

# Prevention of Illegal Cigarette Distribution Through Interpersonal Communication at Stalls in Mejobo Subdistrict

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**Abstract:** This service explains the efforts to prevent the circulation of illegal cigarettes with interpersonal communication in stalls in the Kudus Regency. The method used in this research is socialization through the brochure “Gempur Rokok Ilegal” which is distributed to stalls in Kirig village, Mrjobo sub-district, Kudus district. Direct supervision is carried out with market operations in monitoring the circulation of illegal cigarettes with the “Gempur Rokok Ilegal” program. Thematic KKN students coordinate with the Village Head and local community leaders to support the implementation of this program. The brochures distributed are brochures made and printed by UMK Thematic KKN 2023 students in Kirig Village. The activity of distributing “Gempur Illegal Cigarette” campaign brochures went well and was attached to stalls. Residents welcomed and accepted the activity happily. Many residents still do not understand the dangers of illegal cigarettes and how cigarettes can be classified as illegal. KKN students try to provide further understanding and explanation so that people are more aware of the spread of illegal cigarettes and immediately report if they see the spread of illegal cigarettes.

**Keywords:** Illegal Cigarettes. Customs. Brochures

## 1. Introduction

Cigarettes are tobacco products which include cigarettes, cigars, leaf cigarettes, sliced tobacco, and other tobacco management products regardless of whether or not they use substitutes or auxiliary materials in their manufacture and include excisable goods (State Secretariat, 2021). Furthermore, if cigarettes circulating in the territory of Indonesia, which in their manufacture and circulation do not fulfill the provisions of the applicable laws and regulations, they are called illegal cigarettes (Fatmariyah et al., 2022).

In some countries, most illegal cigarettes are imported, but in Indonesia most are produced domestically by unregistered producers who are usually home-based and relatively small. In some areas, especially Java, illicit cigarettes have been produced for generations. This practice is supported by the availability of tobacco and clove raw materials, as well as cheap labor costs, especially for female workers (Danthu et al., 2020; Goger et al., 2014). Indonesia also produces cigarette products that are not available in most other countries. These products are known as handmade kretek cigarettes (sigaret kretek tangan) containing cloves, and the production process includes blending, rolling and packaging. Part of the process is done by hand, and 99% of the workers are women (Leano et al., 2024)

To prevent non-compliance by entrepreneurs, the government, in this case the Directorate General of Customs and Excise, is making efforts to supervise and prevent the circulation of the results of violations from these entrepreneurs, either the circulation of cigarettes without excise tape or the acquisition of rights not from the obligations of the entrepreneurs themselves or other forms of violations by issuing various policies (Anglaina, 2019; Assauqi & Islam, 2022). The distribution of cigarettes without an excise tax band is a criminal offense (Sutejo, 2019). Provisions for criminal acts regarding excise are specifically regulated in Law Number 39 of 2007 concerning amendments to Law Number 11 of 1995 concerning excise that every person who offers, delivers, sells, or makes available for sale excisable goods that are not packaged for retail sale or are not affixed with excise tapes or are not affixed with other excise repayment marks and for every person who hoards stores, any person who hoards, possesses, sells, exchanges, acquires, or provides excisable goods which he knows or reasonably should be suspected of originating from a criminal offense under this law shall be punished with imprisonment for a minimum of 1 (one) year and a maximum of 5 (five) years and a fine of at least 2 (two) times the value of the excise tax and a maximum of 10 (ten) times the value of the excise tax that should have been paid (Syahputra & Edorita, 2016).

## 2. Methods

The method of service carried out by UMK Thematic KKN Students 2023 is interpersonal communication regarding the “Gempur Illegal Cigarettes” campaign through brochures distributed in stalls in Kirig Village, Mejobo District, Kudus Regency. In addition, Thematic KKN students also coordinated with the Village Head and local community leaders to support the implementation of this program. The brochures distributed were made and printed by UMK Thematic KKN 2023 students in Kirig Village. The brochure contains education about illegal cigarettes, including the characteristics of cigarettes without excise, the laws that are violated, and an invitation to report if you encounter violations of the distribution of illegal cigarettes. This brochure distribution activity was carried out on August 24, 2023. The main target subjects in this activity are Kirig Village residents, especially cigarette-selling stalls and buyers (cigarette producers and consumers).

In addition to distributing brochures, students also explained several things related to the characteristics of illegal cigarettes, by looking at the characteristics of cigarettes that are cheaper, have no excise tax band, or have excise tax bands but not according to their designation (used excise tax bands) and fake excise tax bands. It can be seen on the excise tax band on the cigarette product packaging to identify whether a cigarette product is illegal (Primansyah et al., 2021).

## 3. Results

A brochure is a media/tool to promote goods, services and so on, made of a paper in which there will be several pieces of information and offers about the service or product. Brochures have also been used as a medium to voice a social campaign. In media voicing campaigns aim to influence others, or the message is to appeal to the target audience so that they accept and implement the ideas we convey.

The activity of distributing brochures for the “Gempur Illegal Cigarette” (Fig. 1) campaign went well. Residents welcomed and accepted the activities happily. Many residents still do not understand the dangers of illegal cigarettes and how cigarettes can be classified as illegal. KKN students try to provide further understanding and explanation so that people are more aware of the spread of illegal cigarettes and immediately report if they see the spread of illegal cigarettes.

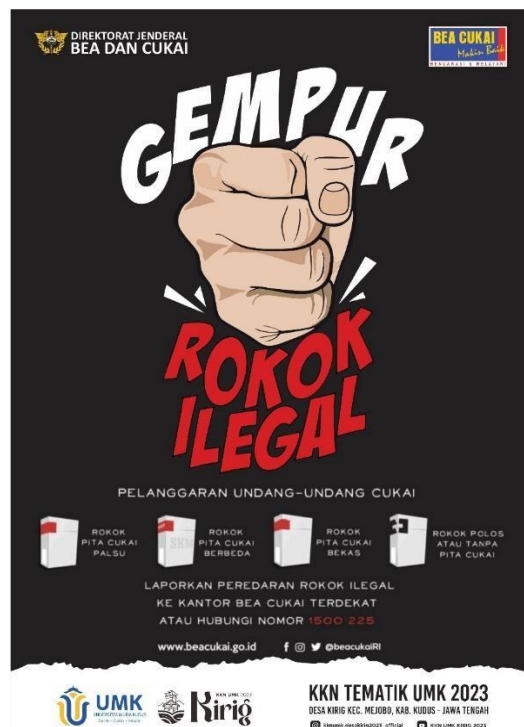


Fig. 1 - Brochure of “gempur illegal cigarettes” campaign by umk thematic KKN students 2023 in kirig village, kudus regency.

KKN students also asked permission from stall owners to place brochures in their stalls. This is so that every resident who visits the stall is also aware of the campaign. In addition, stalls are the main place where cigarettes are bought and sold, so stall owners also have a significant role in preventing the spread of illegal cigarettes (Fig. 2).



**Fig. 2 - interpersonal socialization of umk thematic kkn 2023 students in kirig village, kudus regency related to gempur illegal cigarettes.**

#### **4. Discussion**

When the brochure was distributed (**Figure 3**), some residents had encountered illegal cigarettes, some had used them but they did not realize and did not know the bad effects. With this activity, the residents became more aware of the dangers of illegal cigarettes, can distinguish between legal and illegal cigarettes (Rengert, 2018), the applicable law, and know what actions to take when they encounter the spread of illegal cigarettes. So that the people of Kirig Village can also play a role in the eradication of illegal cigarettes (Permana & Sanusi, 2021).

The circulation of illegal goods is one type of crime that is very dangerous to the country's economy, especially since the Indonesian State must realize the ideals in the preamble of the 1945 Constitution, namely promoting general welfare. The steps taken by the Directorate General of Customs and Excise in overcoming factors inhibiting the effectiveness of supervision and law enforcement against the circulation of illegal cigarettes are through socialization programs and direct evaluation in the field. In addition, it is also necessary to simplify the structure of excise tariffs and routine enforcement to signal producers not to carry out fraudulent practices (Triargo, 2019).



**Fig.3 - Brochure pasting and socialization of gempur illegal cigarettes in stalls.**

## 5. Conclusion

An excise is a state levy imposed on certain goods that have the properties or characteristics stipulated in the excise law. The article that regulates the law on the circulation of illegal cigarettes is contained in Article 54 of Law No. 39 of 2007 concerning Excise, anyone who offers or sells plain cigarettes or cigarettes without excise is threatened with imprisonment of 1 to 5 years, and or a fine of 2 to 10 times the value of the excise to be paid.

The “Gempur Illegal Cigarettes” campaign is a follow-up campaign to the “Stop Illegal Cigarettes” campaign that aims to address the problem of illegal cigarettes in Indonesia. The rampant circulation of illegal cigarettes, which of course can occur anywhere, students of KKN Tematik Universitas Muria Kudus 2023 made an effort to support the “Gempur Illegal Cigarettes” campaign in Kirig Village, Mejobo District, Kudus Regency. The purpose of distributing “Gempur Illegal Cigarettes” brochures is to make residents more careful in knowing what the characteristics of illegal cigarettes are and what to do if they encounter illegal cigarettes. With this activity, it is hoped that residents will better understand the dangers of illegal cigarettes, be able to distinguish between legal and illegal cigarettes, the applicable law, and know what actions to take when they encounter the spread of illegal cigarettes. The suggestions for the circulation of illegal cigarettes are the need for government supervision so that it does not become more widespread and support from the community is needed to work together to prevent the circulation of illegal cigarettes. (Anglaina, 2019).

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## Conflict of Interest

The authors declare no conflicts of interest.

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