

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.*