

Tax Consultant Competency in the Digital Era

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Abstract: This research aims to obtain concepts and information about what competencies are needed by a tax consultant if he wants to become a tax consultant in the era of digitalization. The research data sources are online news, YouTube, and research articles for 3 years, specifically from 2021 to 2023. Data sources are selected based on credibility and suitability of the data to the problem being studied. Data processing uses NVivo 12 Plus software. There are four stages of data processing, the data input process, coding process, visualization process, and conclusion determination process. Coding validity was evaluated using a triangulation approach. The research results obtained five competency points needed by tax consultants in the era of digitalization. First, understand the tax rules well. Second, being able to provide education on tax digitalization to clients. Third, it can improve the quality of human resources in the taxation sector. Fourth, be able to adapt to tax digitalization. Fifth, being able to implement tax regulations in various organizations and companies. The implications of the research results can be used by tax consultants or prospective tax consultants in the future. If you want to work as a tax consultant, it is recommended that you master these five competencies. For prospective tax consultant students, these five competencies can be equipped and prepared now. With these five competencies, it is hoped that they can become capital to become superior tax consultants in the era of digitalization in the future.

1 INTRODUCTION

The tax consultant profession has a very important role in every country, including in Indonesia. Until now, the tax role in Indonesia is used to fund more than 70% of the state budget. This fact proves how important the competence of a tax consultant is, to help individual and corporate tax governance. As of March 2023, the Indonesian Tax Consultants Association has 6,685 certified members, consisting of 5,301 who already have a practice license and 1,384 who are in the process of applying for a practice license (IKPI, 2022). The number of tax consultants is relatively small compared to Indonesia's population of around 270 million. Japan with a population of 120 million, has 80,000 tax consultants (Srinadi, 2023). Moreover, we have entered the era of digitalization, where the transaction process will be faster and in large quantities. Of course, qualified competence is needed and able to solve tax problems related to digital transactions. These facts and phenomena raise one research question in this study, what competencies are needed by tax consultants in today's digital era.

Previous research achievements related to this research include Diller et al. (2020) which states that tax professionals must always update competencies in accordance with business developments and the development of government regulations related to taxation. And if the level of compliance of taxpayers can be known quantitatively, then it is not the case with the level of public trust and integrity of the tax apparatus which is also the target of achieving tax administration modernization which shows the success of tax reform.

This can be seen from the statement of the Ministry of Finance of the Republic of Indonesia (Kemenkeu) which uses public sector achievement indicators released by the Organization for Economic Cooperation and Development (OECD) to determine the level of public confidence in government performance. This achievement is far above other developed OECD member countries such as the United States which has a public trust value of 30%, the United Kingdom at 31%, Germany at 55%, and France at 28%; and above developing countries that are not members of the OECD such as India which has a public trust value of 78%, Brazil at 26%, and

South Africa at 48% (Ministry of Finance of the Republic of Indonesia, 2018) (Narsa I Made &, n.d.).

The difference between this research and previous research lies in the problem studied and the resulting research output. No studies have yet examined this topic. The research output is in the form of coding visualization images that are used as a basis for determining conclusions or answers to research questions. The uniqueness of this study uses data processed from various sources on the internet. The coding created comes from various sources, such as online news, YouTube, and research articles, where there are no research topics that use this data source. This research produces details of competencies needed by a tax consultant in the digital era, where these competencies are confirmed from various sources and their validity is tested using a triangulation approach.

The purpose of this study is to get answers to research questions. To get the concept of competencies needed by tax consultants in the digital era. The concept of competence of a tax consultant is detailed and structured. Concepts are formed from various sources, which are then carried out coding processes and form detailed and systematic concepts. This research will produce the concept of competence and can be used by professionals in the tax field to improve their competence. Until the research is completed, there are no competency standards standardized by professional organizations in the field of tax consultants, related to competency standards in the field of taxation in the digital era.

The benefits of this research can help practitioners in the field of taxation as a reference source for competencies that need to be improved. Professional organizations can also use the information from this research as a basis for organizing training needed in the era of digitalization. Including compiling standardized or required competency standards if you want to practice in the field of taxation in the digital era. Another benefit is for universities that organize tax accounting study programs. The results of research are very useful to assist the preparation of curriculum or learning materials, so that the competencies produced by are in accordance with current developments. Especially mastery of taxation aspects and their application in the era of business digitalization and digitalization of transaction records.

2 LITERATUR REVIEW

Competency is the work ability of each individual which includes aspects of knowledge, skills, and

work attitudes that are in accordance with the expected standardization (Li et al., 2022). Another definition states that competence is something related to an individual's ability and skills to achieve the expected results (Basilotta et al., 2022). According to Spencer & Spencer (2008), competence consists of five characteristics. First, skills are the ability to plan, accuracy, the ability to lead, the ability to work together in groups accompanied by the ability in accordance with intellectual, emotional, and social intelligence in planning, leading with accuracy, the ability to cooperate in groups. Second, purpose or motivation is something in which a person consistently thinks that he acts. adding that motives are drive, direct, and select behavior toward certain actions or goals and away from others. For example, a person who has achievement motivation consistently develops goals that challenge himself and takes full responsibility for achieving those goals and expects feedback to improve himself. Third, traits are dispositions that make people behave or how someone responds to something in a certain way. For example, confidence, self-control, fortitude, or endurance. Fourth, attitude is the attitude and values that a person has. Attitudes and values are measured through tests to respondents to find out the value a person has and what attracts someone to do something. Fifth, knowledge is the information that a person has for a particular field. Knowledge is a complex competency. Knowledge tests measure a participant's ability to choose the most correct answer but cannot see if someone can do the job based on the knowledge they have.

Tax consultant is a person who provides tax consulting services to taxpayers in order to exercise their rights and fulfill their tax obligations in accordance with tax laws and regulations (Apostol & Pop, 2019). Tax consultant competencies are the skills possessed, which are used to carry out the profession. The competencies possessed by professionals in the field of taxation must always be improved and adjusted to the needs in the world of practice in various types of organizations or companies (Diller et al., 2020).(Hermina, 2022)

3 METHODS

This study used qualitative research methods using a systematic literature review approach. The literature studied does not only come from research articles, but from several sources obtained online. The processed data sources come from YouTube, online news, research articles, and from other social media. Data

sources must come from credible sources, both YouTube channels, online news, and other sources. Data is searched using keywords that match the research question. The consideration of using these data is due to the availability of adequate data on the internet and can be accessed easily (Hafidhah & Yandari, 2021). The selected data samples are data published for the last three years, specifically from 2021 to 2023. The data processing process uses NVivo 12 Plus software. This software was chosen because it is able to produce coding visualization images and how to use the software is very user friendly (Tambun & Sitorus, 2023).

There are four stages carried out in the data processing process with NVivo, the data input stage, coding stage, visualization stage and conclusion stage (Sitorus & Tambun, 2023). The first stage, data input uses two methods, internal data input and external data. Internal data is data that is inputted to NVivo without using an internet connection. This data is usually data that is already available on a laptop, such as a research article. While external data is data that the input process to NVivo uses an internet connection, the data input process uses the Ncapture for NVivo facility. Examples of external data from the internet such as YouTube, online news, and various social media. The second stage is coding data in accordance with the answers to the research questions. Coding is a simple word or sentence that is the answer to a research question. At this stage, content analysis is carried out, which is the stage of understanding words or sentences in the research data (Tambun, 2021). Especially for the coding process for YouTube data sources or social media sources in the form of videos, coding is done after there is a transcript of YouTube content or video. The analysis was carried out by making transcripts, then the coding process was carried out (Salahudin et al., 2020). The third stage, create a coding visualization image. Visualization coding is a collection of coding that makes up an image. Coding images are interrelated with various data sources. This coding image is analyzed in the process of making research conclusions. The fourth stage is the determination of research conclusions. The conclusion of the study is the answer to the research question. The answer is seen from the existing coding. Coding is considered to have strong validity if coding is confirmed from various data sources. Coding validity is strong if confirmed at least three times from various data sources. This principle is a measurement of coding validity using the triangulation method (Natow, 2020). Furthermore, coding is sorted by most confirmations to the least confirmed coding. These

codes are used as answers to research questions, as well as research conclusions.

4 RESULTS AND DISCUSSION

This research produced several references consisting of 1 YouTube, 6 Online News, and 5 research articles. The coding process is done using NVivo 12 Plus Software. There are five valid and confirmed codings at least three times to the data source studied. The following is presented a visualization image of the resulting coding.

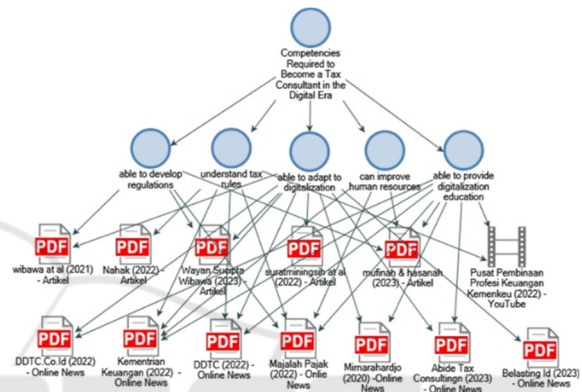


Figure 1: Coding Visualization Image.

All coding in Figure 1 is an answer to the research question. Coding comes from content analysis of the various data studied. The coding process uses the facilities available in the NVivo 12 Plus software. The following is a summary table and intensity of each coding created.

Table 1: Recapitulation of Coding.

No.	Coding	Intensity	Reference
1	Understand tax rules	5	<ul style="list-style-type: none"> • (Nahak, 2022) • (Dian, 2022) • (Sutopo, 2022) • (Yulianto, 2022) • (Ministry of Finance, 2022)
2	Able to provide digitalization education in the field of taxation	8	<ul style="list-style-type: none"> • (Mufidah & Anisaul, 2022) • (Group, 2008) • (Dian, 2022) • (Aurora, 2022) • (Sutopo, 2022) • (Yulianto, 2022) • (Mirna, 2021)

			<ul style="list-style-type: none"> • (Ministry of Finance, 2022)
3	Can improve human resources, especially in the field of taxation.	3	<ul style="list-style-type: none"> • (Mufidah & Anisaul, 2022) • (Sutopo, 2022) • (Yulianto, 2022)
4	Able to adapt to tax digitalization.	9	<ul style="list-style-type: none"> • (Suratminingsih et al., 2022) • (Wibawa et al., 2023) • (Zunaidi et al., 2021) • (Group, 2008) • (Aurora, 2022) • (Dian, 2022) • (Yulianto, 2022) • (Sutopo, 2022) • (Mirna, 2021)
5	Able to develop or implement tax regulations.	4	<ul style="list-style-type: none"> • (Mufidah & Anisaul, 2022) • (Wibawa et al., 2023) • (Zunaidi et al., 2021) • (Yulianto, 2022)

4.1 Understand Tax Rules Well

Understanding tax rules, tax consultants are expected to have the ability to understand and follow the legal provisions applicable in a country's tax system. In the era of digitalization, the tax consultant profession is also required to innovate in connection with the development of knowledge, including the statement of financial accounting standards (PSAK), applicable laws and regulations, and transfer pricing guidelines as released by the OECD (Dian, 2022). Other sources argue that tax consultants should have a good understanding of tax regulations that apply in Indonesia, this includes a deep understanding of tax laws, tax regulations, fiscal policies, and recent changes in tax regulations (Group, 2008). The purpose of making tax rules is to collect revenue for the government, which will later be used for financing various state development programs and projects. In line with that, he believes that tax consultants play a

major role in accelerating taxpayer compliance with various rules that have been initiated by the authority (Aurora, 2022).

4.2 Able to Provide Tax Digitalization Education

The Directorate General of Taxes (DGT) stated that the tax consultant profession as a strategic partner of the government plays a role in educating taxpayers according to the times (Aurora, 2022). Therefore, the consulting profession needs to continue to develop in order to understand the development of the tax landscape, open your eyes to technology, and have a multidisciplinary perspective such as macroeconomics, law, and business (Dian, 2022). In today's digital era, tax consultants also play an important role in the implementation of tax technology and software solutions (Group, 2008). and Can provide digital education in an effort to improve the quality of consulting business (Wibawa et al., 2023). As well as utilizing digital era services by following technological developments can facilitate the service process (Mufidah & Anisaul, 2022).

It will always be expected that there will be an educational program, so it will also directly be able to provide an understanding related to the tax payment system. (Nahak, 2022). Various tax system innovations continue to be carried out, such as Monitoring Tax Reporting and Payment or known as the MP3 system, e registration (e-reg), Geographic Information System (GIS), online tax return reporting (e-filing), DGT Information System (SIP Replacement).

4.3 Can Improve Human Resources in the Field of Taxation

It is expected that tax consultants will be able to improve human resources in taxes which refers to efforts to improve Human Resources (HR) working in the field of taxation. It covers various aspects, such as increasing the knowledge, skills, and competencies of employees involved in tax administration, tax law enforcement, and tax planning and policy. This is important in efforts to increase tax revenue collection, which is an important source for financing government programs and projects. To maximize the use of technology, and improve the quality of Human Resources (Mufidah & Anisaul, 2022). Meanwhile, according to Darussalam, to be able to survive in the digital era, the tax consultant profession must be a human resource who understands the development of the tax landscape due to digitalization, has a

multidisciplinary perspective, is sensitive to technology, has high integrity, and increases education and literacy about modern taxes (Sutopo, 2022).

4.4 Able to Adapt to Tax Digitalization

Bonarsius Sipayung said that in the current era of digitalization, the role of tax consultants has penetrated into the realm of digital transactions carried out by taxpayers (Aurora, 2022). Lani believes that the tax consultant profession must understand all technical tax processes that have been digitized, both payments, reporting and various applications have been directed to the digitization system. (Sutopo, 2022). This is to respond to the evolving tax dynamics (Mufidah & Anisaul, 2022). According to Bonarius, tax consultants need to adapt and then improve their abilities, aka upgrading skills to educate taxpayers who need direction (Aurora, 2022; Wibawa et al., 2023). So in the digital era, data processing technology is needed that can help the performance of tax consultant services such as ERP system software and ever systems that have account tax service system products (Mirna, 2021). It can also help in improved services to taxpayers and better tax collection. Because the current Digitalization Era forces and requires millennials to be technologically literate in making and presenting technology-based financial reports (Mufidah & Anisaul, 2022; Suratminingsih et al., 2022).

4.5 Able to Develop or Implement Tax Regulations

Able to develop regulations in taxation, it is expected that tax consultants refer to the ability of government institutions or bodies responsible for regulating tax rules and regulations to create, update, or compile new regulations related to taxation. The challenge of digitizing the tax system, particularly developing feasible and appropriate regulations, maximizing the use of technology (Mufidah & Anisaul, 2022). There are several processes of developing regulations in taxation, First, identification of needs. Second, Draft Regulation, Third, consultation and participation. Fourth, impact evaluation. Fifth, publication and implementation. Sixth, monitoring and change. Finally, it is to develop good and effective tax regulations.

5 CONCLUSIONS

This research has produced conclusions that are answers to research questions that have been written in the introduction. There are five coding competencies needed by tax consultants in the digital era. First, understand tax regulations well. Second, able to provide digitalization education in the field of taxation. Third, it can improve the quality of human resources, especially in the field of taxation. Fourth, able to adapt to the digitization of taxation. Fifth, able to develop or implement tax regulations. Information on the results of this research can be used by tax consultants to improve their competence, so that they can compete with tax consultants at the national and international levels. The results of this research can also be recommended to educational institutions, especially in the field of tax accounting. This information can be used by higher education institutions to compile tax accounting curricula, in accordance with the needs of tax competencies needed in this digital era. The implication of this research is that prospective tax consultants and tax consultants need to study the 5 competencies provided by the results of this research. Apart from that, further research needs to examine these 5 competencies quantitatively to determine which competencies have a greater influence on the performance of tax consultants in the digital era.

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