

ANALYSIS OF THE EFFECTIVENESS OF SWALLOW NEST TAX IN INCREASING REGIONAL ORIGINAL REVENUE IN LUWU REGENCY

Dinda Eka Wulandari¹, Nur Afiah², Nuraisyiah³

¹⁻³⁾ Program Studi Akuntansi/ Universitas Negeri Makassar, Makassar

E-mail: ¹⁾ dindaeka1901@gmail.com, ²⁾ nurafiah@unm.ac.id, ³⁾ nuraisyiah@unm.ac.id

Submitted:
25 May 2026

Revised:
04 June 2026

Accepted:
07 June 2026

Abstract

This study discusses the effectiveness of the Swallow Nest Tax in increasing Regional Original Revenue (PAD) in Luwu Regency. The research problem focuses on the low realization of tax revenue compared to the set target and the suboptimal contribution of the swallow nest tax to PAD. The objective of this study is to analyze the level of effectiveness of the swallow nest tax and the factors influencing it. This research uses a descriptive qualitative approach with data collection techniques through interviews and documentation. Data analysis was conducted using an elasticity ratio approach and an interactive analysis model. The results show that the swallow nest tax has not been effective in increasing PAD, with an average elasticity value of -0.03% (inelastic) during the 2022–2024 period. The realization of tax revenue is still far below the established target. This condition is influenced by low taxpayer awareness, suboptimal business reporting, limited supervision, and unstable harvest yields. As a result, the tax effectiveness remains low and has not provided a significant contribution to PAD.

Keywords: *Swallow Nest Tax, Regional Original Revenue (PAD), Effectiveness*

1. INTRODUCTION

Regional Original Revenue (PAD) is one of the important indicators in assessing the level of financial independence of a region. PAD is obtained from various sources, one of which is local taxes that play a strategic role in supporting regional development and governance. This is in line with Law Number 1 of 2022 concerning Financial Relations between the Central Government and Regional Governments, which states that local taxes are a main source of regional income used to finance development needs and public services. One type of local tax that has considerable potential is the swallow nest tax (Budiawan, 2022).

Luwu Regency is one of the regions that has significant potential for swallow nest businesses. This business is an important source of community income due to the high market value of swallow nests. However, despite its large potential, the contribution of

swallow nest tax to PAD is still relatively low. This indicates that there are problems in tax management and collection that have not been optimized.

The effectiveness of tax revenue is influenced by various factors, such as taxpayer compliance, supervision systems, and business reporting mechanisms. Effective tax revenue is reflected in the achievement of set targets and its contribution to increasing PAD. However, in practice, many taxpayers have not properly reported their businesses, and some businesses are not yet fully registered. This condition causes tax potential that could be maximized to remain underutilized (Barasongka et al., 2021).

These problems also occur in the management of swallow nest tax in Luwu Regency. Tax revenue realization in recent years has not reached the set targets. In addition, the contribution of swallow nest tax to PAD is still relatively small compared to other regional income sources. This shows that the effectiveness of swallow nest tax in increasing PAD still needs to be improved.

Tax effectiveness can be analyzed using the elasticity ratio, which measures the extent to which changes in tax revenue respond to changes in PAD. Low elasticity indicates that tax revenue has not made a significant contribution to increasing PAD. Therefore, effectiveness analysis is important to assess tax performance and serve as a basis for evaluating regional tax management (Hariyanto et al., 2022).

Based on these issues, an analysis is needed regarding the effectiveness of swallow nest tax in increasing PAD and the factors that influence it. This analysis is expected to provide a comprehensive overview of tax revenue conditions and serve as an evaluation tool for local governments in optimizing tax potential.

This study aims to analyze the effectiveness of swallow nest tax in increasing Regional Original Revenue (PAD) in Luwu Regency and to identify the factors influencing its level of effectiveness. This research is also expected to provide empirical contributions to regional tax management and serve as a consideration for local governments in improving tax revenue optimization.

Based on the theoretical framework and the phenomena described, the hypothesis proposed in this study is that the suboptimal revenue of swallow nest tax affects the low effectiveness in increasing Regional Original Revenue (PAD).

2. RESEARCH METHOD

This study uses a qualitative approach with a descriptive method. The research data were collected through in-depth interviews and observations of parties involved in the management of swallow nest tax in Luwu Regency, namely employees of the Regional Revenue Agency (BAPENDA) and swallow nest taxpayers. In addition, documentation

techniques were used to obtain supporting data in the form of reports on tax revenue targets and realizations, as well as Regional Original Revenue (PAD) data relevant to the study.

The data sources in this study consist of primary data and secondary data. Primary data were obtained directly from informants through interviews with BAPENDA officers and taxpayers, while secondary data were obtained from official documents, regional financial reports, archives, and other written sources that support the research analysis.

Data analysis was conducted using a descriptive qualitative approach through the stages of data reduction, data presentation, and conclusion drawing. In addition, the analysis also employed an elasticity ratio approach to measure the level of effectiveness of swallow nest tax on PAD. The analysis process was carried out continuously to obtain a comprehensive overview of the effectiveness of swallow nest tax revenue in increasing Regional Original Revenue (PAD).

3. RESULTS AND DISCUSSION

The results of the study show that the effectiveness of swallow nest tax in Luwu Regency is still relatively low and has not been able to make an optimal contribution to Regional Original Revenue (PAD). Based on the data obtained, the realization of swallow nest tax revenue during the 2022–2024 period is still far below the set targets. This condition indicates that the existing tax potential has not been fully utilized by the local government.

Based on interviews with the Regional Revenue Agency (BAPENDA), it was found that many taxpayers have not properly reported their businesses. This was stated by one informant: “Many swallow nest business operators have not actively reported.” This finding shows that low taxpayer compliance is one of the main factors affecting low tax revenue.

In addition, the study also found that many swallow nest businesses have not been fully registered or recorded. Limitations in taxpayer data collection cause tax potential to be inaccurately estimated. This condition is consistent with the informant’s statement: “Not all swallow nest businesses are properly recorded.” This indicates that the taxpayer registration system still needs improvement in order to optimize tax potential.

From the supervision aspect, the results show that monitoring activities for taxpayers are not yet optimal. Limited human resources and the wide geographic area are major constraints in conducting comprehensive supervision. As a result, some taxpayers remain non-compliant in fulfilling their tax obligations. This finding shows that weak supervision directly affects the low effectiveness of tax revenue.

In addition to administrative factors, swallow nest tax revenue is also influenced by production factors. The unstable harvest of swallow nests causes fluctuations in business income. This affects the amount of tax paid. As stated by an informant: “Sometimes the harvest is high, sometimes low.” This indicates that natural and production factors also influence tax revenue.

Based on the elasticity ratio analysis, the elasticity of swallow nest tax revenue on PAD during the 2022–2024 period falls into the inelastic category with an average value of -0.03%. This value shows that changes in PAD are not significantly followed by changes in swallow nest tax revenue. Therefore, this tax has not yet made a meaningful contribution to increasing PAD.

From the socialization aspect, the study found that government efforts to educate taxpayers still need improvement. Some taxpayers do not fully understand their tax obligations. This is reflected in the informant’s statement: “Some still do not understand swallow nest tax.” This shows that lack of socialization is one of the causes of low taxpayer compliance.

These findings are in line with previous research (Dumbi et al., 2025), which states that low taxpayer compliance, limited supervision, and lack of socialization are the main factors affecting the effectiveness of local taxes. However, the potential of swallow nest tax is actually quite large if it is properly managed through improved data collection, supervision, and taxpayer awareness.

Overall, the results of the study indicate that the effectiveness of swallow nest tax in Luwu Regency is still not optimal. Low taxpayer compliance, limited data collection and supervision, and production factors are the main obstacles in increasing tax revenue. Therefore, improvements are needed in tax management through better data collection

systems, stronger supervision, and more intensive socialization so that the contribution of swallow nest tax to PAD can be increased sustainably.

4. CONCLUSION

Based on the results of the study, the effectiveness of swallow nest tax in Luwu Regency is still not optimal in increasing Regional Original Revenue (PAD). This is indicated by the low realization of tax revenue compared to the set targets, as well as an elasticity value classified as inelastic. The low level of effectiveness is influenced by several factors, including low taxpayer awareness and compliance, suboptimal data collection of swallow nest businesses, limited supervision, and unstable production factors. In addition, taxpayers' understanding of tax obligations is still limited, which also contributes to the low tax contribution to PAD.

Based on these findings, the local government is advised to improve socialization and education to taxpayers regarding the importance of tax obligations. In addition, it is necessary to update and re-register all swallow nest businesses so that tax potential can be fully identified. Supervision of taxpayers should also be strengthened through the optimization of existing resources. On the other hand, taxpayers are expected to be more active in reporting their businesses and fulfilling tax obligations in a timely manner. Future research is expected to examine strategies for optimizing regional tax revenue as well as the implementation of more effective tax collection systems for various types of local taxes.

The low effectiveness of the tax is influenced by several factors, including low awareness and compliance of taxpayers in fulfilling their tax obligations, suboptimal data collection of swallow nest businesses which results in many untapped tax potentials, and limited supervision from local authorities. In addition, the fluctuating production of swallow nests also affects the amount of tax that can be collected. Furthermore, taxpayers' understanding of tax regulations and mechanisms is still limited, leading to low levels of reporting and timely tax payments. This condition shows that the problem lies not only in administrative aspects but also in behavioral factors and the local tax management system.

REFERENCES

- Budiawan, S. (2022). Analisis Kontribusi Pajak Sarang Burung Walet Dalam Meningkatkan Pendapatan Asli Daerah Di Kabupaten Toli – Toli. *Journal of Applied Managerial Accounting*, 6(1), 146–153. <https://doi.org/10.30871/jama.v6i1.3815>
- Barasongka, M. N. W. P., Lambey, R., Efektivitas, A., Kontribusi, D. A. N., Pajak, P., Burung, S., Barasongka, M. N. W. P., & Lambey, R. (2021). Analisis Efektivitas Dan Kontribusi Penerimaan Pajak Sarang Burung Walet Terhadap Pendapatan Asli Daerah Kota Bitund . 9(4), 358–367. <https://doi.org/10.35794/emba.v9i4.36265>
- Dumbi, N., Tuli, H., Mahmud, M., & Danial, H. P. (2025). Analisis Efektivitas dan Kontribusi Pajak Daerah Dalam Rangka Peningkatan Pendapatan Asli Daerah. *Jambura Accounting Review*, 6(1), 271–285. <https://doi.org/10.37905/jar.v6i1.164>
- Hariyanto, I., Ode, W., Auliya, F., & Kusman, A. (2022). Rasio Efektivitas dan Elastisitas Pemungutan Pajak Daerah di Kota Kendari. 1(3), 316–321. <https://doi.org/10.54259/akua.v1i3.991>
- Manopo. (2019). Analisis Efektivitas Penerimaan Pajak Sarang Burung Walet Pada Pendapatan Asli Daerah Di Kecamatan Tombariri Kabupaten Minahasa. *Jurnal EMBA*, 7(3), 4407–4416.
- Taras, T., & Artini, L. G. S. (2017). Analisis Pendapatan Asli Daerah (PAD) Dalam Upaya Pelaksanaan Otonomi Daerah Di Kabupaten Badung Bali. *E-Jurnal Manajemen Unud*, 6(5), 2360–2387.
- Undang-Undang (UU) Nomor 1 Tahun 2022 Hubungan Keuangan Antara Pemerintah Pusat Dan Pemerintah Daerah. <https://peraturan.bpk.go.id/Details/195696/uu-no-1-tahun-2022>
- Undang-Undang (UU) Nomor 33 Tahun 2004 Tentang Perimbangan Keuangan Antara Pemerintah Pusat Dan Pemerintahan Daerah. <https://peraturan.bpk.go.id/Details/40770/uu-no-33-tahun-2004>