



## Analysis of Police and Customs Technology in Combating Illegal Cigarettes in Indonesia

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### Article Info

Received: 15<sup>th</sup> January 2025

Accepted: 17<sup>th</sup> April 2025

Published: 19<sup>th</sup> April 2025

#### Keywords:

Cyber Patrol; Cyber Police;  
Illegal Cigarettes; Police;  
Technology

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#### DOI:

10.24843/JMHU.2025.v14.i01.  
p04

### Abstract

*This study aims to explore the role of police technology, particularly through the use of cyber patrols and cyber police, in detecting, cracking down on, and suppressing the circulation of illegal cigarettes in Indonesia, as well as how technology can serve as a preventive effort to reduce the distribution of illegal cigarettes. This normative study focuses on the analysis of relevant legal regulations and policies. The novelty of this research lies in its emphasis on the role of police technology, specifically through cyber patrol and cyber police operations, in combating the illegal circulation of cigarettes, introducing new perspectives to fill existing gaps in the literature. The findings reveal that the role of police technology, particularly through the operations of cyber police and cyber patrol units, has become increasingly critical in detecting, cracking down on, and suppressing the circulation of illegal cigarettes in Indonesia. Law enforcement's adaptability to the evolving digital landscape is essential in addressing crimes facilitated by e-commerce and social media as channels for illicit cigarette trade. By employing cyber surveillance, digital tracking, and coordinated online efforts, the Indonesian National Police and specialized cyber units have developed effective strategies to mitigate these illegal activities. Preventive efforts also include educational initiatives and digital campaigns on social media to raise public legal awareness and compliance. The innovative use of digital tools such as the Illegal Cigarette Information System (SIROLEG) exemplifies technological integration in optimizing reporting and coordination among enforcement units. This study concludes that strategic technological interventions offer a holistic, effective framework for addressing the complex challenges posed by the illegal tobacco trade in Indonesia.*

## I. Introduction

The circulation of illegal cigarettes without excise stamps has become one of the most serious social and legal phenomena in Indonesia.<sup>1</sup> Illegal cigarettes are tobacco products, both imported and domestically produced, that are freely circulated for retail sale but

<sup>1</sup> "Transparansi Penindakan Bea Cukai, Jutaan Batang Rokok Ilegal Dimusnahkan," *Kementrian Keuangan Republik Indonesia*, November 24, 2023, <https://www.djkn.kemenkeu.go.id/kpknl-bengkulu/baca-berita/34082/Transparansi-Penindakan-Bea-Cukai-Jutaan-Batang-Rokok-Ilegal-Dimusnahkan.html>.

do not comply with applicable legal provisions. This illegal circulation of Excisable Goods (BKC) can cause losses to the state, as stipulated in Law Number 11 of 1995 concerning Excise, which was later updated with Law Number 39 of 2007.<sup>2</sup> There are five main characteristics that indicate that cigarettes are classified as illegal, namely:<sup>34</sup> The first characteristic of illegal cigarettes is plain cigarettes, which are cigarettes that have been packaged but not affixed with official excise tapes from Customs. This type of cigarette is easily recognized by the public because the signs are clearly visible on the packaging. The second characteristic is cigarettes with fake excise stamps. These illegal cigarettes are equipped with homemade excise tapes that are not official Customs tapes. Fake excise tapes are usually printed on plain paper without the unique characteristics found on genuine excise tapes. The third characteristic is the use of used excise tapes. Cigarettes with used excise stamps are labeled with excise stamps that have been previously used on other products. Usually, used tapes have a dull appearance or are torn at the end. Two other characteristics are the use of the wrong excise tax band and the wrong personalization. Even though the excise tax tape applied is genuine, its use is not in accordance with the product's designation. The original excise tapes contain product-specific information, such as the number of sticks, the type of cigarette, and the name of the manufacturing company.<sup>56</sup>

In 2022, the Directorate General of Customs and Excise (DGCE) of the Ministry of Finance successfully carried out 21,000 law enforcement actions against tobacco products, especially illegal cigarettes. From all of these actions, the number of illegal cigarettes secured reached 574.37 million cigarettes throughout the year. This information provides a concrete picture of the scale of the problem and the intensity of

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<sup>2</sup> Ahmad Yunus, "Tindak Pidana Peredaran Rokok Ilegal Perspektif Pertanggung Jawaban Pidana," *Aliansi: Jurnal Hukum, Pendidikan Dan Sosial Humaniora* 1, no. 3 (May 30, 2024): 389, <https://doi.org/10.62383/aliansi.v1i3.439>.

<sup>3</sup> Imam Hanafi and Hariyo Sulistyantoro, "Penegakan Hukum Terhadap Pelaku Pengedar Rokok Ilegal (Studi Kasus Di KPPBC Tipe Madya Pabean A Pasuruan)," *Mandub : Jurnal Politik, Sosial, Hukum Dan Humaniora* 2, no. 1 (December 21, 2023): 88, <https://doi.org/10.59059/mandub.v2i1.878>.

<sup>4</sup> Nyoman Dita Ary Putri, I Nyoman Gede Sugiartha, and Ni Made Sukaryati Karma, "Penegakan Hukum Terhadap Peredaran Rokok Tanpa Cukai Di Indonesia," *Jurnal Preferensi Hukum* 3, no. 1 (February 27, 2022): 173, <https://doi.org/10.22225/jph.3.1.4679.171-176>.

<sup>5</sup> "Kenali Lima Ciri Rokok Ilegal," *Kementrian Keuangan Republik Indonesia Direktorat Bea Cukai*, October 8, 2024, <https://www.beacukai.go.id/berita/kenali-lima-ciri-rokok-ilegal.html#:~:text=Jakarta%2C%2009%2D08%2D2024,yang%20berlaku%20di%20wilayah%20Indonesia>.

<sup>6</sup> Irsyadul Ikhsan, Zainab Ompu Jainah, and Melisa Safitri, "Pertanggungjawaban Pelaku Tindak Pidana Menjual Atau Menyediakan Rokok Kena Cukai Yang Tidak Terdaftar," *Justicia Sains: Jurnal Ilmu Hukum* 8, no. 2 (2023): 402, <https://doi.org/10.24967/jcs.v8i2.2458>.

the government's efforts to tackle the circulation of cigarettes without official excise stamps. This data can be further analyzed through the available graphs.<sup>7</sup>



In July 2024, Customs organized Operation Gempur 2024, a strategic measure to eradicate the circulation of illegal excisable goods, especially cigarettes without official excise tax bands. The operation lasted for almost a month, carried out simultaneously by all Customs vertical units in various parts of Indonesia. With an integrated approach that includes supervision from production to marketing areas, this activity is part of the government's commitment to suppress the circulation of illegal cigarettes that harm the state and society. As a tangible manifestation of community protection, Operation Gempur 2024 is designed not only to eradicate illegal practices through repressive action but also to encourage preventive efforts to create fair competition in the tobacco industry sector. This effort is an intensification of similar operations that have been carried out in previous years. In 2023, for example, Customs recorded significant achievements, with thousands of prosecutions targeting millions of illegal cigarettes. These achievements demonstrate the success of the surveillance efforts but also highlight the scale of the challenge faced in eradicating this illegal activity.<sup>8</sup>

One clear example of the consequences of illegal cigarette distribution is the case of Ramlan bin Alm Hasim, a resident of Karimun, a regency in the Riau Islands. Ramlan is a resident of Karimun in the Riau Islands. Ramlan had to face legal proceedings because his house was used as a warehouse where illegal cigarettes were stored. In December 2024, security forces raided his house and confiscated 301 cartons and 33 slops of CAMCLAR brand cigarettes without excise marks, totalling 3,012,600 illegal cigarettes. This case not only caused a state loss of IDR 2.39 billion, but also had the potential to

<sup>7</sup> Ridhwan Mustajab, "Bea Cukai Tindak 574,37 Juta Batang Rokok Ilegal Pada 2022," *DataIndonesia.Id*, May 1, 2023, <https://dataindonesia.id/varia/detail/bea-cukai-tindak-57437-juta-batang-rokok-ilegal-pada-2022>.

<sup>8</sup> "Kick Off Operasi Gempur 2024, Serentak Berantas Rokok Ilegal," *Kementerian Keuangan Republik Indonesia Direktorat Bea Cukai*, October 7, 2024, <https://www.beacukai.go.id/berita/kick-off-operasi-gempur-2024-serentak-berantas-rokok-ilegal.html>.

destroy the legal cigarette market and pose a serious threat to public health. This shows that despite increased law enforcement, perpetrators find loopholes to continue their illegal schemes.<sup>9</sup>

An example of law enforcement tackling the illegal cigarette trade can also be found in Sampang, East Java, with defendants named Abdul Hayyi and Hermanto. The two men were arrested for transporting cigarettes without excise duty after a patrol by tax police who were suspicious of their vehicle. The patrol found a group of duty-free cigarettes, which were used as evidence, hidden inside a Daihatsu Xenia. Despite the many difficulties posed by complex issues such as traffic surveillance in identifying illegal contraband, this case is a clear illustration of the important role of patrols in uncovering illegal cigarette activities.<sup>10</sup>

In addition, the case involving Sirojuddin and Mohammad Khoirul Anam regarding illegal cigarette activities in Indonesia added these names to the list of those who broke the law. Both defendants were charged with trafficking illegal cigarettes from Pamekasan to Bogor in January 2025 using a car with altered licence plates. When Customs officers stopped the vehicle, they found 409,200 unauthorised cigarettes hidden on the land route. The state suffered a loss of more than IDR 305 million due to the illegal cigarette trade. This case shows how sophisticated the illegal distribution network for cigarettes is.<sup>11</sup>

Illegal cigarette distribution has a broad and multidimensional impact<sup>12</sup>, not only burdening the economic sector but also creating serious social and legal challenges.<sup>13</sup> Economically, the state suffers significant losses due to the loss of potential excise revenue that could have been used for public financing<sup>14</sup>, such as infrastructure

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<sup>9</sup> "Pemilik Gudang Rokok Ilegal Di Karimun Terancam 5 Tahun Penjara Dan Denda Miliaran Rupiah," *Batam Today*, December 3, 2025, <https://m.batamtoday.com/berita214788-Pemilik-Gudang-Rokok-Ilegal-di-Karimun-Terancam-5-Tahun-Penjara-dan-Denda-Miliaran-Rupiah.html>.

<sup>10</sup> "Jaksa Hadirkan Dua Polantas Dalam Sidang, Jadi Saksi Perkara Dugaan Rokok Ilegal," *Radarmadura.Id*, March 26, 2025, <https://radarmadura.jawapos.com/hukum-kriminal/745812515/jaksa-hadirkan-dua-polantas-dalam-sidang-jadi-saksi-perkara-dugaan-rokok-ilegal>.

<sup>11</sup> "2 Warga Desa Gunung Rancak Disidang Dalam Kasus Rokok Ilegal Di Pengadilan Negeri Surabaya," *Lintas Perkoro*, March 31, 2025, <https://lintasperkoro.com/baca-8969-2-warga-desa-gunung-rancak-disidang-dalam-kasus-rokok-ilegal-di-pengadilan-negeri-surabaya>.

<sup>12</sup> Hasrawati Azis, Imron Burhan, and Ilham, "Persepsi Peredaran Rokok Ilegal Terhadap Penerimaan Cukai Rokok Dan Pajak Rokok Di Provinsi Sulawesi Selatan," *Jurnal Pabean* 6, no. 1 (2024): 107, <https://doi.org/10.61141/pabean.v6i1.523>.

<sup>13</sup> Fitri Wahyuni and Mohd. Rizki Nur Asri, "Tinjauan Yuridis Penerapan Sanksi Terhadap Pelaku Tindak Pidana Penyeludupan Rokok Ilegal," *Jurnal Yudisial* 14, no. 3 (March 28, 2022): 414, <https://doi.org/10.29123/jy.v14i3.477>.

<sup>14</sup> Fatimatul Fatmariyah et al., "Mengulik Fenomena Rokok Ilegal Dalam Perspektif Biaya Produksi Konvensional Dan Islam," *Competence : Journal of Management Studies* 16, no. 2 (2022): 89, <https://doi.org/10.21107/kompetensi.v16i2.17560>.

development, health services, and education. This loss of revenue creates gaps in the state budget, reducing the government's ability to provide basic services to the people.<sup>15</sup>

From a social perspective, the existence of illicit cigarettes, which are sold at much cheaper prices than legal cigarettes, is a major attraction for low-income consum.<sup>16</sup> This not only increases the demand for tobacco products but also expands consumption among vulnerable groups, such as adolescents and children.<sup>17</sup> Low prices allow for easier access, making young people, who have limited purchasing power, easy targets for the distribution of illicit cigarettes.<sup>18</sup> The long-term impact is an increase in nicotine addiction and public health problems, which in turn can burden the national healthcare system.<sup>19</sup>

Meanwhile, legally, illegal cigarette distribution activities often involve violations of excise and tax regulations.<sup>20</sup> These violations not only cost the state revenue,<sup>21,22</sup> but also

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<sup>15</sup> Nur Ihsania and Ratih Kumala, "Pengawasan Dan Penindakan Rokok Ilegal Pada Kantor Pengawasan Dan Pelayanan Bea Cukia Tipe Madya Pabean A Bekasi," *Jurnal Ilmu Administrasi Publik* 2, no. 4 (2022): 418, <https://doi.org/10.31334/jiap.v2i4.2947.g1385>.

<sup>16</sup> Tin Arifatun Al Fadilah, Hadi Sasana, and Panji Kusuma Prasetyanto, "Pengaruh Kemiskinan, Harga Rokok, Pendapatan Perkapita Dan Cukai Rokok Terhadap Konsumsi Rokok Di Indonesia Tahun 1990-2019," *DINAMIC: Directory Journal of Economic* 3, no. 4 (2021): 944, <https://doi.org/10.31002/dinamic.v3i4.2728>.

<sup>17</sup> Ahmad Sahlul Fu'ad, "Evaluasi Pesan Kampanye Gempur Rokok Ilegal (Studi Kasus Pada Kabupaten Demak)," *Journal of Syntax Literate* 9, no. 8 (2024): 4349, <https://doi.org/10.36418/syntax-literate.v9i8.16029>.

<sup>18</sup> Arya Zulfikar Akbar et al., "Edukasi Aktif Perundang-Undangan Cukai: Langkah Strategis Mengatasi Peredaran Rokok Ilegal," *Jurnal Abdi Nusa* 4, no. 2 (June 30, 2024): 144, <https://doi.org/10.52005/abdinusa.v4i2.266>.

<sup>19</sup> Mohamad Hilman Fi'aunillah and Masruri Muchtar, "Sudah Efektifkah Operasi Pasar Peredaran Rokok Ilegal?," *Jurnal Info Artha* 5, no. 2 (2021): 121, <https://jurnal.pknstan.ac.id/index.php/JIA/article/view/1278>.

<sup>20</sup> Nanda Nugraha Ziar Nanda and M. Musa, "Penegakan Hukum Pidana Terhadap Peredaran Rokok Ilegal Oleh Penyidik Bea Dan Cukai," *Desiderata Law Review* 1, no. 1 (January 29, 2024): 33.

<sup>21</sup> Rendy Dwi Syahputra and Mega Dewi Ambarwati, "Pengaruh Kebijakan Tarif Cukai Terbaru Terhadap Penjualan Rokok Ilegal: Nomor : 143/Pid.Sus/2023.PN.Lmg," *Kultura: Jurnal Ilmu Hukum, Sosial, Dan Humaniora* 1, no. 5 (December 23, 2023): 132, <https://doi.org/10.572349/kultura.v1i5.513>.

<sup>22</sup> Umbu Aldi Akbar Pakabu Tana, M. Ikhsan Kamil, and Abdul Gani Makhrup, "Kajian Yuridis Peran Kantor Pengawasan Bea Dan Cukai Terhadap Perlindungan Konsumen Dari Peredaran Rokok Ilegal: (Studi Pada Kantor Pengawasan Dan Pelayanan Bea Dan Cukai Tipe Madya Pabean C Kota Mataram)," *Unizar Recht Journal (URJ)* 3, no. 1 (April 30, 2024): 132.

create unfairness in the competition of the legitimate tobacco industry.<sup>232425</sup> Illegal cigarettes circulating in the market are often sold at lower prices<sup>26</sup>, because they are not subject to excise tariffs, thus providing unauthorized profits for business actors.<sup>27</sup> This is contrary to the principles of economic justice that should be applied in the country's economic sector.<sup>28</sup> In addition, this violation of excise regulations can worsen the legitimate governance of the tobacco sector,<sup>29</sup> hinder healthy economic growth,<sup>30</sup> and harm the public through increased cigarette consumption without adequate control.<sup>31</sup>

The urgency of this research lies in the pressing need to understand and evaluate the effectiveness of police technology in tackling the circulation of illegal cigarettes in Indonesia. This research will fill the knowledge gap on how cyberpatrol and cyberpolice can be applied to detect, crack down, and suppress illegal activities in the context of cigarette trade. Furthermore, this study will also examine the role of technology as a preventive instrument that can reduce the circulation of illegal cigarettes in a more sustainable manner. In the Indonesian context, this study is particularly relevant given the complexity of law enforcement challenges and the large economic and social losses caused by illegal cigarettes.

To emphasize the novelty of this research, the following review of related literature and prior studies has been undertaken. Each study offers unique insights into the issue of

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<sup>23</sup> Ega Fitrianto et al., "Penegakan Hukum Tindak Pidana Penyelundupan Rokok Ilegal Melalui Jalan Tidak Resmi Perbatasan Indonesia-Malaysia," *NOBLESSE OBLIGE LAW JOURNAL* 1, no. 1 (2024): 7, <https://jurnal.oso.ac.id/index.php/nolan/article/view/46>.

<sup>24</sup> Vincent Candela and Rasji Rasji, "Efektivitas Undang-Undang Nomor 39 Tahun 2007 Tentang Cukai Dalam Penegakan Hukum Terhadap Tindak Pidana Ekonomi Rokok Ilegal Di Indonesia," *UNES Law Review* 6, no. 2 (2023): 5216, <https://doi.org/10.31933/unesrev.v6i2.1348>.

<sup>25</sup> Siti Chanifah Chairun Nisa, "Analisis Yuridis Penegakan Hukum Terhadap Pelaku Tindak Pidana Peredaran Rokok Ilegal" (Semarang, Universitas Islam Sultan Agung Semarang, 2024), 8.

<sup>26</sup> Warit Aziz and Indah Cahyani, "Problematisasi Rokok Ilegal Tanpa Pita Cukai Dalam Perspektif Law of Demand Dan Undang-Undang Nomor 39 Tahun 2007 Tentang Cukai," *INICIO LEGIS* 4, no. 1 (2023): 72, <https://doi.org/10.21107/il.v4i1.19169>.

<sup>27</sup> Muhammad Raihan Budiman et al., "Desentralisasi Pemerintah Pusat Dan Pemerintah Kabupaten Malang Dalam Upaya Pemberantasan Rokok Tanpa Cukai," *UNES Law Review* 6, no. 4 (2024): 11612, <https://doi.org/10.31933/unesrev.v6i4.2121>.

<sup>28</sup> Hafiz Maulana, Amir Syamsuadi, and Seri Hartati, "Efektivitas Pengawasan Rokok Ilegal Pada Kantor Wilayah Direktorat Jendral Bea Cukai Provinsi Riau," *SUMUR-Jurnal Sosial Humaniora* 1, no. 1 (2023): 15, <https://doi.org/10.58794/sumur.v1i1.464>.

<sup>29</sup> Anggi Duwi Aprilliya, Sri Kamariyah, and Amirul Mustofa, "Kolaborasi Antar Aktor Dalam Penanganan Peredaran Rokok Ilegal Di Provinsi Jawa Timur," *Soetomo Administrasi Publik*, November 6, 2023, 504.

<sup>30</sup> Fany Satria Putra Pradifta et al., "Penegakan Hukum Terhadap Tindak Pidana Peredaran Rokok Tanpa Pita Cukai Dihubungkan Dengan Pasal 54 Undang-Undang Nomor 39 Tahun 2007 Tentang Cukai Di Tasikmalaya," *Pustaka Galuh Justisi* 2, no. 2 (2024): 221, <https://doi.org/10.25157/pustaka.v2i2.4077>.

<sup>31</sup> Dea Larissa, "Sinergitas DJBC Dan Kepolisian Dalam Memberantas Penyelundupan Rokok Ilegal: Perspektif Hukum Islam," *DIKTUM: Jurnal Syariah Dan Hukum* 20, no. 2 (2022): 246, <https://doi.org/10.35905/diktum.v20i2.3862>.

illegal cigarettes in Indonesia, yet none specifically addresses the role of police technology, particularly through the use of cyber patrols and cyberpolice, in combating the illegal circulation of cigarettes. This is where this study introduces new perspectives and aims to fill the gap in the existing body of literature.

Risma Alfariani Yasinta et al. (2023), in their study titled "Analisis Yuridis Akibat Hukum Rokok Ilegal Terhadap Dana Bagi Hasil Cukai Hasil Tembakau Ditinjau Menurut Undang-Undang Nomor 39 Tahun 2007 Tentang Cukai", focus on legal enforcement against illegal tobacco manufacturers, the role of the Customs Office in controlling illegal cigarettes, and criminal sanctions against perpetrators of illegal cigarette manufacturing. While this research discusses various enforcement mechanisms, it does not address the role of emerging technologies like cyber patrols in detecting or combating illegal cigarettes.

Dea Larissa (2022), in her article "Sinergitas DJBC dan Kepolisian dalam Memberantas Penyelundupan Rokok Ilegal: Perspektif Hukum Islam), examines the synergies between the Directorate General of Customs and Excise (DJBC) and the police in combating illegal cigarette smuggling, through the lens of Islamic law. This study highlights collaboration between institutions but does not explore technological interventions such as cyber patrols or the broader role of police technology in detecting or curbing the illegal tobacco trade.

Fany Satria Putra Pradifita et al. (2024), in "Penegakan Hukum Terhadap Tindak Pidana Peredaran Rokok Tanpa Pita Cukai Dihubungkan Dengan Pasal 54 Undang-Undang Nomor 39 Tahun 2007 Tentang Cukai Di Tasikmalaya" focus on the enforcement of laws against the distribution of cigarettes without excise stamps in Tasikmalaya, discussing obstacles faced by the Customs Office in law enforcement and the strategies to overcome these challenges. However, this study is grounded in traditional enforcement measures, and it does not examine technological innovations, such as the use of cyber patrols or cyberpolice, which is a central component of this study.

Vincent Candela Rasji (2023), in "Efektivitas Undang-Undang Nomor 39 Tahun 2007 Tentang Cukai dalam Penegakan Hukum Terhadap Tindak Pidana Ekonomi Rokok Ilegal di Indonesia", analyzes the effectiveness of the Cukai Law (No. 39 of 2007) in enforcing laws against illegal tobacco and cigarette circulation in Indonesia. This research offers valuable insights into the law's effectiveness, but it does not consider the role of modern policing technologies in supporting enforcement efforts, which forms the core of this study.

While existing studies provide valuable insights into various aspects of combating illegal cigarettes, there is a significant gap in the literature regarding the integration of advanced police technologies, specifically cyber patrols and cyberpolice, into law enforcement strategies against the illegal tobacco trade. This research seeks to fill this gap by exploring how technological innovations can be utilized not only in detecting

and addressing illegal cigarette trade but also in preventing its spread through proactive surveillance methods. The role of cyber patrols and cyberpolice in enhancing the capacity of law enforcement agencies to monitor and control illegal activities in real-time, leveraging digital platforms.

## **2. Research Method**

The research method used in this study is normative legal research. According to Peter Mahmud Marzuki, normative legal research is a process aimed at discovering legal rules, principles, and doctrines to address legal issues encountered.<sup>32</sup> This type of research is essential for constructing new arguments, theories, or concepts that serve as prescriptions for resolving legal problems. In the context of this study, the normative legal research method will be applied to identify the relevant legal frameworks, regulations, and doctrines related to police technology, law enforcement, and the regulation of illegal cigarette circulation in Indonesia.

The approach method employed in this study is the case approach. This method aims to explore how legal norms and principles are applied in real-life legal practices, particularly in relation to law enforcement mechanisms addressing illegal cigarette trade.<sup>33</sup> The case approach allows the researcher to examine specific instances and cases where technology-driven law enforcement tools, such as cyber patrols and cyberpolice, have been used to combat the circulation of illegal cigarettes. This approach enables an in-depth analysis of the actual application and challenges of these technological innovations in practice, offering a detailed examination of how legal norms and technological solutions intersect in the real world.

This research is descriptive-analytical in nature. It aims to provide a detailed description of the various legal issues surrounding the illegal circulation of cigarettes in Indonesia and analyze the role of technology in addressing these issues. Descriptive analysis will be used to map out the key aspects of the current legal and technological landscape, while analytical analysis will interpret these aspects to offer insights into how technology can be leveraged to improve law enforcement efforts.

The data collection in this study will rely on two main types of legal materials:<sup>34</sup>

- a. Primary Legal Materials: These are binding legal documents and include Law No. 39 of 2007 on Amendments to Law No. 11 of 1995 on Excise. These legal texts provide the foundational legal context for the study, offering the official legal framework within which the circulation of illegal cigarettes and the role of law enforcement are regulated.
- b. Secondary Legal Materials: These materials serve to explain and provide context to the primary legal materials. Secondary sources will include

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<sup>32</sup> Sigit Sapto Nugroho, Anik Tri Haryani, and Farkhani, *Metodologi Riset Hukum* (Surakarta: Oase Pustaka, 2020), 29.

<sup>33</sup> Muhaimin Muhaimin, *Metode Penelitian Hukum* (Mataram: Mataram University Press, 2020), 58.

<sup>34</sup> Muhammad Siddiq Armia, *Penentuan Metode & Pendekatan Penelitian Hukum* (Banda Aceh: Lembaga Kajian Konstitusi Indonesia, 2022), 12.



academic articles, research papers, legal commentaries, expert opinions, and other scholarly works that discuss the laws related to tobacco control, police technology, and law enforcement practices. These materials will provide additional insights into the effectiveness of current policies and the role of technology in enhancing enforcement.

Data will be collected primarily through library research, where relevant legal texts and secondary sources will be accessed and analyzed. This technique ensures a comprehensive review of existing legal frameworks and academic discussions surrounding the use of technology in law enforcement against illegal cigarette trade.

Data analysis in this study will follow a qualitative descriptive analysis approach. The data gathered from primary and secondary sources will be analyzed to identify patterns, themes, and key insights related to the role of police technology in combating illegal cigarette circulation. The analysis will focus on describing the current state of legal enforcement, identifying gaps in existing frameworks, and exploring the potential of technology to improve enforcement practices. The descriptive analysis will help provide a clear picture of the issue at hand, while the qualitative nature of the analysis will allow for a deep understanding of the nuances of how technology is applied in practice and its impact on law enforcement.

### **3. Result and Discussion**

#### **3.1. The role of police technology in detecting, cracking down on, and suppressing the circulation of illegal cigarettes in Indonesia**

Law enforcement is a system designed to create, maintain, and preserve order within society according to established rules, specifically laws and regulations that govern social conduct. However, the meaning of law enforcement extends beyond the mechanical implementation of legislation. Instead, it serves as a process to uphold the rule of law, requiring not only the commitment and obedience of all components of the nation but also the dedicated efforts of law enforcement officials to carry out their duties with an orientation toward legal certainty, justice, and the utility of law.<sup>35</sup>

Law enforcement plays a pivotal role in safeguarding legal rights and maintaining societal order. Its importance lies in upholding justice and ensuring that individuals' rights are protected under the law. In the context of crime control, law enforcement agencies, along with security forces, are instrumental in maintaining public safety and order. They serve as the primary mechanisms for deterring criminal activities through both proactive and reactive measures. This process involves the detection, apprehension, and punishment of offenders, which collectively contribute to reducing crime rates and mitigating potential risks to society.<sup>36</sup>

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<sup>35</sup> Elsa Rina Maya Toule, "Rule of Law and Rule of Ethic in Law Enforcement in Indonesia," *SASI* 28, no. 1 (March 31, 2022): 62, <https://doi.org/10.47268/sasi.v28i1.752>.

<sup>36</sup> Arsyad Aldyan and Abhishek Negi, "The Model of Law Enforcement Based on Pancasila Justice," *Journal of Human Rights, Culture and Legal System* 2, no. 3 (2022): 180, <https://doi.org/10.53955/jhcls.v2i3.51>.

1) Law Enforcement by Cyberpolice

To address the role of police technology in detecting, cracking down on, and suppressing the circulation of illegal cigarettes in Indonesia, cyber police play a critical part in monitoring and intervening in the online dimensions of this illicit trade. The rise of e-commerce and social media platforms has provided new channels for the illegal cigarette market to thrive, often bypassing traditional customs controls and evading conventional law enforcement measures. This is where the expertise of cyber police becomes crucial. Cyber patrols, as a part of the police technology strategy, are essential in identifying and monitoring online platforms where illegal cigarette sales are taking place. By conducting digital surveillance, cyber police can track down suspicious activities, detect illegal transactions, and identify sellers and distributors operating in the shadows of the digital world. These cyber patrol units have the authority and technology to trace online accounts, block illicit websites, and even shut down online operations involved in the illegal cigarette trade.<sup>37</sup>

In line with the growing threat of cybercrime and the increasing complexity of criminal activities in cyberspace, the National Police of Indonesia initiated the formation of a cyber police unit in 2021. This specialized unit was designed to address the rapidly expanding cybercrime landscape, which includes various illegal activities such as the illegal trade of cigarettes on online platforms. The cyber police, as a part of the National Police, have been given specific duties and powers to combat the wide range of cybercrimes that have emerged alongside advancements in information technology. The role of cyber police in tackling illegal cigarette circulation is multifaceted. These officers are tasked with monitoring digital spaces, tracking illegal online transactions, and identifying individuals or networks engaged in selling illegal cigarettes. Their presence in cyberspace is crucial, as the internet has become a primary platform for illicit trade, including the sale of contraband goods like illegal cigarettes. The establishment of a dedicated cyber police unit signifies a commitment by law enforcement to ensure both physical and digital security, providing a proactive response to the criminal exploitation of the internet.<sup>38</sup>

The integration of cyber police into Indonesia's law enforcement strategy represents a crucial step towards adapting to the challenges posed by the digital age. As part of the Indonesian National Police's efforts to stay aligned with evolving societal needs, the cyber police play a key role in not only addressing cybercrimes but also in fostering a safer online environment. With the rapid proliferation of illegal online markets, including the distribution of illegal cigarettes, the establishment of cyber police ensures a responsive and proactive approach in detecting, preventing, and dismantling criminal networks operating in cyberspace. The professional readiness of the police force is fundamental in

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<sup>37</sup> Edi Saputra Hasibuan, "The Role Of Indonesian Police Through 'Cyber Patrol' In Preserving And Maintaining Cyber Room Security," *International Journal Of Social Service And Research* 2 No. 8 (2023): 726, <https://doi.org/10.46799/ijssr.v2i8.146>.

<sup>38</sup> Jumriani Nawawi et al., "The Law Enforcement Related to Cyber Crime by Involving the Role of the Cyber Patrol Society in Achieving Justice," *Jurnal IUS Kajian Hukum Dan Keadilan* 11, no. 3 (December 26, 2023): 441, <https://doi.org/10.29303/ius.v11i3.1289>.

ensuring that cyber patrols are effective in curbing online crimes. By continuously updating their methods and adapting to emerging cyber threats, the police maintain their flexibility in addressing the dynamic nature of cybercrime. This flexibility is essential as it allows law enforcement to remain ahead of criminals who are constantly innovating new ways to evade detection. Furthermore, the presence of cyber police enables a more coordinated effort to protect citizens from digital threats while ensuring that the police act within the legal framework and respect privacy rights.<sup>39</sup>

Moreover, the formation of the cyber police aligns with Indonesia's democratic values, where the police's primary duties include combating crime, protecting citizens, and maintaining public order. This broader function of policing is crucial as it supports the implementation of public security measures that are in harmony with democratic principles. The role of the cyber police, therefore, transcends mere enforcement; it is about balancing law enforcement duties with the responsibility to preserve freedoms and human rights in the digital space. Through preventive actions, education, and digital awareness campaigns, cyber police contribute to creating a safe and responsible online environment.

To address these challenges effectively, the establishment of specialized units such as the Intelligence Cyber Cops (ICC) has become necessary. The ICC is staffed with young intelligence officers who possess advanced technical skills in information technology (IT), enabling them to monitor and analyze digital activities 24/7. These officers are trained to provide high-quality, accurate, and timely intelligence analysis, which is essential for supporting decision-making processes in the prevention of cybercrime. They must be proficient in identifying digital footprints, such as IP addresses, social media accounts, and other online identifiers, to trace criminals operating in the virtual world. This ability to detect and track digital evidence is crucial for executing further steps in law enforcement actions, including arresting perpetrators. Given the rapid expansion of digital platforms, there is a growing need for law enforcement to focus on the technologies and tools used in policing. Effective digital patrols require officers to be familiar with various social media platforms and digital communication methods that are increasingly used by the public for interaction. In some countries, like the United States, agencies such as the Police Executive Research Forum (PERF) have conducted research on how police forces are incorporating social media into their operations, revealing that nearly 98% of surveyed police departments plan to enhance their use of social media within the next few years. For law enforcement in Indonesia, adopting similar strategies would enable better monitoring of digital spaces, enhancing their capacity to respond to cyber threats and fostering partnerships with the community.<sup>40</sup>

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<sup>39</sup> Ni Nyoman Putri Purnama Santhi and I Nengah Nuarta, "Penguatan Penegakan Hukum Polri Dalam Rangka Optimalisasi Penanggulangan Cybercrime Di Indonesia," *SCIENTIA: Journal of Multi Disciplinary Science* 2, no. 1 (March 5, 2023): 23, <https://doi.org/10.62394/scientia.v2i1.40>.

<sup>40</sup> Marzuki Ismail, "Digital Policing; Studi Pemanfaatan Teknologi Dalam Pelaksanaan Tugas Intelijen Kepolisian Untuk Mencegah Kejahatan Siber (Cybercrime)," *Jurnal Ilmu Kepolisian* 17, no. 3 (2023): 11, <https://doi.org/10.35879/jik.v17i3.428>.

Cyber Police units can detecting, addressing, and mitigating the circulation of illegal goods, such as illicit cigarettes, along with various other crimes in the digital realm. Their primary duties involve several strategic steps, including engaging with potential accounts on social media to gather up-to-date information on current societal issues. Additionally, they acknowledge and reward influential accounts that support law enforcement efforts, thereby strengthening relationships and obtaining constructive feedback. Subsequently, these units conduct cyber patrols, monitoring various online platforms, social media, websites, and blogs to identify potential threats or criminal activities, including the dissemination of fraudulent content or other illegal practices. To optimize their operations, coordination among police units across different jurisdictional levels, from regional police (Polda) to district police (Polres) and local police (Polsek), is essential. This is achieved by integrating multiple digital communication channels, such as social media and instant messaging apps, which enable the teams to act swiftly and in a coordinated manner. Through this approach, Cyber Police not only serve as online watchdogs but also function as preventive agents, providing educational outreach to the public and raising awareness about emerging threats, including the illegal trade of products like counterfeit cigarettes, as well as other potential digital crimes.<sup>41</sup>

The Virtual Police initiative aims to educate the public about illegal online activities, particularly those violating Indonesia's Electronic Information and Transactions (EIT) Law, and to maintain order in cyberspace. Its primary goal is to tackle negative content, such as hoaxes and hate speech, while fostering a clean and productive online environment. The Virtual Police follow a systematic procedure when addressing potential legal violations. If illegal content is found, it is reviewed by experts in criminal law, linguistics, and EIT. If confirmed as illegal, a private warning is issued to the account owner. If the content is not removed within 24 hours, a second warning is sent, followed by a summons for clarification. If these measures fail, prosecution is pursued. This process adopts restorative justice principles, focusing on dialogue, rehabilitation, and community involvement to correct unlawful behavior and promote responsible digital citizenship. Through these efforts, the Virtual Police play a key role in addressing cybercrimes, including the illegal circulation of cigarettes, by raising awareness and encouraging legal compliance.<sup>42</sup>

## 2) Efforts to prevent and overcome with cyberpatrol

Cyber patrols conducted by the police in cyberspace have similar objectives to conventional patrols in physical settings. The main purposes include preventing potential criminal acts by minimizing opportunities and intentions that could

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<sup>41</sup> Daniel Darusman Napitupulu, "Implementasi Kebijakan Hukum Pidana Terhadap Penanggulangan Prostitusi Di Wilayah Kabupaten Gresik," *Jurnal Kawruh Abiyasa* 2, no. 1 (May 8, 2022): 5, <https://doi.org/10.59301/jka.v2i1.29>.

<sup>42</sup> A Prabandari, Irma Cahyaningtyas, and K Wibawa, "The Role of Indonesia Virtual Police in Countering Hate Speech on Social Media" (ICOLEG 2021: Proceedings of the 2nd International Conference on Law, Economic, Governance, ICOLEG 2021, 29-30 June 2021, Semarang, Indonesia, European Alliance for Innovation, 2021), 5, <http://dx.doi.org/10.4108/eai.29-6-2021.2312584>.

disrupt public order and safety. Additionally, cyber patrols aim to establish a visible police presence that fosters a sense of security among the public. They provide optimal services to anticipate and address various disturbances that may arise, such as issues related to public order, security, and overall safety. Moreover, these patrols seek to enhance community participation and involvement in maintaining security and order within society. The efforts extend to protective actions by the police, encompassing their roles in safeguarding, serving, and fostering trust within the community. Ultimately, the goal is to ensure a safe and orderly environment for all members of society.<sup>43</sup>

The significance of cyberpatrols in combating the circulation of illegal cigarettes in Indonesia cannot be overstated. Cyberpatrol operations, carried out by the Directorate of Cyber Crime (Dittipidsiber) under the Indonesian National Police (Bareskrim Polri), serve as a crucial legal enforcement mechanism against cyber-related offenses.<sup>44</sup> This specialized unit is responsible for tackling a broad range of crimes that occur in cyberspace, utilizing advanced technology and data-driven strategies to identify and apprehend perpetrators. Through cyberpatrols, law enforcement can detect and intercept online activities that facilitate the distribution of illegal cigarettes, including transactions conducted on e-commerce platforms, social media advertisements, and encrypted communication channels.<sup>45</sup>

Dittipidsiber's mandate extends across two primary categories of cybercrime: computer crime and computer-related crime. The first category, computer crime, refers to offenses where computers are both the target and instrument of criminal activity, such as hacking, illegal interception, website defacement, system interference, and data manipulation. This expertise is vital for addressing sophisticated techniques used by perpetrators to distribute illegal goods online, such as exploiting vulnerabilities in systems to avoid detection or tampering with digital records. On the other hand, computer-related crimes encompass criminal activities in which computers serve as tools for execution. Examples include online fraud, illegal access, data theft, and online threats—all of which are relevant to illicit cigarette trade. Cyberpatrols enable law enforcement to track digital footprints, analyze online behaviors, and collaborate with relevant agencies to dismantle criminal networks. By employing this comprehensive approach, cyberpatrols can prevent further proliferation of illegal cigarettes and

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<sup>43</sup> Fuadi Isnawan, "Tinjauan Hukum Pidana Tentang Fenomena Cyberbullying Yang Dilakukan Oleh Remaja," *Jurnal Interpretasi Hukum* 4, no. 1 (2023): 158, <https://doi.org/10.55637/juinhum.4.1.6700.145-163>.

<sup>44</sup> Daniel Hasianto Hendarto and Riska Sri Handayani, "Pencegahan Kejahatan Siber Terkait Distribusi Perjudian Online Di Indonesia Dalam Rangka Mewujudkan Keamanan Dan Ketertiban Masyarakat," *Jurnal Syntax Admiration* 5, no. 5 (May 15, 2024): 1550, <https://doi.org/10.46799/jsa.v5i5.1136>.

<sup>45</sup> Dyah Mutiarin, Ulung Pribadi, and Dian Eka Rahmawati, "Overseeing Cyber-Neighborhoods: How Far the Indonesian National Police Effort in Handling Cybercrime?" (International Conference on Public Organization (ICONPO 2021), Atlantis Press, 2022), 551, <https://doi.org/10.2991/aebmr.k.220209.070>.

ensure compliance with applicable laws, ultimately contributing to a more transparent and lawful marketplace.<sup>46</sup>

The application of cyber patrols and cyber police functions is increasingly relevant in addressing the proliferation of illegal cigarettes, which poses both economic and social challenges in Indonesia. Illicit trade in cigarettes undermines government tax revenues, threatens public health, and facilitates other criminal networks. The integration of police technology in combating this issue emphasizes digital surveillance, intelligence gathering, and preventive measures. By leveraging cyber patrol units, law enforcement can monitor online marketplaces and social media platforms, where the distribution of illegal cigarettes often occurs. This technological approach enables authorities to track transactions, identify and trace sellers, and dismantle supply chains involved in the illicit cigarette trade. Cyber patrols can help detect, deter, and intervene before illegal products reach consumers. The preventative measures taken through continuous monitoring serve as a deterrent, reducing opportunities for distributors and buyers to engage in illicit activities. Moreover, the ability to block, surveil, and investigate digital platforms provides comprehensive enforcement mechanisms that go beyond traditional policing methods.<sup>47</sup>

Cyber patrols leverage internet-based platforms as essential tools in monitoring and surveilling online activities that may be connected to illicit activities, such as the trafficking of untaxed or illegal cigarettes. This approach allows law enforcement agencies to conduct thorough surveillance of digital spaces, including social media, online marketplaces, and encrypted messaging systems, where illegal transactions may occur. By utilizing advanced digital tools, cyber patrol units can identify individuals and networks involved in the illegal cigarette trade, track the movement of goods, and detect suspicious online communications. Their role extends beyond mere observation; they also collect evidence, monitor trends, and analyze data to prevent the further spread of illegal activities. The information gathered through cyber patrols helps inform law enforcement actions and supports the prosecution of offenders. Moreover, cyber patrols contribute to a proactive approach in combatting the circulation of illegal cigarettes, enhancing the overall efficiency of law enforcement agencies in enforcing tax laws and trade regulations. Through continuous monitoring and real-time detection, cyber patrols serve as a critical component of modern policing, ensuring that both digital and physical realms are secured against the illegal distribution of goods.<sup>48</sup>

In efforts to detect and combat the circulation of illegal cigarettes in Indonesia, cyber patrol plays a crucial and strategic role. This patrol is carried out

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<sup>46</sup> Putu Diah Wiska Sasmita, I Nyoman Gede Sugiarta, and I Nyoman Subamia, "Efektivitas Cyber Patrol Dalam Mengungkap Kasus Pornografi Di Polresta Denpasar," *Analogi Hukum* 4, no. 3 (2022): 279, <https://doi.org/10.22225/ah.4.3.2022.277-282>.

<sup>47</sup> Fuadi Isnawan, "Tinjauan Hukum Pidana Tentang Fenomena Cyberbullying Yang Dilakukan Oleh Remaja," 159.

<sup>48</sup> Fadhian Halky Syahir et al., "Analisis Lemahnya Penegakkan Hukum Dari Kausalitas Maraknya Agen Judi Online Di Indonesia," *Media Hukum Indonesia (MHI)* 2, no. 3 (2024): 258, <https://doi.org/10.5281/zenodo.11666290>.

continuously, 24 hours a day, with the aim of monitoring, identifying, and taking action against potentially harmful content, particularly related to the illegal cigarette trade, which is often promoted through social media platforms. In addition to functioning as social media monitors, the cyber patrol team is also actively involved in disseminating educational information to the public about the dangers of violating the ITE Law and the negative consequences that may arise from spreading false or illegal information. This information dissemination process is executed with a carefully planned strategy, such as selecting relevant hashtags to ensure the information is easily accessible to the wider public and crafting captions that support and clarify the intended message. Through this approach, cyber patrol not only serves to prevent the circulation of illegal cigarettes that harm society, but also acts as a tool to raise public awareness about the importance of complying with existing regulations, as well as enhancing their understanding of the legal risks involved in the circulation of illicit goods like duty-free cigarettes. Thus, cyber patrol becomes an effective instrument in creating a safer and more orderly digital environment in Indonesia.<sup>49</sup>

### **3.2 The Role of technology play as a prevention effort in reducing the circulation of illegal cigarettes in Indonesia**

The circulation of illegal cigarettes in Indonesia remains a significant issue that requires substantial attention. Often unnoticed by the public, illegal cigarettes are widespread in the black market and can be easily found. The adverse effects of this illicit trade are not limited to public health concerns but also result in substantial financial losses for the government, with estimated losses reaching billions of rupiah annually. This underscores the critical need for stricter monitoring and enforcement of regulations to curb the circulation of illegal cigarettes. In this regard, the involvement of relevant authorities, such as the Directorate General of Customs and Excise and local governments, is essential to control the distribution of illegal cigarettes and mitigate its detrimental effects on both the national economy and public health. Technology can play a crucial role in supporting efforts to prevent and address the circulation of illegal cigarettes in Indonesia such as:

#### **1. Education and Legal Counseling through Technology**

Legal consciousness refers to the ways in which individuals experience, understand, and interact with the law. It encompasses both cognitive and behavioral dimensions, influencing not only people's awareness of the law but also how they apply or disregard it in different situations. It is more than just legal knowledge or awareness; it reflects the ideologies and practices people adopt as they encounter situations where the law could be involved. Legal consciousness is shaped by three main elements: worldview, perception, and

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<sup>49</sup> Amalia Arkam, "Strategies for Using Social Media in Reducing Dissemination of Hoax Information by the Public Relations of the South Sulawesi Regional Police" (Proceedings of the First International Conference on Communication, Language, Literature, and Culture, ICCoLLiC 2020, 8-9 September 2020, Surakarta, Central Java, Indonesia, Surakarta: EAI, 2020), 3, <http://dx.doi.org/10.4108/eai.8-9-2020.2301331>.

decision. Worldview refers to an individual's broader understanding of their place in society, their relationships with others, and how they perceive social interactions. This worldview informs how people interpret events and decide whether they are significant enough to engage with the law. Perception refers to how individuals interpret specific events or situations—whether they see them as normal, harmful, or illegal—and this perception influences their response to the event, including whether they consider legal action. Finally, decision refers to the choice's individuals make in response to their perceptions, sometimes involving deliberate engagement with the law and other times leaving it aside. These elements, interconnected and dynamic, help shape people's behavior toward the law and their understanding of legal principles, such as those related to combating illegal cigarette circulation. Thus, legal consciousness plays a critical role in how laws are understood and applied in everyday life, particularly in shaping public awareness and compliance with legal frameworks.<sup>50</sup>

Legal consciousness plays a role in understanding how individuals interact with and interpret the law in their daily lives. According to Silbey, it refers to "the way in which law is experienced and interpreted by specific individuals as they engage, avoid, or resist the law or legal meanings". This concept, drawn from various fields such as sociology, anthropology, and legal studies, encompasses an individual's attitudes toward the law, their willingness to mobilize legal mechanisms, and their personal experiences with the legal system. It is sometimes described as a person's "commonsense understanding" of how the law works. The importance of legal consciousness lies in its ability to explain the gap between formal legal texts and their application in practice. It provides insights into why individuals comply with or resist legal norms, and how social processes contribute to the persistence of legal hegemony and state authority (Silbey, 2005). By studying legal consciousness, scholars can explore the dynamics of legal compliance, resistance, and engagement, which are crucial for addressing issues such as illegal activities, including the circulation of illicit goods like cigarettes. Understanding legal consciousness helps bridge the divide between the law as it is written and the law as it is experienced, ultimately contributing to more effective legal reforms and enforcement strategies.<sup>51</sup>

The method of legal counseling is a crucial aspect of legal education efforts, as the approach selected for delivering legal information significantly influences the outcomes in achieving public legal awareness. When the chosen method aligns with the context and needs of the community, people are more likely to grasp and understand the legal concepts being conveyed. Theoretically, legal counseling can be performed in a direct, indirect, or combined manner, with persuasive, educational, communicative, and accommodative approaches (Article 8 and 9 of the Minister of Law and Human Rights Regulation No. M.01-PR.08.10/2006). These methods aim to enhance the public's legal consciousness.

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<sup>50</sup> Lynette J. Chua and David M. Engel, "Legal Consciousness Reconsidered," *Annual Review of Law and Social Science* (Annual Reviews, 2019), 3, <https://doi.org/10.1146/annurev-lawsocsci-101518-042717>.

<sup>51</sup> Kathryn M. Young and Katie R. Billings, "Legal Consciousness and Cultural Capital," *Law & Society Review* 54, no. 1 (2020): 34, <https://doi.org/10.1111/lasr.12455>.



Direct forms of legal counseling include lectures, legal awareness meetings, simulations, legal competitions, discussions, legal counseling exhibitions, consultations, and special legislation socialization. In contrast, indirect legal counseling is carried out through media such as electronic or print media. Electronic media activities can involve collaborations with television stations, radio, internet service providers, and other digital platforms, offering interactive dialogues, radio interviews, dramas, and films. Print media strategies may involve working with print media companies to disseminate information through banners, posters, leaflets, booklets, billboards, newspapers, magazines, and running text. In conducting legal outreach aimed at improving public legal literacy, the most essential aspect to understand is selecting the right and effective method by leveraging various media, infrastructure, and institutions that exist and thrive within the community. This ensures the message reaches a broader audience and that the public gains a better understanding of the laws and regulations, including those related to illegal activities such as the circulation of illegal cigarettes. By applying a variety of methods, legal education becomes more accessible and impactful for society.<sup>52</sup>

In the digital era, legal counseling is closely tied to the use of the internet and smartphones. The rapid advancements in science and technology have significantly impacted human civilization, leading to profound changes in societal patterns and behaviors. This transformation has been further reinforced by the expansion of information technology, which facilitates the processing of data into information without the constraints of space and time. This development has been positively embraced, including within the realm of law. The management of legal affairs through information technology is expected to optimize the role of law in societal and national life. As highlighted, legal counseling in the digital era has become a crucial component of legal development in the context of Industry 4.0. Legal outreach aimed at increasing public understanding and awareness of the law is more important than ever. Today, legal education is no longer confined to conventional methods; it now also utilizes various digital platforms to disseminate legal information to the public. This shift represents a positive alternative for continually improving public legal awareness, as digital media offers the potential for broader reach and greater engagement with diverse audiences. This approach allows legal counseling to be more accessible, interactive, and impactful, ensuring that individuals are better informed about their rights and responsibilities, including issues such as the illegal circulation of cigarettes.<sup>53</sup>

## 2. Social Campaign through Digital Media

In addressing the issue of reducing the circulation of illegal cigarettes in Indonesia, digital media campaigns can play a pivotal role in both prevention

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<sup>52</sup> Yul Ernis, "Implikasi Penyuluhan Hukum Langsung Terhadap Peningkatan Kesadaran Hukum Masyarakat," *Jurnal Penelitian Hukum De Jure* 18, no. 4 (2018): 485, <http://dx.doi.org/10.30641/dejure.2018.V18.477-496>.

<sup>53</sup> Ni Wayan Eka Sumartini, "Penyuluhan Hukum Di Era Digita," in *Digitalisasi Pendidikan Sekolah Dasar*, vol. 3 (Palangka Raya: Institut Agama Hindu Negeri Tampung Penyang Palangka Raya, 2021), 139.

and public engagement. The dynamic capabilities of social media allow for direct interaction with the public, enabling organizations to share information, raise awareness, and promote legal compliance regarding tobacco regulations. Just as brands use mobile technology to engage their audiences, similar strategies can be applied to encourage responsible consumer behavior. For example, government agencies or anti-smoking campaigns can leverage social media platforms to not only disseminate information about the dangers of illegal cigarettes but also engage with communities, building trust and credibility. As social media campaigns rely on user interactivity, they can amplify messages through viral loops, encouraging individuals to share content and contribute to a broader conversation about the dangers of illegal tobacco. This two-way dialogue, as observed by Briones et al. (2011), is crucial for fostering public involvement and creating a space for discussion. By strategically using social media as a tool for information exchange and public engagement, campaigns against illegal cigarettes can not only inform but also motivate and empower the public to participate in curbing the illegal tobacco trade.<sup>54</sup>

Social media campaign can be a powerful tool to raise awareness and influence public behavior. These campaigns aim to inform, motivate, and persuade the target audience to understand the risks associated with illegal tobacco products and encourage compliance with legal regulations. Social media platforms offer organizations the ability to tailor their messages to specific demographic groups, addressing their unique concerns and needs. Additionally, the interactive nature of social media enables a two-way dialogue between organizations and the public, allowing for real-time feedback, engagement, and the opportunity to adjust strategies based on audience responses. The ability of social media to build communities around common interests, such as anti-smoking initiatives, further enhances the effectiveness of these campaigns. Moreover, social media campaigns are relatively cost-effective, allowing for widespread reach with limited investment, which is especially crucial for ongoing public health efforts. However, evaluating the success of these campaigns can be challenging due to the variety of strategies and metrics involved. Therefore, it is essential to analyze data on engagement, reach, and behavioral change to assess the impact and optimize future campaigns. By leveraging the power of social media, such campaigns can play a critical role in addressing the illegal cigarette trade in Indonesia and encouraging healthier, law-abiding behavior among the public.<sup>55</sup>

Social campaigns through digital media have the potential to be highly effective tools in reducing the circulation of illegal, untaxed cigarettes in Indonesia. Drawing from the effectiveness of digital interventions in public health campaigns in various countries, a similar approach can be employed to raise public awareness about the negative impact of illegal cigarettes, both on health and the national economy. Social media platforms such as Facebook, Instagram, and WhatsApp, which have extensive reach across all segments of society, can

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<sup>54</sup> Carolyn Mae Kim, *Social Media Campaigns Strategies for Public Relations and Marketing* (New York: Routledge, 2016), 14.

<sup>55</sup> Jurgita Raudeliūnienė et al., "Evaluation of Advertising Campaigns on Social Media Networks," *Sustainability* 10, no. 4 (2018): 9, <https://doi.org/10.3390/su10040973>.

serve as crucial mediums for delivering targeted information. Campaign strategies can be grounded in theoretical approaches such as risk perception and self-efficacy, which have proven effective in influencing public behavior. For example, the campaign could focus on highlighting the dangers of illegal cigarettes, including greater health risks due to unregulated production and significant economic losses for the state due to missed tax revenues. This information can be conveyed through relatable narratives, real-life stories, or storytelling that humanizes the impact of consuming and distributing illegal cigarettes.<sup>56</sup>

Influential figures, including government officials, celebrities, and social media influencers, can lead campaigns highlighting the dangers and economic impacts of illegal cigarette distribution. These individuals can leverage their platforms to educate, influence, and engage their large followings, encouraging compliance with regulatory efforts and deterring illicit trade practices. By creating compelling narratives, digital campaigns can foster community dialogue, promote social accountability, and drive widespread behavioral change—ultimately reducing demand and minimizing illegal activities. Effective use of digital tools and targeted messaging ensures that anti-illegal cigarette campaigns reach diverse audiences, amplifying their preventive impact.<sup>57</sup>

### 3. Digital Reporting System Illegal Cigarette Information System (SIROLEG) as a Prevention Tool

In response to the growing complexities of combating the distribution of illegal goods, Customs authorities have continually sought to enhance collaboration with stakeholders. This effort has led to the development of a web-based application designed to gather and manage data on illegal excise products. The application serves as a digital tool aimed at addressing the inefficiencies of traditional reporting methods, thereby aligning enforcement practices with contemporary digital advancements. This digital platform allows stakeholders, including local enforcement units, to accurately report cases of illegal excise distribution by submitting detailed information, data, and evidence. These reports are then analyzed to determine the appropriate course of action, ranging from enforcement measures to targeted outreach initiatives. By leveraging technology, Customs authorities aim not only to strengthen regulatory enforcement but also to protect the public from the risks posed by illegal goods, ultimately supporting economic growth and ensuring market integrity.<sup>58</sup>

SIROLEG is an application developed by the Directorate General of Customs and Excise. This application aims to collect various information or reports related

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<sup>56</sup> Rupali J. Limaye et al., "Social Media Strategies to Affect Vaccine Acceptance: A Systematic Literature Review," *Expert Review of Vaccines* 20, no. 8 (August 3, 2021): 13, <https://doi.org/10.1080/14760584.2021.1949292>.

<sup>57</sup> Fuadi Isnawan, "Kesadaran Dan Ketaatan Hukum Masyarakat Untuk Memakai Masker Selama Pandemi Covid-19," *Bedah Hukum* 5, no. 1 (2021): 41, <https://doi.org/10.36596/jbh.v5i1.493>.

<sup>58</sup> "Berantas Rokok Ilegal, Lebih Mudah Dengan SIROLEG," *Kementrian Keuangan Direktorat Jendral Bea Cukai*, August 31, 2022, <https://www.beacukai.go.id/berita/berantas-rokok-ilegal-lebih-mudah-dengan-siroleg.html>.

to the circulation of illegal cigarettes. This application allows the public and officers to more easily and systematically report findings of illegal cigarettes.<sup>59</sup>

The implementation of Siroleg in Sumenep District to control the illegal cigarette circulation control system start with technical guidance to reach the effectiveness. During the technical guidance, Satpol PP personnel were trained to actively collect and report information on illegal cigarettes to the Customs and Excise Office. This not only strengthens inter-agency coordination, but also assists the local government in preventing state losses and controlling the circulation of excisable goods. Therefore, Siroleg has an important role in expediting the monitoring process and supporting the contribution of customs and excise in regional development.<sup>60</sup>

In Makassar, the utilisation of the Siroleg application by the Subatol Customs and Excise Office together with the South Sulawesi Satpol PP has proven effective in improving coordination in bringing together all elements involved in cigarette eradication. The system allows monitoring activities to be more organised from the planning, implementation and evaluation stages. Inter-agency collaboration allows for more effective control of customs and excise violations.<sup>61</sup>

The Pol PP Office, together with the Semarang Customs Office, used Siroleg as a training destination for inter-agency synergy. In this case, Siroleg aims to improve skills in controlling the circulation of illegal cigarettes. This effort through the guidance of successors is intended to train regional commanders in reporting and monitoring along with the steps taken by the local government. This is expected to reduce cigarette circulation in the Demak area more systematically.<sup>62</sup>

In the Greater Malang area, the use of the SIROLEG application since 2020 has become a reference tool for local governments to monitor and report on illegal cigarette activities. The 2021 version update socialised by Malang Customs makes the application more user-friendly, increasing the effectiveness of monitoring. In addition to speeding up the delivery of information, SIROLEG

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<sup>59</sup> "Manfaatkan SiRoleg Untuk Berantas Rokok Ilegal," *Dinkominfo Demak*, November 4, 2022, <https://dinkominfo.demakkab.go.id/berita/detail/manfaatkan-siroleg-untuk-berantas-rokok-ilegal>.

<sup>60</sup> "Siroleg Inovasi Digital Dalam Pengawasan Rokok Ilegal Di Sumenep," *Limadetik.Com*, October 22, 2024, <https://limadetik.com/siroleg-inovasi-digital-dalam-pengawasan-rokok-ilegal-di-sumenep/>.

<sup>61</sup> "Bea Cukai Perkuat Sinergi Berantas Rokok Ilegal Dan Optimalkan DBH CHT," *Media Center Bea Cukai*, May 3, 2025, <https://www.beacukai.go.id/berita/bea-cukai-perkuat-sinergi-berantas-rokok-ilegal-dan-optimalkan-dbh-cht.html>.

<sup>62</sup> Admin Kominfo, "Aplikasi Siroleg Sebagai Media Pelaporan Rokok Ilegal," *Dinkominfo Demak*, January 31, 2023, <https://dinkominfo.demakkab.go.id/berita/detail/aplikasi-siroleg-sebagai-media-pelaporan-rokok-ilegal>.

serves as a performance indicator for local governments in measuring and supporting the elimination of the use and sale of illegal cigarettes.<sup>63</sup>

In Blitar, the implementation of SIROLEG is emphasised through targeted socialisation to rural areas with the status as red zones for illegal cigarette circulation, one of which is Ngadirenggo Village in Wlingi District. This step is carried out in coordination between Customs and the TNI-Polri with the aim of increasing public awareness and strengthening supervision at the community level. The implementation of SIROLEG in this context serves to widen the process of reporting findings of illegal cigarettes by the community and village officials, to accelerate law enforcement response and reduce the circulation of cigarettes without excise in vulnerable areas.<sup>64</sup>

To strengthen the coordination and oversight in the tobacco product sector, regional enforcement units, including local regulatory bodies, have engaged in training and workshops focused on the utilization of the Digital Reporting System for Illegal Cigarettes (SIROLEG). This initiative aims to equip local task forces with the tools necessary to combat the distribution of illegal cigarettes effectively. The training sessions are structured to foster a comprehensive understanding among regional institutions, ensuring they work in synergy to curtail the spread of illicit tobacco products. Through these collaborative efforts, the digital reporting system not only facilitates accurate and efficient reporting but also empowers enforcement personnel to act decisively. By leveraging this application, reports of illegal activity can be managed and communicated swiftly, streamlining efforts to protect legally taxed tobacco products. This comprehensive monitoring also serves to redirect excise revenue (DBHCHT) back to public welfare initiatives, maximizing the impact on the community. Additionally, training workshops emphasize the importance of dedicated participation to achieve maximal effectiveness in enforcement efforts. Such events include practical demonstrations and symbolic gestures to unite participants under a common goal of eliminating the illicit tobacco trade. Recognizing the evolving nature of counterfeit prevention, the dynamic adaptation of tax stamp designs is highlighted as a crucial measure to safeguard against forgery, reflecting the commitment of regulatory authorities to protect public and economic interests.<sup>65</sup>

The Digital Reporting System (SIROLEG) is a innovation in efforts to prevent the circulation of illegal cigarettes in Indonesia. The application serves as a tool for the Directorate General of Customs and Excise to carry out more effective monitoring of the distribution of unauthorized cigarettes and counterfeit tax

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<sup>63</sup> "Tekan Rokok Ilegal, Bea Cukai Malang Sosialisasikan Penggunaan Aplikasi Sirelog," *ItWorks*, December 2, 2021, <https://www.itworks.id/36987/tekan-rokok-legal-bea-cukai-malang-sosialisasikan-penggunaan-aplikasi-sirelog.html>.

<sup>64</sup> "Masifkan Gempur Rokok Ilegal, Pemkab Blitar Gelar Sosialisasi Di Desa Ngadirenggo," *Jatim Times*, May 22, 2022, <https://jatimtimes.com/baca/266226/20220519/064900/privacy>.

<sup>65</sup> "Aplikasi Siroleg Sebagai Media Pelaporan Rokok Ilegal," *Dinas Komunikasi Dan Informatika Kabupaten Demak*, January 31, 2023, <https://dinkominfo.demakkab.go.id/berita/detail/aplikasi-siroleg-sebagai-media-pelaporan-rokok-ilegal>.

stamps. By collaborating with other functional authorities, SIROLEG enables more integrated and accurate oversight. One of the main advantages of this application is its exclusive nature, as access is restricted to authorized officials, making it inaccessible to the public. Each region has its own SIROLEG controller, allowing for the adaptation of monitoring strategies according to the specific characteristics of each area. With the capability to track and report in real-time, this application provides essential data to design market operations that are more targeted and effective. Consequently, SIROLEG functions as a preventive tool that not only supports surveillance and enforcement but also significantly reduces the circulation of illegal cigarettes. This aligns with the government's efforts to safeguard state revenues from losses caused by illegal products while raising public awareness about the importance of compliance with cigarette distribution regulations in Indonesia.<sup>66</sup>

#### **4. Conclusion**

The role of police technology, particularly through the operations of cyber police and cyber patrol units, has become increasingly critical in detecting, cracking down on, and suppressing the circulation of illegal cigarettes in Indonesia. Law enforcement's adaptability to the evolving digital landscape has proven essential in addressing crimes facilitated by e-commerce and social media, which serve as channels for the illicit cigarette trade. By leveraging cyber surveillance, digital tracking, and coordinated online efforts, the Indonesian National Police and specialized cyber units have developed effective strategies to mitigate these illegal activities. The establishment of initiatives like cyber patrols and the Virtual Police illustrates a comprehensive approach to ensuring both public order and adherence to Indonesia's Electronic Information and Transactions (EIT) Law. These measures prioritize preventive, proactive, and educational approaches, contributing to the dismantling of criminal networks and enhancing public awareness and legal compliance. The integration of police technology thus signifies a crucial adaptation to digital challenges, fostering a safer society through rigorous cyber enforcement and community engagement.

The use of technology as a preventive effort to reduce the circulation of illegal cigarettes in Indonesia demonstrates a multifaceted approach aimed at curbing this illicit activity, which poses significant threats to public health and economic stability. Through educational initiatives and legal counseling that enhance legal consciousness, individuals' interactions with and perceptions of the law are deepened, promoting awareness and compliance with regulations. This is complemented by targeted digital campaigns on social media platforms, which leverage their interactive nature to inform and engage the public, influencing behaviors and reinforcing legal norms. The innovative application of digital tools such as the Illegal Cigarette Information System (SIROLEG) exemplifies the integration of technology in streamlining reporting, enhancing coordination among enforcement units, and improving efficiency in

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<sup>66</sup> Didin Wahyu Oktavianto, "Pengawasan Terhadap Peredaran Rokok Ilegal Dan Pita Cukai Palsu Sebagai Akibat Dari Kenaikan Cukai Sebesar 23% (Studi Kasus Pada Kantor Pengawasan Dan Pelayanan Bea Dan Cukai Tipe Madya Pabean C Blitar)." (Malang, Universitas Brawijaya, 2021), 60, <https://core.ac.uk/download/pdf/397496499.pdf>.

monitoring and enforcement actions. By fostering collaboration among stakeholders, these efforts collectively aim to mitigate the circulation of illegal cigarettes, protect public health, secure state revenues, and strengthen market integrity. Thus, technological interventions, when strategically deployed, have the potential to create a holistic, effective framework for addressing the complex challenges posed by the illegal tobacco trade in Indonesia.

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