General of Customs and Excise issued regulations that closed the loophole of law violations through rules related to buying services and the author looks through the lens of Edward III's policy communication theory (transmission, clarity, consistency). Then from there, the author wants to find out how attitudes through the theory of Schiffman and Kanuk's attitude components (cognitive, affective, and conative) from buying service actors to public policy communication related to import buying services will answer the formulation of problems and research objectives. To make it easier for readers to understand, the author has compiled a conceptual framework that is the basic reference in the preparation of this research.



**Figure 1. Theoretical framework**

Source: Kristanto, 2024

## METHOD

This research is qualitative research that aims to be able to describe and analyze an attitude, social activity, and thinking of people both individually and in groups. Qualitative research can be used to explore lesser-known or poorly understood topics or phenomena to help bring unexpected knowledge to the surface. In addition, this approach is suitable when a detailed in-depth view of a phenomenon is necessary to explore complex processes and to illuminate the nature of the various facets of the human experience (Tuffour, 2017). In conducting this research, the author uses an interpretive paradigm and phenomenological research method, which is a research method that researches the subject's experience related to something (Hall et al., 2016). Phenomenology can be said to be a person's perception of seeing the world based on their experiences. Phenomenology initially focused on direct descriptions of human experiences without additional interpretation, whereas now more emphasis is placed on understanding and interpreting the meanings behind those experiences, as is done in hermeneutic phenomenology (Matua & Van der Wal, 2015). The life experiences of several individuals must be different so that from there the author can explore the different meanings and attitudes of some individuals who have different perceptual experiences also towards a phenomenon, in this case, public policy related to jastip. In this context, the phenomenological paradigm emphasizes the importance of

understanding the experiences of individuals in depth before looking for patterns or similarities between them (Peuler, 2024). The author also hopes to obtain more in-depth data and meaning, so that the results of this qualitative research can clearly show and describe the attitude of jastip actors towards public communication on the policy of controlling the import of jastip.

The subjects in this study are custodial service practitioners who have been practicing import buying services until now. Meanwhile, the object of this research is attitudes by paying attention to the components of cognition, affection, and conation as well as policy communication from the aspects of transmission, clarity, and consistency that affect the implementation of public policies related to import buying service rules.

In this study, the author uses *the snowball sampling* technique because the research subjects are not easy to identify in general and are very rare. Sampling of a population is obtained in a chain from one respondent to obtain other prospective respondents. The data collection technique in this study uses a casual semi-structured interview. According to Mulyana, an interview is a form of communication between two people, involving someone who wants to obtain information from another person by asking questions, based on a specific purpose (Mulyana Deddy, 2018). The researcher will only prepare a guide to the outline of the questions without making a list of questions in a structured manner in the hope that the interview will run like a casual chat with questions that develop in the conversation that occurs in the field. The draft questions will only be made in an outline and are not closed, but open so that the author can develop to dig deeper and in more detail. Interviews will be packaged in an informal atmosphere, for example, while enjoying coffee in a comfortable and cozy place. An informal atmosphere is expected to avoid rigidity and inflexibility in the question-and-answer process so that it can dig deeper and reveal *insights*. The author also searches documents and observes or observes digitally because the author needs data to be compared with the results of in-depth interviews that have been conducted.

Data analysis is a step after the data collection process is completed. Data analysis is used to solve research problems by analyzing raw data results from data collection. Wijaya said that qualitative data can be analyzed through stages such as selection, categorization, validation, theorization, and proposition (Wijaya, 2015), for more details can be seen in the Figure 2.

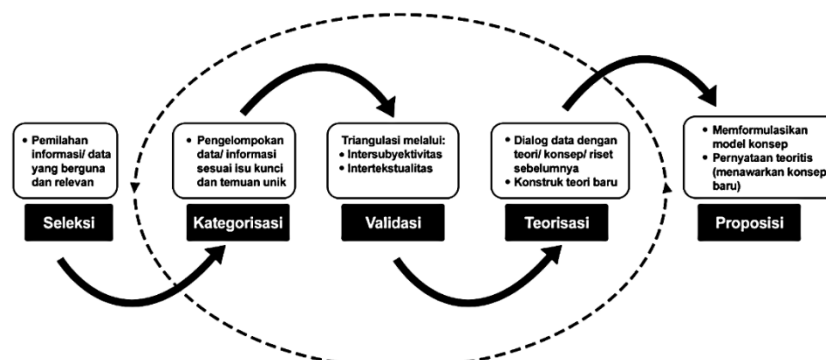


Figure 2. Qualitative data analysis stages

Source: Wijaya Adaptation, 2015

## RESULTS AND DISCUSSION

The Directorate General of Customs and Excise as an echelon I unit under the Ministry of Finance, has the responsibility to realize good governance by always prioritizing transparency/openness of government performance in carrying out its main duties and functions by the mandate of Law No. 14 of 2008. The success of Customs in gaining public trust also depends on its ability to open itself up in absorbing people's aspirations, organizing policies in clear technical rules, and disseminating various policies along with performance achievements in a public communication strategy as a form of accountability to the public. Since 2017 until now, Customs has implemented 48 action plans to strengthen the role of communication and the image of Customs with various strategic steps in the field of public relations, including starting from analyzing the needs of human resource competency standards, compiling training schedules, to carrying out various trainings related to public relations. A breakthrough step was also taken by creating a public relations information system as a means of collecting and disseminating news to facilitate the distribution of information and news from the Customs vertical work unit to the head office and from the head office to the national mass media. To increase the role of communicators in the public communication process, Customs has also built and developed the BC TV Channel and BC Radio Channel as a means of publication with a streaming system, including website display, database storage, addition of chat features, and application development on Android and iOS. To form two-way communication, Customs has a contact center called Bravo Customs 1500225. Various innovations have been made to optimize the service, including carrying out 24/7 service piloting activities; bilingual services; the establishment of the integration of the Three Sites channel; and Noni Bravo's artificial intelligent self-service.

On September 27, 2019, the Directorate General of Customs and Excise issued a public policy in the form of rules related to the regulation of import buying services to create a healthy local industrial climate and increase the competitiveness of local products. This policy aims to respond to the many violations regarding passenger luggage rules through several modes of buying services. Provisions regarding the import of goods carried by passengers are regulated in PMK 203/PMK.04/2017. With the following definition: 1. Passenger-borne imported goods consist of personal goods that are used/used for personal purposes including the rest of supplies (personal use). 2. Imported goods carried by passengers other than personal goods (non-personal use). For the passenger's personal belongings, if the goods are used/used for personal purposes, including the rest of the supplies (personal use), the maximum FOB of USD 500.00 per person per arrival is given an exemption from import duty, if the customs value of the passenger's personal belongings exceeds the customs value limit (FOB USD 500.00), for the excess is collected import duties and taxes in the context of import.



Figure 3. Publication content of buying services by BeacukaiRI

Source: Kristanto, 2023

Some modes of violation of buying services through the import of passenger luggage include: 1. Jastip goods that are not notified Based on PMK 203/PMK.04/2017, buying services are a category of non-personal use goods and are not a category of goods that are entitled to import duty and/or excise exemption with a customs value of at most FOB 500 USD. So based on the provisions, these jastip goods are required to be notified and paid off the collection of import duties and taxes in the context of import. However, to make efforts to avoid taxes, most of these jastip goods are not notified through the Customs Declaration or orally to Customs officers. 2. Jastip goods that are broken into several people in the group (splitting). The solution was carried out to 'outsmart' the vigilance of Customs officers who may suspect the amount of passenger luggage if it is only carried by one person. This carry-on breakdown is carried out to avoid taxes on non-personal use goods brought. 3. Still related to mode number one (not notified), is a violation of the prohibition and/or restriction (lartas) of passenger goods. Some passenger goods have provisions for lartas on their imports but are not notified to avoid the lartas. For example, for mobile phones whose imports have been regulated in Permendag 82/M-DAG/PER/12/2012, based on the Permendag, the import of mobile phones is only limited to a maximum of 2 (two) units of different types per person. In the field, some passengers carried more than the allowed number of mobile phones but were not reported to the officers.

To obtain the results of the analysis of the attitude of the buying service actors towards the policy of regulating the buying service, the researcher used an in-depth interview technique. The researcher conducted interviews with six resource persons who the researcher selected to be

the source of data by dividing them into three types, namely resource persons for buying service providers, resource persons for the Customs communication strategy section, and triangulators. For the privacy of the buying service business actors, the researcher cannot mention the identity of the source in full and only use initials.

Various public communication efforts are also carried out by the Customs public relations unit in the context of disseminating information about import and export rules, especially the carrying of passenger goods. Various publication products are made by the Customs public relations unit, including through social media, seminars, coordination with various business associations, news in the mass media, talk shows, and press releases. The creation of press releases is used as a source of information that can be accounted for by Customs to journalists as a guideline for making news that will later be consumed by the public.



Figure 4. Infographic of buying services by Beacukai

Source: Kristanto, 2023

### Public Policy on the Control of Import Buying Services

The achievement of the goals of a public policy is certainly inseparable from the role of communication. How a policy is formulated and delivered to a policy target requires a series of communication activities both internally by the policymaker and externally by the policy target. The implementation of public policies will be realized through a series of actions with factors

including communication related to understanding what the target audience should do regarding policies made by paying attention to the dimensions of transmission, clarity, and consistency. In addition, the implementation of public policies must also pay attention to attitude factors related to perception, understanding, and commitment to policy targets consisting of cognitive, affective, and conative components.

The four informants had different motivations about how to first get to know jastip activities. CN knew jastip first because of the culture of souvenir buying which was then felt to be a business opportunity, while CP was able to see opportunities from the difference in the price of an item abroad and in Indonesia, making the jastip business have a high potential audience interest. Then ER was because she followed her husband's activities who often traveled and in the context of work so she tried to do a business of buying service activities. Meanwhile, the train started jastip activities to fulfill the request of its relatives.

The four informants mentioned different challenges that they each faced, but there were slight similarities between the challenges felt by CP, ER, and KA related to adjusting luggage according to luggage restrictions and when facing Customs. Then the researcher asked jastip actors about their understanding of the provisions related to the jastip policy whose results were different, some had found out the regulations, and some did not know.

"Before carrying out this, I had read the PMK, and contacted several friends at Customs. Through the Regulation of the Minister of Finance Number 203/PMK.04/2017, there is a rule regarding a maximum of 500 USD for passenger luggage. Therefore, I adjust a lot of Jastip according to how many friends go home (bring family or not)." (Interview, CN, February 2024)

"No. I didn't know when I started. I didn't know anything and I just brought things when I first started, there weren't many because I was traveling at that time." (Interview, ER, February 2024)

To confirm what the policy background about jastip looks like, the researcher asked the triangulator, namely Minarti as part of the policy maker.

"This jastip provision is included in the provisions regulated in PMK 203/2017 and PER-09/BC/2018 related to the import of luggage for passengers and crew of transportation facilities. In PMK 203/2017, the luggage of passengers or crew of transportation facilities is divided into two categories, namely personal goods (personal use) and non-personal goods (non-personal use). Now for non-personal goods, including merchandise or commercial goods. As we know, jastip goods are more of goods that are entrusted to be purchased from abroad, so their nature includes merchandise or commercial. So, in this PMK (PMK 203/2017) for jastip goods, the treatment is different from personal goods, namely they do not get an exemption from

import duty of 500 USD and general import provisions apply, namely BM and PDRI MFN tariffs." (Interview, Minarti, February 2024)

In line with the answer above, Teddy as the Head of the Communication Strategy Section of DJBC also mentioned that:

"Maybe I will try to straighten it out again, there are no special regulations related to jastip. But what is regulated is that the goods that enter Indonesia are carried by passengers so that they are categorized as passenger goods that can get exemption facilities but not all. Not all of them are goods that have exemption facilities in the sense of the amount of taxes and import duties imposed get a discount facility of 500 USD and this is only for passenger goods that fall into the category of personal goods or personal property or for personal use, while if we talk about buying services, they are outside that category." (Interview, Minarti, February 2024)

From the above answers to the difference in receiving information about the policy regarding passenger luggage. The informant of the jastip perpetrator interpreted the jastip policy only dwelling on the amount of value of goods brought from abroad according to the import duty exemption limits. Meanwhile, the policymaker mentions exceptions for goods intended for commercial purposes. After various answers about jastip policies, the researcher entered the dimension of policy communication, namely transmission factors.

After conducting the data collection phase with the five informants and one triangulator, the researcher conducted the triangulation phase by comparing the data obtained with the triangulator as well as with related theories such as those mentioned by Edward III (1980) and the theories of Schiffman and Kanuk (2018). In this section, the researcher describes the results of the analysis of the attitudes of buying service businessmen towards public communication, the policy of regulating import buying services.

### **The Need for Target Group Segmentation**

From the results of data analysis, Customs has not created a policy target group based on communities that have the potential to become a forum for discussion related to jastip activities such as the traveler community, the expatriate community abroad, and other target groups that often travel abroad. This is related to the transmission theory of Edward III that the transmission dimension requires that public policies are conveyed not only to policy implementers but also to policy target groups and other interested parties both directly and indirectly. This can also be seen from the response of the community after the process of disseminating information about jastip presented a response from the target group who requested a special session to understand the rules regarding passenger goods both at the national level and service office units in the regions. Of

course, by segmenting this target audience, Customs will be more optimal in formulating the right communication strategy to target the desired group. The use of social media with the right approach can also be determined by combining interesting visual language according to the age and background of the target audience group.

From the data obtained by the researcher, the Customs communication strategy is divided into three amounts, namely: 1. Stakeholder engagement In the form of interaction between Customs and stakeholders to improve the quality of policy making. It is hoped that the public can actively participate and communicate interactively with Customs to improve performance. 2. Communication intelligence in the form of data collection, analysis, monitoring, and evaluation as the basis for the preparation of communication strategies and tactics. Through the tools developed, Customs can measure public opinion in real time and make performance improvements according to public expectations. In addition, Customs can process data and information to develop communication strategies. 3. Public opinion building. In the form of the formation of public opinion for the image of Customs. It is hoped that the public will know, know, and understand the performance and current issues of Customs.

### **Difference in Understanding the Substance of the Buying Service Policy**

The researcher analyzed that in the dimension of clarity of policy communication, there is still a gap in understanding the content between policy organizers and policy target groups. The dimension of clarity according to Edward III requires that the policy that is inaugurated to the implementer, target group, and other interested parties be clear so that they know what the purpose, objectives, objectives, and substance of the public policy are that each of them will know what must be prepared and implemented to succeed the policy effectively and efficiently. The target group of policies, in this case, jastip actors, still understand the jastip policy regulations regarding the limitation of the amount that is not subject to import duties and have not mentioned the understanding of the difference between personal goods and non-personal goods or those that are commercial. Meanwhile, in terms of understanding the purpose of public policy, jastip actors have consciously understood the purpose of creating the policy, which is to protect local products. The buying service actors consider the rules of buying services to only focus on the value of the goods brought. The buying service provider argues that bringing goods that he considers dime or 'printilan' goods, is not considered to violate the applicable rules. This is certainly different from the content explained by policymakers as conveyed by Minarti that jastip goods are included in the category of non-personal goods. So that they do not get import duty exemption from the limit of 500 USD or are still subject to import duties.

From the results of the interviews, the researcher argued that an evaluation was needed to find indicators of audience understanding of the publication material of the rules. Further

emphasis is needed and massively on the difference in understanding between personal and non-personal goods. It is necessary to affirm the criteria for assessing an item to be categorized as personal or non-personal goods to maintain consistency in the implementation of rules in the field. In addition, it is necessary to submit detailed information related to the procedures for passenger luggage rules, the flow of reporting the carrying of goods, and not only through digital media but also through information boards at each international departure and arrival gate so that the information conveyed is right on target to people who want to travel abroad or come to Indonesia.

### **Publication Content Uniformity and Key Message Suppression**

The author found a difference in the understanding of substance from jastip actors who have not fully understood the difference between personal goods and goods for commercial purposes, the researcher argues that it is necessary to evaluate the content of publications regarding jastip activities. It is necessary to carry out socialization through various print and digital media by emphasizing the key message regarding the difference between personal goods and non-personal goods (commercial). In addition, the researcher argues that it is necessary to create a protocol for creating publication content from upstream to downstream of the organization, for example in the form of content uniformity between central and regional units to maintain the consistency of the messages received by the community with what is expected from policymakers at the central level. In addition, there needs to be quality control of publication content made independently by regional work units to then get confirmation that the content created is following policies at the central level and is right in terms of the key message that the community wants to receive.

### **Consistency in Information Dissemination Through Internalization**

According to Edward III, the dimension of consistency is needed so that the policies taken are not confused to confuse policy implementers, group targets, and interested parties. In the publication of information about the buying service policy, according to Teddy, Customs when disseminating the latest rules to service units or work units in the region carried out in-house training with the hope that all officers who work under the rules for passenger's goods or related to jastip will know consistently. Customs in this in-house training process also collaborates with education and training centers or training centers either at the Customs or Ministry of Finance level. Teddy also said that regulations related to this buying service apply throughout Indonesia, but most of them occur at Customs offices where there are high passenger goods, namely large international airports.

Based on the results of the interviews, the researcher also found the potential for inconsistency in the receipt of information from upstream to downstream before being conveyed to the public.

Based on CN and CP's statements, both admitted that they routinely consulted with friends from Customs before carrying out jastip activities. However, from the level of understanding of CN and CP regarding the jastip policy that does not understand the difference between personal and non-personal goods, the researcher argues that there is still information that has not been thoroughly understood in the downstream part of the Customs internally.

### **Participation in the Buying Service Policy**

Active participation and collaboration on the buying service policy is the hope of Customs as the institution that issues the policy. As conveyed by Teddy, the highest expectation of the public after understanding this buying service policy is that the buying service actors consciously want to report their luggage by their intended purpose and are willing to pay taxes if the goods brought are not personal. This expectation follows the theory of conation by Schiffman and Kanuk (2018) which explains that conation is the tendency of individuals to take special actions or behave in a certain way towards certain objects of attitude. Based on data from the results of the interview, the Jastip actor conveyed his agreement on the condition that this policy is carried out fairly, indiscriminately, and in accordance with the creation of the policy. In addition, CP also expressed his opinion between agreeing and disagreeing, namely agreeing to increase domestic consumption, but disagreeing if it touches the realm of personal luggage.

From the above statements, the researcher argues that there is a potential for positive public attitudes that lead to deeper curiosity about the buying service policy. However, regarding the acceptance of jastip perpetrators to the policy to want to report their luggage as a form of participatory support for the rule, it is still not seen. This can be seen from the confession of the source of the buying service provider who is still trying to 'hide' the groceries that will be sold again by notifying them as personal items.

### **The Influence of Integrity on the Level of Public Acceptance**

Public knowledge from the results of direct experience will have an impact on public acceptance to be willing to carry out a policy and further impact the image of the institution. This is related to the theory of Schiffman and Kanuk (2018) which explains that knowledge and perception arising from cognition will take the form of trust in the form of trust from consumers that the object of attitude has various properties and a behavior will produce certain results. Based on CP's statement, after the jastip policy came out, the jastip business, especially electronics, was quite dragging. CP saw that none of his friends dared to take the risk of doing electronic jastip, especially iPhones. CP said that several friends are known to make jastip as their main job and are still freely doing jastip iPhones from abroad. Based on

this statement, the researcher argues that the possibility of policy implementation that does not run according to the provisions or indications of integrity violations will cause confusion and affect public trust in public policies.

## CONCLUSION

Based on the results of the discussions that have been carried out regarding the attitude of buying service actors towards the communication of import buying service control policies at the Directorate General of Customs and Excise, several conclusions can be drawn. In the delivery of information about the jastip policy by Customs, there is no specification of the segmentation target that provides a different approach to each target audience group. There is still a misinterpretation of the jastip rules, namely the jastip perpetrators only understand the jastip rules related to restrictions on the carrying of passenger goods that are not subject to import duties of USD 500 and do not understand the difference between personal and non-personal goods. The understanding of the purpose of public policy on protecting the domestic industry has been understood by jastip actors, but the implementation in the field related to the entry of imported goods through *the marketplace* creates questions. The lack of thorough internalization of the rules regarding jastip to all Customs employees (not only those who serve directly related to jastip activities) creates a difference in understanding of jastip actors who ask about jastip rules with acquaintances informally or not through official channels. There is participation related to curiosity about information about jastip, but there has not been active participation of jastip actors to want to report buying items as items that are not personal needs when landing from abroad. The existence of several cases of integrity violations by individuals has created a lack *of level of acceptance* of the buying service providers towards the jastip policy.

Some practical suggestions that are expected to provide benefits for interested parties to increase the effectiveness of information delivery and increase the level of public acceptance of jastip policies are the need for specific segmentation of target audience groups for different approaches in disseminating jastip policy information considering that there are many potential communities related to jastip activities such as the traveling community, expatriate community, etc TKI/TKW, foreign students, and so on. In addition, there is a need for more massive socialization in emphasizing key messages related to the understanding of personal and non-personal goods, judging from the understanding of jastip actors who only look at the amount of import duty exemption worth 500 USD. The need to internalize basic procedures for all Customs employees to direct to the Call Center or official channel of the institution if they get questions related to technical rules, especially jastip rules to maintain message consistency, because all employees have the potential to become an informal information channel for relatives who need education.

It is necessary to create a protocol related to the uniformity of publication content between central units to the regional level to maintain the consistency of the message that is intended to be conveyed to the community. Finally, DJBC can increase supervision of officers for the sake of creating integrity to encourage jastip actors to consciously participate in the rule enforcement process, among others, through the addition of supervision tools such as CCTV, increasing complaint service information, improving the performance assessment system, and regularly internalizing the basic attitude of employees.

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