

## **ABSTRACT**

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### ***Student Perceptions on Communication of Public Information Services of the Directorate General of Customs and Excise***

*Keywords: Communication, Information Services, Public*

*(xii + 47 + attachment)*

*This study aims to determine how the communication of public information services to the public. With the Public Information Service of the Directorate General of Customs and Excise, we can find out how the potential exists in the communication implemented by the Directorate General of Customs and Excise. Public information services carried out by the Directorate General of Customs and Excise are usually through social media and the official website of Customs and Excise itself. The research method used in this study is a qualitative descriptive method. The data used in this study consisted of primary data and secondary data. Primary data in the form of information obtained from interviews with several informants. While secondary data in the form of data obtained from books and other sources. The theory used in this scientific writing research is Planning theory. Data collection techniques used are observation, interviews, and documentation. Based on the results of the research that Student Perceptions on Communication of Public Information Services at the Directorate General of Customs and Excise are considered to have been resolved or fulfilled. Information services provided by the Directorate General of Customs and Excise through social media and the official website that have been provided. Therefore, the Directorate General of Customs and Excise takes advantage of existing conditions as a service tool to the community. The suggestion that researchers can give is to be more consistent in providing information to the public, so that the public can know all about Customs and Excise.*

*Bibliography (2011-2021)*