

## **ABSTRACT**

### **TARGET ANALYSIS AND EFFORTS OF BANDAR LAMPUNG GOVERNMENT TO INCREASE THE REVENUE FROM ADVERTISEMENT TAX.**

**By**

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In an effort to achieve the development process, act local governments as the party that absorbs the tax revenue. In this case, the Government made the effort - an effort to cultivate potential and increase advertising property tax revenues Bandar Lampung.

The purpose of this study was to identify the target revenue from taxes ad Bandar Lampung as one source of real income areas, and efforts - the efforts made by the Government of Bandar Lampung in increased revenue from advertisement tax. This study uses primary data and secondary data obtained from government agencies namely the Department of Revenue, Finance and Asset Management and Licensing Agency and Investment Belfast.

method of analysis used objective is  $Y = \sum (P \cdot Qi)$ . Indicators are considered in the calculation of the objective of tax revenue from advertising can be seen from the total area, road classification, perspective, time and class of these posters. The calculation is made with the assumption that the data collected by the Government Board Bandar Lampung and on the streets is under investigation.

Under that calculation, advertisement tax revenue target of Bandar Lampung IDR 12,894,076,379. Efforts have been made by the Government of Bandar Lampung in increasing revenue from advertisement tax is intensifying efforts, by means of holding service improvement, extension, control of illegal billboards. While the effort to do this is by monitoring and sanctions and the cost of tax advertisement for the object that is used for events billboard election will be held in Bandar Lampung.