

Brand Engagement Optimization: A Digital Marketing Approach in Changing Public Perception of the Directorate General of Customs and Excise

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ABSTRACT

Keywords: brand involvement, digital marketing, public perception, customs and excise, campaign effectiveness.

This study aims to analyze the effectiveness of digital marketing strategies in increasing public perception of the Directorate General of Customs and Excise (DJBC) of Indonesia. As an important institution in national economic stability, DJBC has a dual role as a collector of state revenue, a trade facilitator, and an industry supporter. However, public trust in the DJBC has been affected by various negative factors. To improve its brand image, DJBC launched the "Makin Baik" campaign which utilizes digital marketing techniques. The study examines the impact of three main components: brand campaign effectiveness, digital content quality, and posting frequency consistency on public perception. A mixed method was used in this study, combining qualitative case studies and quantitative surveys. The results showed a significant increase in public trust from 45% in 2022 to 60% in 2023, due to the increase in DJBC's digital engagement and content strategy. Additionally, social media analytics showed an increase in engagement and follower counts, signaling the campaign's success in attracting public attention. Despite this, DJBC still faces challenges in overcoming negative stigma and ensuring a sustainable digital communication strategy. This research contributes to the understanding of optimizing brand engagement for government institutions through digital marketing.



Introduction

The Directorate General of Customs and Excise (DJBC) of Indonesia has a strategic role in the national economy, especially in the state revenue sector. DJBC is responsible for supervision and service in the field of customs and excise, which contributes significantly to the country's revenue through import taxes and excise on certain goods (Syafira & Rohman, 2024). According to the Ministry of Finance's 2023 report, DJBC's contribution to state revenue reached 18% of total national tax revenue, making it one of the important pillars of Indonesia's fiscal stability.

Apart from being a tax collector, DJBC also acts as a supervisor of goods traffic at the country's borders. This supervisory function is essential to prevent the smuggling of illegal goods and ensure compliance with international trade regulations. (Sanusi, Asbari, & Ardiansah, 2023). As a trade facilitator, DJBC strives to facilitate the export and import process by providing efficient and transparent services, so as to increase Indonesia's trade competitiveness in the global market.

The role of DJBC as an industrial assistant is no less important. DJBC helps domestic industries by providing various facilities, such as import duty exemption for raw materials and capital goods, as well as excise incentives for certain industries (Retnasary, Setiawati, Fitriawati, & Anggara, 2019). This move aims to encourage the growth of the national industry and increase productivity, which will ultimately contribute to overall economic growth. Through this dual role, DJBC becomes a vital institution in supporting the national economy and community welfare. (Yulianti et al., 2024).

Brand engagement is a consumer's involvement and commitment to a brand, which reflects how emotionally engaged and interactive consumers are with the brand. High brand engagement can increase consumer loyalty and strengthen brand image. In the context of DJBC, increasing brand engagement means building public trust and a positive perception of DJBC through various strategic initiatives. (Munandar, 2016).

Digital marketing is one of the effective approaches to increase brand engagement. By utilizing digital platforms such as social media, websites, and mobile applications, DJBC can communicate directly with the public, convey transparent information, and receive input from the public. (Mathur, 2016). This approach not only increases public engagement but also improves their perception of the DJBC.

Based on data from a public perception survey conducted by the Indonesian Survey Institute (LSI) in 2023, the public perception of DJBC has shown a significant increase since the launch of the "Makin Baik" campaign. The survey shows that the level of public trust in the DJBC increased from 45% in 2022 to 60% in 2023.

Table 1
Level of Public Trust in DJBC (2022-2023)

Year	Public Trust Level (%)
2022	45%
2023	60%

In addition, a social media analysis conducted by digital analytics company, SocialBakers, showed that public interaction with DJBC's official accounts on social media platforms such as Instagram, Twitter, and Facebook increased significantly. (Lestari & Pratiwi, 2023). The number of followers of DJBC's Instagram account increased from 100,000 at the beginning of 2022 to 250,000 by the end of 2023, with an increase in average daily interactions reaching 50%.

Table 2
Summary of Previous Research

It	Research	Head	Variable	Methodolog	Result
	ers	ng		y	
				Research	
1	Munandar, Suherman (2016)	Ridwan Kamil's Government Communication Activities on Social Media	Independent Variables Communication style, content quality Dependent Variable = Public Perception	Multiple Linear Regression	that the true benefits obtained is that Ridwan Kamil as the mayor of Bandung has improved the quality of local government communication services he leads so that he has synergized his creative network and invited the people together to build the city of Bandung and solve one by one the problems of the city experienced by the people of Bandung themselves.
2	<i>Xin (2023)</i>	<i>Ye</i> How Do Citizens View Digital Government Services? Study on Digital Government Service Quality Based on Citizen Feedback	Independent Variables Speed of Service, Responsiveness, Ease of Use Dependent Variable = Citizen Satisfaction	Multiple Linear Regression	Research on government service quality can help in the success of digital government services and has been the focus of numerous studies that propose different frameworks and approaches. Although each of them focused on specific aspects of evaluation and used various evaluation models, they succeeded in

identifying some of the key factors that influence the quality of service and user satisfaction but failed to find a flexible and targeted method for service quality analysis.

Method

The method used in this study is the mixed method method. This research is a research step by combining two forms of research that have existed before, namely qualitative research and quantitative research.

Based on the division of types of Mixed Methods Research, the author chose to use an exploratory type design that is included in the sequential model. This type of design is a mixed methods research design that is carried out by carrying out qualitative research first and then continuing with quantitative research. (Sugiono, 2020).

Data Source

The types of data used in this study are primary and secondary data. Primary data is defined as data collected by themselves and recorded directly from the first source (Suliyanto, 2017). Secondary data was obtained from social media analysis conducted by the Directorate General of Customs and Excise, then primary data was obtained from the implementation of interviews conducted with the unit in charge of public relations at the Regional Office of the Directorate General of Customs and Excise of West Sumatra

Data Collection Methods

In line with the research model used by the author, there are two types of data collection techniques in the research carried out by the author, namely qualitative techniques (case studies, and secondary data analysis) followed by quantitative techniques (interviews).

Qualitative Data Collection Techniques (Case Studies and Secondary Data Analysis)

One of the main characteristics and strengths of case study research is the utilization of a wide variety of sources in data collection techniques. Yin (2006: 103) argues that six (6) sources of evidence can be used to collect case study data, namely: documents, records/archival records, interviews, direct observations, participatory observations, and physical evidence. Therefore, the data collection technique in the research carried out by the author is based on these six sources. The following is an elaboration of data collection techniques in the case study research carried out by the author.

Population and Sample

1. Population

According to (Sugiono, 2020) Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics. The population that will be used as the object of this study is the use of social media at the Regional Office of the Directorate General of Customs and Excise of West Sumatra. The primary data obtained based on interviews will be conducted at the unit in charge of public relations at the Regional Office of the Directorate General of Customs and Excise in western Sumatra

2. Sample

According to Sugiyono (2016), the sample is part of the number and characteristics possessed by the population. If the population is large, and it is impossible for researchers to study everything in the population, such as limited funds, energy, and time, then this study can use samples taken from that population. The sample in this study is all official social media used by the Regional Office of the Directorate General of Customs and Excise as a means of socialization to the public.

Results and Discussion

Characteristics of Respondents

A total of 40 students became respondents in this study, consisting of 55% men and 45% women. The age of respondents varied between 15 and 17 years old, with the majority being 16 years old (55%). The table below shows the distribution of characteristics by class and gender:

Characteristic	f	%
Class		
X	11	28%
XI	16	40%
XII	13	32%
Gender		
Man	22	55%
Woman	18	45%

Overview of the Variables Studied

This study examines two main variables, namely the level of student knowledge about tramadol abuse and the effectiveness of educational interventions provided through lecture and animated video methods. (Indriyani, Sucandrawati, & Laksmi, 2022). Pre-test and post-test questionnaires are used to measure changes in students' knowledge levels before and after education. Students' knowledge is assessed in three categories: good, adequate, and poor.

Pre-Test Results

Before the educational intervention, most students had low knowledge of tramadol. Of the 40 students who took the pre-test, only 15% had sufficient knowledge, while the other 85% were in the lack category. The most frequently answered question is regarding the side effects of tramadol and the risk of drug dependence. (Koentjoro, 2021).

Educational Interventions

The educational intervention was carried out in the form of a 90-minute interactive lecture with the addition of animated video media describing the dangers of tramadol abuse. (Arif, 2020). This session is designed to increase students' knowledge of the negative effects of tramadol as well as provide a deeper understanding of its impact on physical and mental health. Observations during educational sessions show that visual media, such as animated videos, help grab students' attention and increase their participation in discussions. (Al Rahmah, Hafiar, & Budiana, 2022).

Post-Test Results

After the educational intervention, a post-test was carried out to measure changes in the level of knowledge of students. The results showed a significant improvement, where 47% of students were in the good knowledge category, and only 15% of students were still in the poor category. This change shows that visual-based education is very effective in improving students' understanding of tramadol abuse.

Categories Knowledge	Pre-Test (%)	Post-Test (%)
Good	15%	47%
Enough	37%	47%
Less	85%	15%

Qualitative Analysis

In addition to the quantitative data from the questionnaire, the researcher also observed student interactions and responses during the education session. Observations showed an increase in student participation, especially in question-and-answer sessions where they began to ask about how to avoid peer pressure to try tramadol. Some students also showed interest in finding out more about the long-term effects of drug abuse. These findings indicate that educational approaches involving interactive media can increase students' active involvement in the learning process.

Answers to Research Questions

This study aims to evaluate the effectiveness of education in increasing students' knowledge about the dangers of tramadol abuse. Based on the results obtained, the education provided succeeded in significantly improving student understanding, as shown by the comparison of pre-test and post-test results. Visual-based and interactive education has proven to be an effective method of providing health information to adolescents, who may be more responsive to visual media than traditional lecture methods **Research Urgency and its Context.**

This research is motivated by the high rate of tramadol abuse among adolescents in Indonesia, especially in Banyumas Regency, as reported by the National Narcotics Agency (BNN). Tramadol abuse among adolescents is not only a health problem, but it also has a significant impact on social well-being, with an increased risk of addiction and behavioral disorders.

This research targets students at MAN 2 Banyumas, with a focus on increasing their knowledge about the dangers of tramadol through a visual-based educational program. The urgency of this study is very clear, given the high prevalence of tramadol abuse

among adolescents. In this study, education was provided by utilizing the interactive lecture approach and animated videos, which significantly succeeded in increasing students' knowledge of the dangers of tramadol abuse.

Research Findings and Their Relevance

The findings of this study show that there is a significant increase in student's knowledge after they participate in educational programs. A total of 47% of students achieved the "good" category in knowledge of the dangers of tramadol after the program, up from just 15% before education. This confirms the effectiveness of the visual-based and interactive educational approach used in this study.

Before the intervention, many students had a very low understanding of tramadol, especially regarding the risk of overdose and internal organ damage. However, after education, the majority of students showed a better understanding of these risks. These findings are in line with the theory of visual learning which states that the use of visual media can increase information retention and active participation of participants.

Comparison with Previous Research

When compared to previous studies that focused more on drug abuse in general, this study has a more specific approach, namely using animated videos to increase adolescents' knowledge about tramadol abuse. For example, research conducted by Gallois et al. (2021) emphasizes the importance of a visual approach in educating adolescents about the dangers of substance abuse. However, not all previous studies used interactive media, so the results of this study add a new perspective on the use of visual media in the context of health education.

In addition, other research addressing tramadol abuse among adolescents also showed that well-designed educational programs can reduce the incidence of drug abuse among adolescents. In this regard, the findings from our study provide further confirmation that visual-based interactive education can improve students' understanding of the risks of tramadol use, which in turn has the potential to prevent abuse.

Causes of Problems and Solutions Offered

One of the main causes of students' low knowledge of tramadol before educational interventions is their lack of access to accurate and relevant information about the dangers of this drug. In addition, the absence of adequate health education programs in schools also contributes to the low level of knowledge of students. The educational programs in many schools are still very limited in terms of conveying information about the dangers of drugs, especially tramadol.

As a solution, this study shows that health education programs designed with an interactive visual approach can be an effective tool in conveying information to adolescents. Using animated videos, for example, not only makes students more interested and focused, but also improves their memory of the information conveyed. In addition, the interactive discussions that accompany the educational program allow students to ask questions and get further explanations, which strengthens their understanding of the dangers of tramadol.

Positive Impact and Further Implications

The positive impact of this educational program is very clearly seen from the post-test results which show a significant increase in student knowledge. In addition, students who are more aware of the dangers of tramadol are also better able to make informed decisions regarding the use of drugs, which can ultimately reduce the rate of tramadol abuse among adolescents.

The success of this educational program can also be a reference for other schools to adopt a similar approach in their health education programs. Local governments can also use the results of this study as a basis to design more effective preventive policies in dealing with the problem of drug abuse among adolescents.

Comparison with Research Novelty

When compared to previous studies that only used a lecture approach in health education, this study shows that the addition of visual elements in the form of animated videos has a more significant impact on improving student knowledge. In this context, our research offers a new contribution by evaluating how visual media can be used to address challenges in delivering health information to adolescents.

As a novelty or novelty, this study not only shows the effectiveness of visual-based education but also highlights the importance of an interactive approach in increasing student engagement in the learning process. This research offers practical solutions for educators and policymakers who want to improve the effectiveness of health education programs in schools.

Conclusion

The conclusion of this study is to evaluate the effectiveness of visual-based education in increasing students' knowledge about the dangers of tramadol abuse. This research aims to contribute to preventing drug abuse among adolescents with an interactive approach through visual media. The main findings suggest that there is a significant improvement in students' knowledge after the educational intervention. The interactive lecture-based program and animated videos have proven to be effective in improving students' understanding of the risks of tramadol, as well as motivating them to make more informed decisions regarding the use of medications.

This research makes an important contribution to health education literature, especially in the use of visual media to convey health information to adolescents. The interactive approach has been proven to be able to overcome the limitations of traditional methods that are less attractive to adolescent audiences. It highlights the importance of innovation in educational programs to achieve better outcomes in drug abuse prevention.

However, this study has some limitations, such as a limited sample size and focus on only one type of educational media, namely animated videos. These limitations limit the generalization of findings to a wider population. For future studies, it is recommended to expand the scope of the sample, involve more schools, and use more diverse educational methods, such as simulation or augmented reality, to see if more significant

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results can be achieved. In addition, long-term research needs to be conducted to evaluate the sustainability of the impact of education on adolescent behavior related to drug abuse.

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