Analysis of Entertainment Tax Revenues in the City of Bandung Period of Fiscal Year 2014-2018

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Abstract: The study was conducted to analyze the effectiveness of local tax revenues, especially entertainment tax in the city of Bandung. Research period 2014-2018. This type of research is a quantitative descriptive study with a descriptive statistical analysis approach. The results of the analysis show that the average effectiveness of entertainment tax revenue is very effective, but when viewed annually from 2014-2018 the effectiveness of entertainment tax revenue has fluctuated. From moderately effective, effective to very effective. The causes of fluctuation include entertainment tax deposits not according to the rules, and an online tax payment system is enforced. Recommendations given to increase socialization or counseling about the benefits of tax collection, online payment systems, take firm action by providing fines and sanctions for negligent taxpayers, rescheduling the number of entertainment taxpayers.

Key words: effectiveness, revenue, entertainment tax

1. Preliminary

In 2018, according to the tourism office, it is targeted that tourists visiting the city of Bandung will reach 8 million visitors. Total entertainment taxpayers number in 2017 is 310, and total entertainment taxpayers number in 2018 is 315. When compared between the expectation that the number of visitors continues to increase with the growth in entertainment tax revenue, it looks not in line, where revenue is still fluctuating The growth of entertainment tax revenue in Bandung during 2018 from January to December can be seen in the following table:

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
-	-1.7	-27.0	1.1	8.6	-15.0	28.8	-34.2	-8.8	4.9	113.6	9.2

From this table, it can be seen that the growth of entertainment tax revenue fluctuates greatly, some have negative growth, some are too extreme positive. Based on the description of the growth data, researchers are interested in examining the effectiveness of entertainment tax revenue. Can the reception be categorized as very effective, effective, moderately effective, less effective and ineffective.

2. Literature Theory

Entertainment tax is a tax on the organization of entertainment. Entertainment is all types of shows, shows, games, and / or crowds enjoyed free of charge (Law No.28 / 2009).

Regional Tax Effectiveness Analysis, namely an analysis that describes the ability of the Regional Government to realize the planned Regional Original Income (PAD) compared to the targets set based on the real potential of the region (Halim, 2016; Sanlisoy & Ciloglu, 2019).

Effectiveness Calculation Formula:

Entertainment Tax Effectiveness Analysis = (Actual Entertainment Tax) devide (Target Entertainment Tax) x 100%

Effectiveness Value Interpretation Table

Criteria	%

Very effective	Over 100%
Effective	90 to 100%
Quite effective	80 to 90%
Less Effective	60 to 80%
Ineffective	Less 60%

Source: Permendagri 1996

Several studies on entertainment tax have been conducted by Manasha RS, 2015 to analyze the effectiveness level of entertainment tax in Pasuruan Regency, the results show the fluctuating effectiveness of entertainment tax in Pasuruan. Firmansyah, 2016 analyzed entertainment tax revenue in Malang. Halomoan Sihombing, 2020 examines, entertainment tax is associated with PAD, the results show that there is an influence.

3. Research methodology

This research is categorized as a quantitative descriptive study. The research year for the period 2014-2018. The analysis used descriptive statistics.

4. Research Results and Discussion

The results of a descriptive analysis of entertainment tax revenue are shown in the table below:

Descriptive Statistical Analysis Results Table

	Year	Target (Rp)	Realization (Rp)	Achievement (%)
N Statistic	6	6	6	6
Minimum Statistic	2013	35500000000	37767188531	83.5
Maximum Statistic	2018	87500000000	88856425384	106.4
Mean	2015.50	63500000000.00	62063767018.50	97.467
Std. Deviation stc	1.871	20961870145.576	22343067742.708	8.6581

Source: Results of data processing SPSS Statistic 25 Version, 2019 (data reprocessed)

The results of statistical data analysis show that the minimum value is in 2013, namely the lowest regional tax revenue target is IDR 35,500,000,000, while the collectible realization is IDR 37,767,188,531. The maximum target value for revenue in 2018 is IDR 87,500,000,000 and the actual collectible receipts are IDR 88,856,425,384. The standard deviation (slope level) of the target set was IDR 20,961,870,145,576, realized IDR 22,343,067,742,708, and the percentage of achievement deviation was 8.6581%. The average achievement that occurred during the last 5 years was 97.46%, still below 100%.

The results of the calculation of the effectiveness of entertainment tax revenue can be seen in the table below:

Bandung City Entertainment Tax Effectiveness Level

Fiscal Year 2014 - 2018

Year	Target (Rp)	Realization (Rp)	Percentage	Criteria	Achievement (%)	The calculation results 2014-2018
2014	45,000,000,000	40,730,151,211	> 100%	Very effective	90.5	Effective

2015	60,000,000,00	50,129,679,231	90 – 100%	Effective	83.5	Quite Effective
2016	68,000,000,00	69,804,283,446	80 – 90%	Quite Effective	102.7	Very effective
2017	85,000,000,00	85,094,874,308	60 – 80%	Less Effective	100.1	Very effective
2018	87,500,000,00	88,856,425,384	< 60%	Not effective	101.6	Very effective

Source: Bandung City Regional Revenue Management Agency 2019

The level of effectiveness of entertainment tax revenue in the city of Bandung shows fluctuating criteria, from 2014 to 2015 seen a decrease in effectiveness. Head of the Bandung City Regional Revenue Management Agency, Ema (2016) explained that entertainment tax absorption before 2016 was still minimal and not in accordance with local regulations. This is because there are still many entertainment entrepreneurs when paying taxes is not in accordance with the tariff set by Perda Kota Bandung No. 20 of 2011 concerning Local Taxes.

The rate set for entertainment tax objects is 35% of the total payment, but in reality the entertainment taxpayer pays the obligation of 10%. The reason entertainment taxpayers pay their obligations of only 10% is because there are irresponsible parties who become the backing of entertainment entrepreneurs, so that entertainment tax collectors are reluctant to collect according to the 35% rate. This has become one of the obstacles to the entertainment tax collection process so that the realization of entertainment tax revenue in Bandung City in the year before 2016 has not been optimal.

Even though from 2015 to 2018 there seems to be a surge in criteria improvement, from quite effective to very effective, if you look at the percentage of the effectiveness calculation, it can be seen that in fact there has been a fluctuation in effectiveness achievement. This is because in 2016, the Bandung City government began to implement an online tax revenue collection system. This system is considered capable of providing better tax services, by implementing this online system every transaction is monitored, more transparent and accurate, so as to minimize tax leakage.

5. Conclusions and Suggestions

Conclusion
On average, the effectiveness of entertainment tax revenue has reached the criteria Very effective, although the value of the achievement is still fluctuating. This shows that there is still potential to be consistent in increasing the effectiveness of entertainment tax revenue

Suggestion
Suggestions that researchers can propose based on the research that has been done, including:
1.   Carry out data collection on taxpayers and their registered tax objects and taxpayers who have not been registered.
2.   Increase socialization and counseling to entertainment taxpayers. Remind again that paying taxes has many benefits in increasing PAD to spend on local governments. Disseminate the convenience of an online tax payment system.
3.   Increase supervision and give strict sanctions for taxpayers who violate the rules.

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