



# MOJAK AND ARTAJAK: MEDIA MODELS OF TAX AWARENESS INCLUSION FOR THE YOUNG GENERATION



## Product Background

While there are many factors that can influence MNE tax compliance, trust and the relationship between tax administrations and taxpayers is a useful place to start (Grace Perez-Navarro, Deputy Director of the OECD).

The actions of taxpayers – whether due to ignorance, carelessness, recklessness, or deliberate evasion – as well as weaknesses in a tax administration mean that instances of failure to comply with the law are inevitable. Therefore, tax administration should have in place strategies and structures to ensure that non-compliance with tax law is kept to a minimum (OECD).

One of the Strategies implemented is the tax awareness inclusion program. The inclusion tax is all activities related to tax awareness literacy in education with targets ranging from elementary school to high education. Inclusion program aims to people will get better in understanding about taxes obligation and awareness through Media models MOJAK and ARTAJAK as popular games are simple and easy to play



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## Picture of Product



MOJAK



ARTAJAK



## Novelty

Tax monopoly game in the form of a website

Developing monopoly and snakes & ladders as tax games.

Tax snakes and ladders game in the form of a application

## Usefulness

Monopoly and Snakes & Ladders games to support tax awareness inclusion

Monopoly and Snakes & Ladders games were used to introduce taxation

The younger generation know easier taxation

## Sustainable Development Goals

The existence of tax monopoly and the Snakes & Ladders game is hoped to have a positive influence on increasing tax awareness among the younger generation, which will subsequently impact taxpayer compliance levels and result in increased tax revenues in the future."

## Commercialization Potential

MOJAK and ARTAJAK can be socialized by the Directorate General of Taxes (DJP) or schools that require learning about taxation

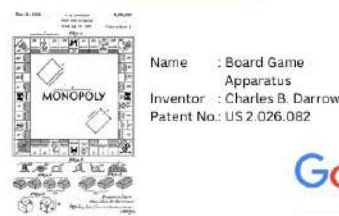


## Status of Product



## Benchmarking

### Monopoly



### Snakes and Ladders

Name : Game of Chance  
Inventors : Nicola Jane Mahar Rachel King Waugh Allen  
Patent No. : US 7,802,793 B2



## IP Protection



HKI Monopoly Tax Game Website  
No. 000499334

HKI Snakes and Ladders Tax Game Application  
No. 000514014



## Industry Partner

