

AN ANALYSIS ON SERVICE IMPROVEMENT FOR EXPORTERS AND IMPORTERS IN PROCESSING INTERNATIONAL TRADE DOCUMENTS BASED ON CUSTOMS-EXCISE INFORMATION SYSTEM AUTOMATION (CEISA 4.0) AT THE PONTIANAK CUSTOMS AND EXCISE OFFICE

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ABSTRACT

This research aims to determine the implementation, potential benefits and functionality, potential obstacles or challenges, and solutions of the Customs-Excise Information System Automation (CEISA 4.0). This research uses a qualitative descriptive method that is explained systematically and described precisely and clearly. The data collection techniques used are interviews, observation, and documentation. The results of this research indicate that the application of CEISA 4.0 in processing international trade documents can be implemented at the Pontianak Customs and Excise Office. In carrying out technological developments, Pontianak Customs and Excise has been able to implement a technology-based international trade document processing system to increase efficiency, accuracy, and speed in processing international trade documents for exporters and importers. The potential benefits of CEISA 4.0 suggest a positive shift towards a more effective and interconnected customs ecosystem. The challenges faced in implementing CEISA 4.0 are the transition from the old system to the new system and technical obstacles during document processing. The solution offered is to focus on increasing HR knowledge and responsiveness to the needs of service users.

Keywords: Pontianak Customs and Excise Office, International Trade Document, CEISA 4.0