

Abstrak

Penelitian ini bertujuan untuk mengetahui proses tindak lanjut data pemicu yang tersedia untuk *Account Representative* dan tingkat efektivitas data pemicu pada aplikasi Approweb dalam memfasilitasi *Account Representative* untuk melakukan penggalan potensi perpajakan di KPP Pratama Salatiga. Metode penelitian yang digunakan adalah metode kualitatif dengan melakukan studi kepustakaan dan wawancara kepada tiga *Account Representative*. Hasil penelitian menunjukkan bahwa proses tindak lanjut data pemicu yang tersaji dalam Approweb akan dianalisis secara komprehensif kemudian dilakukan penerbitan Surat Permintaan Penjelasan atas Data dan/atau Keterangan (SP2DK). Total data pemicu yang ditindaklanjuti di KPP Pratama Salatiga tahun pajak 2021 sebanyak 2.122 data dari total data pemicu sebanyak 2.503. Hal ini menunjukkan tingkat efektivitas data pemicu terhadap penggalan potensi pajak di KPP Pratama Salatiga tahun pajak 2021 sebesar 84,78% yaitu terbilang cukup efektif yang mana angka tersebut didapat dari hasil perbandingan antara jumlah data pemicu yang ditindaklanjuti dengan total data pemicu.

Kata kunci: Data Pemicu, Approweb, Efektivitas

Abstract

This study aims to determine the follow-up process of trigger data available to the Account Representative and the level of effectiveness of the trigger data on the Approweb application in facilitating the Account Representative for exploring tax potential at KPP Pratama Salatiga. The research method used is a qualitative method by conducting literature studies and interviews with three Account Representatives. The results showed that the follow-up process of trigger data presented in the Approweb will be analyzed comprehensively and then issued a Request Letter for Explanation of the Data and/or Description (SP2DK). The total trigger data followed up in KPP Pratama Salatiga for the 2021 tax year was 2,122 data from a total of 2,503 triggers. This shows the level of effectiveness of trigger data on extracting tax potential in KPP Pratama Salatiga for the 2021 tax year of 84.78%, which is quite effective, which is quite effective, which is quite effective, which is the figure is obtained from the result of a comparison between the amount of trigger data that was acted upon and the total trigger data.

Keywords: Trigger Data, Approweb, Effectiveness