

ABSTRACT

Tax matter is one of income source of government that applied on export, import, and goods that have such characteristics. Now, the collection of tax and excise is not optimal both to GDP and other countries comparison. West Jawa Province is selected as research place with consideration as one of the most populous province in Indonesia so that tax and excise collection is potentially large. Problem indication which tax and excise is not optimally collected because membership negotiation, self structuring, activity coordination, dan institutional positioning.

This research is aim to analyze the efectivity of organizational communication matter as attempt to increase employee's performance in Tax Organization of West Jawa Province. The data conducted by interviewing seconder and expert informants. Analysis method that been used in this research is descriptive with qualitative approach. This aims to dive up communication pattern in Tax Organization of West Jawa Province.

The results of the research are not communication centralized previously yet because of digitalization process has not been implemented, not every employee works based on his interest, KPK as supervisor to spying Tax Organization's employee so that the implementation procedure more slowly, human error, dishonesty, disobedient, illegal transportion within perpetrator, industrial assistance, defect product, and Covid-19 pandemic are factors that contributing to tax and excise collection become not optimal. Therefore, Tax Organization are should be doing memorandum of understanding with businessman, does not allow intranet as only one communication, and give the best performance.

Keywords: Covid-19 Pandemic, Organization Communication, Digitalization, Tax and Excise.