Building Big Data Communication Strategies to Non-Expert Audiences

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BIG DATA COMMUNICATION STRATEGY
01 WHAT
Extracting statistics intelligence in context from the pool disseminated/ available statistics

02 WHO
Applying tailored market segmentation

03 HOW
Using Various communication concepts and forms

04 WHICH
Applying multiple communication channels

05 WHY
Descriptions and applying statistics knowledge
WHAT?

EXTRACTING
STATISTICS INTELLIGENCE
IN CONTEXT
3
HOW?
FORMS OF
COMMUNICATION
1. Big data for government policy: Potential implementations of big data for official statistics in Indonesia
2. Big data implementation for price statistics in Indonesia: Past, current, and future developments
https://ip.ios.semcs.net/.../statistical.../sji200740
3. Building Effective and Efficient Procedure for Pre-processing Marketplace Data
5. Development of Automated Flight Data Collection System for Air Transportation Statistics
(https://iopscience.iop.org/.../1742-6596/1863/1/012020)
6. Development of Automated Environmental Data Collection System and Environment Statistics Dashboard,
7. Impact of COVID-19 pandemic on tourism in Indonesia:
8. Sentiment Analysis on Overseas Tweets on the Impact of COVID-19 in Indonesia,
9. Online Marketplace Data to Figure COVID-19 Impact on Micro and Small Retailers in Indonesia,
11. Preparing a Big Data Utilization Communication Strategy,
https://iopscience.iop.org/.../1742-6596/1863/1/012077/meta
https://arxiv.org/abs/2108.09957
https://inohim.esaunggul.ac.id/index.../INO/article/view/223
14. Air pollution changes of Jakarta, Banten, and West Java, Indonesia during the first month of COVID-19 pandemic
https://www.koreascience.or.kr/.../JAKO202029462345414.page
HARI STATISTIK NASIONAL 2021
BIG DATA Hackathon
COMIC FOR BIG DATA LITERACY

https://www.instagram.com/p/CRG01odj79d/
https://www.instagram.com/p/CSO6m08J32p/
https://www.instagram.com/p/CTE7dsYJh0W/
BIG DATA BPS
4 WHICH? COMMUNICATION CHANNEL
Badan Pusat Statistik

Yuk, Kenal Lebih Dekat Lagi Dengan Big Data
Apakah Sahabat Data ingin makin familierr dengan Big Data? Seperti apa sih karakteristik Big Data itu. Apa Big Data selalu identik dengan internet?
Nah, biar makin jelas Statmin akan bagikan serba serbi tentang Big Data melalui seri komik. Ini dilakukan agar Sahabat Data lebih paham mengenai topik menarik ini. ... See More
Thank You