REDESIGNING OF THE TAX SERVICE OFFICE (KPP) PRATAMA WITH A BRAND IDENTITY APPROACH

ABSTRACT

Abstract: The phenomenon of limited access to tax information during school years

and the low public awareness of tax obligations highlights the importance of effective

communication between tax officers and the public. Courteous, responsive, and

approachable services can create comfort and motivate taxpayers to fulfill their

obligations. However, the perceived burden of increased tax rates has the potential to

decrease public trust and compliance, necessitating efforts to rebuild confidence.

Government regulations, such as Minister of Finance Regulation No.

206/PMK.01/2014, support the modernization of tax services through infrastructure

development and service quality improvement. One proposed solution is the design of

a consultation area in the Tax Service Office (KPP) Pratama, serving as a

comfortable, efficient, and informative interaction space. This design aims to restore

and enhance public trust in KPP Pratama as a credible and transparent institution,

raise awareness of the importance of taxes for national development, and foster

positive interactions through effective two-way communication. The approach

incorporates Brand Identity aligned with the vision of KPP Pratama to establish an

effective, efficient, and trustworthy tax administration system.

Keywords: KPP Pratama Tigaraksa, Office, Tax, Brand Identity, Consultation.

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