Review Articles

Analysis of Growth Rate, Effectiveness, Potential, and Contribution of Advertising Tax to Regional Original Revenue (PAD) in Mataram City at 2019-2023: Scoping Literature Review

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Abstract. This study is a literature review study that aims to examine and analyze various research results related to the growth rate, effectiveness, potential, and contribution of advertising tax to Regional Original Income (PAD) in various regions, with the main focus on Mataram City. Advertising tax as part of regional taxes has a strategic role in supporting regional financing, but its contribution to total PAD is still often found to be relatively low. This study was conducted by reviewing nine relevant previous studies, using a thematic analysis approach to the findings, methods, and conclusions of each study. The results of the study indicate that the effectiveness of advertising tax tends to be high in several regions, but its contribution to PAD is still relatively low. The potential for advertising tax revenue has not been fully utilized, due to weak supervision, lack of tax object data collection, and suboptimality in determining advertising rental values. By identifying common patterns and challenges that often arise, this study provides recommendations for strengthening regulations, developing technology-based collection systems, and increasing institutional capacity in order to optimize advertising tax as a source of PAD.

Keywords: PAD, Advertising Tax, Tax Contribution, Tax Effectiveness.

1. Introduction

In the era of decentralization and regional autonomy, local governments are required to be more independent in financing development and public services [1]. One indicator of regional fiscal independence can be seen from the large contribution of Regional Original Income (PAD) to total regional income. PAD is a source of regional income obtained from the region's own capabilities, which includes regional taxes, regional levies, results of managing separated regional assets, and other legitimate PAD as regulated in Law Number 33 of 2004 and Law Number 1 of 2022. By relying on PAD, local governments are expected to be able to organize government more effectively, efficiently, and in accordance with the local needs of the community [2].

One of the important components in the PAD structure is regional taxes, which are divided into two levels of authority, namely provincial taxes and district/city taxes [3]. Among the various types of district/city taxes regulated in Law Number 28 of 2009 concerning Regional Taxes and Regional Retributions, advertising tax occupies a strategic position because it targets objects that are clearly visible in public spaces and are directly related to commercial business activities. Advertising tax is imposed on the implementation of promotional media that aims to attract public attention to a particular product, service, or activity, in various forms such as billboards, banners, videotrons, walking advertisements, or flyers [4].

In an urban context such as Mataram City, the existence of advertising as part of the dynamics of economic growth and commercialization of public space is a significant phenomenon [5]. As the center of government, trade, and services in West Nusa Tenggara Province, Mataram City has high public traffic, which directly creates potential space for organizing advertising. Theoretically, this can provide a great opportunity for

increasing regional revenue through advertising tax. However, this potential has not been fully utilized optimally. Various studies show that the advertising tax sector often faces challenges such as fluctuations in revenue growth rates, inconsistent collection effectiveness, and relatively low contributions to total PAD. The need for local governments to evaluate and optimize PAD components that still have the potential to be increased, including advertising tax. If managed professionally and based on accurate data, advertising tax can be a stable and sustainable source of income. In addition, advertising tax collection also reflects good urban space governance, because it is directly related to urban visual arrangements, the control of illegal advertising, and the enforcement of regional regulations [6].

Although there has been a lot of research on advertising tax, there is still a significant research gap. Most previous studies are local and separate, there has been no study that systematically summarizes and compares various study results to identify general patterns, structural challenges, and potential policies that can be applied across regions. In addition, existing research generally focuses on one aspect only, for example only on effectiveness or contribution, and has not comprehensively integrated the four main variables: growth rate, effectiveness, potential, and contribution to PAD [7]. This approach allows researchers to identify consistent trends as well as contradictory findings, while also revealing gaps and opportunities for further research. Not only does it present a static picture of advertising tax in Mataram City, this study also places it in a national context by comparing similar conditions in other regions, resulting in a broader and deeper understanding.

The purpose of this study is to review and compare the results of previous studies on the growth rate of advertising tax in various regions, especially Mataram City, as an indicator of the dynamics of revenue in this sector. Furthermore, to compile a picture of the potential of advertising tax that has not been optimally explored, as well as the factors that influence it. Provide policy recommendations based on the results of literature synthesis, which can be input for local governments in optimizing revenue from the advertising tax sector [8].

2. Local Original Income (PAD)

Regional Original Income (PAD) is one of the important components in the regional financial system regulated in Law Number 33 of 2004 concerning the Financial Balance between the Central and Regional Governments [9]. In Article 1 Paragraph 18, PAD is explained as income obtained by regions through collections based on regional regulations in accordance with applicable laws and regulations. Furthermore, Article 6 Paragraph 1 explains that PAD comes from four main sources, namely: Regional Taxes, Regional Levies, Results of Management of Separated Regional Assets, and Other Legitimate Regional Original Income [10]. Regional Taxes are mandatory contributions imposed on individuals or entities without direct compensation, used for the benefit of the region for the prosperity of the people. Regional Levies are levies on services or granting of certain permits by the regional government to the community or business entities. Meanwhile, the results of the management of separated regional assets include receipts from regional government capital participation in Regionally-Owned Enterprises (BUMD) in various sectors such as financial institutions, various businesses, and drinking water.

Other Legitimate Local Revenues include proceeds from the sale of undivided regional assets, current account services, interest income, exchange rate differences, and commissions or deductions from procurement of goods and services by the region [11].

To support efforts to increase local revenues, local governments are prohibited from establishing regulations that cause a high-cost economy or that hinder population mobility, the movement of goods and services between regions, and export and import activities. In addition, the legal basis for managing local revenues is also regulated in Law Number 1 of 2022 concerning Harmonization of Regional Taxation and Finance Regulations, which emphasizes that local revenues consist of regional taxes, regional levies, proceeds from the management of separated regional assets, and other legitimate income in accordance with laws and regulations. Overall, local revenues play an important role in supporting the implementation of regional autonomy, development financing, and public services, while also reflecting the level of fiscal independence of a region [12].

3. Regional Tax

Tax is a contribution from the people to the state treasury based on the law (which can be enforced) without receiving any direct reciprocal services (counter-performance) that can be shown and which is used to pay for general expenses. Tax is a performance that is unilaterally imposed by and owed to entrepreneurs according to the norms that they have generally set, without any counter-performance, and is solely used to cover general expenses [13].

Regional Tax is a mandatory contribution made by the region to individuals or bodies without direct compensation that is balanced, which can be enforced based on applicable laws and regulations, which is used to finance the implementation of regional government and regional development [14]. According to Article 1 of Law Number 28 of 2009 concerning Regional Taxes and Regional Retributions "Regional taxes, hereinafter referred to as taxes, are mandatory contributions to the Region owed by individuals or bodies that are mandatory based on the Law, without receiving direct compensation and are used for Regional needs for the greatest prosperity of the people '. Regional taxes are taxes collected by regions based on tax regulations set by the region for the benefit of financing the household of the regional government. There are several characteristics inherent in the definition of regional taxes, both according to previous laws and those currently in force, namely:

1) Regional taxes can come from original regional taxes or state taxes that are handed over to the region as regional taxes.
2) Regional taxes are collected by limited regions within the administrative area under their control.
3) The results of regional tax collections are used to finance regional household affairs or to finance regional expenditure as a legal entity.
4) Regional taxes are collected by regions based on the power of Regional Regulations (Perda), so the nature of regional tax collection can be forced on the community who are required to pay within the administrative environment of their authority [15].

Regional governments in Indonesia are divided into two levels, namely provincial governments and district/city governments which are given the authority to carry out regional autonomy, so regional taxes in Indonesia are currently divided into two, namely provincial taxes and district/city taxes. One of the characteristics of regional taxes is that regional tax collection is based on Regional Regulations (PERDA) and applicable laws and regulations, so that on the tax subject, tax collection is mandatory [16].

Based on Law Number 28 of 2009 concerning Regional Taxes and Regional Retributions, Article 2 states that the types of regional taxes are divided into two, namely provincial taxes and district/city taxes. Provincial taxes consist of five types, namely:

Motor Vehicle Tax imposed on ownership or control of vehicles; Motor Vehicle Transfer Fee levied on the transfer of vehicle ownership rights; Motor Vehicle Fuel Tax imposed on the use of motor vehicle fuel including that used in waters; Surface Water Tax on the use of surface water; and Cigarette Tax on cigarette consumption. Meanwhile, district/city taxes include eleven types of taxes, namely: Hotel Tax on services provided by hotels; Restaurant Tax on restaurant services; Entertainment Tax on entertainment services; Advertising Tax on all forms of advertising; Street Lighting Tax on the use of electricity; Non-Metallic Mineral and Rock Tax on the extraction of these mining materials; Parking Tax on the provision of parking lots outside the road; Groundwater Tax on the use of groundwater; Swallow's Nest Tax on its extraction or exploitation; Rural and Urban Land and Building Tax on the use of land and/or buildings except for the plantation, forestry, and mining sectors; and Land and Building Acquisition Tax on the acquisition of land and/or building ownership rights.

According to Rinaldi and Devi [17], taxes have two main functions, namely the budget function (budgetair) and the regulatory function (regulerend). The budget function is the main means for local governments to collect funds from the community to finance regional development. In this case, efficiency in collection is very important so that maximum income can be obtained at minimal cost. Meanwhile, the regulatory function shows that taxes can be used as a policy instrument to achieve certain goals, such as controlling consumption or encouraging certain economic activities [18]. The amount of the tax base is determined by multiplying the tax rate by the tax base. This calculation method applies to all types of regional taxes and is also the basis for calculations in the national taxation system [19]. With these clear regulations, the regional taxation system is expected to run fairly, transparently, and contribute to improving community welfare.

$$Tax\ Payable\ =\ Tax\ Rate\ x\ Tax\ Base \qquad (1)$$

4. Advertising Tax

Based on Law Number 28 of 2009 Article 1 numbers 26 and 27, advertising tax is a tax imposed on the implementation of advertising. What is meant by advertising is any form of object, tool, act, or media with a form and pattern designed for commercial purposes in order to introduce, encourage, promote, or attract public attention to a good, service, individual, or agency. The media can be seen, read, heard, felt, and/or enjoyed by the wider community [20]. Advertising tax is specifically regulated in Regional Regulation Number 1 of 2024 concerning Advertising Tax, which emphasizes that advertising is identical to large-sized visual promotional media that are usually placed in strategic locations, such as along highways, to attract public attention through striking information and illustrations [21].

In collecting advertising tax, there are several important terms that need to be understood. Advertising refers to objects or media designed for commercial purposes to introduce products or services. Advertising organizers are individuals or legal entities that manage advertising, either for their own interests or on behalf of other parties. Advertising service companies or advertising agencies are institutions engaged in advertising and comply with the provisions of laws and regulations. Advertising stages are facilities where advertising is installed, while public roads are transportation infrastructure intended for the public interest. In addition, there is the term Advertising Organization Application Letter (SPPR), which is a document used to submit an application and register advertising as a basis for calculating tax, and a Power of Attorney to Deposit (SKUM), which is a document that states the amount of advertising tax to be

paid [22]. The legal basis for collecting advertising tax includes several regulations, including Law Number 28 of 2009 concerning Regional Taxes and Regional Retributions, Law Number 34 of 2000 as an amendment to Law Number 18 of 1997, Government Regulation Number 55 of 2016 concerning General Provisions and Procedures for Collecting Regional Taxes, and Government Regulation Number 65 of 2001 concerning Regional Taxes. At the regional level, the collection of advertising tax is regulated through regional regulations and local regional head decisions [23].

Types of advertising taxes can be classified based on the purpose of their procurement and the nature of their delivery. Based on the purpose of procurement, advertising is divided into two, namely commercial advertising and non-commercial advertising. Commercial advertising aims to increase sales of goods or services, while non-commercial advertising is intended to convey social messages, invitations, or appeals to the public, such as an invitation to pay taxes or donate [24]. Based on its nature, advertising is categorized into three, namely informative advertising (providing information), warning advertising (conveying warnings to road users), and request or invitation advertising (inviting the public to follow certain recommendations through attractive visuals).

The objects of advertising tax as regulated in Article 29 of Mataram City Regional Regulation Number 1 of 2024 include all forms of advertising, including: billboards, videotrons or megatrons, cloth advertisements (such as banners and banners), sticker advertisements, leaflets such as brochures or leaflets, moving advertisements including on vehicles, aerial advertisements, floating advertisements, film/slide advertisements, and demonstration advertisements. However, there are several advertising objects that are exempt from tax collection, such as advertisements through digital and print media, product labels, business names attached to buildings according to regulations, advertisements by the government, and advertisements for political, social, or religious activities that are not commercial in nature. The subjects of advertising tax, as stated in Article 30 of Mataram City Regional Regulation Number 1 of 2024, are individuals or legal entities that use advertising. The advertising tax rate refers to the provisions of Law Number 28 of 2009, which stipulates that the maximum advertising tax rate is 25%. The amount of advertising tax is calculated by multiplying the tax base by the tax rate. The basis for imposing advertising tax is the Advertising Rental Value, which is determined based on the value of the advertising contract. The calculation of this rental value takes into account the type and material of the advertisement, the location of the installation, the duration of the broadcast, the period of the event, and the number and size of the advertising media.

5. Growth Rate

Growth Rate can be defined as a process of continuous change in economic conditions in a country/region, whether it is better in a certain period of time. The high growth rate can also be an indicator to see the level of success of the government's ability in a region from year to year whether growth is increasing or decreasing [25]. The growth rate is the process of increasing output per capita in the long term and when applied to regional taxes, this growth rate is the process of increasing tax revenue in the long term. This growth rate shows the region's ability to maintain and increase the regional success that it has achieved from one period to the next [26]. The calculation of the advertising growth rate using the formula aims to measure changes in advertising tax revenue from year to year. To calculate the growth rate of regional tax revenue from advertising tax, the following formula is used Wudad et al. [27]:

$$Gx = \frac{Xt - X(t-1)}{\mathrm{X}(t-1)} \times 100\%$$

Gx : Growth Rate
Xt : Realization of Tax Revenue in a Certain Year
X(t-1): Realization of Tax Revenue in Previous Year

6. Effectiveness of Advertising Tax

According to the Big Indonesian Dictionary (KBBI), effectiveness is the ability to produce desired results, activeness, and harmony between task implementers and the goals to be achieved. Effectiveness is the relationship of an output to the achievement of a target or goal. It is said to be effective if the activity procedure obtains the target or final goal of the policy [28]. Effectiveness is a description of the ability of the regional government to realize the planned PAD with targets that have been set based on the actual potential of the region. In addition, effectiveness can also be interpreted as a description of the level of success achieved from a previously determined goal [29].

Effectiveness comes from the word effective which means achieving success in achieving the goals that have been set. Effectiveness is always related to the relationship between the expected results and the actual results achieved. In general, effectiveness shows how far a goal or target that has been determined in advance has been achieved. In other words, effectiveness is a comparison between input and output. An organization is said to be effective if it has succeeded in achieving what is expected [30]. Effectiveness indicates success or failure in achieving a goal. Basically, effectiveness compares the results obtained (output) with the expected target. An organization, program, or activity is considered effective if the output produced can meet the expected goals or is said to be spending wisely. Effectiveness emphasizes the results achieved. Effectiveness describes the extent to which the local government is able to realize advertising tax according to the targets that have been set, based on the real potential of the region. A region is considered effective in carrying out its duties if its achievement ratio reaches at least 1 or 100%.

The way to determine the level of effectiveness is to use the following formula Keshavarz-Ghorabaee et al. [31]:

$$\frac{Realization\ of\ Advertising\ Tax\ Revenue}{Advertising\ Tax\ Revenue\ Target} \times 100\% \qquad (2)$$

7. Advertising Tax Potential

According to Yan et al. [32], potential can be interpreted as a latent or hidden ability possessed by an individual or entity, which if optimally developed, can produce real benefits in the future. In the context of regional taxation, tax potential refers to the maximum amount of tax revenue that can be obtained by considering the economic and social characteristics of the region. Tax potential reflects results that can still be improved based on existing objective conditions [33].

Assessment of tax potential as a source of regional revenue requires a number of main criteria. First, coverage and elasticity, namely the ability of tax sources to generate sufficient revenue to finance the required public services. Often there are many types of taxes available, but their contribution to total regional revenue is only on a small scale. Second, equality (fairness), where each community group is expected to contribute according to their economic ability, so that the tax burden can be divided fairly. Third, administrative capability, namely efficiency in the process of determining and collecting

taxes, including in terms of time and costs incurred, must be comparable to the revenue generated. Fourth, political agreement, which includes support and approval from various parties for the tax policies implemented, including in terms of tariff structure, determination of tax objects, collection mechanisms, and sanctions for violations.

To calculate the potential advertising tax, the following formula is used:

$$Advertising\ Tax\ Potential\ =\ Number\ of\ Tax\ Objects\ \times\ Tax\ Rate\ \times\ Advertising\ Rental\ Value \quad (3)$$

This advertising rental value component takes into account various factors, such as the type of advertising media, materials used, installation location, size of the advertisement, and duration of the display. Through this approach, local governments can identify the optimal revenue potential from the advertising tax sector.

8. Advertising Tax Contribution

Contribution is an analysis used to measure how much contribution can be made by Regional Tax and Regional Retribution revenues to Regional Original Income (PAD) [34]. Contribution analysis aims to measure how much advertising tax contributes to Regional Original Income (PAD). If the contribution value is higher, the contribution is better for PAD, and vice versa, if the value is low, the contribution given is considered less good. Contribution is something that is given together with other parties for the purpose of certain or shared costs or losses. So that the contribution in question can be interpreted as a contribution made by advertising tax revenue to the amount of regional income.

Contribution is the amount of donation given for an activity or activity. The amount of tax contribution can be measured by comparing regional tax revenues in a certain period with the total Regional Original Income (PAD) in the same period. The higher the tax revenue collected, the greater the role of regional taxes in PAD, and vice versa, if the tax revenue is low, then the role of taxes in PAD will also be small

The amount of regional tax contribution to Regional Original Income uses the following formula Muse [35]:

$$Contribution = \frac{Realization\ of\ Advertising\ Tax\ Revenue}{Realization\ of\ PAD\ Receipts} \times 100\%$$

9. Previous Research

Table 1. Previous Research

No	Name	Research methods	Research result
1.	Rahayu & Mildawati [36]	Advertising Tax Growth Rate Analysis Method, Advertising Tax Effectiveness Level Analysis Method, Advertising Tax Contribution Level Analysis Method.	The growth rate of advertising tax revenue in the City of Surabaya in the 2017-2021 period showed a negative figure, which means it was unsuccessful, because it was below 30%. The level of effectiveness of advertising tax revenue according to the effectiveness criteria, showed an average that could be considered effective with a percentage of 97.63%. The contribution of advertising tax revenue to the Original Regional Income (PAD) of the City of Surabaya is still very low according to the contribution criteria. The average result can be considered very lacking, which is only 2.62%, which is below 10%.
2.	Thalia Aurora Starenya Gewar [37]	Growth Rate Analysis	The average growth rate of advertising tax revenue and regional taxes in Sikka Regency between 2017-2021 were 72% and 6.75%, respectively. The results show that the percentage growth rate of advertising tax is higher than that of regional taxes. The contribution of advertising tax to regional taxes was recorded at 1.07%, which falls into the "very low" category.
3.	Korengkeng et al. [38]	Quantitative analysis to calculate the increase in	The potential of advertising tax revenue in 2017 that can be obtained is approximately Rp. 1,250,560,290. It can be said that the realization of advertising tax revenue to be obtained in 2017 tends

		realization, potential, effectiveness, efficiency, and advertising tax contribution.	to be less and has not met the existing potential. Advertising tax revenue in North Minahasa Regency is still fluctuating or tends to fluctuate. Advertising tax collection in North Minahasa Regency can be said to be very efficient because advertising tax collection does not incur costs. The contribution of advertising tax to regional taxes is classified as "very low".
4.	Mulatsih et al. [39]	Analysis of effectiveness level, analysis of contribution level, analysis of growth rate.	The effectiveness of parking tax and advertising tax on the Original Regional Income (PAD) of DKI Jakarta Province calculated using the effectiveness ratio shows an effective average according to the effectiveness criteria table. The contribution of parking tax and advertising tax to the Original Regional Income (PAD) of DKI Jakarta Province calculated using the contribution ratio shows an average that is very low. The growth rate of parking tax on the Original Regional Income (PAD) of DKI Jakarta Province in 2016-2020 shows negative growth, conversely the growth rate of advertising tax on the Original Regional Income (PAD) of DKI Jakarta Province in 2016-2020 shows a positive growth rate.
5.	Sarundayang et al. [40]	Effectiveness Ratio Analysis	Advertisement Tax Revenue In each budget year of 2012, 2013, and 2014, the level of effectiveness in the three years was categorized as "less effective". The level of Advertisement Tax revenue in Manado City in 2010-2014 increased in 2012-2014 but was not significant and did not reach the target set. In 2015 and 2016, it was categorized as "very effective". The average growth rate of advertisement tax in Manado City from 2012 to 2016 was 23.39%. The potential for advertisement tax revenue in Manado City in 2017 was Rp. 11,010,071,843.
6.	Nasrullah & Cahyono [41]	simple linear regression analysis with a real level value of 0.05 and using the SPSS 26 application tool.	Tax cuts have a positive effect on the acquisition of Local Revenue (PAD) in the City of Surabaya. However, Surabaya's advertising tax revenue shows a very positive and one-sided relationship.
7.	Intan et al. [42]	Effectiveness Ratio Analysis	Advertising Tax Revenue in Bitung City has been very effective but because the target setting in the following year was too high, it caused the advertising tax collection by DIPENDA Bitung City to appear ineffective. Advertising Tax also has quite a large potential for Bitung City's Original Regional Income.
8	Savira et al. [43]	Effectiveness Ratio Analysis and Contribution Analysis.	The level of effectiveness of Mataram City's advertising tax is included in the effective category with an average from 2018 to 2022 of 98.39%. The contribution of advertising tax to regional taxes is included in the very low category with an average from 2018 to 2022 of less than 10%, which is 1.15%.
9	Ratna Sari & I Putu Gede Diatmika [44]	Effectiveness Analysis, Efficiency Analysis, and Contribution Analysis.	The collection of advertising tax in Buleleng Regency during 2020-2021 has been classified as very effective because its realization has exceeded the advertising tax target that has been set. Only in 2019 the realization of advertising tax did not reach the target so it was classified as less effective. The collection of advertising tax in Buleleng Regency in 2019-2021 has been very efficient. This proves that the BPKPD of Buleleng Regency has been efficient in collecting advertising tax. The advertising tax in Buleleng Regency during 2019-2021 still contributed very little to PAD.

This study focuses more on the research conducted by Sapangat et al. [45] entitled "Analysis of Potential, Effectiveness, Efficiency, and Contribution of Advertising Tax to Regional Tax Revenue in North Minahasa Regency." Because this study tends to be almost similar to the research conducted by Bakhov et al. [46], where the year of the study is the same, namely using 5 years of data, the research procedures used are almost the same. This study uses the analysis of Growth Rate Calculation, Effectiveness Ratio, Tax Potential Calculation and Contribution Ratio, while the analysis used by Rasputina et al. [47]. namely Quantitative analysis to calculate the increase in realization, potential, effectiveness, efficiency, and contribution of advertising tax. But there is a difference in this study, where the study uses the efficiency ratio while in the study conducted by the researcher uses the Growth Rate Calculation.

10. Conceptual Framework

According to Kazanidis et al. [48], the conceptual framework is a framework of the relationship between concepts that will be measured or observed in a study. The purpose of this study is to determine the Analysis of Growth Rate, Potential, Effectiveness, and Contribution of Advertising Tax in Mataram City in 2019-2023. Based on the background and theoretical studies in this study, the conceptual framework or framework of thought can be described as follows:
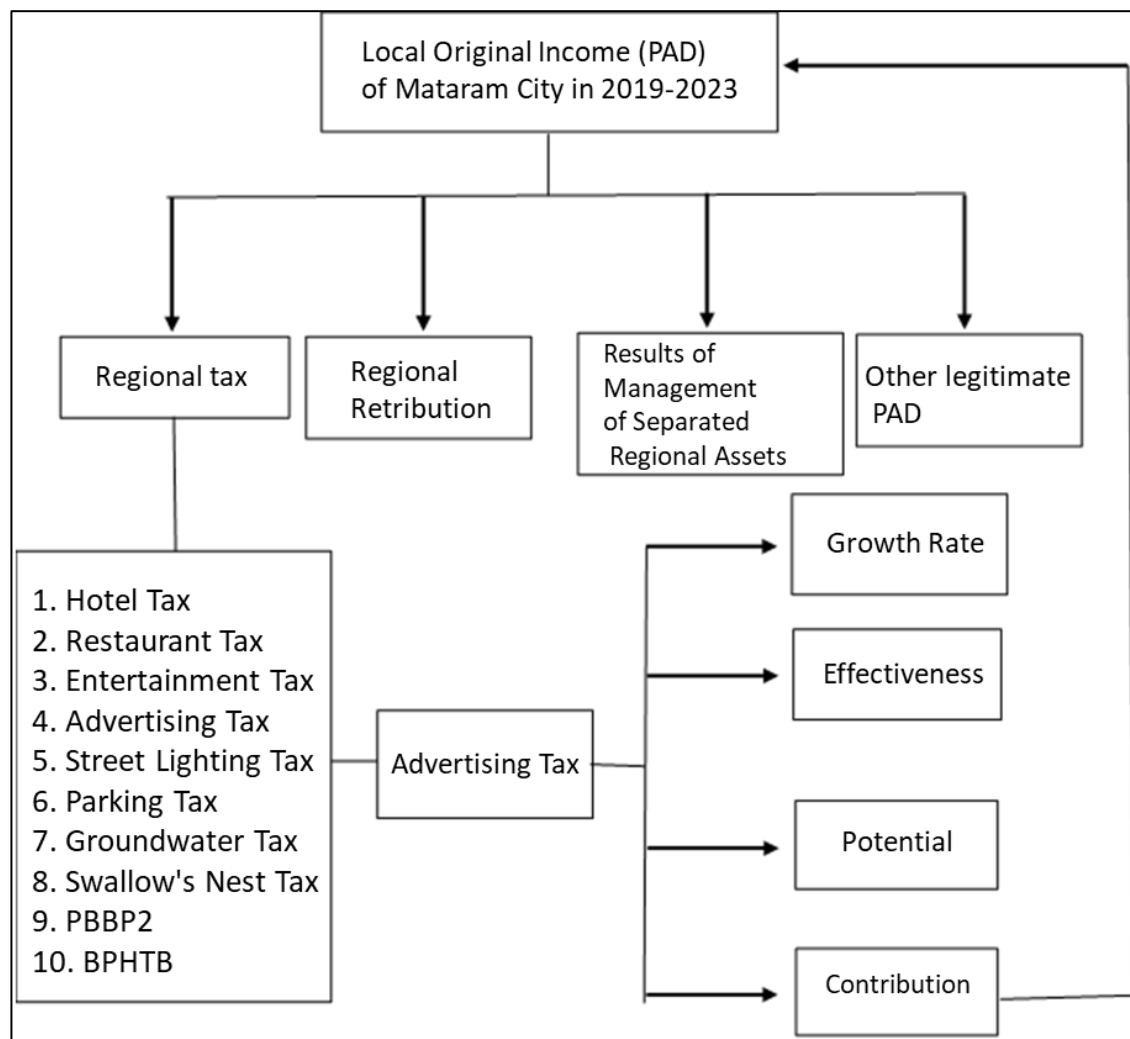

Figure 1. Conceptual Framework

Local Original Income (PAD) is a source of income obtained by the local government consisting of various sources, namely Regional Taxes, Regional Levies, Results of Management of Separated Regional Assets, and Other Legitimate PAD. The conceptual framework in this study focuses on the analysis of Advertising Tax in Mataram City and how the growth rate of advertising tax is, how effective advertising tax is, how the tax has the potential, and how the tax contributes to Local Original Income (PAD) from 2019 to 2023. This conceptual framework shows the interrelated relationship between advertising tax and Local Original Income (PAD). Advertising tax is a small part of the PAD component which in this case can increase Local Original Income (PAD) through the growth rate, effectiveness, and potential. Therefore, strategic steps can be identified to increase advertising tax revenue, which in turn will contribute to Local Original Income (PAD) in Mataram City.

The data used in this study is the Mataram City Government Budget Realization Report for the 2019-2023 Fiscal Year and will be analyzed using Growth Rate Analysis, Tax Record Potential Analysis, Effectiveness Ratio, and Contribution Ratio. The results of this

analysis calculation will be used to assess the potential and contribution of Mataram City in a period of 5 (five) years.

11. Geographical Conditions of Mataram City

Mataram City is the largest city and the capital of West Nusa Tenggara Province, Indonesia. Mataram is the Core City of the Mataram Raya Metropolitan area, the second largest metropolitan area in the Nusa Tenggara Islands after Sarbagita. Administratively, Mataram City has a land area of 61.30 km² and 56.80 km² of sea water, divided into 6 sub-districts, namely Ampenan, Cakranegara, Mataram, Sandubaya, Selaparang, and Sekarbela Districts with 50 villages and 297 neighborhoods. Mataram City is located at 08° 33' - 08° 38' South Latitude and 116° 04' - 116° 10' East Longitude, with the following boundaries:

Northern Boundary : Gunung Sari District, West Lombok Regency
Eastern Boundary : Narmada District, West Lombok Regency
Southern Boundary : Labu Api District, West Lombok Regency
Western Boundary : Lombok Strait

Topographically, Mataram City is a lowland, medium and the rest of the north is mountainous and hilly plains. Mataram City is located at a position of 50 meters below sea level (asl) so that most of its area is a flat expanse. The height of the land varies in Cakranegara sub-district, the height of the land is around 25 meters, while in Mataram sub-district it is around 15 meters, and in Ampenan sub-district it is around 5 meters above sea level so that it is included in the coastal area. The southern part of Mataram City has a relatively low topography so that during the rainy season it is often flooded.

12. Demographic Conditions of Mataram City

The population of Mataram City in mid-2024 was 459,683 people, with a population density of 7,500 people/km2. The population of Mataram City in 2023 by gender consisted of 214,254 male people and 215,757 female people, indicating that the population of Mataram City is more dominantly female compared to male people. Meanwhile, according to age group, in the same year it showed that the largest age group was between 5-9 years old, as many as 40,642 people and the lowest age group was 75 and over, as many as 6,372 people.

13. Conclusion

The results of the literature review show that although advertising tax generally has a good level of effectiveness in several regional contexts, its contribution to PAD is still relatively low. This indicates that the collection of advertising tax is running quite well in realizing the target, but has not been able to provide a significant impact on the overall regional income structure. The potential of advertising tax has not been optimally utilized, mainly due to the lack of accurate data collection of advertising objects, weak supervision in the field, and inconsistent application of rates and assessment of advertising rental values. In the context of Mataram City, similar findings are also seen. Institutional strengthening, increased transparency and integration of regional tax information systems, and periodic evaluation of regional regulations governing advertising tax are needed. Thus, regional governments can be more optimal in managing this sector as a sustainable and strategic source of income in supporting regional development.

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15. Declaration

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16. How to Quote

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