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Understanding the Jastip Business Model Phenomenon in Indonesia

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Abstract

"Jastip" business model is one of the new business phenomena in Indonesia whose development is increasing in demand every year. Jastip or known as a consignment service is one of the businesses carried out by someone who is traveling both abroad and domestically, then opens a service to buy goods that other people want. When a literature review is carried out, there are limitations in research that studies this phenomenon, some say that the jastip business is the same as a personal shopper, some say differently. In addition, various other names of this jastip business have emerged such as Entrusted service agent, Shopping entrusted goods service, Deposit Service, and Entrusted services. Thus, it is necessary to have a deeper review of this jastip business concept phenomenon. This study uses a qualitative approach method of literature review which summarizes the important points in previous research so that the actual concept or description of Jastip's business is found. The results of the study show that the jastip business is different from personal shoppers. The jastip business is only a representative service to buy goods ordered by consumers and get a fee outside of the product price, in contrast to personal shoppers whose profession must be professional in exploring product information. This research is expected to be one of the contributions for future researchers, especially those who study the phenomenon of the Jastip.

Keywords: *Jasa titip, Jastip, Personal Shopper, Entrusted service agent, Deposit Service, Entrusted services.*

1. INTRODUCTION

Along with the increasing ease of mobility between countries, supported by cheaper international flight tickets, there is a new business trend known as Jasa Titipan or by another name, namely 'Jastip' (Revindo et al., 2024). Not only that, the jastip business is also supported by the rise of social media users, so that the development of this business is increasingly popping up in every region in Indonesia.

"Jastip" is a business carried out by a person who is traveling both abroad and domestically, then opens a service to buy goods that others want (Nefiratika et al., 2020) by making an initial agreement on product prices and service prices. The amount of service pricing is based on the condition of the goods being deposited, starting from the weight level

of the goods, the exclusive product (difficult to find), the location of the requested goods, the size of the goods, or the brand of the goods (Revindo et al., 2024).

Jastip's business is actually not always carried out for purchases between countries, but also between regions within the country (Nefiratika et al., 2020; Revindo et al., 2024). Activities that were initially considered prospective, are now starting to be taken seriously. Visits abroad or out of the region that were originally intended to be tourists are now carried out specifically to buy goods ordered by Jastip customers (Sukarja, 2022). There are even some Jastip providers who no longer travel abroad, but already have local agents or contact persons in the destination country where they buy goods to be sent to Indonesia. Jastip's business abroad continues to grow despite a number of legal obstacles, especially related to Customs on imported goods (Sukarja, 2022).

Jastip's business is a business that is included in the category of Social commerce, where the process of consumer interaction with business actors is mediated by social media (Nefiratika et al., 2020). But before the existence of social media, this jastip business originally existed, only with a different name. This Jastip business used to be known as a personal shopper (Kurniawati et al., 2018). A personal shopper used to work more often in shopping centers or fashion stores, cosmetics stores and function to give opinions to others about what items should be purchased by their consumers (Kurniawati et al., 2018). Individuals who become personal shoppers usually help others who cannot buy goods themselves to get the goods they want and help deliver goods until they are received into the hands of consumers, either delivered by themselves or using courier services (Kurniawati et al., 2018).

In previous research, there were those who stated that the Jasa Titip business (Jastip) is the same as a personal shopper which is a profession of a person who offers services to help others to shop for a product by adjusting to the needs of that person or is a system offered by individuals to "buy" something which is then added to the cost of remuneration or service money which is commonly called jastip fees (Sa'adah et al., 2019). When a literature review was carried out in previous research, the Jasa titip Business (Jastip) was not only equated with a Personal Shopper (Mufti & Saraswati, 2019; Nursyahida et al., 2022; Sa'adah et al., 2019; Syauqina & Ichsan, 2022), but also known by other names, namely Entrusted service agent (Gora, 2020), Shopping entrusted goods service (Irrynta, 2020)), Deposit Service (Ula, 2022) and Entrusted services (Kusumastuti, 2020).

Thus, it can be concluded that there are many perspectives regarding this Jastip Business Model. From previous research, there are many terms in commonality and there are even differences regarding the definition and concept of the jastip business itself, so it is necessary to conduct a deeper review of the summary of the definition and description of the concept that actually occurs in this jastip business. As a researcher, I want to conduct a literature review by collecting all previous studies that have conducted studies on the jastip business, and conducting a review to find an overview of the definition and basic concepts of the jastip business phenomenon that is happening today.

RESEACRH METHODS

Agenda

The research agenda of this literature review discusses the review of previous research that examines Jastip, Business Model, and business which is said to be the same as Jastip's business concept. A collection of literature reviews was carried out

to be able to summarize important points regarding the definition and actual description of the Jastip Business concept.

Literature search criteria

The key to this literature review research search starts from searching for article keywords on the Google Scholar, Scopus, Emerald, and sciencedirect databases as the basis for identifying information about the Jastip business model that is currently developing. Due to the limitation of literature and the lack of research on the jastip business, the researcher does not limit the year to look for literature that will be used as a reference. The researcher collected keywords that were close to the jastip business concept and reviewed each article and selected articles that were close to the jastip business concept. The following table displays the search terms that are used to find items in the database.

Table 1
Keywords and synonyms related to the research agenda

Data Base	Keywords	Result
Google Scholar	Jastip AND Personal Shoppers	170
	Jastip and Social Commerce	177
	Jasa Titip and Social Commerce	363
	Personal Shopper and Social Commerce	77.700
	Deposit Service and Personal Shopper	24.400
	Service Providers and Personal Shopper	16.700
	Entrusted goods Service and Jastip	62
	Entrusted Service Agent and Jastip	7
	Social Presence theory and Purchase Intention and Jastip or Jasa Titip	306
	Personal And Shopper	11
Scopus	Deposit And Service	187
	- No articles were found that researched Jastip's business model	
Science Derect	Personal Shopper	45.569
	Jastip	8
	Deposit Service	233.941
	- No articles were found that researched Jastip's business model.	
	Entrusted goods Service	4.005
	- No articles were found that researched Jastip's business model.	
Emerald	Entrusted Service Agent	5.722
	- Tidak ditemukan artikel yang meneliti model bisnis Jastip	
	Jastip	5
	- No articles were found that researched Jastip's business model.	
	Personal Shopper	4000

- No articles were found that researched Jastip's business model.	
Deposit Service	8000
- No articles were found that researched Jastip's business model.	
Entrusted goods Service	1000
- No articles were found that researched Jastip's business model.	
Total	14.704.040

Data source: Processed by the researcher (2024)

From table 1, when a search was carried out according to the keywords in the table, it was found that the total number of previous research articles was 14,704,040. From these results, although there are many articles search results, when reviewed more deeply each article, only a few examine this jastip business phenomenon. The researcher classified articles that discussed the jastip business, found that from 14,704,040 previous articles search results on the google scholar, scopus, emerald and scienderect databases, only 87 previous articles discussed this jastip business phenomenon. The researcher concluded, currently there are still limited research on the jastip business, so only 87 studies were found that discussed the jastip business and the same. This is an important point that shows that there is still a very lack of scientific research that specifically examines the topic of Jastip's business model.

RESULT AND DISCUSION

A. Basic Concept of Jastip Service

Jasa titipan or ("jastip") are services for the purchase of goods from a certain place or destination based on an agreement on the price of goods and service fees. These services are usually offered through electronic media or through social media as an intermediary channel. Jastip is a business carried out by a person who is traveling both abroad and domestically, then opens a service to buy goods that others want (Dessi et al., 2019; Haryani & Neltje, 2021; Mahesti & Dharma, 2020; Nefiratika et al., 2020; Nisak & Sihadi, 2022; Santika & Safrina, 2023).

The party who does this Jastip is then given a fee as a reward fee or service fee which is commonly called the Jastip fee. The fee given to Jastip is a fee that has been approved in the initial agreement. Both parties made an initial commitment regarding service fees in accordance with the agreement of both parties (Ahmad, 2020; Andiza & Wardhana, 2020; Anggraini et al., 2023; Madinah & Sari, Putri Karunia sari, Rofiqoh, 2019; Maresi & Sidik, 2022; Muslich & Irwansyah, 2019; Putri et al., 2020; Ramadhan et al., 2018; Rifa'i et al., 2020; Savitri et al., 2023)

In previous research, there were those who equated jastip with Personal Shoppers, but it turned out that there were also those who revealed that Jastip and Personal Shopper are different. This Jastip business is not only equated with a Personal Shopper (Mufti & Saraswati, 2019; Nursyahida et al., 2022; Sa'adah et al., 2019; Syauqina & Ichsan, 2022)), but also known by other names, namely Entrusted service agent (Gora, 2020a)), Shopping entrusted goods service (Irrynta, 2020) Deposit Service (Ula, 2022)), and Entrusted services (Kusumastuti, 2020) Although previous research (Mufti & Saraswati, 2019;

Nursyahida et al., 2022; Sa'adah et al., 2019; Syauqina & Ichsan, 2022) revealed the similarities between the business of Jasa Titip (Jastip) and personal shoppers, there is one study that argues that the concept of the jastip business is different from that of a personal shopper (Sukarja, 2022).

In previous research (Sukarja, 2022) it was found that the jastip business is not the same as the concept of a personal shopper business or conventional buying and selling activities. Although jastip is often confused with a personal shopper, this service is different (Sukarja, 2022) Personal shoppers are usually in charge of buying certain items ordered by their clients, this form of service already existed before the increasing influence of the internet and social media (Sukarja, 2022) A personal shopper is someone who shops for others to make a living. Personal shoppers can shop for anything, from groceries to furniture, but most personal shoppers buy clothes and accessories for their customers (Sukarja, 2022) Personal shoppers work directly for customers or may also work for stores that offer Personal Shopper services.

Personal shoppers basically meet the needs of customers not only because of convenience and time constraints, but because customers do not have enough knowledge about which products are suitable or worth buying. For example, a personal shopper in the fashion field, before buying clothes for his customers, first analyzes the customer's body proportions, skin color, fashion taste, lifestyle, and finances. After conducting the analysis, the personal shopper will recommend which products are right for the client to buy (Miles, 2013). In other words, conventional personal shoppers offer more personalized face-to-face services.

Personal Shopper was done professionally before the advent of the internet and social media. The profession requires in-depth knowledge of related products and industries. Personal Shoppers will have a deeper knowledge of customer needs and wants. Personal shoppers will meet and discuss with customers about the products to be purchased and also deliver the purchased goods directly to customers (Sukarja, 2022)

On the contrary, most jastip actors only act as intermediaries in making purchases for the benefit of service users, without providing professional opinions on which products are suitable or appropriate for their customers. Jastip providers do not meet face-to-face or even talk directly to their customers, but only communicate through messaging service applications. Jastip providers generally offer interesting items that are trending to buy, or service users who have certain preferences can make special requests to buy certain items (Sukarja, 2022).

Although the jastip approach was initially focused only on informal social media platforms, some service providers have evolved over time to formalize their activities, Titipbeliin.com for example, are companies designed to help consumers buy goods from abroad legally. The company seeks to provide solutions to problems in traditional jastip services such as delivery time, expensive jastip costs, and customs and excise constraints when brought from airport to airport (Sukarja, 2022).

B. Understanding the Definition of Jastip's Business Model from the literature review

From the literature that has been collected, the researcher found the results of definitions in each study that described the jastip business. From these various definitions, it can be seen that there are similarities in each definition mentioned by the previous researcher, but there are also those that define differently. Each researcher has his own point of view in describing Jastip's business. The following Table 2 is an overview of the set of definitions presented by the previous researcher.

Table 2
Definition of Jastip Business and businesses that are equated with Jastip business from literature review.

Researchers	Definition
(Ahmad, 2020; Andiza & Wardhana, 2020; Anggraini et al., 2023; Dessi et al., 2019; Haryani & Neltje, 2021; Madinah & Sari, Putri Karunia sari, Rofiqoh, 2019; Mahesti & Dharma, 2020; Maresi & Sidik, 2022; Muslichah & Irwansyah, 2019; Nefiratika et al., 2020; Nisak & Sihadi, 2022; Putri et al., 2020; Ramadhan & Sulaksono, Adidya Galih, Andarwati, 2018; Rifa'i et al., 2020; Santika & Safrina, 2023; Savitri et al., 2023)	Jastip is a business carried out by someone who is traveling both abroad and domestically, then opens a service to buy goods that other people want. The party who does this Jastip is then given a fee as a reward fee or service fee which is commonly called the Jastip fee. The fee given to Jastip is a fee that has been agreed upon at the beginning. Both parties made an initial commitment regarding the service fee in accordance with the agreement of both parties.
(Lestari & Wahyuni, 2016; Riswandi, 2019)	A personal shopper is someone who has a profession similar to a personal fashion stylist who helps in choosing fashion items for customers. The personal shopper profession emerged due to the growth of people who buy products by asking for the help of personal shoppers so that it makes it easier for consumers to choose and determine the expected products, besides that the role of personal shoppers helps consumers to determine the choice of quality products according to what they want.
(Hapsari et al., 2018; Rahman et al., 2023)	Personal shopper is a business carried out by someone who will travel out of town or abroad by buying the desired product or ordered by the consumer but the purchase of the product will be charged the purchase service price, also known as the service price entrusted to the business person on behalf of the consumer in buying the desired product
(Gora, 2020b)	Entrusted service agent is an activity that starts from a system of selling products or goods that are not marketed in the retail market in general such as in shopping centers, but the goods are sold privately, from person to person, word of mouth, and through social media.

(Irrynta, 2020)	Shopping entrusted goods service is a business that is usually carried out by someone who travels, both domestically and abroad, then opens a service to purchase goods that are desired by other people, namely consumers.
(Kusumastuti, 2020)	Entrusted services or the term personal shopper is a job in and out of stores, malls or wholesalers with the aim of buying goods or brands ordered by customers according to their wishes.
(Mufti & Saraswati, 2019; Nursyahida et al., 2022; Sa'adah et al., 2019; Syauqina & Ichsan, 2022)	Jasa Titip (jastip) or commonly called Personal Shopper is a custody position that is a third party between the seller and the buyer, or commonly called an agent, but the main task in this deposit service is to be a shopper for customers. This third party is then given a fee as a reward fee or service fee which is commonly called the Jastip fee.
(Sukarja, 2022)	A personal shopper is someone who shops for others to make a living. Private shoppers can shop for anything, from groceries to furniture. Personal Shopper was done professionally before the advent of the internet and social media. The profession requires in-depth knowledge of related products and industries. Personal Shoppers will have a deeper knowledge of the client's needs and wants. - Jasa titip or ("jastip") is a service for purchasing goods from a certain place or destination based on an agreement on the price of goods and service fees. These services are usually offered through electronic media or through social media as an intermediary channel.
(Kurniawati et al., 2018)	Jasa Titip or Jastip It used to be better known as a personal shopper. A personal shopper used to work more often in shopping centers or fashion stores, cosmetics stores and function to give opinions to others about what items should be bought by their consumers. Independent personal shoppers usually help other people who can't buy their own goods to get the goods they want and help deliver goods until they arrive at consumers, either delivered by themselves or using courier services.

Source: Researcher Processed (2024)

In table 2 above, you can see some of the definitions that researchers have collected from previous research that researched the jastip business and businesses that are said to be almost the same as the jastip business. In table 2, it is known that there are several views that say that the jastip business is the same as a personal shopper, but there are also those who think that the jastip business is different from a personal shopper (Sukarja, 2022). Although several previous studies revealed the same (Mufti & Saraswati, 2019; Nursyahida et al., 2022; Sa'adah et al., 2019; Syauqina & Ichsan, 2022) when reviewed

more deeply, the majority of researchers who research the jastip phenomenon are Indonesian and they dominantly refer to it as a deposit service or with a more popular short name, Jastip (Ahmad, 2020; Andiza & Wardhana, 2020; Anggraini et al., 2023; Dessi et al., 2019; Haryani & Neltje, 2021; Mahesti & Dharma, 2020; Maresi & Sidik, 2022; Muslich & Irwansyah, 2019; Nefiratika et al., 2020; Nisak & Sihadi, 2022; Putri et al., 2020; Ramadhan & Sulaksono, Adidya Galih, Andarwati, 2018; Rifa'i et al., 2020; Santika & Safrina, 2023; Savitri et al., 2023) where a representative service provider to buy an item needed or desired by consumers with an initial commitment provides a fee for service providers who are willing to provide the product they want.

The concept of a personal shopper itself is almost the same as a jastip business, which is to offer services to consumers to purchase a product, but to become a jastip provider businessman they do not need to be like a personal shopper whose profession requires in-depth knowledge of products and related industries (Sukarja, 2022). They only need to be a businessman who offers product purchase services that they can represent to buy in the form of photo and video uploads on their social media. For customers who are interested or want to ask about product information, they will answer but not as deep or professional as personal shoppers who are experts in the field of the product.

Jastip providers are more focused on providing product information in the field regarding the advantages and disadvantages of the products they see during store visits. For product adjustments in consumers whether they are suitable or not outside the limits of the Jastip service provider. They give more of an idea of what they see at that time, the appearance of the product, the price, or the discount that is going on in the store, beyond that when the product arrives in the hands of the consumer, if there is a mismatch, it will not be the responsibility of the Jastip service provider. The incompatibility of the goods purchased by jastip or the goods purchased are defective/damaged during delivery is not the responsibility of the jastip service provider and the goods cannot be returned (Sukarja, 2022).

C. How the Jastip Business Model works

At the beginning of Jastip's business transactions, Jastip providers will usually post their departure schedules on social media, such as the departure date and the region or destination country they will stop by. After departure, jastip providers post photos of the product on their social media. In addition, jastip providers will also often share story videos on their accounts that summarize all their daily activities in the place they will review, so that their followers on social media can easily see the products that can be reached by jastip providers and they can choose them. Jastip providers also conduct live broadcasts using their social media accounts, this is also done so that followers on social media can easily interact with jastip providers, ask mutual questions about the products they want and can also ask about the availability of products they are interested in.

In addition, these jastip providers also usually provide private chat services for new customers or customers who have been subscribed to their services for a long time. This service usually occurs before the departure of the jastip provider to the destination country or region, this aims to negotiate the products needed, be it food, medicines, fashion, electronic devices or even other products so that customers feel more comfortable in using their business services.

When negotiating, the service provider will provide a quote for the price of the desired goods. There are several jastip providers who provide price quotes for goods that already include various costs and benefits, but there are also some jastip providers who clearly separate the price of their service fees from the price of the goods they will buy. In

conclusion, each jastip has its own policy regarding the services they offer, if the customer agrees with the price given or with the policy set at the beginning, an agreement is reached.

The determination of service fees usually depends on various indicators such as location and also the type of goods that customers need. Foreign jastip service providers usually require more effort, resources, and risks so they are usually more expensive than domestic jastip services. In general, the profit pricing strategy reaches 20% of the retail price of a good (Stellner, 2020), but there are also those who explain the original price of the goods, then add service fees according to the rates determined based on the type of goods. The service fee for buying European luxury goods, for example, will certainly be more expensive than buying non-luxury goods at Jakarta malls (Sukarja, 2022)

Jastip providers will usually ask for an upfront payment of 30-50% of the total price or full payment. Payments are usually transferred directly to the jastip service provider's account when the advance payment or payment in full has been made by the jastip user to eat the ordered goods will be in the purchase process and delivered until they are received by the customer. Some of the purchase processes run smoothly and on time according to the estimates of the jastip service provider, but there are also delays in the delivery of goods due to various possibilities, such as being stuck at Customs.

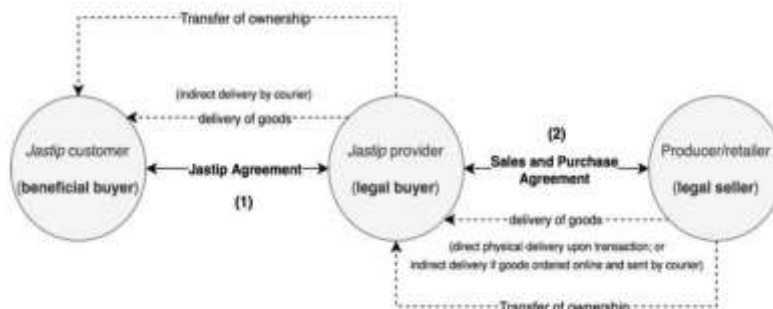


Figure 1. Jastip Business Transaction Scheme (Sukarja, 2022)

D. Jastip Business in Indonesia

Indonesia is one of the countries where Jastip's business development is increasing from year to year. This can be seen in the number of cases related to the jastip business at Customs. Throughout 2022, it was found that there were 39,207 cases of illegal Jastip that were acted upon with an estimated BHP value of Rp. 22,043 billion (NarasiTV, 2023). In 2024, there was also one incident related to Jastip that caused a national shock, namely the destruction of 2,564 Milk Bun cold bread from Thailand by Customs in March 2024 which was brought through Soekarno-Hatta Airport by 33 passengers (Revindo et al., 2024).

For the Jastip case, each passenger is allowed to bring goods from abroad and bring goods with a value of less than 500 US dollars (PMK No. 203/2017), if it is more, it will be subject to tax fees according to applicable regulations. In addition, each passenger or recipient is only allowed to bring or receive processed food products for medical purposes according to a doctor's prescription. Other processed foods (except alcoholic beverages) that are allowed to enter are only 5 kg per passenger/recipient (BPOM No 28/2023).

Actually, judging from the legality, according to the Directorate General of Customs and Excise, as long as the individual/company that carries out Jastip activities has completed its customs obligations and meets the applicable import ban/border provisions, the individual/company is not considered to be carrying out illegal activities (www.beacukai.go.id). Customs obligations include notification as imported goods and

paying import duties (BM) and taxes in the context of imports (PDRI) payable (Revindo et al., 2024)

For cases that occur in Indonesia, not all business actors who carry out Jastip carry out illegal activities, there are still Jastip business actors who still comply with existing regulations so that their Jastip business is a legal business in the eyes of the state. Some businesses that have high flying hours and have regular customers already make shipments through cargo from foreign countries to the country of origin and meet all tax obligations determined by their country. This certainly aims to avoid all risks that will occur, even though their business will experience large operational costs (the impact of paying tax provisions) but the guarantee of goods and the legality of their business is the top priority. The policy they carry out also aims to guarantee goods until they are accepted by consumers and establish a long-term consumer relationship bond so that consumers trust to use their services again.



Figure 2. Explanation of the rules for entering goods into Indonesia territory by passengers

E. Legal Risks Faced by Customers Using Jastip Services

In a previous study (Sukarja, 2022) researchers identified several risks in jastip business transactions on social media, these risks are:

1. Fraud

Fraud is one of the biggest risks in online transactions. In jastip, this risk is greater because there is no formal contract or electronic contract to protect the rights and interests of customers. Customers who have transferred funds in full may be deceived by the jastip service provider and can no longer be contacted.

Another form of fraud is when a customer receives a counterfeit product that is known at the beginning of the deal when the customer orders the original product. Most luxury goods providers guarantee that the goods to be ordered (usually fashion, electronic, etc.) are genuine goods purchased from retail stores, official factory outlets

or original luxury goods curators. However, customers, especially foreign services, have difficulty ensuring the authenticity of goods. This again shows the importance of trust in this business.

2. Product Defects

The jastip provider is not responsible for product defects. The jastip provider may be helpful to inspect the product while in the store before making a purchase, but the overall function of the item will not be fully known until the product is received by the customer and used intensively.

If there is a product defect, the goods received cannot be returned to the jastip provider, this is because there is no formal written agreement regarding the rule. Any kind of guarantee or return policy that falls within the scope of the standard sales and purchase forms provided by the store must be claimed directly by the jastip customer. Technically this will be difficult to do for goods purchased from abroad, unless the manufacturer of the item has a service center in the customer's country of residence that is covered by the warranty. In general, jastip providers are not obligated to claim warranties on behalf of kastip customers.

3. Lost in Transit

For goods ordered by foreign service providers sent to Indonesia using international couriers. In this process, there is a risk of goods being lost in transit. In these circumstances, there is no detailed contract regarding the rights and obligations of the parties, so this raises debate and ambiguity to show which party should bear the risk.

CONCLUSION

Based on the description of the previous explanation, the research gives the following conclusions: From the literature that has been collected, it is found that there is still limited research that examines the topic of Jastip's business model. In fact, in developed to developing countries, this business is increasing every year. Because this business is new, there are still many gaps, problems that have emerged so that contributions from researchers as problem solving to a suggestion for business people or countries who are in need of a reference as a consideration in making a policy to minimize losses, both for business development and minimizing business people who violate policies.

It is known, several previous studies revealed that the jastip business is the same as the personal shopper business, when reviewed more deeply, the majority of researchers who research the jastip phenomenon are Indonesian and they dominantly call it a deposit service or with a more popular short name, Jastip. In addition, from the review of this study, an important point was obtained that showed that Jastip's business was different from a personal shopper.

Broadly speaking, there are several cycles of similarities in establishing relationships or making agreements, but there are more specific differences that illustrate that the personal shopper business must be able to professionally explore information about the product, while the jastip business person does not. This shows that the dominant jastip business concept defines business actors conducting business transactions by making an initial agreement to purchase products and an agreement to pay purchase wages or service wages without being obliged to provide an in-depth picture of product information to customers. So, jastip business actors are not responsible for product incompatibility when the product has been received into the customer's hands. When in the initial agreement to provide information about products according to the eyes of jastip business actors when visiting the store and

customers match the products offered along with the service prices that have been set at the beginning, then that's when the jastip business transaction takes place.

So, the risk of using this Jastip does lie in the fact that when the goods experience incompatibility or product defects during the trip, the customer cannot return or claim losses. For future researchers, it is recommended to conduct more in-depth and broader research on this jastip business topic. The depth of the recommended jastip business topic can be from the perspective of the customer, the perspective of the Customs, or from the perspective of the business person himself.

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