



Building Big Data Communication Strategies to Non-Expert Audiences

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Jakarta, 12 October 2021





BIG DATA
COMMUNICATION
STRATEGY



MAIN COMPONENT



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

1

WHAT?

EXTRACTING
STATISTICS INTELLIGENCE
IN CONTEXT





2

WHO?

MARKET SEGMENTATION

OUTREACH



INREACH



3

HOW?

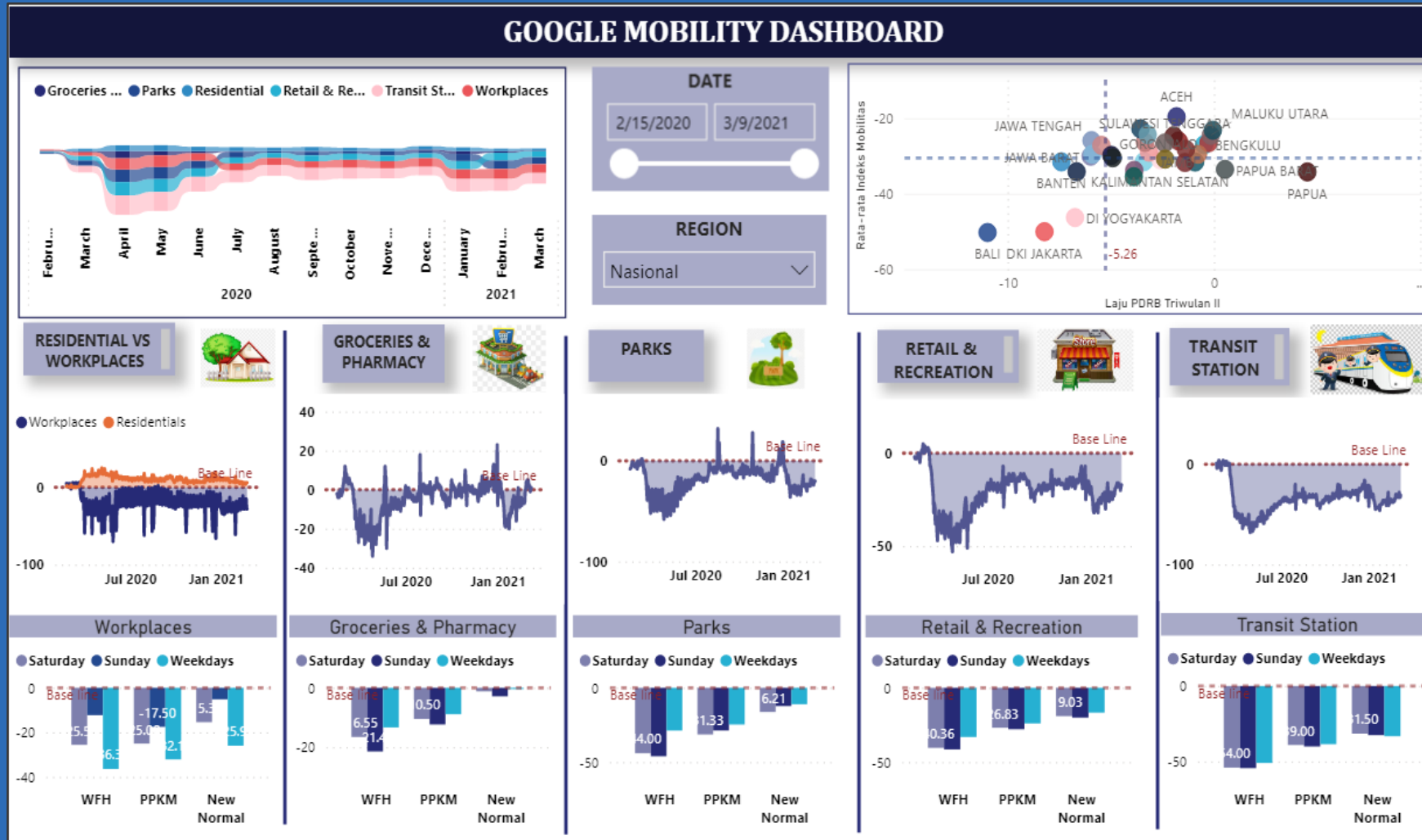
FORMS OF
COMMUNICATION





A

INREACH





<https://www.bps.go.id/publication/2020/06/01/effd7bb05be2884fa460f160/tinjauan-big-data-terhadap-dampak-covid-19-2020.html>



<https://www.bps.go.id/publication/2020/08/14/6a0041243eb246d555e6d117/analisis-big-data-ditengah-masa-adaptasi-kebiasaan-baru.html>



<https://www.bps.go.id/publication/2020/12/21/5e134ab0b0e2b6f8ec1b4c2e/kajian-big-data-sebagai-pelengkap-data-dan-informasi-statistik-ekonomi.html>



<https://www.bps.go.id/publication/2020/12/21/6c870767683ced5032e7ad9a/kajian-big-data-sebagai-pelengkap-data-dan-informasi-statistik-sosial.html>



<https://www.bps.go.id/publication/2021/08/06/e54d9c531e3a09a959329172/kajian-big-data-sinyal-pemulihan-indonesia-dari-pandemi-covid-19.html>

1. Big data for government policy: Potential implementations of bigdata for official statistics in Indonesia
<https://ieeexplore.ieee.org/document/8275097>
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 (<https://ieeexplore.ieee.org/document/9271717>)
4. Development of online travel Web scraping for tourism statistics in Indonesia. <http://informationr.net/ir/25-4/paper885.html>
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, (<https://journal.stats.id/index.php/ijsa/article/view/820>)
7. Impact of COVID-19 pandemic on tourism in Indonesia: <https://www.tandfonline.com/doi/full/10.1080/13683500.2021.1968803?src=>
8. Sentiment Analysis on Overseas Tweets on the Impact of COVID-19 in Indonesia, (<https://journal.stats.id/index.php/ijsa/article/view/819>)
9. Online Marketplace Data to Figure COVID-19 Impact on Micro and Small Retailers in Indonesia, <https://journal.stats.id/index.php/ijsa/article/view/822>
10. Mobility Pattern Changes in Indonesia in Response to COVID-19. <http://efi.ui.ac.id/index.php/efi/article/view/924>
11. Preparing a Big Data Utilization Communication Strategy, <https://iopscience.iop.org/.../1742-6596/1863/1/012077/meta>
12. Mapping of Covid-19 Risk Factors of Cities and Regencies in Indonesia during the Initial Stages of the Pandemic. <https://arxiv.org/abs/2108.09957>
13. Analisis Sentimen Pro dan Kontra Masyarakat Indonesia tentang Vaksin COVID-19 pada Media Sosial Twitter. <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>

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**HARI
STATISTIK
NASIONAL**

26
SEPTEMBER



HARI STATISTIK NASIONAL 2021

BIG DATA

Hackathon



B

OUTREACH

COMIC FOR BIG DATA LITERACY



<https://www.instagram.com/p/CRG01odj79d/>



https://www.instagram.com/p/CRqs34RjZ_3/



<https://www.instagram.com/p/CSO6m08J32p/>



<https://www.instagram.com/p/CTE7dsYJh0W/>





BIG DATA VIDEO

VIDEOS

PLAYLISTS

CHANNELS

DISCUSSION

ABOUT



<p>2:13:01</p>	<p>2:03:11</p>	<p>1:28:17</p>	<p>1:53:27</p>	<p>2:43:20</p>
<p>Workshop Data Sains dan Analisa Big Data</p> <p>40 views • 7 months ago</p>	<p>Data Point Analysis and Mobility Use Case</p> <p>70 views • 7 months ago</p>	<p>BEST PRACTICE! Pengelolaan Infrastructur...</p> <p>24 views • 7 months ago</p>	<p>CAPACITY BUILDING INTRODUCTION to...</p> <p>72 views • 7 months ago</p>	<p>Capacity Building SUPERVISED LEARNING...</p> <p>133 views • 7 months ago</p>
<p>57:34</p>	<p>1:57:17</p>	<p>46:51</p>	<p>1:02:30</p>	<p>48:26</p>
<p>Pemanfaatan Big Data dengan Remote Sensing</p> <p>191 views • 7 months ago</p>	<p>Data Exploration and Visualisation with python...</p> <p>56 views • 8 months ago</p>	<p>Perspektif Statistik dalam Pengembangan Big Data</p> <p>255 views • 8 months ago</p>	<p>Data Exploration and Visualization with Python...</p> <p>85 views • 8 months ago</p>	<p>Perkembangan Riset UKM Digital</p> <p>26 views • 8 months ago</p>

Penelitian terkait Pariwisata & Ekonomi Kreatif

- Kajian Pengembangan Sistem Ekonomi Kreatif Berbasis Digital (Mumpuni, 2020)
- Strategi Aneka Teknologi (UMM) di Tengah Waktu untuk Masa Depan (Mumpuni, 2020)
- Perilaku Media Baru untuk Mendukung Cita-Pesona dan Reputasi Publik (Mumpuni, 2020)
- Strategi Riset Digital dan Inovasi dan Implementasi Program Kelangkaan Berbasis Teknologi (Mumpuni, 2020)
- Impact of Covid 19 Pandemic on Tourism: An National and Practical Study in Indonesia (PRM, 2020)
- Dampak pandemi terhadap bisnis pariwisata dan destinasi (Mumpuni, 2020)
- Peran pengembangan bisnis dan perkembangan BUMDes (PRM, 2020)
- Artificial Industry's Ubiquitous in Indonesia: Challenges and Potential (PRM, 2020)

DEBATE PREVIEW

What to Watch For During The First Presidential Debate

BERBERITA DENGAN DATA

BERBERITA DENGAN DATA

BERBERITA DENGAN DATA

BIG DATA BPS



00:09



4

WHICH?

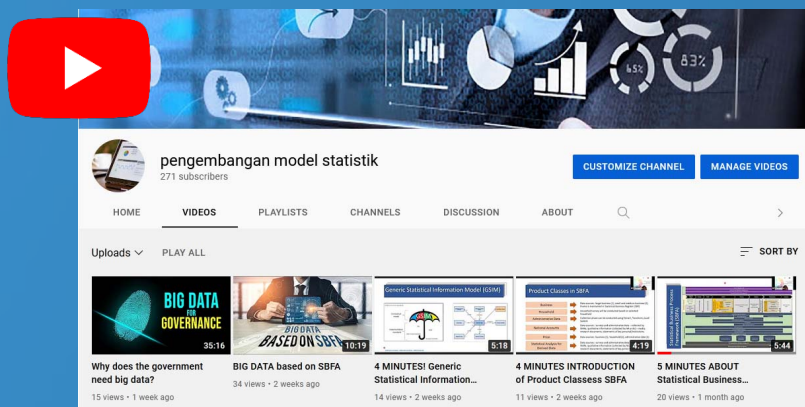
COMMUNICATION
CHANNEL



FACEBOOK: <https://www.facebook.com/bigdatbps>



YOUTUBE : <https://www.youtube.com/channel/UCQZFQxmG7KQwpaMEw01t7ZA>



WEBSITE : <https://bigdata.bps.go.id/>





5

WHY?

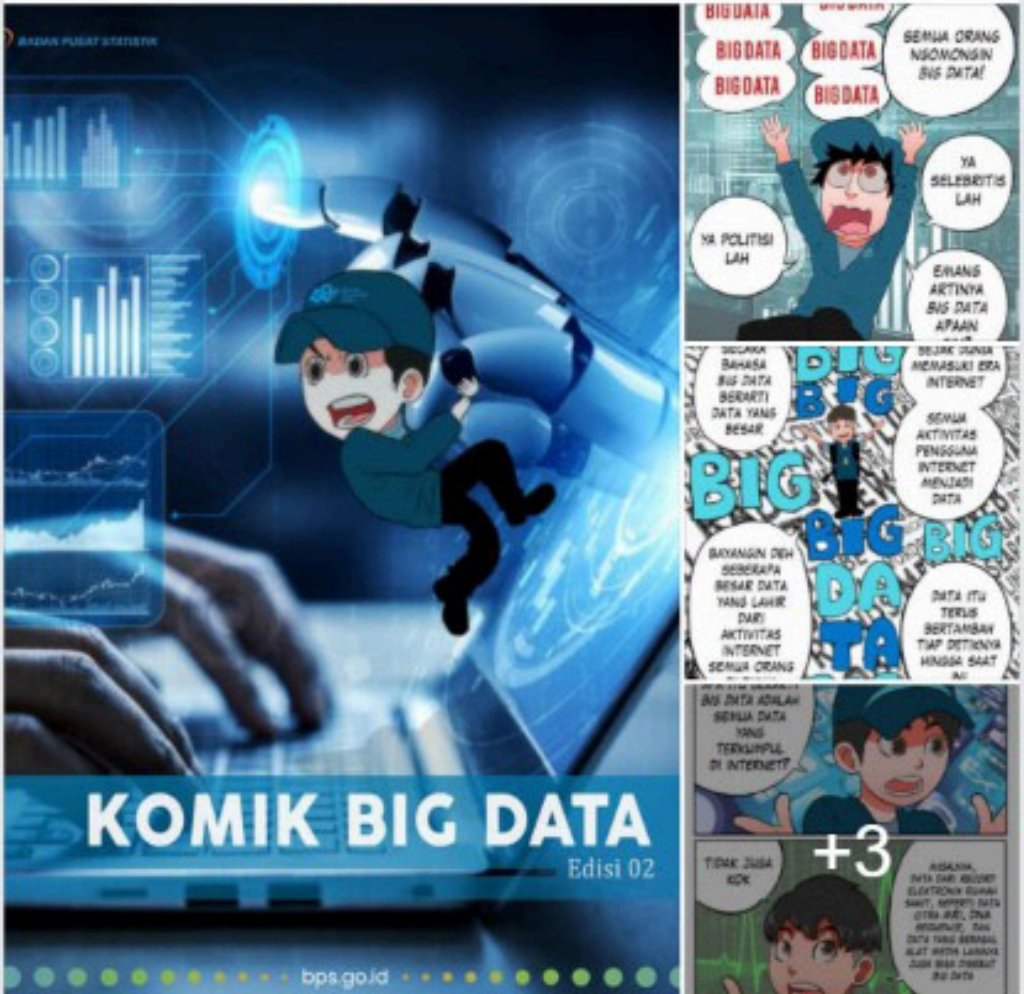
STATISTICS DESCRIPTION

Komik Big Data Edisi 1

Pernahkah Sahabat Data mendengar istilah...
Apa saja manfaatnya? Bagaimana cara men...









Yuk, Kenal Lebih Dekat Lagi Dengan Big Data
Apakah Sahabat Data ingin makin familier 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



Performance for Your Post

14,022 People Reached

364 Reactions, Comments & Shares 

277  Like	178 On Post	99 On Shares
7  Love	4 On Post	3 On Shares
5  Haha	0 On Post	5 On Shares
2  Wow	0 On Post	2 On Shares
1  Sad	0 On Post	1 On Shares
4 Comments	0 On Post	4 On Shares
68 Shares	68 On Post	0 On Shares
326 Post Clicks		
76 Photo Views	0 Link Clicks	250 Other Clicks 

NEGATIVE FEEDBACK

- 1** Hide Post **0** Hide All Posts
- 0** Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts



Thank You