

# **OPTIMIZING THE UTILIZATION OF EXCISE REVENUE SHARING FUND FOR TOBACCO PRODUCT BY IMPLEMENTING INTERNET SAATHI PROGRAM TO AMPLIFY INCLUSIVE DIGITAL ECONOMY**

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## **Abstrak**

*Undang-Undang Cukai Indonesia mengamanatkan Dana Bagi Hasil Cukai Hasil Tembakau (DBH CHT) sebagai bagian dari Dana Transfer ke Daerah yang dialokasikan ke provinsi penghasil cukai hasil tembakau (PMK-215/PMK.07/2021). Dana ini bertujuan meningkatkan kualitas bahan baku, pembinaan industri hasil tembakau, pembinaan sosial, sosialisasi cukai, serta pemberantasan barang ilegal. Namun, pemanfaatannya sering terkendala inefisiensi dan alokasi yang kurang tepat. Di India, program Internet Saathi berhasil memberdayakan perempuan di pedesaan melalui literasi digital dan keterampilan internet, mendorong pembangunan sosial-ekonomi. Tulisan ini bertujuan menganalisis pemanfaatan DBH CHT serta mengusulkan adaptasi program Internet Saathi di Indonesia untuk mendorong ekonomi digital inklusif, khususnya bagi perempuan, guna mendukung visi Indonesia Emas 2045. Penelitian ini menggunakan metode kualitatif deskriptif melalui tinjauan literatur terkait pemanfaatan DBH CHT dan program Internet Saathi, menyoroti keberhasilan dan tantangan implementasinya. Analisis alokasi DBH CHT di Indonesia akan mengidentifikasi kelemahan yang dapat diperbaiki melalui program ini. Perbandingan dampak program di India juga memberikan gambaran kelayakan dan potensi keberhasilannya di Indonesia. Implementasi yang diusulkan mencakup perencanaan strategis, desain program, dan eksekusi yang efektif. Harapannya, program ini dapat meningkatkan literasi digital, kewirausahaan, dan penciptaan lapangan kerja di pedesaan. Paper ini juga menekankan pentingnya strategi mitigasi risiko dan kolaborasi antara pemerintah, sektor swasta, LSM, serta masyarakat dalam memastikan dampak transformatif bagi kehidupan sosial-ekonomi Indonesia.*

## **Abstract**

*The Indonesian Excise Law mandates the Tobacco Excise Revenue Sharing Fund (DBH CHT) as part of the Transfer Fund to Regions allocated to tobacco excise producing provinces (PMK-215/PMK.07/2021). This fund aims to improve the quality of raw materials, foster the tobacco product industry, social development, excise socialization, and eradicate illegal goods. However, its utilization is often constrained by inefficiency and inappropriate allocation. In India, Saathi's Internet program has successfully empowered rural women through digital literacy and internet skills, driving socio-economic development. This paper aims to analyze the use of DBH*

*CHT and propose the adaptation of the Saathi Internet program in Indonesia to encourage an inclusive digital economy, especially for women, to support the vision of Golden Indonesia 2045. This study uses a descriptive qualitative method through a literature review related to the use of DBH CHT and the Sakhi Internet program, highlighting the success and challenges of its implementation. An analysis of the allocation of DBH CHT in Indonesia will identify weaknesses that can be improved through this program. A comparison of the program's impact in India also provides an overview of its feasibility and potential success in Indonesia. The proposed implementation includes strategic planning, program design, and effective execution. It is hoped that this program can increase digital literacy, entrepreneurship, and job creation in rural areas. The paper also emphasizes the importance of risk mitigation strategies and collaboration between the government, the private sector, NGOs, and the community in ensuring transformative impacts on Indonesia's socio-economic life.*

**Kata Kunci:** *cukai, dana bagi hasil cukai hasil tembakau, internet saathi, ekonomi inklusif, ekonomi digital*