



An Analysis on Service Improvement for Exporters and Importers in Processing International Trade Documents Based on Customs-Excise Information System Automation (CEISA 4.0) at the Pontianak Customs and Excise Office

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ABSTRACT

This research aims to determine the implementation, potential benefits and functionality, potential obstacles or challenges, and solutions of the Customs- Excise Information System Automation (CEISA 4.0). This research uses a qualitative descriptive method that is explained systematically and described precisely and clearly. The data collection techniques used are interviews, observation, and documentation. The results of this research indicate that the application of CEISA 4.0 in processing international trade documents can be implemented at the Pontianak Customs and Excise Office. In carrying out technological developments, Pontianak Customs and Excise has been able to implement a technology-based international trade document processing system to increase efficiency, accuracy, and speed in processing international tradedocuments for exporters and importers. The potential benefits of CEISA 4.0 suggest a positive shift towards a more effective and interconnected customsecosystem. The challenges faced in implementing CEISA 4.0 are the transitionfrom the old system to the new system and technical obstacles during document processing. The solution offered is to focus on increasing HR knowledge and responsiveness to the needs of service users.

Keywords: Pontianak Customs and Excise Office, International Trade Document, CEISA 4.0

1. Introduction

Today's modern life is very dependent on information technology. The use of information technology has changed the way people connect, do business, and communicate. Information technology has increased the effectiveness, productivity, and standard of services offered by businesses. Organizations have been helped by information technology to better comply with international regulations and document requirements. According to Law of the Republic of Indonesia No. 10 of 1995, Article 1 concerning customs, customs is everything related to monitoring the traffic of goods entering or leaving the customs area and the collection of import duties. The customs area is the territory of the Republic of Indonesia, which includes the land area, waters, and air space above it, as well as certain places in the exclusive economic zone and the continental shelf where this law applies. The Customs Office is an office within the Directorate General of Customs and Excise where customs obligations are fulfilled in accordance with the provisions of this law.

Customs and Excise is one of the important branches of law that regulate international trade. Customs and Excise regulates the process of sending goods between countries, including setting tariffs and supervising and controlling the delivery of goods. Customs also regulates money transfers between countries, including tax laws, controls, and money transfer regulations. Customs and Excise also regulates the movement of goods and money between countries, including setting tariffs and controlling and monitoring the movement of goods and money.

The Pontianak Type A2 Customs and Excise Supervision and Service Office (KPPBC) was inaugurated as a modern office on November 10, 2010. Along with the development of the organization,

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based on the Decree of the Minister of Finance of the Republic of Indonesia number 131/KMK.01/2011 dated August 18, 2011, the Office of Supervision and Excise The Customs and Excise Service of the Pontianak Customs Intermediate Type is designated as the Pontianak Customs and Excise Service and Supervision Office of the Intermediate Customs Type B Pontianak.

Facing the industrial era of 4.0, Customs and Excise aligned this development with the improvement of information technology systems that support its services. Customs and Excise adopts the concept of SMART CUSTOMS (Secure, Measurable, Automated, Risk Management-based, and Technology driven). This is to create the potential for stakeholder collaboration and innovation for new business development and to make data a catalyst for organizations to achieve organizational goals.

According to the Head of the Information Systems Strategy and Planning Sub-Directorate of the Directorate of Customs and Excise Information, Muhammad Hilal Nur Sholihin (2021), Customs and Excise has developed an information technology system based on a webform application called "CEISA 4.0" since 2018. CEISA 4.0 facilitates integration and collaboration between G2G (government to government), B2G (business to government), and B2B (business to business). This application, which was just released in 2020, comes with various improvements to the computerization process. It is hoped that this system will become the basis for determining future policies by producing descriptive reports that are expected to be able to predict decision-making. Starting with the development of the platform, the technology also supports the latest technology (Artificial Intelligence, block chain, etc.), which supports optimal supervision and Customs and Excise services. Since 1990, the Customs information technology system to support its service system has undergone several evolutions. Starting from the CFRS (Customs Fast Release System), then in 1995, namely Diskette-based Goods Import Notification, 1997 Notification of Import of Goods with the EDI system in collaboration with PT Elektronik Data Indonesia, until renewed in 2003, namely Phase II PDE Electronic Data Notification. Major changes occurred in 2007. The Indonesia National Single Window Portal is a bridge that also facilitates the exchange of documents in the world of trade, especially exports and imports. He added that 2012 was the beginning of the establishment of the CEISA system. An integration system for all Directorate General of Customs and Excise services to all service users to the public so that all service users/stakeholders as users can access from anywhere, anytime with an internet connection. "Then transformed into CEISA 4.0 in 2018, and it is projected that all types of services and application systems will be completed in 2024.

The application of the Customs-Excise Information System Automation (CEISA 4.0) has become an important part of managing international trade documents at the Pontianak Customs Office. The Customs-Excise Information System Automation (CEISA 4.0) has helped Pontianak City Customs and Excise increase efficiency, productivity, and the quality of services provided. However, it is still unclear how the Customs-Excise Information System Automation (CEISA 4.0) is implemented in handling international trade documents at the Pontianak Customs Office. Therefore, it is important to know the use of the Customs-Excise Information System Automation (CEISA 4.0) in processing international documents at the Pontianak Customs Office. For all parties involved, the Customs-Excise Information System Automation (CEISA 4.0) has developed into an invaluable instrument for increasing productivity, cutting costs, and improving service quality. Information technology is now a critical component of managing trade documents, controlling taxes and customs, and complying with regulations governing international trade. One organization that has utilized information technology to process trade documents, manage taxes and customs, and comply with international trade regulations is the Pontianak Customs Office. The purpose of this research is to examine how Pontianak City Customs and Excise utilizes the Customs-Excise Information System Automation (CEISA 4.0) to process international trade documents.

However, despite the implementation of CEISA 4.0, there are still problems and challenges in the process of processing international trade documents at the Pontianak Customs and Excise Office. Some of the problems that may arise include technical limitations, system weaknesses, a lack of training for users, or a lack of understanding of the potential and benefits offered by CEISA 4.0.

Therefore, it is important to conduct an in-depth analysis of the implementation of CEISA 4.0 in processing international trade documents at the Pontianak Customs and Excise Office. This analysis will provide a better understanding of how CEISA 4.0 can improve services for exporters and importers in the international document processing process. In addition, this analysis will also identify problems that may arise and provide recommendations for improvement.

Through this article, the author aims to provide a comprehensive understanding of the implementation of CEISA 4.0 at the Pontianak Customs and Excise Office and its impact on processing international trade documents. The analysis and recommendations presented are expected to contribute significantly to enhancing efficiency, reliability, and customer satisfaction in international trade activities facilitated by the Pontianak Customs and Excise Office.

2. Literature Review

2.1 Services

Service should be able to fulfill the satisfaction of the object served, because the level of satisfaction of the object served is one of the benchmarks for whether the service provided meets the normative standards expected by the community. In order to achieve the set goals, good, quality service is needed. According to Afandi (2018), public service is essentially the provision of services to the public, which is the obligation of the state apparatus as a public servant. The public services provided are expected to be of higher quality day by day. According to Kirom (2015), the performance of professional services that, must be provided by workers in the field as an implementation of an HR development program is part of the HR management functions. In general, the HR management function regulates the process from start to finish, which consists of Planning, actuating, controlling, recruiting, developing, compensating, maintaining, and terminating.

2.2 Customs-Excise Information System Automation (CEISA 4.0)

Customs-Excise Information System Automation (CEISA 4.0) is an integration system for all services of the Directorate General of Customs and Excise that are public in nature and that all service users can access from anywhere, anytime, with an internet connection. CEISA (Customs-Excise Information System and Automation) is a service from the customs and excise system that is used to carry out and ensure smooth operation on the export-import side (Directorate General of Customs and Excise, 2023). Overall, CEISA is a system that integrates the services of the Directorate General of Customs and Excise to facilitate access and increase efficiency in the import-export process. With CEISA, it is hoped that service users can optimize their international business activities better and more easily.

2.3 Exporter

Export is defined as the activity of selling or sending goods, services or capital originating from the customs area out of the customs area through an agreement or not, which is carried out by a person, legal entity or state, in accordance with applicable regulations Ali Purwito (2015). Meanwhile, Marzuki Yahya (2016) said that e- export is the delivery of goods outside the region from the territory of the Indonesian State.

2.4 Importer

According to Adrian Sutedi (2014), import is the opposite of export, namely the activity of bringing in goods and services from outside Indonesia's customs area. Parties carrying out import activities are called importers. Calculation of import value by way of Cost Insurance Freight (CIF) value or based on the total value of the price of the goods plus shipping costs plus insurance on the goods. Importers are buying parties or parties carrying out activities of shipping goods from abroad or customs areas to the country or customs areas. The importer can take the form of an individual legal entity or a company.

2.5 International Trade

Conceptually, international trade is a transaction process that is carried out without coercion from either party. Both parties can benefit from the trading activity (Dietz, 2014). International trade occurs because there are needs for a country and its citizens that are not met in that country. Without international trade, all the country's needs must be met through its own production (Salvatore, 2020).

3. Research Methods

The location of this research is the Pontianak Customs and Excise Office. The data sources used are primary and secondary data. Data collection techniques were carried out using interviews, observations, and documentation. This type of study uses qualitative research. The data analysis method uses a qualitative descriptive analysis method.

4. Result and Discussion

The Pontianak Type A2 Customs and Excise Supervision and Service Office (KPPBC) was inaugurated as a modern office on November 10, 2010. Along with the development of the organization, based on the Decree of the Minister of Finance of the Republic of Indonesia number: 131/KMK.01/2011 dated August 18, 2011, the Office of Supervision and Excise. The Pontianak Customs Intermediate Type Customs and Excise Service is designated as the Pontianak Intermediate Customs Type B Customs and Excise Supervision and Service Office. The following is a periodization of the history of the development of the Pontianak Middle Type Customs and Excise Supervision and Services Office since its inception:

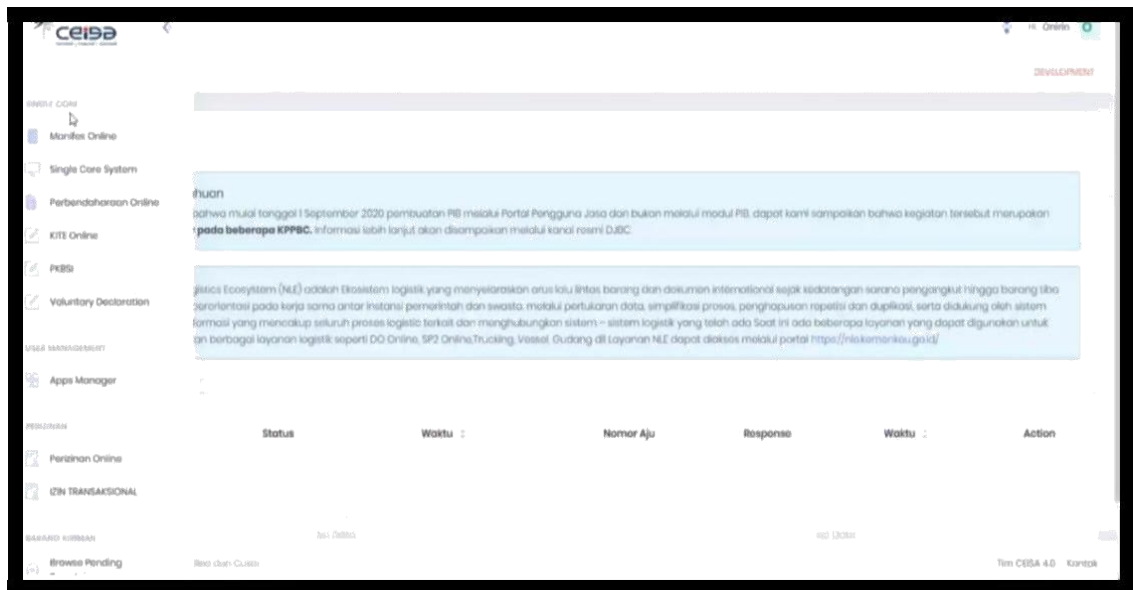


Figure 2. Home Page of CEISA 4.0
Source: Processed Data 2023

The Director General of Customs and Excise has carried out a transformation towards CEISA 4.0 in order to answer the challenges of the Industrial Revolution 4.0 by adopting the SMART Customs concept (Secure, Measurable, Automated, Risk Management-based and Technology-driven) to create potential for collaboration between related parties and innovation for developing new businesses and making data a catalyst for organizations to achieve their goals.

CEISA 4.0 will also provide a new experience in carrying out work by making it easier to carry out work via personal devices such as smartphones. The principle of bringing solutions closer to employees and stakeholders, as well as the concept that work can be done anywhere, are the main things in the further development of DJBC's ICT system.

The transition process for the old CEISA management to CEISA 4.0 is as follows:

1. Major Changes in Accessibility

The main change is seen in the accessibility of CEISA 4.0, which uses a web base. Unlike the previous CEISA, which required application installation, CEISA 4.0 can be accessed directly via the web, providing easy access without the need to install the application first.

2. Web-Based and Internet Connections

CEISA 4.0 utilizes a web platform, allowing users to access it easily via an internet connection. This represents a shift from the previous application model to a web-based model that is more flexible and can be accessed from anywhere.

3. Server Centralization

Another significant difference is in the server structure. In the previous CEISA, servers were separate for service users and employees. In CEISA 4.0, there is centralization of servers, making it easier to exchange documents between various parties without the need for complicated connections between servers.

4. More Efficient System

CEISA 4.0 presents a significant change in efficiency by enabling easier access and smoother exchange of documents. This update reflects technological developments aimed at increasing productivity and connectivity in trade document management.

4.3 Registration Flow for CEISA 4.0 Service Users

It is used by service users for the new account registration process on the CEISA 4.0 system as an Internet-based Service User Portal and can be accessed via all types of web browsers:

1. Access the website: <https://portal.beacukai.go.id/portal/login>.
2. Click on the New Registration text.

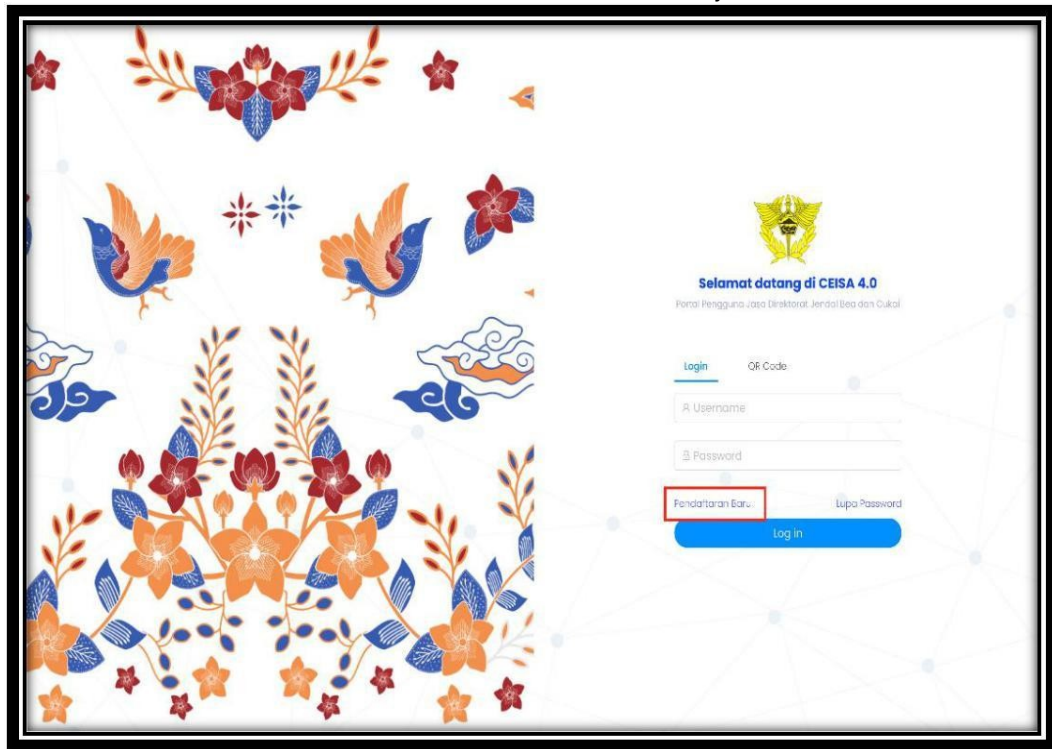


Figure 3. CEISA 4.0 Service User Portal
Source: <https://portal.beacukai.go.id/portal/login>

- Next, users are required to fill in the New User Registration page, as follows. Make sure the email address is an active Company email.

Figure 4. User List Page
Source: <https://portal.beacukai.go.id/portal/login>

4. Then click Register, and click Yes, Sure on the Data Confirmation pop up as follows.

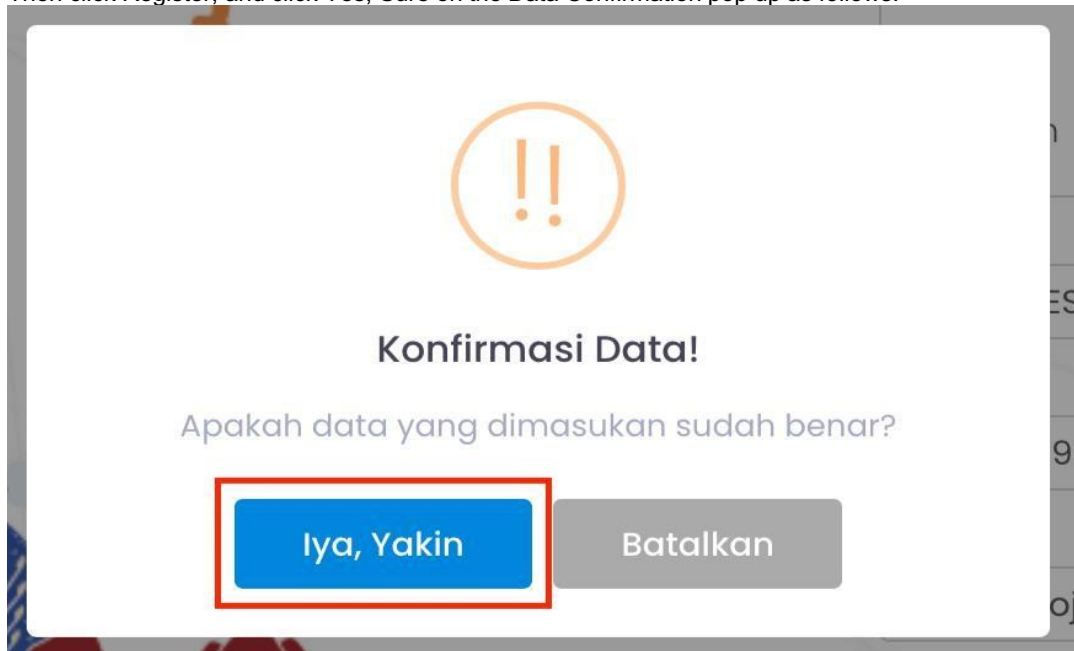


Figure 5. Data Confirmation

Source: <https://portal.beacukai.go.id/portal/login>

5. The Service User Portal page will display a successful notification and instructions for the next step of the registration process.



Figure 6. Notification of Successful Registration

Source: <https://portal.beacukai.go.id/portal/login>

6. Confirm registration via email address. Open the incoming message in the email used for the registration process, then click the Confirm Email link.

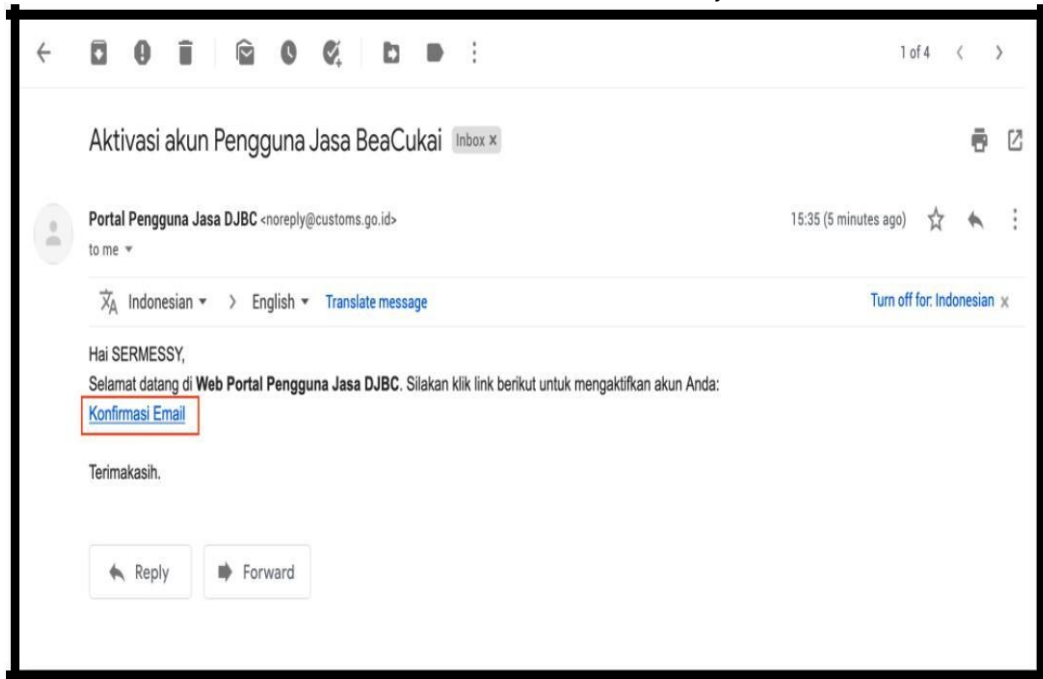


Figure 7. Account Activation Email Notification
Source: <https://portal.beacukai.go.id/portal/login>

7. After that, the user must log in again by clicking on the Login link on the Service User Portal page.



Figure 8. CEISA 4.0 Account Activation Successful
Source: <https://portal.beacukai.go.id/portal/login>

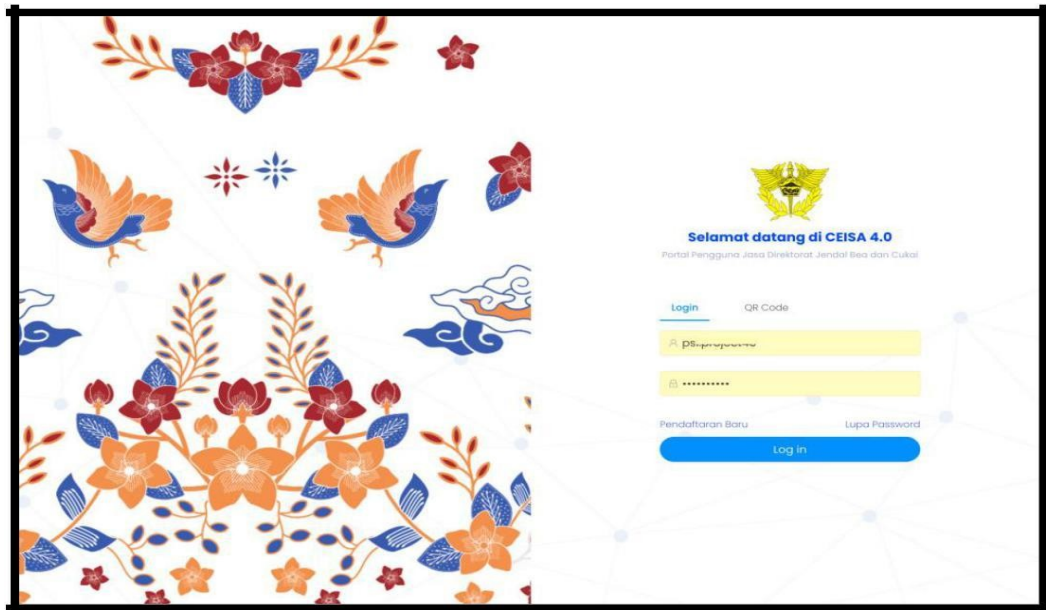


Figure 9. CEISA 4.0 Account Login
Source: <https://portal.beacukai.go.id/portal/login>

8. Congratulations, you have successfully entered the CEISA 4.0 Customs and Excise Services User Portal page.

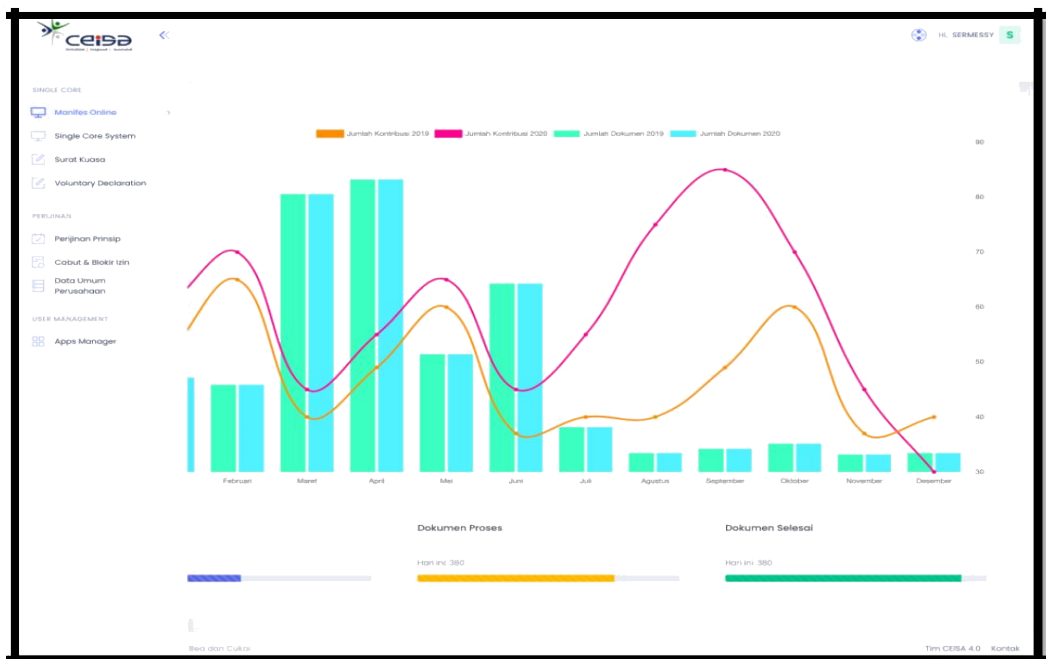


Figure 10. Home Page CEISA 4.0
Source: <https://portal.beacukai.go.id/portal/login>

4.4 The Potential Benefits and Functionality of the CEISA 4.0

CEISA 4.0 has several potential benefits for increasing efficiency, data accuracy and conversion speed of trading documents, including:

1. Improvement of customs services in the form of simplifying the presentation of documents that are standardized, transparent, simple, real-time, and connected to the internal and external systems of the Ministry of Finance.
2. Improving customs and advertising supervision by strengthening information to create more accurate target analysis through the use of big data, digital image processing and the application of artificial intelligence, as well as increasing the capacity of integration systems with K/A and related private parties.
3. Increased efforts to ensure state revenues can be achieved through developing integrated risk management and utilizing historical transactional data on service users to increase the tax base and detect anomalies or attempted customs and excise violations.
4. Facilitate collaboration between private parties related to logistics to create efficient and competitive

logistics in Indonesia.

5. Improved function and strengthening through G2G data exchange between customs agencies in other countries.

4.5 Obstacles Faced in Processing International Trade Documents Using CEISA 4.0

Several obstacles and challenges in using CEISA 4.0 in processing international trade documents:

1. System Transition

One of the main obstacles that arise in using CEISA 4.0 is the transition process from the old system to the new system. This process involves outreach to users and adaptation to technological changes. Although most users adapt well, sometimes obstacles arise along the way, requiring appropriate intervention and solutions. This creates the need for an effective change management strategy. It is important to note that this transition is not just a move from one platform to another but also involves a change in the way we work and think. Therefore, an integrated approach needs to be taken to minimize inconvenience and increase user acceptance of changes. Good outreach, intensive training, and adequate technical support are the keys to success in overcoming this obstacle.

2. Technical Challenges in Document Processing

Another challenge faced in using CEISA 4.0 is the technical obstacles that may arise during the processing of international trade documents. When users, exploration houses, and importers experience problems, they can contact the technical team to find a solution. However, not all obstacles can be overcome locally, and some may require involvement from the center or parties who have access to higher-level tools or solutions. To overcome the obstacles and challenges expressed, a strategic approach needs to be applied. An internal inspection, first using the tools available in the office, can be an effective first step in identifying and overcoming problems that arise. This process can then be followed by reporting to the center or parties with higher authority if necessary. In terms of central involvement, collaboration between the technical level at the service

office and the central level is very important. Centers can provide advanced solutions and support users in overcoming technical obstacles that are difficult to solve locally. In addition, the center can also provide software updates and additional features that can improve the performance and competitiveness of CEISA 4.0 in the context of international trade document processing.

4. Conclusion and Recommendation

Apart from the conclusion, some positive suggestions are given to be of benefit. The conclusions and recommendations are as follows:

1. The Pontianak Customs and Excise Office has made the decision to implement Customs-Excise Information System Automation (CEISA 4.0) in the management of trade documents for international trade. This decision is in compliance with the regulation of the Directorate General of Customs and Excise, which mandates the use of CEISA 4.0 for import and export services, as outlined in the Decree of the Director General of Customs and Excise Number KEP-98/BC/2021. The adoption of CEISA 4.0 is part of the broader initiative to undergo information and communication technology transformation within the Directorate General of Customs and Excise.
2. The potential benefits of CEISA 4.0 suggest a positive shift towards a more effective and interconnected customs ecosystem. Overall, CEISA 4.0 signifies a concerted effort to revolutionize customs and excise procedures, aiming for increased effectiveness and interconnectedness within the overall ecosystem.
3. The implementation of CEISA 4.0 at the Pontianak Customs and Excise Office faces two main challenges. Firstly, the transition from the old system to the new system poses a significant hurdle, requiring time, effort, and effective socialization for users to adapt to technological changes. Secondly, technical obstacles during document processing may occur, necessitating collaboration between the service office and higher-level centers to find solutions. Successful implementation hinges on coordinated efforts between different organizational levels to address and overcome these challenges effectively.
4. Implementation of this solution will help the Pontianak Customs and Excise Office achieve success in implementing CEISA 4.0, with a focus on increasing HR knowledge and responsiveness to the needs of service users. Thus, services for processing international trade documents can be optimized effectively.

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