ABSTRACT

Information Services Strategies Department of Finance Import and Export Type A2 Bandung
(Cases Study of the Information Services Strategies Supervision and Service Imports and Exports Bandung through Activity "Tax Around" as the Service to Visitors)

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This study aims to determine the information services strategies which are done by the Supervision and Services Department of Imports and Exports in Bandung through the activity "Tax Around" as the services to visitors. Researcher uses five categories to be used as a measuring tool that would be the problem identificator to accomplish this study. They are Planning, Enforcement Process, Messages Packaging, Hopes, and Strategies.

This study uses qualitative case study approach. The interviewees are the Head of Enforcement Section and Services Subsection, with two visitors selected using purposive sampling techniques. Data analysis technique was applied with stages of data reduction, data collection, data presentation, drawing conclusions, evaluation, and triangulation. Data collection techniques was done by conducting interviews, literature studies, documentation, online data retrieval, and observation.

The results of this study indicate that efforts to improve services to visitors use approaching theory of services communications and get positive responses from visitors. The medium used are the mobile cars. The communication stategies of Import and Exports Bandung is important to enhance the services to the visitors.

The conclusion of this study that the information services strategies supervision and services Imports and Exports Bandung through activity "Tax Around" as the services to visitors by using mobile cars have gone well and successful.

Suggestion of this study that Imports and Exports Bandung keep on doing the Tax Around activity since a lot of visitors being assisted by this activity and at the same time it can tighten the supervision and enhace the services that will make the shipment and importation of goods to Indonesia more secure and comfortable.