

# Providing TikTok platform to educate public regarding customs

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## ABSTRACT

Lack of understanding of regulations related to customs and excise services has resulted in rampant fraud on behalf of the Customs and Excise office and the blocking of imported mobile phones due to unregistered or illegal International Mobile Equipment Identity (IMEI). Community service activities (PKM) aim to educate the public about various rules and IMEI registration of electronic devices as imported goods, including the terms and conditions that the public must meet through the creation and use of the TikTok platform. The method used is AIDA so that the media and content produced are clear, concise, creative, and interesting so that it is easy for the public to understand. The TikTok platform was created and developed as an effective medium for educating the public through disseminating information that can increase awareness and knowledge of the wider community. This approach illustrates the various common fraud modes and how to identify them. There is also content about the Bandung Customs Office call center and office-tour services for official transparency and professionalism in handling various public complaints. The number of followers who support this and like that has increased significantly from time to time. Information using the TikTok platform related to official customs and excise service issues has significantly reduced the number of frauds by irresponsible individuals, and cases of IMEI blocking.

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## 1. INTRODUCTION

In Indonesia, the Directorate General of Customs and Excise is responsible for supervising and managing the movement of goods in and out of the country. Its role is important in regulating international trade and the country's taxation. Export and import goods can have characteristics such as consumption that needs to be controlled, circulation that needs to be supervised, negative impacts on society or the environment, or the need for state levies for justice and balance. From the perspective of society itself, the world of advertising in Indonesia becomes a form of message or information related to the products or services offered, which are then delivered through various media addressed to part or all of society (Sabar, 2021). The role of the media is very important for the transparency of state institutions as a form of communication to the public and the provision of relevant information on various activities and actions carried out by state institutions (Yanuarsari & Pratiwi, 2017).

There are two main problems in the service process at the Customs Office. The first problem occurs because many still need to understand customs and excise regulations and procedures. Code serves as the official identifier of a mobile telecommunications device that can be used to verify whether a smartphone is legal or illegal. As in the case of blocking International Mobile Equipment Identity (IMEI), the government, through the Ministry of Communication and Information Technology, in collaboration with mobile operators, enforces the blocking of unregistered IMEI devices to prevent the circulation of illegal devices (Kementerian Komunikasi dan Informatika, 2020). In 2023, the collaboration between this institution and mobile operators blocked as many as 191,000 mobile phones, most of which were blocked by illegal iPhones and IMEI (Wardani, 2023). Since this IMEI restriction or blocking was imposed, mobile devices that are carried and IMEI that are not registered cannot be used even if a SIM card is installed. This harms users who lose access to communication and increases the chances of illegal device circulation in the market. In addition, public ignorance of regulations can open loopholes for certain individuals and other criminal activities.

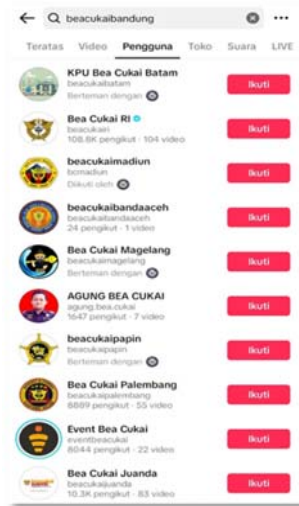
Next is the second problem, which is fraud in the name of customs. Fraud cases often occur when sending fake or non-compliant goods, embezzlement of goods, and fraud through online platforms that offer delivery services from abroad. Reporting from (Rachman, 2020) on fraud cases on behalf of the Directorate General of Customs and Excise penetrated up to 6,958 cases until November 2022. The perpetrators acted in various ways, from romance, diplomacy, money laundering, and various online stores to auction goods. One of the victims who was deceived by an online auction said that he participated in a laptop auction via Instagram and ended up being blackmailed by a person on behalf of a Customs officer (Rachman, 2020). Then, the seller contacted the victim to pay Rp1.5 million according to the auction agreement. The victim was also transferred to the seller and was asked to wait for the goods to be delivered. After one week, the victim was repeatedly called by an unknown number claiming to be from Soekarno Hatta Customs. Fraud in the name of Customs is a serious problem that can harm the public financially and psychologically. They become easy targets for fraudsters who use sophisticated tactics to steal money and personal data. Good education and increased public awareness are key to preventing more victims.

Huge and diverse user ownership. The TikTok platform allows educational content to reach a wide audience, including the younger generation, which is often more difficult to reach through traditional media; as a highly popular platform in Indonesia, TikTok can convey important education related to fraud and illegal IMEI. Well-packaged content can increase public awareness and vigilance in dealing with the risk of fraud. In this way, TikTok is an entertainment platform and an effective educational tool for building a community that is more vigilant and protected from the threat of fraud and illegal devices. In addition, TikTok's ability to facilitate direct interaction with users allows customs offices to respond to questions and provide clarification related to existing issues, thereby building public trust and concern. With relatively low costs in content production, TikTok offers an efficient way to achieve educational and informative goals. Therefore, creating and optimizing the TikTok platform as an official communication tool is a strategic step to expand the range of information on the importance of protection from illegal IMEI and vigilance against fraud. So far, Bandung Customs still has not used the TikTok platform as an additional medium for educating the public, as seen in Figure 1. Figure 1 shows that the search for the TikTok platform on behalf of Bandung Customs still needs to be found.

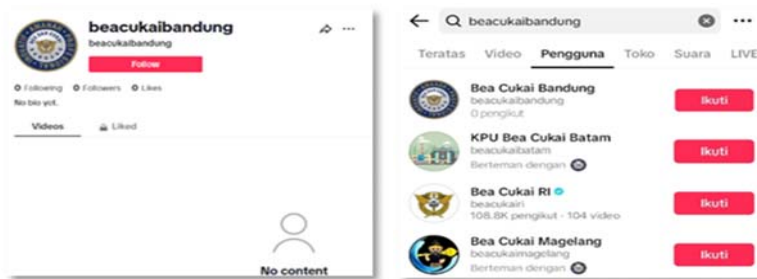
Figure 1 highlights Bandung Customs TikTok account search on November 27, 2023. No official accounts belonging to Bandung Customs had been found on the TikTok account search page. One of the ways offered is solving the above problems by creating TikTok and optimizing the TikTok platform by Customs to educate the public so as not to be exposed to fraud cases and illegal IMEI. With a wide reach and attractive format, TikTok accounts allow for faster and more effective dissemination of information

**Providing TikTok platform to educate public regarding customs**  
*Septiana Dwiputrianti, Difta Arcellya Putri Atmadiharja, Soufhi Lautza, F Laksmi Fitriani2*

to the public for public access. On December 1, 2023, the start of the community services activities (PKM) implementation, the team created an official TikTok account with the conditions of 0 posts, 0 followers, and 0 likes. Figure 2 shows the official account that has been created.



**Figure 1.** Bandung customs TikTok account search



**Figure 2.** The PKM Implementation Team created the official TikTok account of Bandung Customs

Figure 2 presents the PKM implementation team that created the official TikTok account of Bandung Customs. Using TikTok by Customs to educate the public about fraud cases and illegal IMEI is an important strategic step. With its wide reach and attractive format, TikTok allows for the faster and more effective dissemination of information to the public. Especially the younger generation who are active users of this platform. Through creative and easy-to-understand content, Customs can raise public awareness about the dangers of fraud and the importance of compliance with IMEI regulations. Therefore, utilizing TikTok as an educational tool is a proactive step that can have a long-term positive impact in building a community that is more aware and protected from the threat of illegal products and fraud. So, from the problems described earlier, we raise these problems as a form of PKM activities. The troubleshooting framework can be seen in Figure 3.



**Figure 3.** TikTok platform content creation stages for Bandung Customs

Figure 3 captures the TikTok platform content creation stages for Bandung Customs. In summary, in response to the problems in today's digital era, social media has become a very effective tool for disseminating information to the public. This transformation not only changed the way of communicating but also changed the paradigm of information dissemination from conventional to modern and digital (Salsabila & Evanthy, 2023). The internet is growing; its use will have a significant and positive impact, one of which is its use as a promotional media (Amelia & Yuwita, 2023; Habibi & Zahratul, 2024). Good education through social media has the power to reach various demographic groups quickly and efficiently. The ability to convey messages creatively and interestingly is an additional point that can attract the audience to read information. Using platforms such as Facebook, Instagram, Twitter, TikTok and YouTube, we can disseminate important information, educate about critical issues, and raise public awareness. The number of active social media users in Indonesia was 167 million in January 2023; there are around 106.51 million TikTok users in Indonesia as of October 2023. Indonesia is the country with the second most TikTok users worldwide. So, the TikTok platform can be the right choice for disseminating information because of its high popularity in Indonesia (Hidayat & Nashirah, 2024).

## 2. METHODS

Community service is carried out by involving the implementing officer of Counseling and Information Services (PLI) at Bandung Customs with 1 person in charge from the TikTok Platform and 6 people from the PLI implementing officer, 3 intern students to become talents in content creation, 2 lecturers of the STIA LAN Bandung Polytechnic as supervisors of PKM activities, 2 female PKM implementing students, 3 implementing officers from the Customs and Excise Service (PKC) unit as talents in the content created. So, the total involved in PKM activities is 17 people. The target PKM activities lasted for 1 month or 17 working days from December 1, 2023, to December 29, 2023. The object that is targeted by PKM activities is the implementing officers at the PLI unit who can optimize the use of the TikTok platform and all people in the Bandung Customs coverage area who have just bought cellphones from abroad or within the country who have IMEI problems and people who experience fraud on behalf of Customs. The parties involved in increasing knowledge related to Customs and Excise, namely the Extension and Information Services (PLI) unit at Bandung Customs, the stages carried out in the service process.

### Stage 1: Research and Initial Analysis of the Creation of the TikTok Platform

Before carrying out PKM, a pre-survey was conducted to assess the initial understanding of the implementing officers related to the TikTok platform, which was then followed by the creation of stages of the PKM activity plan. The initial research and analysis stage is an important foundation for designing a community service program related to creating and optimizing the TikTok platform in educating the public regarding customs and excise; further details of each step in this stage are presented in Figure 4.



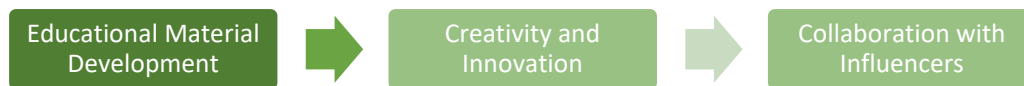
Figure 4. Research and analysis of TikTok platform creation

Figure 4 explains stage 1 for research and analysis of the creation of the TikTok platform, starting with identifying the target audience to understand the demographics and preferences of the target audience, such as age, interests, and media habits. Moreover, communication activity related to an

organization and its products is distributed to target audiences through media such as television, radio, newspapers, magazines, direct mail (direct publishing), outdoor billboards, or public transportation (Qader et al., 2022). Next are case studies and best practices to analyze educational content that has been successful on the TikTok platform, especially those related to IMEI or fraud. Needs assessments are carried out at this stage to identify important topics in customs and excise that are poorly understood by the public and require education. Next, the TikTok platform will be analyzed by conducting trend analysis and examining how TikTok's algorithm spreads content, including hashtags, trends, and types of content that often appear on the 'For You' page. This initial stage also goes through the process of understanding algorithms that help design content that can be more accessible to the target audience. It concludes with an evaluation of resources and technology readiness consisting of an evaluation of available human resources, including expertise in video creation, social media management, and knowledge of customs and excise, as well as ensuring the necessary technological infrastructure, such as video recording devices, editing software, and adequate internet access to support the production and distribution of content on TikTok (Adi, 2022).

### Stage 2: Content Planning

Content planning is a critical stage in ensuring that educational messages about customs and excise are delivered in a way that is engaging, informative, and relevant to TikTok's audience. The detailed steps that can be taken in this stage are shown in Figure 5.



**Figure 5.** Stages of content planning

**Educational Material Development:** Use simple and engaging language to create scenarios and scripts for informative short videos. Topics can include customs basics, IMEI procedures, and how to avoid scams (Novarizal, 2023). **Creativity and Innovation:** Use creative elements such as animations, infographics, and engaging illustrations to explain complex concepts. In content planning for the community service program "Creation and Optimization of the TikTok Platform in Educating the Public Regarding Customs and Excise," Attention, Interest, Desire, Action (AIDA) is used as a guide to creating effective content.

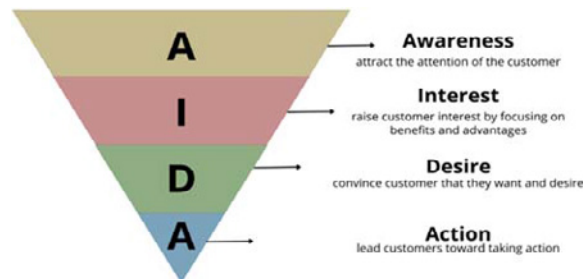
The material or method used in optimizing the Tik-Tok platform as a media in disseminating public service advertisements to be transparent by adapting the 4C concept (context, communication, collaboration, connection) owned by Chris Heuer, which is tailored to the social marketing model (Adhiatma & Mahmudah, 2023; Yovinus, 2018). In implementing PKM, the method used in making public service advertisements to achieve the expected goals is applying the Attention, Interest, Desire, Action (AIDA) concept approach. Figure 6 shows AIDA's approach, which uses marketing instruments to attract attention, drive interest, generate desire, and generate action.

### Stage 3: Content Production

The content production stage is the technical and creative process of creating video material to be published on TikTok. It involves steps from visual planning to final Editing. Here are more details of this stage.

**Table 1.** Guidelines for content creation using AIDA

	<b>Thumbnails and Attractive Titles</b>
<p><b>Attention (Predation)</b>                      Goal: Capture the audience's attention on TikTok.</p>	<ul style="list-style-type: none"> <li>- Strong Opening: The video's opening should be strong and to the point, for example, through intriguing questions or surprising statements relevant to customs and excise.</li> <li>- Engaging Visuals and Effects: Using bright visuals, animations, and attention-grabbing effects to captivate users in the first few seconds, given the short attention span on TikTok.</li> </ul>
<p><b>Interest</b>                      Objective: Keep the audience interested with informative and relevant content.</p>	<ul style="list-style-type: none"> <li>- Educational and Informative Content: presents important information about customs and excise in an easy-to-understand way.</li> <li>- Stories and Case Studies: Use real stories or relevant case studies to illustrate the importance of the topic.</li> <li>- Data Visualization and Infographics: Use graphs, diagrams, and infographics to visualize complex data, making it easier for audiences to understand.</li> </ul>
<p><b>Desire</b>                      Purpose: Arouse the desire to learn more or follow the recommended action.</p>	<ul style="list-style-type: none"> <li>- Underlining Benefits: Explain the benefits of understanding customs and excise rules, such as avoiding fines, protecting against fraud, or supporting the country's economy.</li> <li>- Call to Action: Provide a clear call to action, such as "Click the link in the bio for more information" or "Follow us for more tips on customs."</li> </ul>
<p><b>Action</b>                      Goal: Encourage the audience to take specific actions.</p>	<ul style="list-style-type: none"> <li>- Clear Instructions: Provide clear instructions on what to do next, such as visiting the official website or checking the IMEI of their device.</li> <li>- Interaction Facilitation: Invite the audience to interact by leaving comments, sharing experiences, or asking questions in the comment column.</li> <li>- Key Message Repetition: Ensure the key message, such as the importance of complying with customs regulations, is repeated at the end of the video to reinforce the audience's memory.</li> </ul>



**Figure 6.** Attention, Interest, Desire, Action (AIDA) approach for TikTok platform content creation

Figure 7 highlights content production that converts recording and editing to labelling and hashtags. In this recording and editing, the video production process provides high quality and authenticity and ensures that each video has a clear storyline and is easy to follow. Moreover, labelling and hashtags process to provide relevant hashtags for increasing affordability, e.g. #BeaCukai, #Pabean, #EdukasiIMEI.

#### **Stage 4: Content Distribution**

Distribution is the stage where the content that has been produced is shared with the target audience and promoted to reach a wide reach. These measures ensure that educational messages reach

as many people as possible and invite interaction and active participation. Here is the step by step to distribute the designed content: (1) Creation of a content calendar with a consistent publication schedule, such as twice a week on the same day and hour. With this consistency, it will help build audience expectations and maintain engagement; (2) Consider the optimal publication time based on audience analysis, such as when the audience is most active on TikTok; (3) Leveraging TikTok Trends by participating in TikTok trends relevant to the content theme to increase the chances of the content going viral, including popular music, challenges, or trending content formats.



Figure 7. Content production

### Evaluation and Development

Evaluation and Development are ongoing processes that assess the effectiveness of the content produced and the strategies used and continuously improve the quality of educational programs. The standards used to assess the effectiveness of the content produced are: (1) Monitoring and Analytics: Monitor the performance of each content, including the number of views, likes, shares, and comments, to assess its effectiveness; (2) Feedback: Gather feedback from your audience to understand what is working and what needs to be improved; (3) Continuous Development: based on the results of the evaluation, develop new content and strategies to improve the effectiveness of education

## 3. RESULTS AND DISCUSSION

### Implemented Initial Research and Analysis

Initial research and analysis are essential in the implementation stage of community service programs. The optimization of the TikTok platform is aimed at educating the public regarding customs and excise topics. This stage is carried out to understand the audience's situation, needs, and preferences and to identify opportunities and challenges that may be faced.

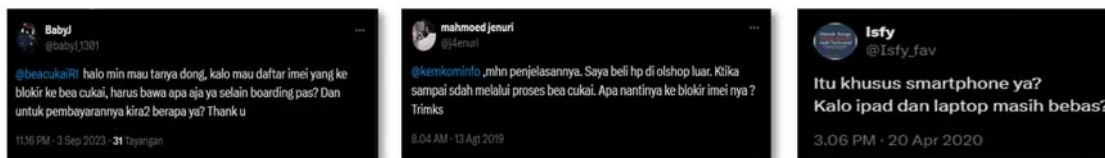


Figure 8. Data collection process for content creation (December 1, 2023)

Figure 8 provides a data collection process for content creation. Based on the experience gained from the post on X formerly known as Twitter), showing the public's ignorance about the IMEI registration process, payment methods, and HPKT (Mobile, Computer, and Tablet) provisions highlights a significant information gap. This lack of knowledge can result in errors in the registration process, potential fraud, or non-compliance with applicable regulations, ultimately harming consumers. Therefore, the government and related agencies need to strengthen socialization efforts through various communication channels, including social media, to provide information that is easily accessible and understood by all groups.

In addition, Figure 9 shows the data collection process for content creation with many posts on X and also shares people's experiences after being victims of fraud on behalf of Customs. This shows how serious it is related to fraud on behalf of customs. This testimony is a warning for all of us about the

importance of better vigilance and education regarding fraud modes on behalf of official institutions. To overcome this, the government and community collaborative efforts are needed to raise awareness.



Figure 9. Data collection process for content creation (December 1, 2023)



Figure 10. Brainstorming related to customs education video content

Figure 10 illustrates brainstorming activities for collecting various ideas that involve Bandung Customs Employees who understand regulations and policies, with the team of PKM from STIA LAN Bandung Polytechnic. This is important to ensure that the educational content created is accurate and by official guidelines. In addition, discussions with officers from the Extension and Information Services unit at the initial research and analysis stage helped identify problems and obstacles that people often face, such as confusion about procedures or lack of understanding of their rights and obligations.

### Implemented Content Planning

Content planning is an important stage in the implementation of community service programs carried out. This stage involves several strategic steps to ensure that the content created is relevant and engaging and achieves the desired educational goals. Table 2 depicts strategic steps for planning educational content related to Customs.

Figure 11 demonstrates script development and storyboard for the TikTok Platform. After discussing content planning with officers at Bandung Customs, the officers concluded that the content needed to educate the public included call centers, scams, IMEI, and office tours. (1) Planning informative content about the Bandung Customs call Centre was made because many people still need to learn who can be contacted at Bandung Customs. This shows the need for more intensive socialization regarding official communication channels to improve accessibility and services to the community. The clear and



easily accessible content of the call Centre will provide the right guidance for the public in obtaining information, assistance, or clarification related to various services and regulations handled by Customs; (2) Planning educational content about fraud on behalf of Bandung Customs. This is done to protect the community from financial and emotional losses. Although there have been various efforts to eradicate this fraud, the reality is that there are still many people who are victims. This indicates that information about the mode of fraudsters has yet to be conveyed effectively or has yet to reach all levels of society; (3) Planning educational content regarding IMEI blocking electronic devices originating from abroad. This happens due to administrative errors, misunderstanding of the registration procedure, or other technical issues. Clear and detailed content can provide much-needed guidance for people to solve their problems; (4) Finally, planning the content of the office tour is necessary because many people need to learn about the service facilities and the exact location of Bandung Customs.

**Table 2.** Strategic steps for planning educational content related to customs

Aspects	Description	Activity	Tools/Methods	Result
Determination of Topics and Themes	Assign topics and themes to each content to be produced	<ul style="list-style-type: none"> <li>- Identify key topics related to customs and excise.</li> <li>- Define a specific theme for each topic.</li> </ul>	Team brainstorming, expert consultations, regulatory references and up-to-date information.	<ul style="list-style-type: none"> <li>- Scam Series (Origin Transfer)</li> <li>- Temporary IMEI</li> <li>- Call Center</li> <li>- Office Tour</li> <li>-</li> </ul>
Script and Storyboard Development	Create scripts and storyboards detailing video content	<ul style="list-style-type: none"> <li>- Write a script for each video that includes dialogue, narration, and main messages.</li> <li>- Create a visual storyboard.</li> </ul>	Script software (Google Docs) storyboard tool (Canva).	Clear scripts and storyboards that are ready to be used for production.
Determining Content Style and Format	Define the visual style, tone, and format for each video	<ul style="list-style-type: none"> <li>- Choose a visual style (animation, live-action, and graphics).</li> <li>- Decide on the tone (formal, informal) and format (tutorial).</li> </ul>	Discussion of the PLI team and PKM implementers and analysis of TikTok trends	The style and format of the content used are based on the audience's preferences and educational purposes.
Hashtag Usage Strategy	Define hashtags to increase content visibility	<ul style="list-style-type: none"> <li>- And search for popular hashtags related to the topic.</li> <li>- Specify the appropriate description and tags for each video.</li> </ul>	Hashtag research tool (All Hashtag), discussion of the PLI team.	List effective hashtags to increase the reach of content. #Beacukai #Beacukaibandung #officetour #penipuan #registrasiimei #Callcenter

### Implemented Content Production

Content production is a crucial stage in the implementation of community service programs. This stage includes the creative and technical process of creating videos and supporting materials to be published. Here is a breakdown of the steps in the content production stage.



Figure 11. Script development and storyboard for TikTok platform



Figure 12. Technical preparation and equipment for video shooting for call center content

Figure 12 presents technical preparation for video shooting for call center content. The team ensures the technical readiness and equipment necessary for content production. This includes setting up and testing cameras, microphones, lighting, location, and set selection.

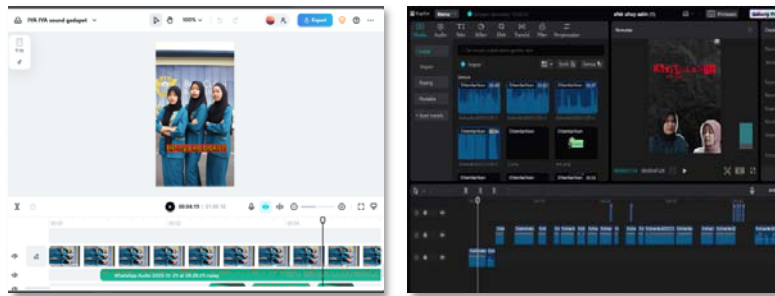


Figure 13. The process of taking a video office tour, IMEI, and call center

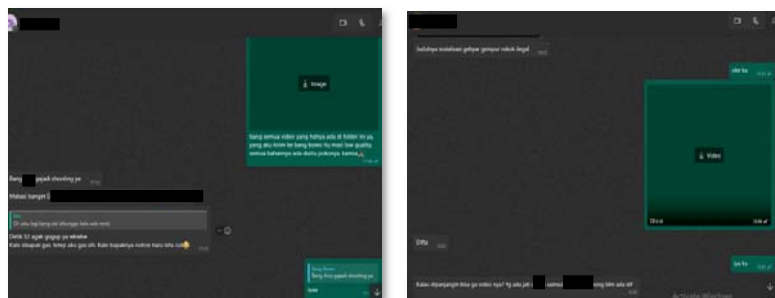
Figure 13 illustrates the process of taking a video office tour, IMEI, and call center. The process of shooting images and sounds is provided using a script and storyboard that has been previously created so that the message conveyed can appear in the content to be disseminated. At this stage, the coordination of the production team between the officers and the PKM implementer is carried out so that the shooting and audio produce quality with clear audio.

Figure 14 captures the editing process and post-production of content. Video and audio editing is done to compile the final content. The activities are selecting and editing footage, adding visual effects, text, background music, and audio processing to produce a final video ready to be broadcast with optimal visual and audio quality.

**Providing TikTok platform to educate public regarding customs**  
*Septiana Dwiputrianti, Difta Arcellya Putri Atmadiharja, Soufhi Lautza, F Laksmi Fitriani2*



**Figure 14.** Editing process and post-production of content



**Figure 15.** Review, revision, and finalization process related to the content to be uploaded

Figure 15 illustrates the review, revision, and finalization process related to the content to be uploaded. Content review and improvement are carried out before finalization by sending the person in charge of using TikTok to the implementing officer in the Counseling and Information Services unit. The review was carried out by the internal parties of the Extension and Information Services unit, and feedback was obtained from the Head of the Section of the Extension and Information Services unit. Suppose the video is corrected according to input and quality standards. The final video file is ready to be uploaded and distributed.

### **Implemented Content Distribution**

Content distribution is critical in ensuring the content reaches the targeted audience. This stage includes the strategies and actions necessary to publish content, increase visibility, and ensure the information reaches the audience effectively. Here is a breakdown of the steps in the content distribution stage.

Figure 16 shows the planning of the schedule of some content on Bandung Customs TikTok. Scheduling and Content Uploading is a stage in the content distribution process. This process was created to set the schedule for uploading content to the TikTok platform so that the uploaded video is on schedule. It becomes a strategy so that the uploaded video can optimally reach the "For You" page.

After the content is uploaded, its performance is measured and analyzed to understand the effectiveness of the distribution strategy. Figure 17 illustrates audience feedback collection on IMEI content, office, tours, and fraud. Performance monitoring is carried out by collecting feedback from the audience so that the feedback received can be used as material for future development and improvement. After that, looking at the feedback received from each uploaded content, the next step

is strategy optimization and adjustment. This is being done to improve the distribution strategy based on performance analysis and feedback results so that the distribution strategy can be perfected and be more effective in the future.



Figure 16. Planning the schedule of some content on Bandung Customs TikTok



Figure 17. Audience feedback collection on IMEI content, office tours, and fraud

## Evaluation and Development

Evaluation and development are an important final stage in ensuring the success of community service programs on TikTok. This stage involves assessing the effectiveness of the content that has been published and developing future strategies and content based on the results of the evaluation. The steps that must be taken are to collect data and analyze the performance of the content that has been uploaded (Apriandi et al., 2023). The analysis process is assessed through performance. As can be seen, the views generated from the uploaded content show quite good performance. This can be seen in Figure 18.

Using TikTok as an educational platform has great potential to engage a wide audience. Based on the analysis of views on educational content on TikTok in Figure 18, several key factors contribute to the success of optimizing TikTok accounts as an educational medium.

Figure 19 shows an interesting video format using effects and animations. The video format is quite interesting and informative. Educational content that gets many views from the content created, namely content related to IMEI problems. The content has been presented in an interesting and easy-to-understand format. The content that has been created can be successful in being widely disseminated and conveying important information in a short duration (about 15-60 seconds).

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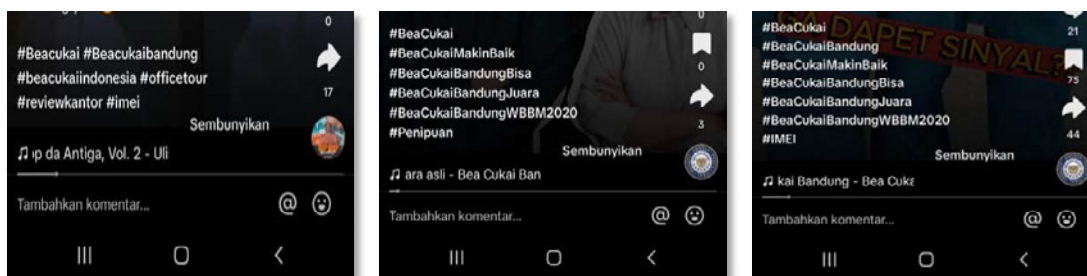


**Figure 18.** Number of views of content that has been created on the Bandung Customs account



**Figure 19.** Interesting video format using effects and animations  
**Figure 20.** The use of trends in TikTok content related to IMEI issues

Figure 20 presents the use of trends in TikTok content related to IMEI issues. In creating content, the team always follows the development of popular TikTok trends or challenges so that they will be able to increase the visibility of educational content later. By combining educational information with trending entertainment elements, uploaded content gets more attention from users and increases engagement.



**Figure 21.** The use of hashtags and music features to reach a wide audience

Figure 21 illustrates the use of hashtags and music features to reach a wide audience. Using appropriate and relevant hashtags in content also helps increase content discoverability. Popular hashtags or those created specifically for customs-related educational campaigns are enough to help a wider audience find the content. Appropriate background music can also attract attention and make the content more engaging.

Finally, content improvement and development. The process of improvement and development is carried out based on the evaluation and feedback results. From all the content that has been created, here are some of the key findings from this analysis, as well as recommendations for content improvement and development: (1) Identify the Most Popular Content. Findings: Videos that use compelling visuals, popular audio, and relevant topics get the most views. For example, content that presents IMEI-related content in an easy-to-digest format attracts more viewers than others. As for the recommendation, in the future, we must focus on creating the most popular content but with variations to maintain freshness. Developing themes that have proven successful and presenting them in new ways can continue to capture the audience's attention; (2) Use of Music and Visual Effects. Findings: Popular music and attractive visual effects greatly affect the number of views. Trending music and the creative use of visual effects can increase the appeal of a video. This can be seen in the IMEI content, which is enough to use visual effects on the video to get many views compared to other content. Recommendation: Stay updated with the latest music trends and visual effects on TikTok. Use these elements to make your content more engaging and aligned with your audience's preferences. Experiment with different visual and audio styles to find what your audience likes best.

PKM activities related to creating and optimizing the TikTok platform, which contains customs and excise education, have provided information and insights to the public. This is supported by the increase in the number of followers, currently reaching 158, with the number of likes reaching 545, as seen in Figure 22.

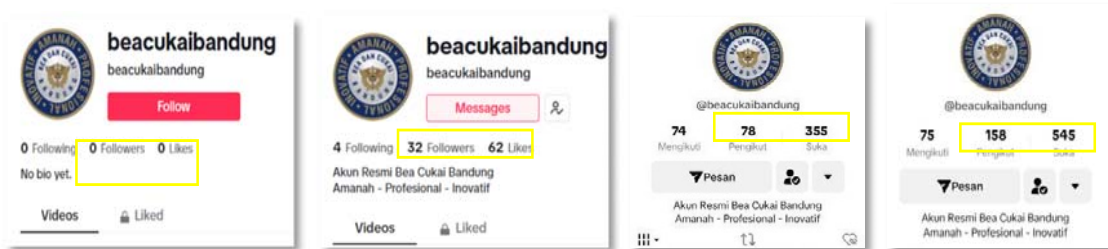


Figure 22. Increase in followers and likes to 545 in one month (1 - 31 December 2023)

Figure 22 demonstrates an increase in followers and likes to 545 in one month (1-31 December 2023). The Implementing Officer considers creating and optimizing the TikTok platform useful in disseminating information and educational media. Through the TikTok platform, people can interact directly through the comment column to share knowledge and experiences.

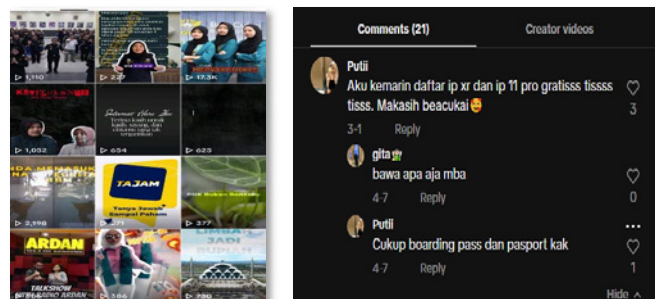


Figure 23. Some content that has been uploaded on the TikTok platform and interaction in the comment column

Figure 23 highlights some content that has been uploaded on the TikTok Platform and Interaction in the Comment Column. Based on the results of unstructured interviews between the implementation team and the implementing officer in the Counseling and Information Services unit, which was accompanied by direct observation during the activity, the implementation of PKM activities by the implementation team from the STIA LAN Bandung Polytechnic gave the following results: (1) Implementers in the Counseling and Information Services unit can use and optimize the TikTok platform independently in the process of disseminating information. This is because the TikTok platform, which was initially unfamiliar to use, can be run independently by Bandung Customs Officers after going through the initial planning and analysis process to determine the content to be created and uploaded; (2) The implementer can produce content based on existing trends. The officers revealed that with notifications related to the creation of predetermined content planning, it is easier for Bandung Customs Employees to produce content that suits the community's needs; (3) The implementer can adapt to the TikTok algorithm so that the content produced can be easily conveyed to the public. This is because, when distributing content, the community becomes more concerned. After all, the provision of hashtags, captions, and covers can determine the extent to which the public can reach the delivery of content; (4) Able to produce content or ideas to educate the public about customs and excise; (5) The public better understands the role of customs, especially in registering IMEI electronic devices and knows official information from Bandung Customs to minimize the occurrence of fraud cases. This is because employees have become more proactive in looking for the latest issues, many of which occur within the community.

**Table 3.** Schedule of community service activities in creating the TikTok platform of Bandung Customs

<b>Week 1</b>	
Activities	<ul style="list-style-type: none"> <li>- Assistance on how the Tik-Tok platform works</li> <li>- Discussion of content needs</li> <li>- Creating content planning</li> <li>- Covering activities to destroy illegal cigarettes</li> <li>- Covering excise tariff policy socialization activities</li> </ul>
Purpose	<ul style="list-style-type: none"> <li>- Introduce and provide the necessary guidance or support so that agencies can optimize the use of the Tik-Tok platform in achieving goals, namely increasing public awareness, expanding the reach of the agency's audience, and as a medium for agencies in carrying out transformation and transparency.</li> <li>- Identify and understand the needs, interests and preferences of the audience so that the content produced can be more relevant to current issues, also packaged more attractively, and is effective in achieving the goal of increasing public awareness and reducing disinformation among the public.</li> <li>- Plan and organize the content to be created and published systematically so that the public service campaign message can be conveyed effectively, and the content created is by the campaign objectives.</li> <li>- Documenting activities carried out by KPPBC TMP A Bandung by producing informative content.</li> </ul>
<b>Week 2</b>	
Activities	<ul style="list-style-type: none"> <li>- Create a video concept for KPPBC TMP A Bandung call centre information service content</li> <li>- Shooting office tour content</li> <li>- Edit office tour content</li> <li>- Upload office tour content on the Tik-Tok platform</li> <li>- Create video concepts for the latest IMEI problem content</li> <li>- Create IMEI educational content scripts</li> <li>- Shooting IMEI educational content</li> <li>- Edit IMEI educational content</li> <li>- Upload IMEI educational content on the Tik-Tok platform</li> </ul>
Purpose	<ul style="list-style-type: none"> <li>- Providing information to the public regarding the services available at KPPBC TMP A Bandung</li> <li>- Increasing public awareness and knowledge regarding IMEI and conveying information about IMEI in an interesting and accessible way to the public</li> </ul>

<b>Week 3</b>	
Activities	<ul style="list-style-type: none"> <li>- Create a video concept for KPPBC TMP A Bandung call center information service content</li> <li>- Create content scripts for KPPBC TMP A Bandung call center information services</li> <li>- Shooting "Call Center" Content.</li> <li>- Editing "Call Center" Content.</li> <li>- Upload "Call Center" Content.</li> <li>- Shooting content related to fraud issues in the name of KPPBC TMP A Bandung.</li> <li>- Editing content related to the issue of fraud in the name of KPPBC TMP A Bandung.</li> <li>- Upload content related to fraud issues in the name of KPPBC TMP A Bandung on the Tik-Tok platform.</li> </ul>
Purpose	<ul style="list-style-type: none"> <li>- Providing information to the public about KPPBC TMP a Bandung services through the call center in terms of resolving problems, answering questions, or providing technical assistance.</li> <li>- Increasing public awareness regarding fraudulent practices in the name of KPPBC TMP A Bandung so as to minimize the occurrence of fraud among the public.</li> </ul>
<b>Week 4</b>	
Activities	<ul style="list-style-type: none"> <li>- Planning the name and concept for the question-and-answer segment on the Tik-Tok platform</li> <li>- Create video concepts for Mother's Day celebration content</li> <li>- Create scripted content for Mother's Day celebrations</li> <li>- Shooting Content for Mother's Day celebration</li> <li>- Editing Content for Mother's Day celebrations</li> <li>- Upload Content for Mother's Day celebrations</li> </ul>
Purpose	<ul style="list-style-type: none"> <li>- Create content that is relevant to society, differentiate this segment from other content on the Tik-Tok platform, make it easier for people to find content related to answers to questions asked, and increase society involvement.</li> <li>- Documenting Mother's Day celebrations at KPPBC TMP A Bandung.</li> </ul>

Table 3 shows the schedule of community service activities for creating the TikTok Platform of Bandung Customs was meticulously planned and executed over four weeks. In the first week, the focus was on introducing the TikTok platform to the agency, discussing content needs, and planning content, with additional activities covering illegal cigarette destruction and excise tariff policy socialization. The second week centered on creating, shooting, editing, and uploading content related to the Bandung Customs call center and IMEI issues, aiming to increase public awareness and knowledge. In the third week, the activities continued with the development of content for the call center and fraud prevention, including scripting, shooting, editing, and uploading to TikTok. Finally, the fourth week involved planning and producing content for a Mother's Day celebration and a question-and-answer segment, designed to engage the public and document the agency's activities, thereby enhancing community involvement and public understanding.

In summary, Table 3 depicts in the implementation of this community service program, several factors that support the implementation of this community service activity, namely: (1) the assistance provided by the implementing officer in providing facilities in the form of implementation venues, supporting tools, and talents who are the implementing officers of Bandung Customs to be directly involved in the implementation and success of this community service program. (2) The public is interested and enthusiastic when the content has been uploaded. This can be seen from the viewers obtained from the content uploaded on the TikTok @beacukaibandung platform. Several inhibiting factors occurred during the implementation of the activity: (1) Talent, an obstacle faced during the implementation of PKM for one month at Bandung Customs, namely the difficulty of getting volunteers to become talents in creating content; (2) Time. In terms of time, it is quite difficult to adjust the content creation schedule because the implementation time of PKM starts at the end of the year, so it clashes with the dense



agenda at Bandung Customs; (3) Content: The content material raised is material that has never been studied before, so it takes longer to learn and package in the form of content that is interesting, follows trends and can be accepted and reach the wider community.

In addition, the community service activities (PKM) conducted through the creation and optimization of the TikTok platform for Bandung Customs have provided significant benefits by enhancing public awareness and understanding of customs regulations, particularly in IMEI registration and fraud prevention. This initiative has positively impacted both the Customs Office and the wider community by effectively addressing long-standing issues related to fraud and misinformation. The increased engagement on TikTok, as reflected in the rising number of followers and interactions, demonstrates the success of this approach in fostering transparency, educating the public, and ultimately reducing instances of customs-related fraud.

#### **4. CONCLUSION AND RECOMMENDATIONS**

The community service program (PKM) aimed to leverage the TikTok platform to educate the public on customs and excise issues, particularly the importance of registering International Mobile Equipment Identity (IMEI) for electronic devices and identifying fraud schemes. This initiative involved a comprehensive process that included initial research, content planning, production, distribution, and evaluation. The program successfully increased public awareness by utilizing the TikTok platform, which was chosen for its widespread popularity, especially among younger audiences who are more likely to engage with digital content. The program's implementation led to significant improvements in public understanding, as evidenced by the increase in followers and engagement on the TikTok platform. The content created during the PKM was well-received, with many users interacting through comments and shares, further expanding the reach of the educational material. The program also highlighted the effectiveness of using digital media as a tool for public education, demonstrating that platforms like TikTok can be an asset for government agencies in disseminating important information. Overall, the PKM program achieved its goals of educating the public and raising awareness about customs and excise regulations, particularly concerning IMEI registration and fraud prevention. The program's success was reflected in the positive feedback from the community and the increased engagement on the TikTok platform. Moving forward, the continued use of TikTok and similar digital platforms for public education initiatives is recommended to maintain and further enhance public awareness and compliance with customs regulations.

To build on the success of this PKM program, several recommendations can be made for future initiatives. First, it is essential to maintain the momentum by continuously creating and posting new content on the TikTok platform. This content should be diverse, covering various aspects of customs and excise regulations, and should be designed to engage a broad audience. Regular updates and new content will help keep the audience engaged and informed, ensuring that the information remains relevant and top of mind. Second, it is recommended to establish a dedicated team within the Customs and Excise office responsible for managing the TikTok platform and content creation. This team should consist of individuals skilled in digital media, video production, and social media management. Their role would be to ensure that the content produced is not only informative but also aligns with current trends on TikTok, thereby increasing its visibility and effectiveness. Third, collaboration with influencers or content creators on TikTok who have a significant following could be explored. These partnerships could amplify the reach of the educational content and make it more relatable to a broader audience. Influencers can help communicate customs-related messages in a way that resonates with their followers, thereby enhancing the program's impact. Lastly, continuous evaluation and adaptation of the content and strategies used

on TikTok should be implemented. By regularly analyzing the performance of the content, the Customs and Excise office can identify what works best and adjust their approach accordingly. This might include experimenting with different types of content, such as live sessions, Q&A formats, or interactive polls, to increase engagement and effectiveness. By following these recommendations, the Customs and Excise office can ensure that the educational efforts initiated through the TikTok platform will have a lasting and meaningful impact on public awareness and compliance.

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### Providing TikTok platform to educate public regarding customs

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