



## THE ROLE OF DIGITAL MARKETING IN PUBLIC EDUCATION: A BRAND ENGAGEMENT STUDY IN THE DIRECTORATE GENERAL OF CUSTOMS AND EXCISE

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### Abstract

Digital marketing plays an important role in building brand engagement and improving public education. The Directorate General of Customs and Excise, through its slogan “Makin Baik,” seeks to strengthen the public's positive perception of the institution. However, there are still negative tendencies towards Customs and Excise, especially regarding transparency and service. Therefore, this study analyzes trends in posting frequency, audience retention, and public engagement on the Instagram and YouTube accounts of the Regional Office of the Directorate General of Customs and Excise of West Sumatra. The results reveal how the consistency and intensity of posts affect public perception of Customs and Excise. By tracing the patterns of posts and audience responses on social media platforms, this study evaluates the extent to which West Sumatra Customs' digital activities optimize brand engagement through the slogan “Makin Baik” to improve its image in the eyes of the public, especially service users from importers and exporters. The findings of this study are expected to provide recommendations for government agencies in optimizing digital marketing strategies to increase public education and strengthen brand engagement, while reducing negative tendencies towards Customs and Excise.

**Keywords:** digital marketing, brand engagement, public education, posting frequency, audience retention, Customs, Makin Baik, public perception.

### 1. INTRODUCTION

The Directorate General of Customs and Excise (DGCE) has a strategic role in the national economy, especially in the state revenue sector. DGCE is responsible for supervision and services in customs and excise, which contributes significantly to state revenue through import tax and excise on certain goods. According to the Ministry of Finance's 2023 report, DGCE'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, DGCE also acts as a supervisor of goods traffic at the country's borders. This supervisory function is important to prevent smuggling of illegal goods and ensure compliance with international trade regulations. As a trade facilitator, DGCE strives to expedite the export and import process by providing efficient and transparent services so as to increase Indonesia's trade competitiveness in the global market.

DGCE's role as an industry supporter is equally important. DGCE assists 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. This step aims to encourage national industry growth and increase productivity, which in turn contributes to overall economic growth. Brand engagement is the level of public involvement and commitment to a brand, reflecting how emotional and interactive the relationship between the public and the

brand is. High brand engagement can increase loyalty and strengthen the image of an institution. In the context of DGCE, increasing brand engagement means building public trust and positive perception through various strategic initiatives. Digital marketing is one of the effective approaches in increasing brand engagement. By utilizing digital platforms such as social media, websites, and mobile applications, DGCE can communicate directly with the public, deliver information transparently, and receive input from the public. This approach not only increases public engagement but also improves their perception of DGCE.

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

Tahun	Tingkat Kepercayaan Publik (%)
2022	45%
2023	60%

Figure 1. level of public trust

In addition, social media analysis conducted by digital analytics company SocialBakers shows that public interaction with DGCE's official accounts on social media such as Instagram and Twitter has increased significantly. The number of followers of DGCE's Instagram account increased from 100,000 in early 2022 to 250,000 by the end of 2023, with an average increase in daily interactions reaching 50%.

Tahun	Jumlah Pengikut Instagram DJBC
2022	100.000
2023	250.000

Figure 2: Number of DGCE Instagram Followers

This increase in interaction shows that the “Makin Baik” campaign has successfully captured the public's attention and increased their engagement with DGCE. Nonetheless, DGCE still faces several challenges, such as limitations in digital communication, lack of public involvement in the decision-making process, and the persistence of negative stigma towards the institution. Therefore, a more effective and sustainable strategy is needed to overcome these challenges. By utilizing digital technology and the right marketing strategy, DGCE has a great opportunity to strengthen its positive image. A digital marketing approach that includes informative and interactive content as well as transparency in communication can be key in changing public perception more broadly and deeply.

This study aims to analyze trends in posting frequency, audience retention, and public engagement on the Instagram and YouTube accounts of the Regional Office of the Directorate General of Customs of West Sumatra over the past few months. By tracing the patterns of posts and audience responses on social media platforms, this study evaluates the extent to which DGCE's digital activities optimize brand engagement through the slogan “Makin Baik” to improve its image in the eyes of the public, especially service users from importers and exporters. The findings of this study are expected to provide recommendations for government agencies in optimizing digital marketing strategies to improve public education and strengthen brand engagement.

## II. LITERATURE REVIEW

### 2.1. Digital Marketing

Digital marketing can be said to be a term that has long been used and is not related to one

particular expert or year in its understanding and has always evolved over time (Desai & Vidyapeeth, 2019). However, here are some definitions of digital marketing from some well-known experts:

1. Philip Kotler and Kevin Keller (2016): Digital Marketing is the process of marketing products (goods/services) by utilizing existing digital technology, especially through the Internet, supported by the use of cell phones, with pictorial advertisements, and other digital media. In their definition, Philip Kotler and Kevin Keller describe digital marketing as a process that involves using digital tools and platforms to harness the power of the internet and other digital media to reach consumers in a timely, relevant, personalized, and cost-effective manner. This definition emphasizes the importance of using digital technology to interact with consumers more personally and efficiently (Kotler et al., 2018; Puriwat & Tripopsakul, 2021).
2. Dave Chaffey (2019): Digital marketing is the utilization of digital channels in promoting and marketing products (goods/services) to both individual consumers and targeted businesses. In this definition, Dave Chaffey describes digital marketing as a marketing activity that involves the use of electronic tools and the internet. Businesses are supported by digital channels such as search engines, social media, email, and other websites in interacting with existing and potential customers. Dave Chaffey's definition emphasizes that digital marketing involves using various digital channels to communicate with the target audience (Chaffey & Ellis-Chadwick, 2019; Erwin et al., 2021).
3. Neil Patel (2020): Digital marketing is all marketing efforts supported by the use of electronic tools and the internet, including various tactics and channels such as the use of search engines with SEO and SEM, social media, content marketing, email and others, in order to connect with existing and potential customers. This definition emphasizes that digital marketing involves a variety of diverse digital marketing strategies and channels to achieve marketing goals. Neil Patel also highlights the importance of utilizing available digital tools and platforms to communicate with target audiences in order to build strong engagement with them (Sharma & Sharma, 2021).

In almost all definitions, digital marketing refers to the use of digital technologies and online platforms to promote products or services, interact with target audiences, and build relationships with customers. To date, these definitions of digital marketing are still very relevant.

## 2.2. Digital Marketing Strategy

A strategy that uses digital technology platforms that support marketing and business objectives. A digital marketing strategy is needed to provide consistent direction for an organization's online marketing activities so that they can be integrated with other marketing activities and support its overall business objectives. Digital marketing methods have many similarities with the general objectives of traditional marketing methods, namely:

- a. Provide future direction for digital marketing activities;
- b. Involves analysis of the organization's external environment, internal resources and capabilities to inform strategy;
- c. Defines digital marketing objectives that support marketing goals;
- d. Involves selecting strategic options for achieving digital marketing objectives and creating sustainable differential competitive advantage;
- e. Involves formulating strategies to address typical marketing strategy choices such as target markets, positioning and marketing mix specifications;
- f. Helps identify which strategies not to pursue and which marketing tactics are not suitable for implementation;

Determines how resources will be used and how the organization will be structured to achieve the strategy.

### **2.3. Content Quality and Posting Frequency**

Several studies emphasize the importance of content quality and posting frequency in building community engagement. Indriyani et al. (2022) examined how the quality of digital marketing content affects brand image and consumer purchasing decisions. Arif (2020) emphasized that posting frequency has the most influence on the effectiveness of content on TikTok social media. In the context of public education, consistency in publishing relevant and interesting content can increase public awareness and understanding of an issue.

### **2.4. Digital Campaigns in Government Institution Branding**

Digital marketing strategies are also used in building the branding of government institutions. Retnasary (2019) and Wijaya (2020) examine how social media management can increase brand loyalty and awareness in the context of tourism and government. Koentjoro (2021) proved that the change in the logo of the SOE ministry has a significant correlation with brand awareness and perceived quality. This shows that strong branding through digital marketing can increase positive perceptions of government institutions..

### **2.5. Implications for the Directorate General of Customs and Excise**

Based on previous studies, the Directorate General of Customs and Excise can utilize digital marketing as a public education strategy to increase community engagement. By optimizing content quality, posting frequency, and interaction with users, the institution can reinforce its “Makin Baik” slogan and increase public awareness of its role. A study by Prafitri and Chatamallah (2023) also showed that appropriate digital campaign strategies, such as the use of hashtags and digital publications, can increase public awareness of government policies.

## **III. METHODS**

### **3.1. Research Design**

This research uses a descriptive quantitative approach to describe the level of service user satisfaction and the involvement of the Directorate General of Customs and Excise in digital marketing. This engagement is measured based on the growth trend of followers, number of views, and number of posts on DGCE's social media.

The data in this study consisted of secondary data and primary data. Secondary data were obtained from the Pre-Service User Satisfaction Survey Year 2024, the Community Satisfaction Survey Quarter III Year 2024, and the monthly social media monitoring report by the public relations unit of the Regional Office of DGCE West Sumatra, which includes the number of followers, number of views, and number of posts. Primary data was collected through structured interviews with service users who have filled out the satisfaction survey, in order to gain a deeper understanding of the factors that influence their satisfaction with DGCE services.

Data analysis was conducted descriptively quantitatively, by presenting data in the form of tables, graphs, and development trends. Social media data was analyzed using trend analysis techniques, including month-to-month growth in followers, average views per post, and the relationship pattern between number of posts and number of views. The results of this study are expected to provide an overview of the effectiveness of DJBC's digital marketing in increasing public awareness and service user satisfaction.

### **3.2. Population and Sample**

The population in this study were all service users who contributed to filling out the Pre-Service User Satisfaction Survey of the Sumbagbar DGCE Regional Office in 2024 and the

Community Satisfaction Survey for the Third Quarter of the Sumbagbar DGCE Regional Office in 2024.

The sample in this study consists of two main groups. First, service users who have filled out the 2024 Service User Satisfaction Pre-Survey and the 2024 Third Quarter Community Satisfaction Survey, which were selected to represent the perception and level of satisfaction with DGCE services. Second, secondary data from the monthly social media monitoring report by the public relations unit of the Regional Office of DGCE Sumbagbar, which includes the number of followers, number of views, and number of posts, is used to measure DGCE's digital engagement in public education.

The sample selection technique was conducted using purposive sampling, which selected respondents based on their involvement in the satisfaction survey and interaction with DGCE's social media. This approach ensures that the data obtained is relevant to the purpose of the study, which is to measure DGCE's brand engagement in public education through digital marketing and its relationship with service user satisfaction levels.

### **3.3. Data Collection Techniques**

Data collection techniques in this study were carried out through descriptive quantitative methods by utilizing secondary data and primary data. Secondary data was obtained from the results of the 2024 Service User Satisfaction Pre-Survey, the 2024 Third Quarter Public Satisfaction Survey, and the monthly social media monitoring report issued by the public relations unit of the DGCE Regional Office of West Sumatra. This secondary data includes the level of service user satisfaction as well as indicators of public engagement in DGCE's digital marketing, such as the number of followers, number of views, and number of uploads (posts) on official social media.

In addition, primary data was collected through structured interviews with service users who had completed the satisfaction survey. This interview aims to gain a deeper understanding of service users' experiences, perceptions, and expectations of DGCE services and the effectiveness of digital marketing that has been conducted.

After the data was collected, the recapitulation process was carried out by presenting the survey results in the form of a table of service user satisfaction, a graph of public engagement trends on social media, and a descriptive narrative describing the main findings from the interviews. This technique allows for a more structured analysis to understand the relationship between digital marketing and service user satisfaction levels.

### **3.4. Data Analysis**

The data analysis in this study was conducted using a quantitative descriptive approach to describe the level of service user satisfaction and public engagement in the digital marketing of the Directorate General of Customs and Excise (DGCE). The data analyzed consists of secondary data and primary data that have been collected through surveys, social media reports, and structured interviews.

Secondary data from the 2024 Service User Satisfaction Pre-Survey and the 2024 Third Quarter Public Satisfaction Survey were analyzed by presenting the results in the form of a table of service user satisfaction levels, which reflects the evaluation of the services provided by the DGCE West Sumatra Regional Office. In addition, monthly social media monitoring reports are analyzed to see trends in public engagement through indicators such as the number of followers, number of views, and number of uploads (posts).

Meanwhile, primary data obtained through structured interviews were analyzed qualitatively to complement the quantitative findings. The interview results were categorized based on the main themes, such as service users' perceptions of DGCE's digital marketing, the

effectiveness of social media in increasing public understanding, and recommendations for improving digital communication strategies.

After all data has been compiled, the results of the analysis will be presented in the form of tables, graphs, and descriptive narratives to provide a more comprehensive understanding of the relationship between DGCE's digital marketing strategy and service user satisfaction levels. The findings of this analysis are expected to be the basis of recommendations for DGCE in improving the effectiveness of digital communication and building more optimal public engagement.

#### IV. DISCUSSION

This study involved a sample of 70 service users who were respondents of the Pre-Service User Satisfaction Survey Year 2024 and the Community Satisfaction Survey Quarter III of the DGCE Sumbagbar Regional Office Year 2024. This sample is a group of respondents selected based on interaction engagement with DGCE services, in the process respondents were obtained from the Service Units under the Regional Office of DGCE Sumbagbar, namely the Facilities Division, the Customs and Excise Supervision and Service Office TMP B Bandar Lampung and the Customs and Excise Supervision and Service Office TMP C Bengkulu which aims to provide a more accurate picture of their level of satisfaction and engagement with digital marketing carried out by this agency.

In the analysis report of the Pre-Service User Satisfaction Survey Year 2024 and the Community Satisfaction Survey for the Third Quarter of the DGCE Sumbagbar Regional Office Year 2024, 26 out of a total of 70 filled out the survey with the survey implementation standards set through the Circular Letter (SE) of the Minister of Administrative Reform and Bureaucratic Reform (Menpan RB) Number 11 of 2021 is a SE concerning the implementation of Community Satisfaction Surveys (SKM) within government agencies.

Based on the results of the 2024 Service User Satisfaction Pre-Survey, there was a significant decrease in the Service Systems and Procedures indicator.

 <b>Pra Survei Kepuasan Pengguna Jasa KPPBC TMP B Bandar Lampung Tahun 2024</b> 				
Indikator		Indeks	Kategori	Tren
Sistem dan Prosedur Pelayanan	:	4,48	Sangat Puas	↓ 0,10
Kejelasan Persyaratan Administrasi	:	4,52	Sangat Puas	↑ 0,03
Kejelasan Prosedur Pelayanan	:	4,52	Sangat Puas	↓ 0,07
Kemudahan Prosedur Pelayanan	:	4,52	Sangat Puas	↓ 0,07
Kejelasan Biaya Pelayanan	:	4,52	Sangat Puas	↓ 0,17
Kecepatan Waktu Pelayanan	:	4,2	Sangat Puas	↓ 0,21

Figure 3. Table of Service User Satisfaction Pre-Survey Results

Based on the Third Quarter Community Satisfaction Survey, the Complaint Consultation Service is the lowest ranked indicator.

Berdasarkan hasil pengolahan data, dapat diketahui bahwa :

1. **Layanan Konsultasi dan Pengaduan** mendapatkan nilai terendah yaitu 3,3. Diikuti dengan **Kesesuaian Persyaratan** yang mendapatkan nilai 3,4.

Tabel 1. Detail Nilai SKM Per Unsur

Nilai Unsur Pelayanan									
	U1	U2	U3	U4	U5	U6	U7	U8	U9
IKM per unsur	3,4	3,46	3,43	3,46	3,56	3,5	3,5	3,53	3,3
Kategori	B	B	B	B	A	A	A	A	B
IKM Unit Layanan	86,6 (B atau Baik)								

Figure 4. Table of Analysis Results of Community Satisfaction Survey

In assessing public perception, the researcher continued the research by conducting an interview with one of the respondents who was not willing to complete the online survey.

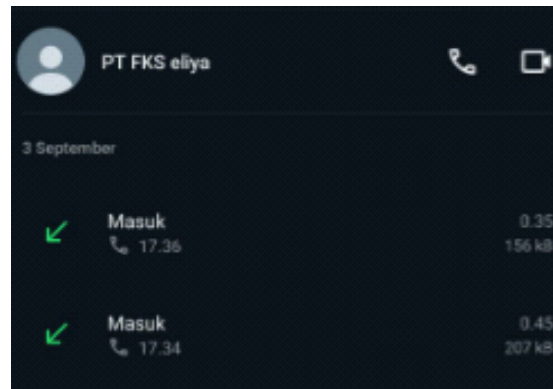


Figure 5. Interview respondents who questioned the survey

These respondents were of the opinion that satisfaction surveys should be conducted independently by researchers from universities or other independent survey institutions.

**4.1. Brand Campaign Effectiveness**

The form of Brand Campaign carried out by the Regional Office of the Directorate General of Customs and Excise of West Sumatra is carried out massively by using the slogan “Bea Cukai Makin Baik” as a logo in each post. Based on survey analysis related to the implementation of the Service User Satisfaction Pre-Survey, all respondents tend to understand this slogan as a form of image improvement efforts that are being or have been carried out by the Directorate General of Customs and Excise. Respondents considered the slogan “Beacukai Makin Baik” to be in line with the continuous improvement efforts made by customs and excise. This slogan is always displayed in posts carried out by the public relations unit as a form of education that customs and excise will always make continuous improvements.



Figure 6: Customs logo Makin Baik

### 4.2. Digital Content Quality

Digital content on the social media platforms of the DGCE Regional Office of West Sumatra has not been optimized. Based on the analysis of the YouTube studio application on one of the YouTube digital platforms, the average audience retention only reaches a maximum of around 48% so that the YouTube algorithm does not really recommend the content created.



Figure 7. Observation of Youtube Channe Regional Office of DJBC Sumbagbar

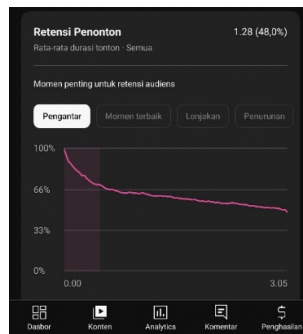


Figure 8. Youtube Retention Data Studio Regional Office of DJBC Sumbagbar

### 4.3. Posting Frequency

Digital content creation is not a consistent routine. Based on an interview with the executive/public relations staff of the DGCE Regional Office of West Sumatra, content publication is carried out at certain moments only, posts made are only limited to certain activities, such as the destruction of illegal goods or narcotics prosecution. This is reflected in the Social Media Monitoring Data in August and September, where there was a decrease in the number of followers.

Agustus	248	0
September	242	0

Figure 9. Decrease in the Number of Followers of Regional Office of DGCE Sumbagbar

### 4.4. Research Findings

During the observation and analysis, the researcher found the following:

1. Public perception has increased with the use of the slogan “Customs is getting better”.
2. The quality of Digital Content on the social media platform of the DGCE Sumbagbar Regional Office still needs to be improved until retention is above 50 percent.
3. The frequency of posting on social media by the public relations unit of the DGCE Sumbagbar Regional Office has not been optimal as seen from the monitoring data that posting is not carried out consistently taking into account the time so that there is a decrease in followers.
4. Survey implementation using non-neutral respondents (not that it is wrong but from the SOP of Survey implementation)

One of the main causes of the decline in public perception of the performance of the DGCE Regional Office of West Sumatra is the unoptimal management of social media by the public relations unit. Social media management must be done consistently and with good quality.

As a solution, this study suggests that the DGCE Regional Office of West Sumatra use other marketing strategies, such as the use of animation to increase audience retention while improving the quality of information to be more easily understood by respondents.

## V. CONCLUSIONS

There are several things that researchers can conclude in the research including, Positive Brand Campaigns can be used as an optimal way of education in conveying messages of improvement or improvement efforts made. Digital Content as an education to increase Public Perception. By using attractively created Digital Content that refers to a high percentage of audience retention, it will provide an increase in recommendation algorithms by social media platforms to continue to appear on social media homepages. Consistent posting frequency can serve as an optimal educational effort so that a social media channel or platform can be recognized. Service User Satisfaction Surveys should be carried out by accredited institutions with academically recognized methods.

This research makes an important contribution to the Marketing Management literature, especially in determining the right marketing strategy and efforts to educate public perceptions of government agencies. However, this study has several limitations, such as the limited data and number of respondents, as well as the scope of the study which only focuses on the West Sumatra Regional Office of the DGCE. For future research, it is recommended to expand the sample coverage, involve more data, and use more diverse respondents. In addition, long-term research is needed to evaluate the implementation of strategies that have been implemented in an effort to improve public perception of the Directorate General of Customs and Excise.

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