



Engaging People's Enthusiasm in 2020 Population Census by Scrapping Social Media

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twitter

METHODOLOGY



```
import twint
import pandas as pd
from sqlalchemy import create_engine
from datetime import datetime
from langdetect import detect
```

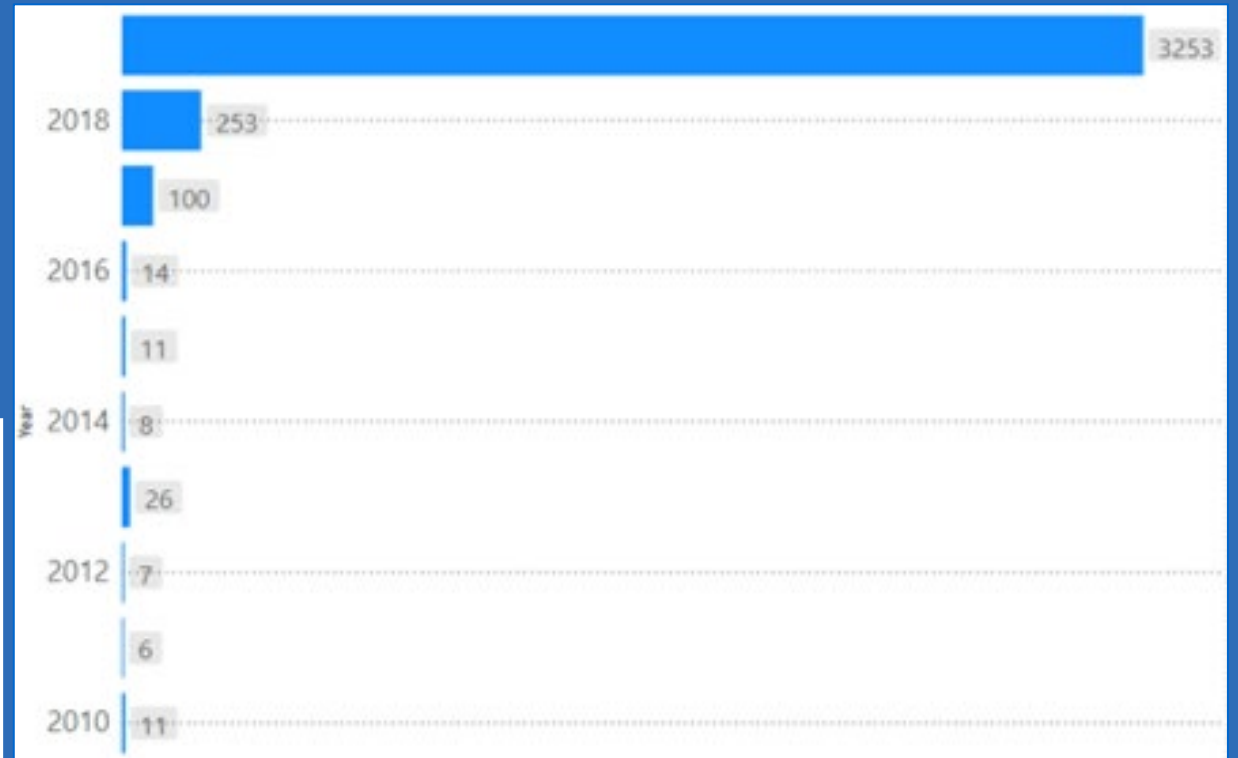
Keyword:
#sp2020
#MencatatIndonesia
sensus penduduk 2020
#sensuspenduduk2020
#rabusp

3689

Tweet

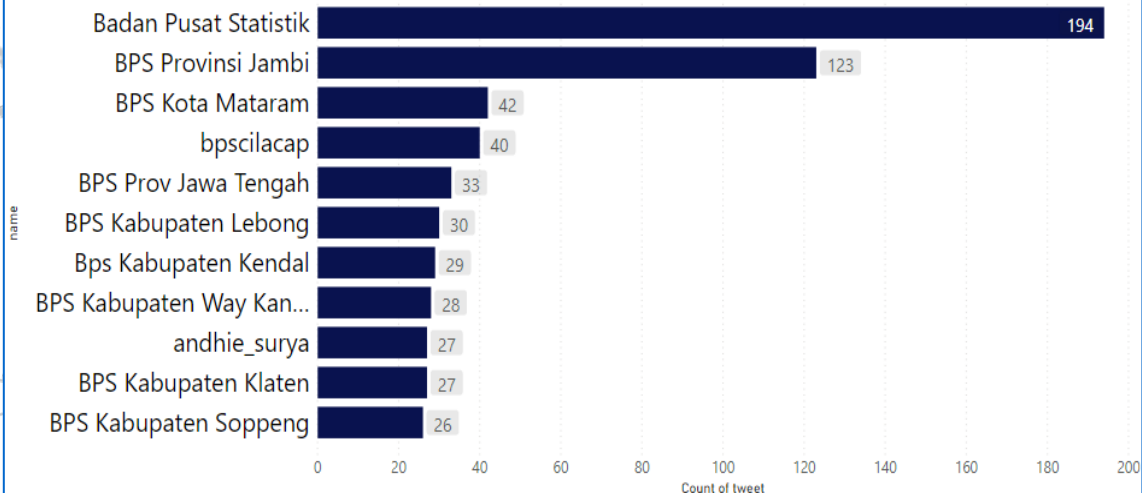
1732

Account

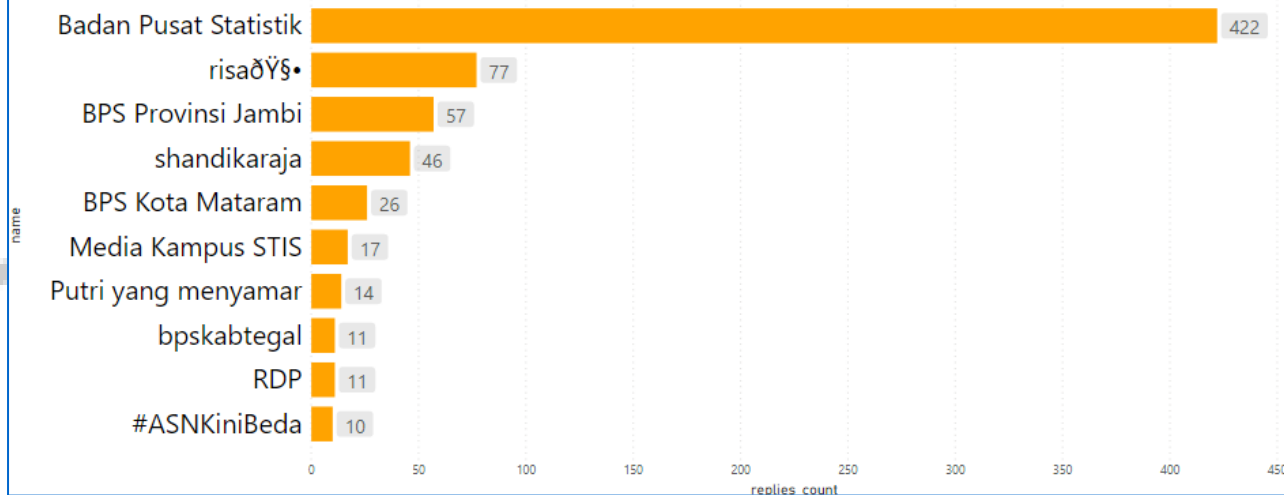


Count of Tweet by Year

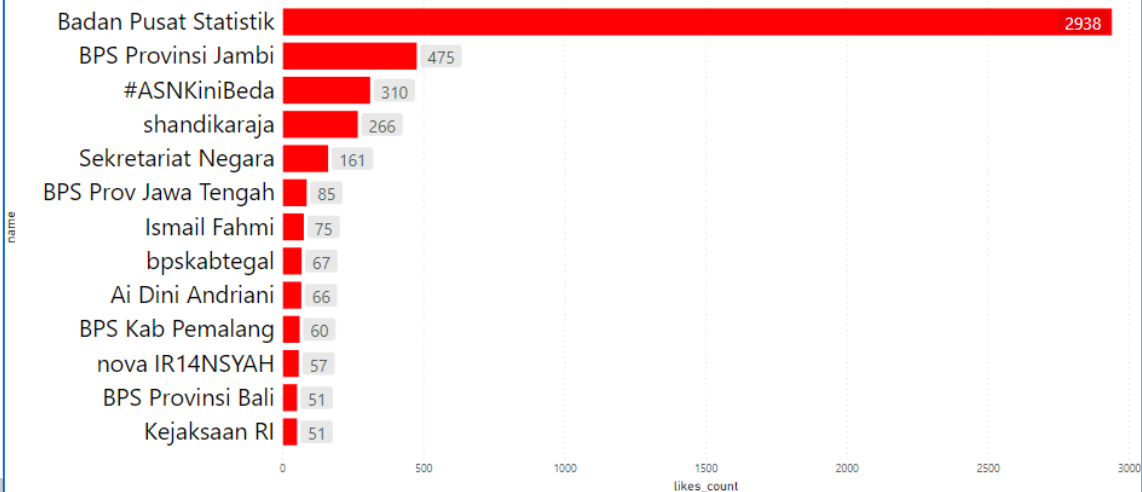
Count of tweet by name



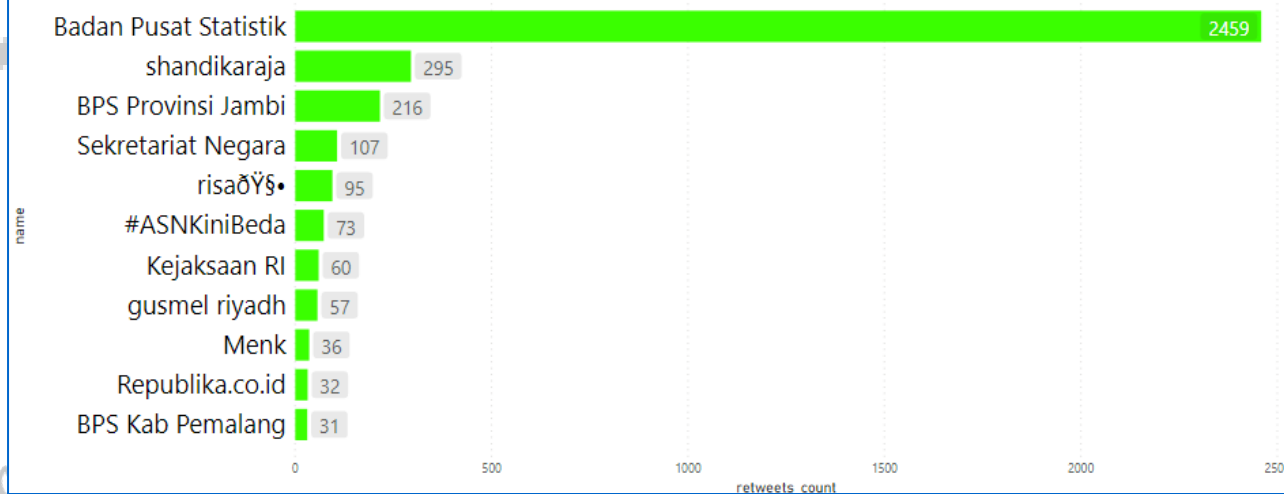
replies_count by name

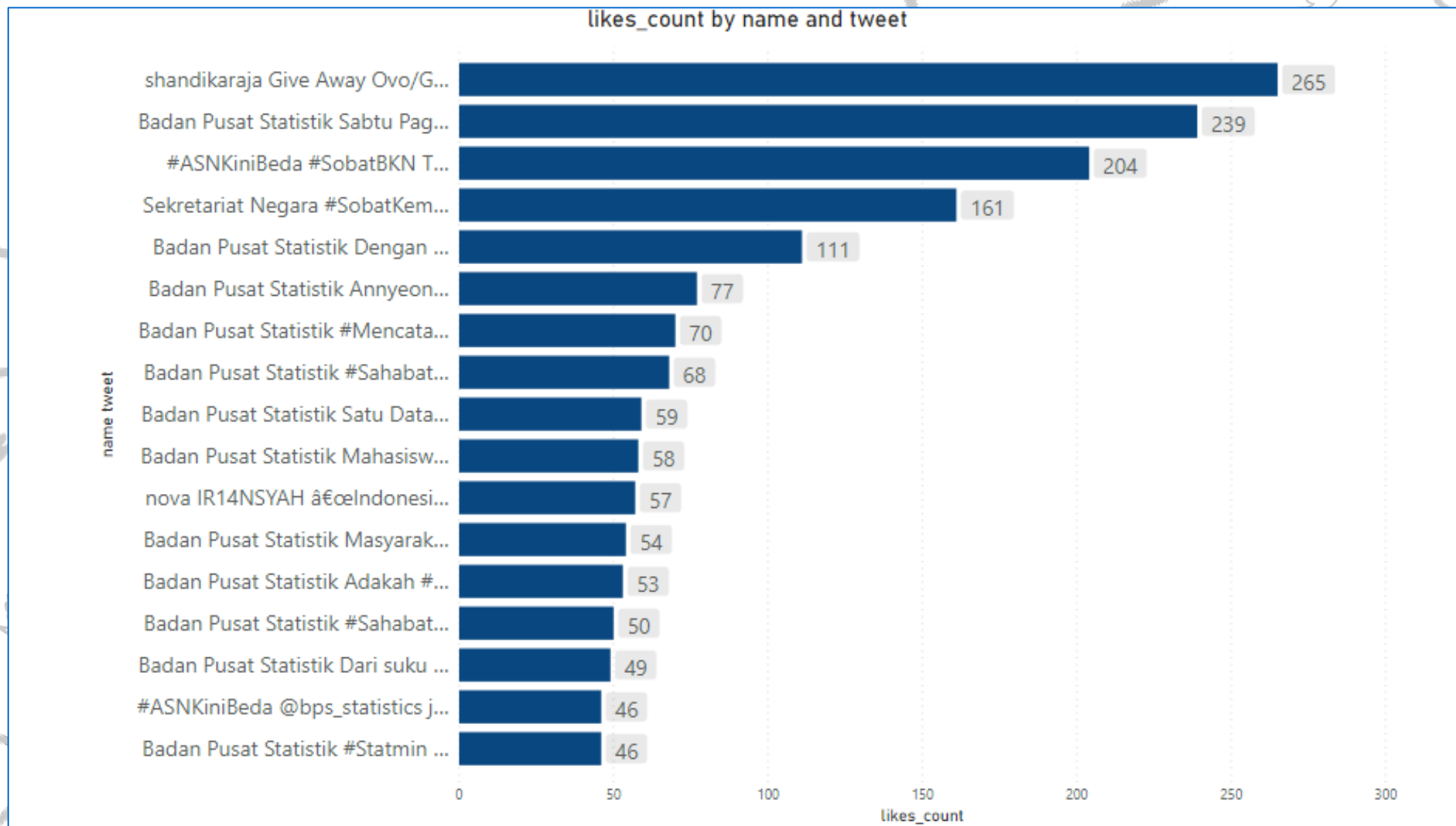


likes_count by name



retweets_count by name





WORD CLOUD

seluruh pelaksanaan Kepala itu tercatat ikut kemajuan
Nasional GerakanCintaData hanya kependudukan
HariStatistikNasional metode Pusat bisa Menuju bukan
gambar satu Hari sudah Pastikan
HSN kali depan Tugas lebih Statmin
Sukseskan Kabupaten ini bekal dilaksanakan juga
mencatat lupa semua berpartisipasi Online
disusun Jangan ditulis salah rangkaian lagi bahasa
pulau atau Anda data kamu Jadi persiapan
petugas Apa peta siap tidak serta cerita sebagai ada
wilayah sekedar Sosialisasi saling
dengan melalui Selamat berbagai dari Bantu Badan
dilakukan secara budaya ibarat melakukan
kita huruf Mari tahun ya
mengabadikannya kegiatan suku Jambi menjadi Pemetaan
Kota bersama jumlah adalah Provinsi



RESEARCH TIME

Data collection and analysis is carried out prior to the Population Census 2020, which is in the period of publication of activities from August to December 2019.

KEYWORDS

#mencatatindonesia
#sensuspenduduk
#sensuspenduduk2020
#sp2020
#rabusp
#satudatakependudukan



CLEANING DATA

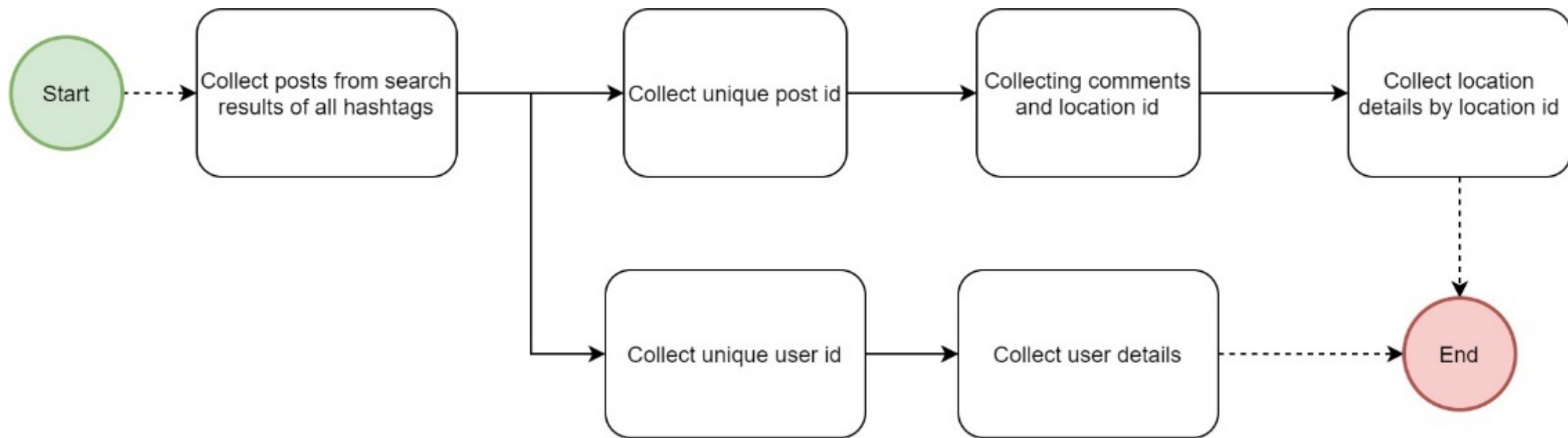


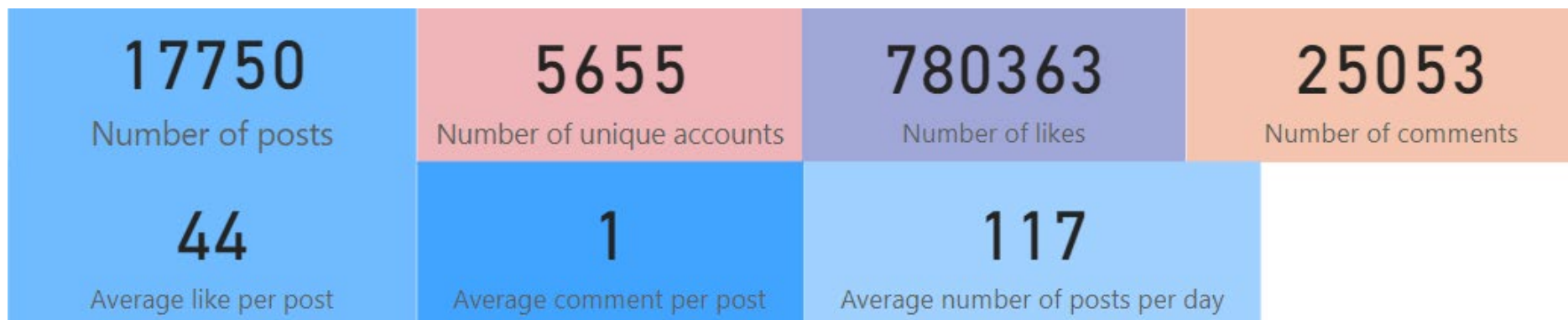
Following are the steps for data cleaning:

1. Removing data that are outside the range of the research period
2. Removing data posted from outside Indonesia
3. Removing non-Indonesian data



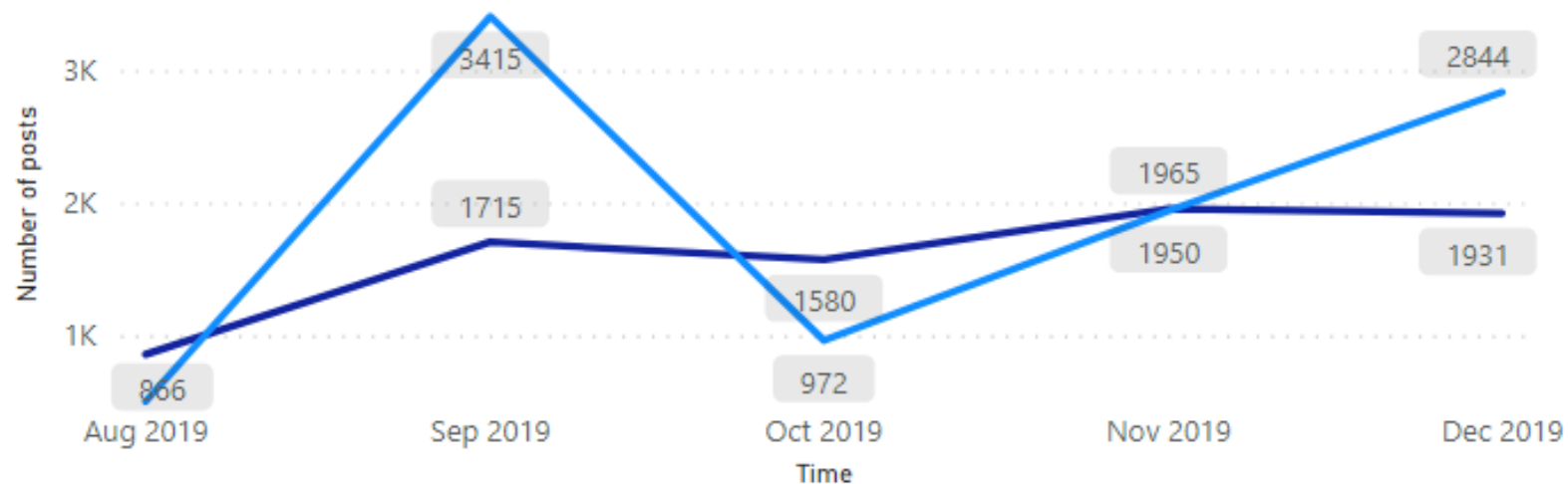
FLOW OF DATA COLLECTION



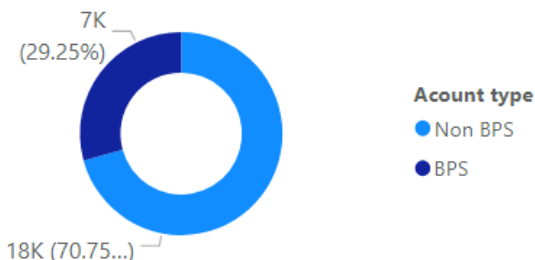


Number of posts by time and account type

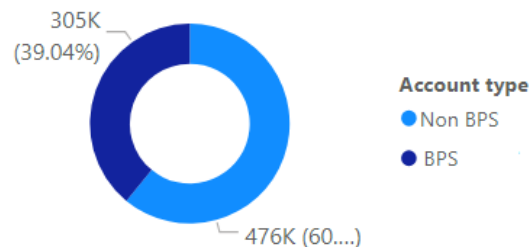
Account type ● Kantor BPS ● Non BPS



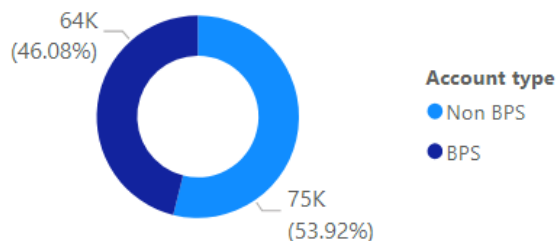
Number of comments by account type



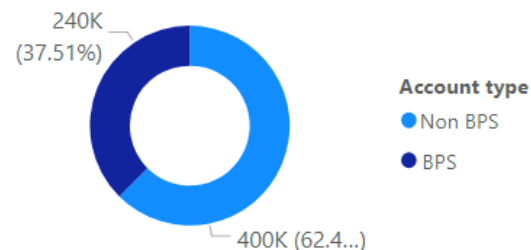
Number of likes by account type



Number of video post by account type



Number of photo posts by account type



Non BPS

64

Average post per day

2

Average comment per day

49

Average like per day

BPS

53

Average post per day

1

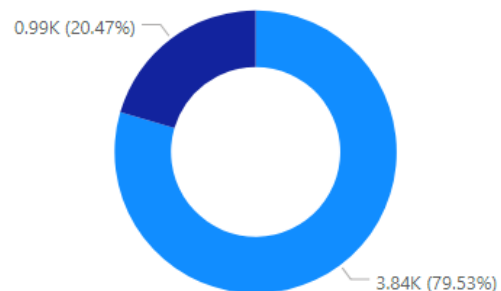
Average comment per day

38

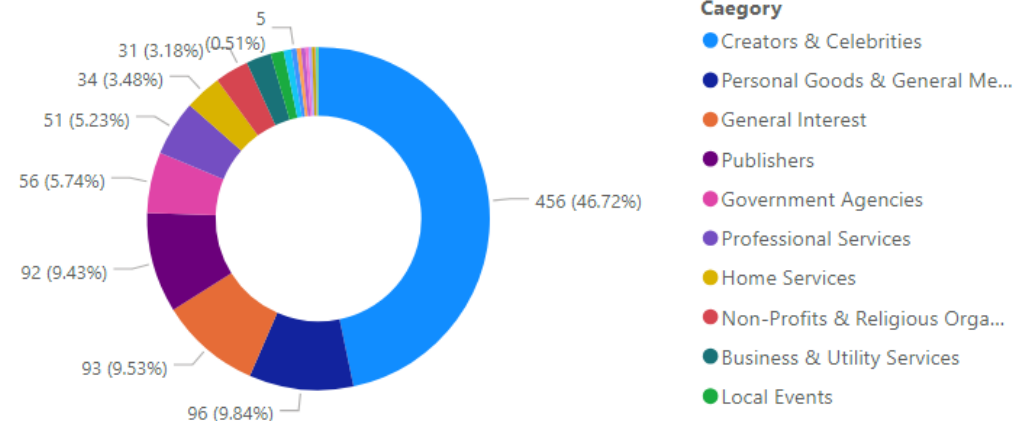
Average like per day

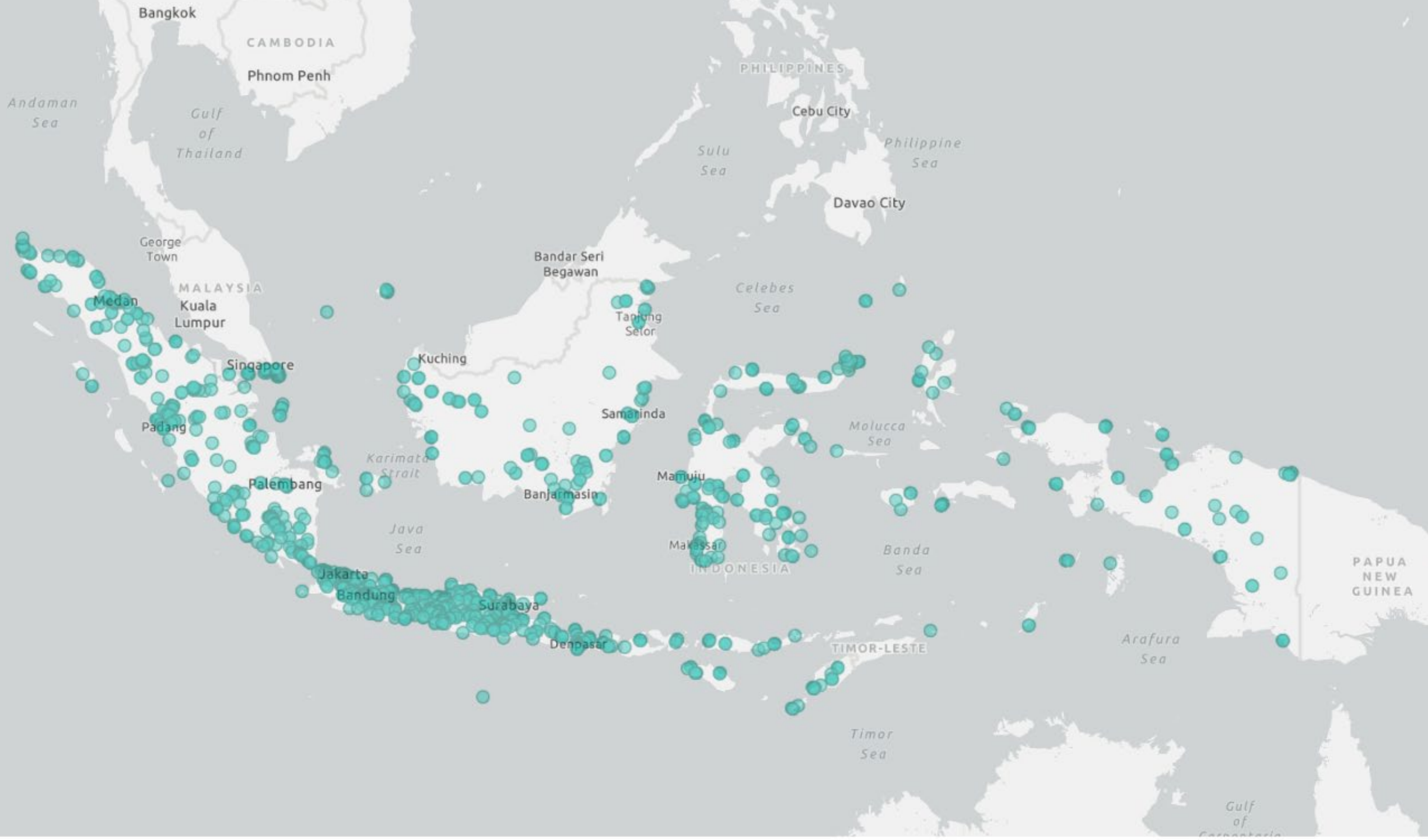
Non BPS Account

Number of accounts non BPS by category

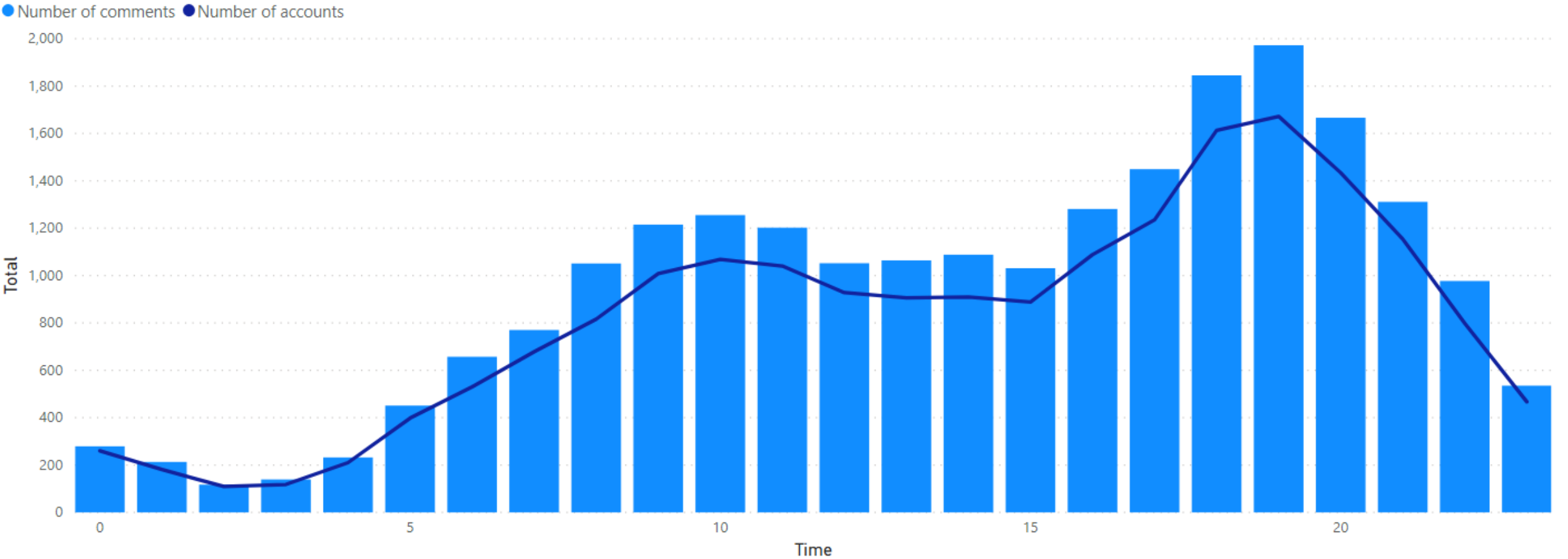


Number of bussines account by category





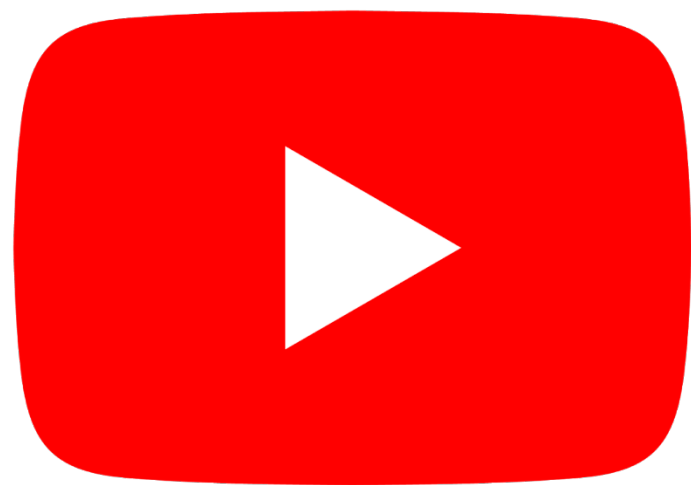
Number of comments and accounts by time



Number of posts with captions that **provide information that Population Census 2020 will be conducted online** or **include link to participate census online.**

3816
Number of posts

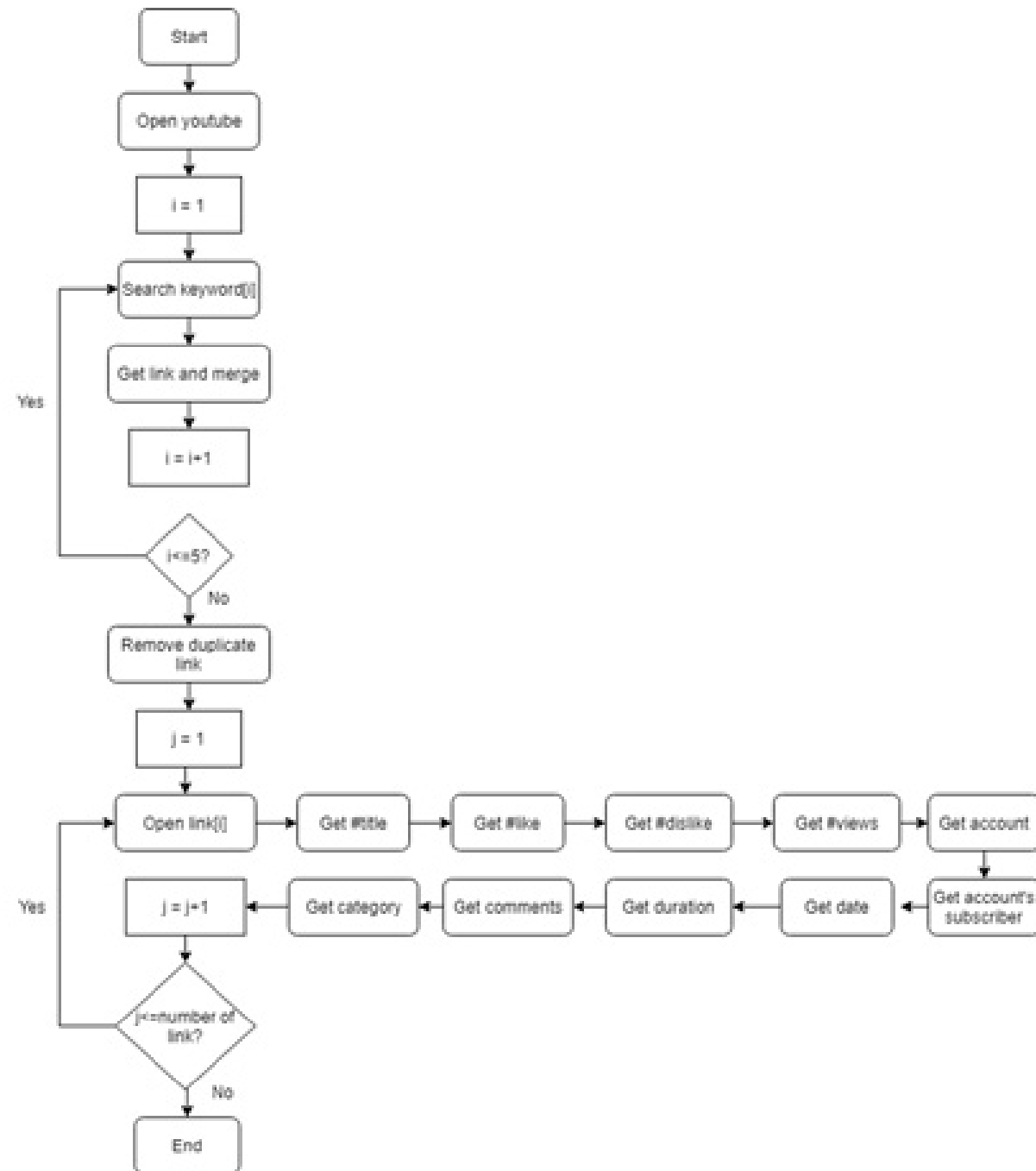
21.50
Percentage (%)



Keyword



- 1.Sensus Penduduk 2020
- 2.#sp2020
- 3.#sensuspenduduk2020
- 4.#lombacoversp
- 5.#mencatatindonesia



883

Videos

732030

Views

36274

Likes

879

Dislikes

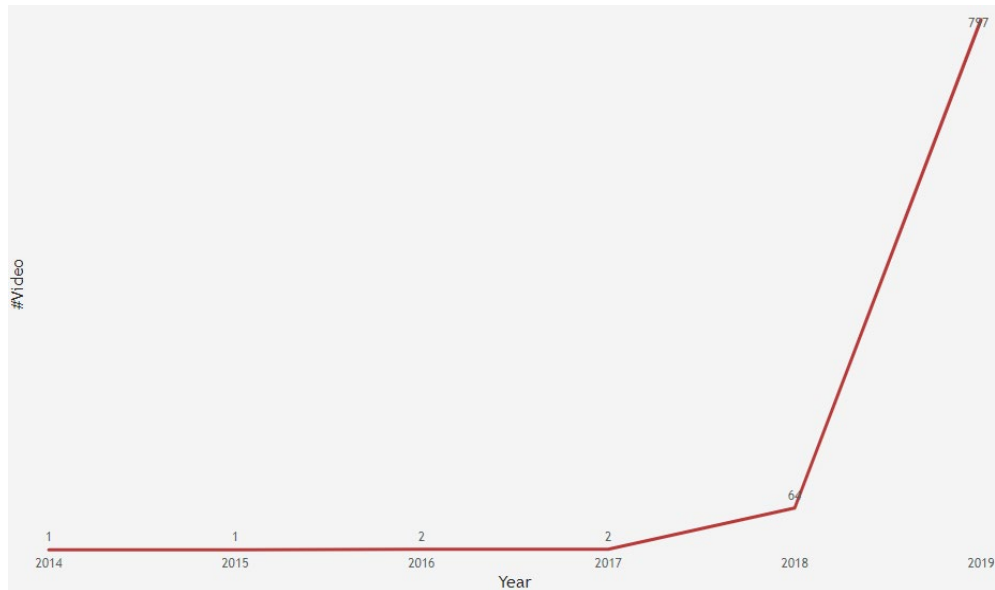
2441

Comments

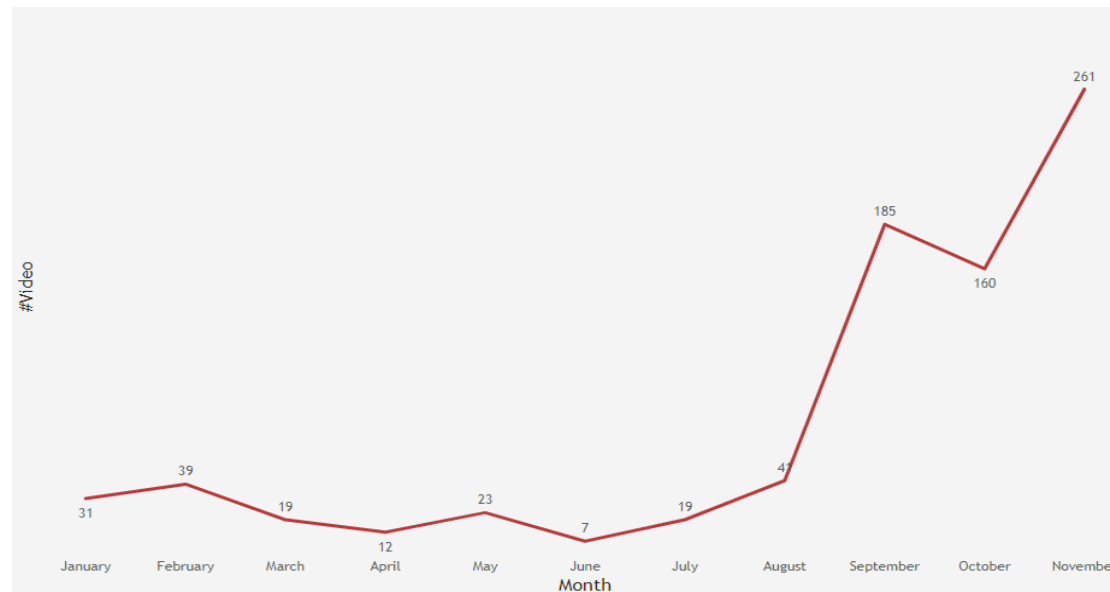
517

Accounts

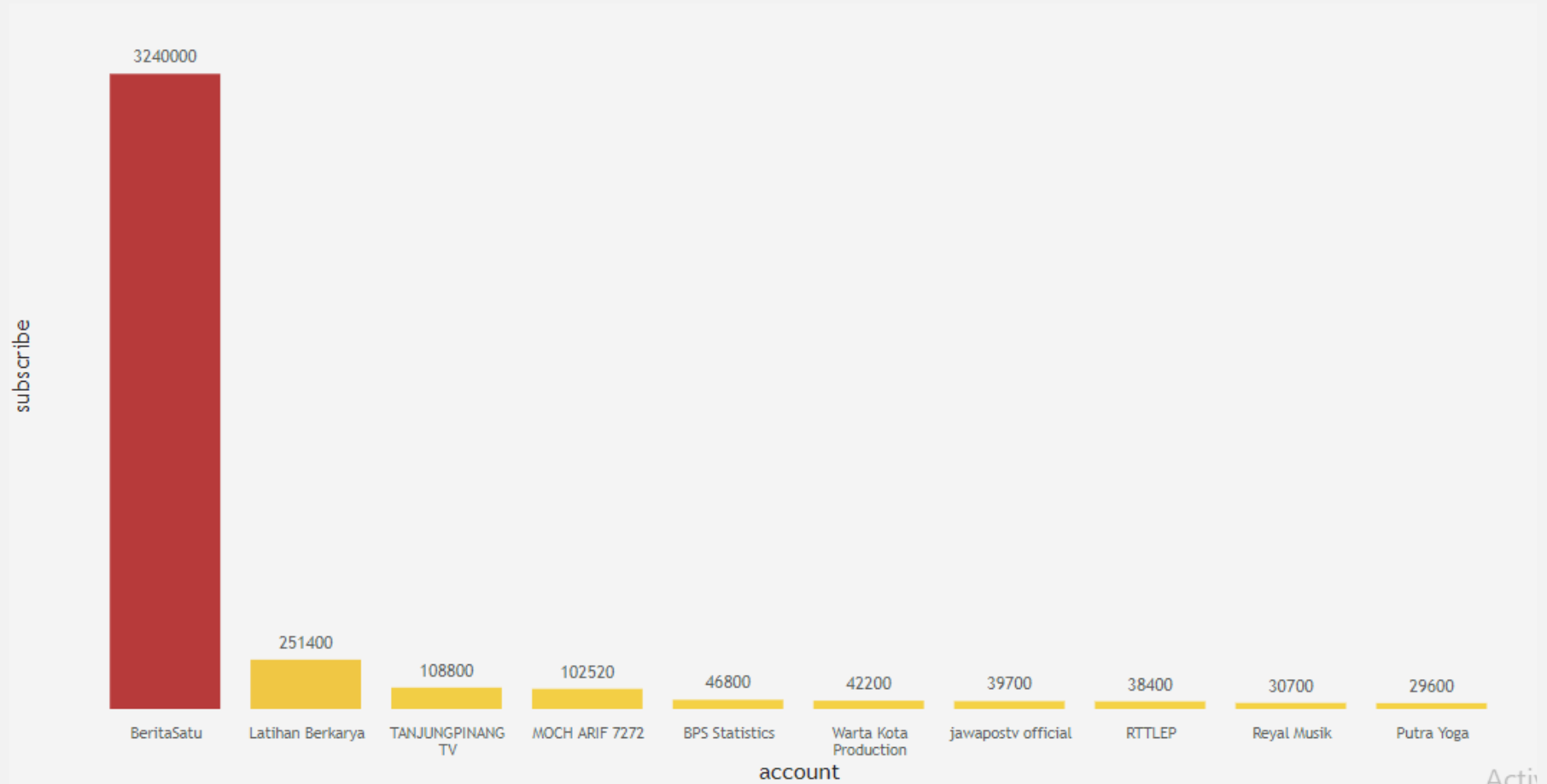
The trend of growth in the number of videos per year



Trends in the growth of the number of videos in 2019



When averaged, the number of views per video is only 829, the number of likes is 41 per video, and comments are between 2 and 3 per video.



Five Videos with the Most Views

Title	#view	Account	Published
(Tutorial) Koreografi Flashmob SP2020	70632	BPS Statistics	Thursday, 25 October 2018
Tutorial Penggunaan Aplikasi Wilkerstat SP2020	46891	BPS Provinsi Sumatera Utara	Friday, 22 March 2019
ALUR KERJA PEMETA DAN PENGAWAS PEMETAAN 2019	40557	BPS Provinsi Kepulauan Riau	Sunday, 17 March 2019
[Official] Theme song Sensus Penduduk 2020 (SP2020) Hip hop version Millenials style	31790	BPS Provinsi Sulawesi Barat	Friday, 08 February 2019
ALUR KEGIATAN PEMETAAN WILKERSTAT SP2020	20502	Badan Pusat Statistik Kota Medan	Monday, 25 March 2019

Five Videos with the Most Likes

Title	#like	Account	Published
[Official] Theme song Sensus Penduduk 2020 (SP2020) Hip hop version Millenials style	1100	BPS Provinsi Sulawesi Barat	Friday, 08 February 2019
Senam SP2020 oleh grup "BEVERLY HILLS" #lombasenamSP2020Sumut	646	adamalexandert	Thursday, 19 September 2019
Senam SP2020 oleh SALOTO MEDAN	555	HELNIA STG	Thursday, 19 September 2019
AMANAHA - Film Pendek (Short Movie) #SP2020aceh SIMEULUE	520	BPS Simeulue Ate Fulawan	Friday, 23 August 2019
Video SP2020 HSN 2019	520	Badan Pusat Statistik Provinsi Aceh	Friday, 23 August 2019

Five Videos with the Most Comments

Title	#comment	Account	Published
AMANAHA - Film Pendek (Short Movie) #SP2020aceh SIMEULUE	221	BPS Simeulue Ate Fulawan	Friday, 23 August 2019
Video SP2020 HSN 2019	221	Badan Pusat Statistik Provinsi Aceh	Friday, 23 August 2019
[Official] Theme song Sensus Penduduk 2020 (SP2020) Hip hop version Millenials style	99	BPS Provinsi Sulawesi Barat	Friday, 08 February 2019
Senam SP2020 oleh SALOTO MEDAN	15	HELNIA STG	Thursday, 19 September 2019
Senam SP2020 oleh grup "BEVERLY HILLS" #lombasenamSP2020Sumut	13	adamalexandert	Thursday, 19 September 2019

The top videos that have the most views, likes, and comments



[Official] Theme song Sensus Penduduk 2020 (SP2020) | Hip hop version | Millenials style

32.284 x ditonton • 8 Feb 2019

👍 1,1 RB 💬 3 ➦ BAGIKAN ⚙️ SIMPAN ...



BPS Provinsi Sulawesi Barat
382 subscriber

SUBSCRIBE

Composed by Hirlan Khaeri
Rap Song Written by Hirlan Khaeri
Music Produced by Yogia Mulyagara

LEBIH BANYAK



It can be seen that BPS is the most active in publishing videos related to 2020 Population Census is BPS in West Java province with a total of 112 videos. Of the total 34 provinces in Indonesia, as of November 2021 there are 2 province where BPS is not active at all, namely province Yogyakarta and Papua.

CONCLUSION



From these results, we can see which socialization method that was done effectively in order to get people's attention as part of evaluation object. For the future, this is going to be used in all statistics activities in term of engaging users and investing in statistics.





Thank You