



## Digital Public Relations Strategy for Promoting E-Filing Services to Enhance Public Service at the Pratama Tulungagung Tax Office

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**Abstract.** The Pratama Tulungagung Tax Service Office is embracing the rapid advancements in technology, which necessitates the use of digital media to enhance its operations, particularly in public service delivery. This study aims to investigate the digital public relations (PR) strategies employed to promote E-Filing services and improve public service quality at the Pratama Tulungagung Tax Service Office. Specifically, the research examines how digital PR leverages social media platforms, such as Instagram, Facebook, Twitter, and YouTube, to communicate effectively with the public. By utilizing these platforms, the office aims to raise awareness and improve the accessibility of its E-Filing services, ultimately enhancing user experience and satisfaction. This research employs a qualitative methodology, with data gathered through a combination of observations, interviews, and documentation at the Pratama Tulungagung Tax Service Office. Data analysis focuses on the strategic use of digital media by the office's PR team to reach and engage a wider audience, thereby improving the public's understanding and use of E-Filing services. The findings that digital PR plays a significant role in facilitating the dissemination of information related to E-Filing services, contributing to more efficient and transparent public service delivery. The study concludes that effective digital communication strategies not only promote service awareness but also enhance the overall quality of public services provided by the Pratama Tulungagung Tax Service Office.

**Keywords:** Digital Public Relations; E-Filing Services; Public Service Improvement; Social Media Strategy; Pratama Tulungagung Tax Office

### 1. Introduction

Advancing communication in the modern digital era relies on increasingly sophisticated technology (Andersson, 2024; Ojasalo & Kauppinen, 2024; Quayson et al., 2024). Social media simplifies internet access, allowing communication through smartphones, laptops, and other devices (Cho et al., 2024; Kinder et al., 2023; Pawlowski & Scholta, 2023). Technological advances have brought us into the current digital era,

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which in this era forms a more global world which allows several media channels that compete with each other to be used as sources of information (Oksuz & Gorpe, 2023; Patel, 2023; Wu & Monfort, 2023).

The existence of technology makes it easier for humans to help complete work and communicate, it also gives birth to new forms of life so that it cannot be separated from people's lives, which are used as communication mediators or message connectors (Augustin, 2023; Carvache-Franco *et al.*, 2023; Simabur *et al.*, 2023). This digital-based communication revolution makes the role of a publicist very important to continue to develop with the emergence of the internet and technology (Firdausyah & Meirini, 2022; Hapsari, 2022; Riyanto, 2023). Digital public relations practice is one of the activities carried out by public relations which is of course an adaptation of developments in information and communication technology that are developing for agencies or companies. Many agencies or companies have used digital public relations, especially in the field of media for disseminating information to the public, many have used websites and social media. Because of the importance of disseminating digital information for companies, there must be awareness of providing media information to the public and appropriate management must be implemented to implement it.

Digital public relations activities are basically media activities that combine or combine many media such as sound, text, images, graphics, video and animation which are arranged into digital files with the aim of providing information or messages to the public (Delaney & Betts, 2022; Rahayu, 2022; Susanto & Khoiriawati, 2022). Social media is a platform that focuses on the existence of users to facilitate activities and collaboration, in this case social media can be an online facilitator that can strengthen relationships between social media users so that social bonds can occur (Derivanti, 2022; Polanco-Levicán & Salvo-Garrido, 2022; Potter, 2022). Multimedia in social media such as Instagram, Facebook, Twitter is the media most widely used by the public. Meanwhile, public relations use social media to help their work in building good relationships with the public. Judging from the increasing number of internet users in Indonesia accessing social media (Zaki & Irawan, 2022; Zheng *et al.*, 2022). As data presented by (Association of Indonesian Internet Service Providers (APJII), 2024) there will be 221,563,479 million internet users in Indonesia in 2024 out of the total Indonesian population of 278,696,200 people in 2023 (Tanjung *et al.*, 2022; Yusuf *et al.*, 2020).

According to the general chairman of APJII, Muhamad Arif, "There has been a significant increase in internet users in Indonesia in the last five years." Judging from 2018, the consistent increase in the graph of internet users in Indonesia has reached 64.8%. In 2020 it will increase to 73.7%, in 2022, 77.01%, then in 2023, 78.19% and in 2024 it will increase by 1.4% to reach 79.5%. If we look at age, the contributors to the increase in internet users in Indonesia are Gen Z with 34.40%, then the millennial generation with 30.62%, then Gen % and pre boomers as much as 0.24% (Firmansyah, 2015).

Reporting from We Are Social revealed that active social media users in Indonesia as of January 2024 amounted to 139 million social media users in Indonesia. This number makes 49.9% of the national total. Quoted from the results of the We Are Social report, the most frequently used social media platform is WhatsApp with 90.9%, followed by social media Instagram with 85.3% and Facebook 81.6. (Andi Dwi Riyanto, 2024) One of the agencies that is moving in the field of taxation, namely the Directorate General of Taxes



taking advantage of the increasing momentum of internet development, the Directorate General of Taxes provides convenience in carrying out tax administration with service facilities in the form of Online Tax. Online tax is a service in terms of taxation using the internet. There are several services provided using online tax, namely E-Filing, E-Billing system, e-Invoicing and Tax Amnesty which have been officially regulated number SE-42/PJ/2017 concerning implementation and security in carrying out all electronic-based tax service transactions (Patel, 2023; Zaki & Irawan, 2022). Likewise with the role and function of digital public relations at the Pratama Tulungagung Tax Service Office (KPP) in introducing one of the E-Filing services as a system that helps taxpayers in reporting Annual Notification Letters (SPT) for officers or employees (Engen et al., 2021; Rosário & Raimundo, 2021).

Taxpayer compliance requires high awareness in carrying out their obligations as a taxpayer, especially in Tulungagung Regency, considering that annual tax reporting can now be done anywhere using E-Filing. To convey the use of the E-Filing system, KPP Pratama Tulungagung held outreach to provide information to taxpayers. Socialization is a step in providing information to the public so that it can change people's thought patterns and behavior. The process of socialization activities requires public relations and a team that can establish relationships between the public and the company, with the development of digital technology, public relations practitioners can use the internet as an effective choice in conveying outreach to provide information through digital media, as well as what Public Relations of KPP Pratama Tulungagung has done in providing outreach to taxpayers, especially in Tulungagung, regarding the E-Filing service system.

The role of social media is not to control the general public, but social media is more of a place for socialization to influence the general public. Social media users are a great opportunity that can influence users to be encouraged to do so that social media can be said to be able to change both thought patterns, behavior and good habits in providing information and understanding to the general public by utilizing digital media, especially in socializing E-Filing services which help taxpayers in reporting their Annual SPT. The following table shows the increase in service satisfaction for taxpayers obtained at KPP Pratama Tulungagung (Li et al., 2021; Zheng et al., 2022).

**Table 1** Survey Service Satisfaction Score

Survey Year	Service Satisfaction Score	Category
2022	92	Very Good
2023	95	Very Good
2024	92	Very Good

Judging from the table above, it can be seen that there is a less than optimal pattern in 2022 to 2024 related to the value of service satisfaction provided by public relations and KPP Pratama Tulungagung employees in providing information to taxpayers via digital media in reminding them about Annual SPT reporting and tax services. other. Head of public relations for KPP Pratama Tulungagung Andi said that as public relations for KPP Pratama, he had done his best to socialize E-Filing services and information related to taxation to the fullest in order to improve services to the public.



With the continued increase in taxpayers, according to Mr. Andi, the head of public relations, "This is still outside the target of KPP Pratama Tulungagung with the number of taxpayers continuing to increase. In 2021 the number of taxpayers will be 324,550, while in 2022 there will be 343,207 taxpayers and in 2023 it will increase to 360,569 registered taxpayers," he said. According to him, the digitalization process of using the E-Filing service in reporting Annual Tax Returns is very helpful for taxpayers.

Before the existence of the E-Filing service, many people still experienced obstacles in carrying out tax administration, which required quite a lot of costs, managing and filing tax returns took a long time. Finally, the DJP made a change from conventional to digital with technological developments, in the end an E-Filing service system emerged which really helped taxpayers in carrying out all tax administration more practically and efficiently and also as a step to improve public services. Of course, the right strategy for socializing E-Filing is the main task carried out by the Public Relations of KPP Paratama Tulungagung or called the Extension and Services Section. Therefore, as a publicist you will always be required to be able to maintain good relations with the public, but sometimes the public does not understand the performance of public relations in communicating with the public. As a publicist, you must be ready to create clear information and communicate with the public to help public relations performance. For this reason, public relations are expected to be able to take advantage of developing digital media to socialize E-Filing as an improvement in public services in SPT reporting. In relation to this problem, the author formulated the thesis title regarding "Digital Public Relations Strategy in Socializing E-Filing Services to Improve Public Services at the Tulungagung Pratama Tax Service Office.

## 2. Methods

This research uses qualitative descriptive research with a case study approach. is according to an approach with more emphasis on exploring and understanding the center of a symptom (Santoso et al., 2020; Sreenonchai & Arunrat, 2020; Widiantara, 2020). To find out these symptoms, researchers looked for information by conducting interviews by asking several questions in order to obtain the data needed in the research. The data obtained in the interview process is in the form of words or text which is then analyzed. Qualitative research seeks to understand what other people are feeling, understand thought patterns and phenomena that are occurring. This approach focuses on understanding the researcher's thoughts and perceptions (Morgan et al., 2019; Savithri, 2019).

In this research, purposive sampling technique was used to obtain the data source. Data Collection Techniques and Instruments. The data collection used in compiling this research applied several observation, interview and documentation techniques. The data analysis technique begins with data collection using a case study approach through interviews, literature study, observation and documentation. Researchers carried out analysis using data obtained from information in the interview process with respondents. Then data reduction is carried out, in this stage the researcher summarizes the data obtained and focuses again on the data obtained and discards data that is not important. Furthermore, the data is presented in the form of case study description text so that the information conveyed is clearer. And finally, verify and draw conclusions from the results of the research that has been carried out (Andhikasari & Razali, 2018; Nickerson et al., 2017; Tambunan, 2018). Researchers use model analysis techniques that have been



developed by Michael Craswel, which are generally used by qualitative research. This method is often also called the Creswell qualitative data analysis method.

### 3. Results and Discussion

#### 3.1. KPP Pratama Public Relations Digital Strategy in Socializing E-Filing

Public relations is a management function for agencies or institutions tasked with maintaining communication from the company to the public, both in the form of information and education. Likewise, the Public Relations of KPP Pratama Tulungagung has the function and task of providing services and information to taxpayers regarding information about taxation, especially in improving public services by providing information about taxes for reporting annual SPTs via the E-Filing system.

E-Filing is a system that can be used by taxpayers to carry out taxpayer reports which can be carried out as a self-assessment wherever and whenever the taxpayer is located. The existence of this E-Filing system can help taxpayers not have to come to the tax office to report so they can be more effective and efficient. Therefore, the duties and functions of digital public relations at KPP Pratama Tulungagung are responsible for carrying out the role of public relations as a communicator to taxpayers in providing information related to the E-Filing service system. As a public relations method, it can be used to maximize the socialization of E-Filing so that it can build awareness in reporting taxes, especially using social media. The following are the digital roles of KPP Pratama Tulungagung's public relations that have been implemented to provide information related to E-Filing services by carrying out the roles and functions of public relations:

##### 3.1.1. Public relations has the ability to act as a credible communicator

The role of digital public relations as a communicator is carried out as an action to provide information to the public. In the picture above is content uploaded on KPP Pratama Tulungagung's social media to provide information related to tax reporting, you can use E-Filing and remind taxpayers to continue to be careful, this is one form of the role of public relations in socializing E-Filing by using social media. So that in the role of public relations as a communicator, it can provide a sense of trust in the content provided so that it can carry out reporting through the tax E-Filing service which is packaged in an attractive and informative manner that is easy to understand. According to Fisca as the public relations officer of KPP Pratama Tulungagung in carrying out the digital public relations function in conveying information to taxpayers via social media, in other words the content contains related to the use of E-Filing services aimed at taxpayers, but there are also quite a few taxpayers as recipients of information via the content is still not aware of the content provided via social media, where the effects caused by the media provided are not directly not acceptable to all taxpayers because taxpayers still come to report their Annual Tax Returns on the grounds that they still don't understand and are afraid to try.

##### 3.1.2 Public relations has the ability to build relationships on social media

The role of digital public relations is in carrying out good relations with taxpayers, especially to provide services in tax matters. In the picture above you can see what public relations does to form a relationship with taxpayers. Public relations tries to reply to comments on every uploaded content when there are questions from taxpayers who don't



understand. By providing feedback to taxpayers through content provided on social media, taxpayers can provide feedback through the comments column in the form of questions or positive responses to the content. This indirectly creates two-way communication through social media as well as persuasive interactions. This also makes the role of digital public relations in building relationships on social media so that the public feels helped and has good confidence in the services provided by KPP Pratama Tulungagung.

### *3.1.3. Public Relations as Back Up management in social media*

The role and function of digital public relations that has been carried out is mainly in providing information to improve public services in E-Filling services, namely backing up social media management, especially content. In the picture above, you can see the content of collaborating with the regent of Tulungagung and the regent of Trenggalek, this is a public relations activity in establishing relations with the government so that they can collaborate to provide statements related to reminding especially their citizens of the invitation to report SPT, with the step of collaborating with influential people in society so that The taxpayer's level of trust can also be affected, then time management in uploading content on social media is also applied at certain hours so that one method is used to increase viewers, then management in terms of selecting content that will be uploaded on social media.

According to Frisca, all videos containing content cannot be uploaded to YouTube, because videos that are short or less than three minutes will be selected. This makes public relations play an important role in managing social media accounts, where managing social media accounts is also a way to improve public services, not only does it add a beautiful impression to social media, but the public can also increase their trust so they can maintain connections between KPP Pratama Tulungagung with taxpayers by paying attention to the content presented to taxpayers via social media but also setting strategies in publishing content.

### *3.1.4. Public Relations as a Good Image Maker in improving public services*

In the role of building a good image for taxpayers, KPP Pratama Tulungagung public relations tries to provide the maximum possible service, both in providing information, services and education to taxpayers, especially in socializing E-Filling system services so that with content containing E-Filling socialization , providing services both directly and online on social media is a step in carrying out the role and function of public relations in socializing E-Filling. According to Frisca, as the public relations officer for KPP Pratama Tulungagung, he has done his best to provide information regarding E-Filling services in using social media or using conventional media such as direct socialization, installing billboards in strategic places, advertising on radio, live broadcasts on radio and placing advertisements on videotapes. It is still effective in providing information related to E-Filling, especially in reminding taxpayers to report their Annual SPT, namely by using WhatsApp Blast to taxpayers using the number that has been registered by taxpayers at KPP Pratama Tulungagung, this method is the most effective way to provide taxpayer information even though the taxpayer still comes to the office to make a report. On the other hand, the public relations of KPP Pratama Tulungagung are mainly to maximize technological developments and also use digital media to carry out their role, especially in



providing education and information related to the E-Filing system. Apart from directly socializing interesting content so that taxpayers can be interested in watching it so they can carry out Annual SPT reporting via the E-Filing service, KPP Pratama Tulungagung public relations also takes advantage of the momentum of the Media Convergence Era, this was conveyed by Frisca.

To support success in building taxpayer awareness of the E-Filing service, KPP Pratama Tulungagung's public relations also uses Live Instagram media, Zoom, to provide information to taxpayers regarding the E-Filing system with the name of the activity, namely tax corner, there they will provide education on how to operate it. E-Filing system, tax policies and all information regarding taxation.

In this case, the public relations strategy carried out in socializing E-Filing by KPP Patama Tulugagung is by approaching the community, providing education and information in the form of an invitation to taxpayers, either directly or using social media. Another thing that KPP Prataam Tulungagung's public relations has done in the digital era is to maintain its online reputation by paying attention to the content of the fiber content, selecting media that is used appropriately and in accordance with the criteria of social media users in terms of providing information and education about taxation. Types of Information Media Used by Digital Public Relations of KPP Pratama Tulungagung. Basically, the use of digital media is very important, especially in the era of media convergence, where by using one smartphone you can access all information with one hand. everyone is trying to be able to keep up with the flow by utilizing digital media, including creating interesting content, online services, and so on, so that digital media plays an important role in carrying out tasks and functions in work, especially in the public relations of KPP Pratama Tulungagung in carrying out its role and Its function is as digital public relations in providing information and education to taxpayers by utilizing digital media.

### *3.2. Social Media Utilization by KPP Pratama Tulungagung Public Relations*

Social media is actively used by Public Relations of KPP Pratama Tulungagung to provide information online by utilizing digital media, namely, Instagram, Twitter, Facebook and YouTube. Several previous studies contained in chapter two in the previous research sub-chapter also utilized social media as a means to maximize explaining the duties and functions of utilizing digital media.

#### *3.2.1. Instagram*

The use of Instagram media used by Public Relations of KPP Pratama Tulungagung targets the community, the majority of whom are Gen Z, focusing on beautiful photos, content or videos, because Instagram media has lots of interesting features for users of this media. Instagram offers social interaction media, especially taxpayers, through Direct Message (DM) so that it can allow interaction between taxpayers and public relations. Apart from that, social interaction can also occur in the comments column below the post, and there is also a live Instagram feature used by public relations. KPP Pratama Tulungagung to conduct virtual broadcasts with taxpayers with the aim of providing education regarding taxation, especially in the use of the E-Filing service system.

In the picture above is the KPP Pratama Tulungagung Instagram social media account, with 3,879 thousand followers. It can be seen in the picture above that the characteristics



can be clearly seen that the KPP Pratama Tulungagung Instagram media is more contemporary, containing interesting and currently trending content, then the use of sentences with slang terms so that the media a friendly impression can attract the audience to see the information conveyed. In the image above you can see the content related to information to remind taxpayers to report their Annual SPT and provide education on how to use the E-Filling service.

### 3.2.2. *Twitter*

The Twitter platform is also used by KPP Pratama Tulungagung to provide information to the public, with its own characteristics that the Twitter platform has. Twitter is a medium that is more in the nature of microblogging (online journal) where users are given the freedom to convey information in 280 characters, then there is also a tweet feature that can be used to share information with friends or other users. Twitter provides an experience for users to see what is currently trending or what is hotly discussed through the tag or fence feature. The Twitter platform also provides comments and short message features so that it can provide space for social interaction. In the picture above is the KPP Pratama Tulungagung social media Twitter account with 1,046 followers. On this Twitter account, you can see that the information presented uses a lot of sentences rather than content, then the language style used is less formal or professional so that many people use Twitter as a media that is related to work and is more in the general interest. In the image above you can also see information related to Article PPh 21 to remind you of the obligation to report Annual Tax Returns with the information provided being more informative by using more narrative sentences.

### 3.2.3. *Facebook*

The Facebook platform has its own characteristics, apart from being a platform for social interaction with comments, live broadcasts and Direct Message features. The advantage that Facebook has is that it is integrated with other media, then media users on the Facebook platform are aged 18-44 years. In the picture above is KPP Pratama Tulungagung's Facebook social media with 1,100 followers. On social media, it can be seen from the content displayed on Facebook that it tends to still use displays grind photos, then use language that seems more relaxed without involving a profession. In the picture above you can see the information provided, namely educating taxpayers regarding the use of E-filling, packaged simply but with content that is clear and easy for readers to understand.

### 3.2.4. *YouTube*

YouTube media is used by KPP Pratama Tulungagung public relations to provide information and education to taxpayers because this platform has its own advantages, especially in video displays with various formats and durations. The YouTube platform has a video system that recommends users to re-watch content that they have previously watched or liked, thus allowing viewers to see other shows about content that they have watched. Apart from that, there are also comment features and live streaming available on YouTube can also be used as a place for social interaction. From the picture above you can see 603 subscribers on the KPP Pratama Tulungagung YouTube account. If you look at the content displayed on this platform, it is used more with long videos, containing podcast





content about tax education, and also public relations for KPP Pratama Tulungagung using the live feature. streaming to carry out live broadcasts or documentation of an activity or event carried out by the office. With content that has a more professional impression, this media is used not only as an information medium but also prioritizes YouTube media as an educational medium.

### *3.3. Creating interesting content via social media to improve the quality of public services*

Based on the social media classification carried out by KPP Pratama Tulungagung public relations to maximize the role of digital public relations in providing information to taxpayers by paying attention to the market segmentation of the social media used so that it can match the portion of media users. Content is also considered when uploading it to social media so that taxpayers can use E-Filing services. Public Relations of KPP Pratama Tulungagung has broadcasts or programs that are carried out to maximize the role of digital public relations in improving public services with the aim of leading public opinion to gain the strong trust of taxpayers so that it can help improve the positive image of KPP Pratama Tulungagung.

#### *3.3.1. SIKAK Program via YouTube*

The SIKAK program is a podcast program that is used to provide information and education to the public regarding taxation. The program presents resource persons who are competent in their fields to provide insight to the public. YouTube media was chosen because it has a long duration. This program has been running for up to 7 episodes with information content related to easy reporting of Annual Tax Returns, extinguishing Population Identification Numbers (NIK) to Taxpayer Identification Numbers (NPWP) as well as education about other taxes. In the picture above you can see the SIKAK program carried out by public relations of KPP Pratama Tulungagung to provide understanding for taxpayers in reminding them to carry out their tax obligations.

#### *3.3.2. Live Streaming Broadcast via Instagram*

The Instagram broadcast was chosen by KPP Pratama Tulungagung public relations to help improve public services to taxpayers in maximizing the role and function of digital public relations in utilizing Instagram media. Apart from interesting and up-to-date content, Instagram's live streaming feature can be used to provide information and education to taxpayers, especially taxpayers who are active on Instagram social media, especially generation Z. And by presenting content by broadcasting live to the audience. Apart from being able to provide information directly, there can also be virtual interaction through the comments column on the live Instagram feature so that questions given by the audience can be answered directly by the resource person. This is one application of media convergence with the absence of space limitations to form a media. single, that is indirectly, it is also carried out with the aim of building trust and good relationships with the audience or taxpayers. The use of the Live Instagram feature is also used to provide maximum service to taxpayers so that taxpayers understand their obligations in carrying out taxation. In the image above you can see information related to Instagram live streaming which was carried out to provide understanding, education, and remind taxpayers to report their annual SPT via the E-Filing service to complete their tax obligations.



### 3.3.3. Trending Content to Attract Taxpayers

Apart from providing information and education directly or through podcast content on YouTube, KPP Pratama Tulungagung's digital public relations also provides information and education through content that attracts taxpayers to watch, trying to provide content that is trending in the community so that it aims to increase attracting taxpayers to view the content so that indirectly taxpayers will see and listen to the information they see. Seen from the picture above, the content on KPP Pratama Tulungagung's Instagram contains content that is entertaining, informative and educative to view. Selecting this content is one of the steps taken by digital public relations in attracting taxpayers, as well as gaining the trust of taxpayers and as a communicator media between KPP Pratama Tulungagung and taxpayers so that the formation of a publication strategy in submitting content is very necessary to get a response from taxpayers.

## 4. Conclusion

Based on research conducted by researchers and explained in detail, the researcher can conclude that the role of digital public relations in socializing E-Filling services to improve public services is the use of social media such as Instagram, Twitter, Facebook and YouTube in providing information and education to taxpayers without neglecting the main task of the role and function of digital public relations in being a good communicator in conveying information to taxpayers, in establishing relationships, backing up management, and maintaining a good image to taxpayers so that taxpayers believe and are confident in what they are informed about. planning a publication strategy by creating interesting content so that it can attract the interest of taxpayers as media viewers so that with the strategy used by digital public relations KPP Pratama Tulungagung can provide a good online reputation to taxpayers.

Instagram media is used to target users who are mostly generation Z, by prioritizing the beauty and content of the content and using friendly language so that the audience is able to capture the information conveyed. On Twitter, when conveying information related to E-Filling services to taxpayers, taxpayers must use a lot of narrative and informative sentences so that there are more sentences than content. Meanwhile, Facebook media uses language that is light and easy for taxpayers to understand, to target users who are active on Facebook media. Then on YouTube media the information provided has a longer duration by providing information such as podcasts as a means of information as well as education and publication of activities carried out by KPP Pratama Tulungagung. With this classification, it can increase understanding regarding the socialization of E-Filling services in order to improve public services through content viewed via social media so that it can be targeted appropriately according to the criteria of users on each social media so that the main goal in carrying out digital public relations strategies in socialize E-Filling services to improve public services so they can run optimally.

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