

# Building Statistical Literacy through Youtube

(S3)

**Statistics Explained**

Presenter:

**Nauval Tama Pratikto**  
**Statistics Indonesia**



ONE OF THE

**BIGGEST PROBLEMS**

IN A DEVELOPING COUNTRY

DATA ILLITERATE



**UNECE**

# BPS COMMUNICATION TOOLS



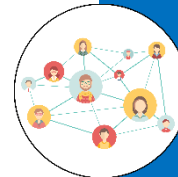
past

EXPENSIVE

EFFECTIVELESS

SPENT A LOT OF TIME

NARROW RANGE



now

CHEAP

EFFECTIVE AND EFFICIENT

REAL TIME

REACH A LOT OF PEOPLE



JAN  
2021

# GLOBAL DIGITAL HEADLINES

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE AROUND THE WORLD

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



TOTAL  
POPULATION



**7.83**  
BILLION

URBANISATION:  
**56.4%**



UNIQUE MOBILE  
PHONE USERS



**5.22**  
BILLION

vs. POPULATION:  
**66.6%**



INTERNET  
USERS\*



**4.66**  
BILLION

vs. POPULATION:  
**59.5%**



ACTIVE SOCIAL  
MEDIA USERS\*




**4.20**  
BILLION

vs. POPULATION:  
**53.6%**

JAN  
2021

# INDONESIA

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

 CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



INDONESIA

TOTAL  
POPULATION



**274.9**  
MILLION

URBANISATION:  
**57.0%**



MOBILE  
CONNECTIONS



**345.3**  
MILLION

vs. POPULATION:  
**125.6%**

we  
are  
social

INTERNET  
USERS



**202.6**  
MILLION

vs. POPULATION:  
**73.7%**



ACTIVE SOCIAL  
MEDIA USERS



**170.0**  
MILLION

vs. POPULATION:  
**61.8%**

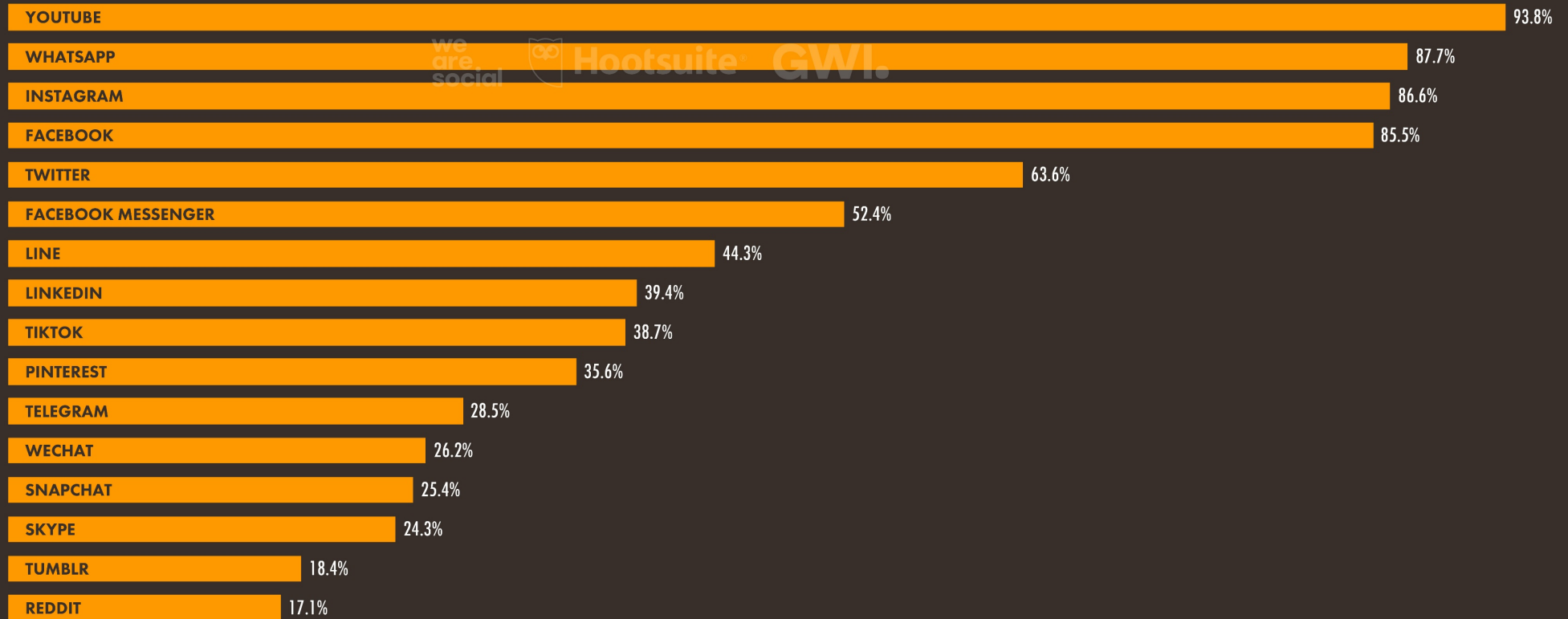
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# MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS USED EACH PLATFORM IN THE PAST MONTH



INDONESIA



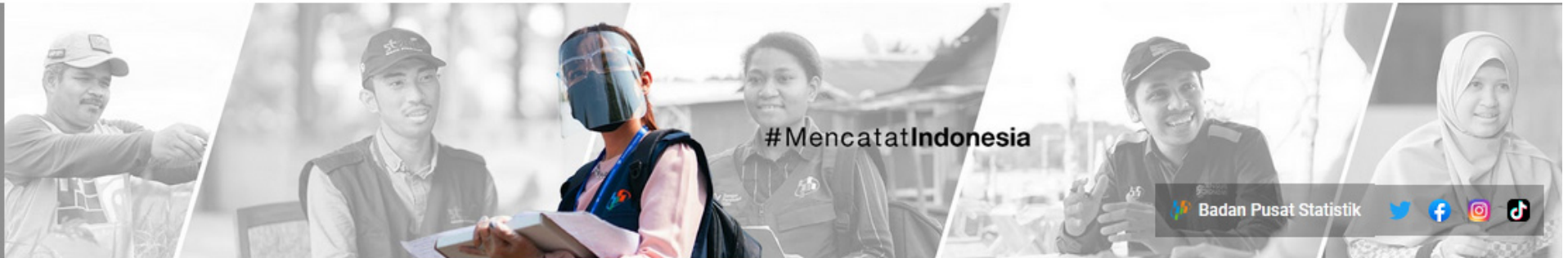
we are social | Hootsuite | GWI





# BPS Statistics

<https://www.youtube.com/channel/UCn4laaxHaaP-mAjZzrAtixA>



## BPS Statistics ✓

23.5K subscribers

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[Sensus Penduduk] Tutorial Pengisian Sensus Penduduk



Kick Off Sensus Penduduk September 2020



Panduan Pengisian Kuesioner Sensus Penduduk



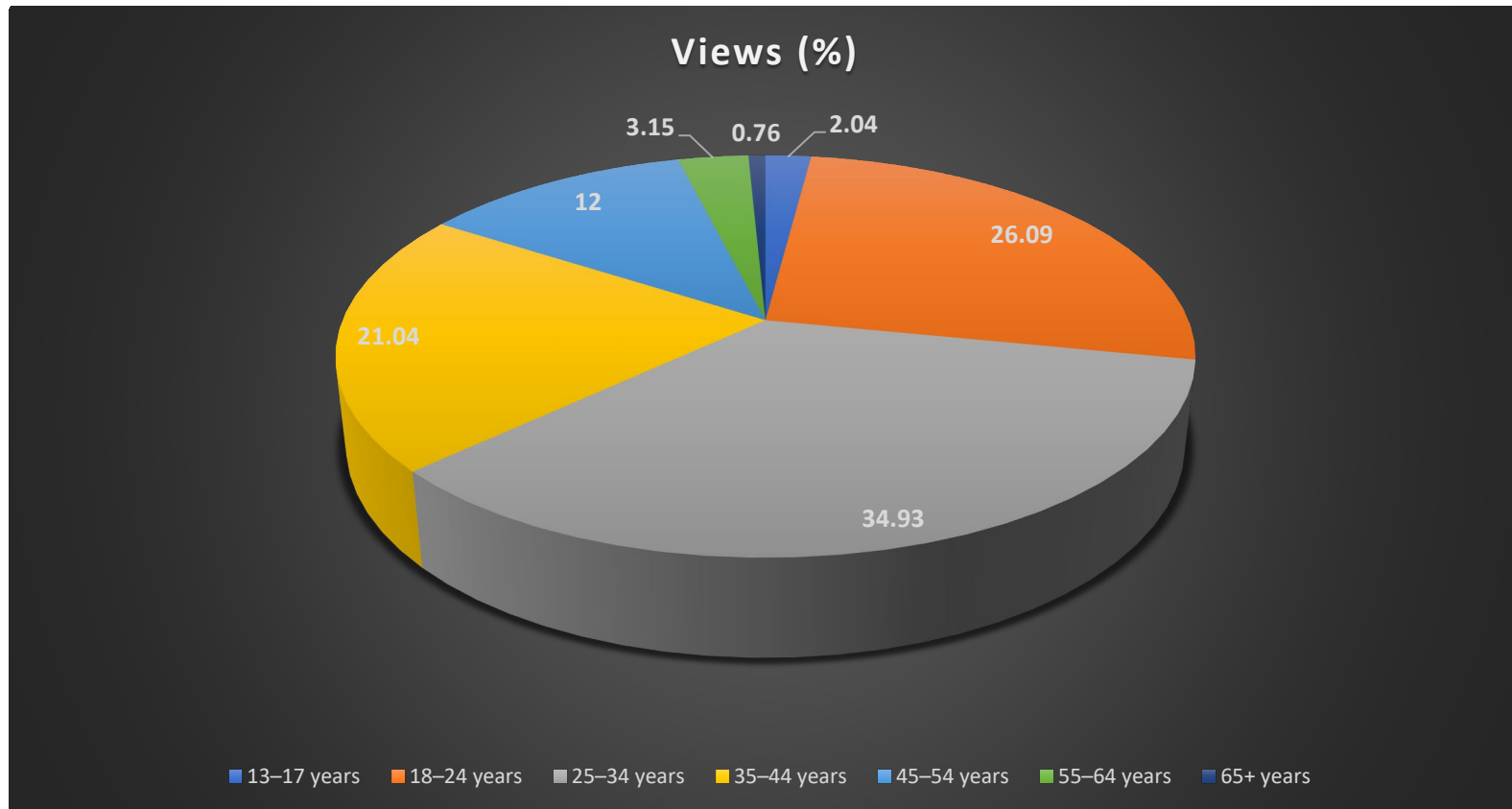
[Rilis BPS] Data Pertumbuhan Ekonomi Indonesia Triwulan II-2020



Susi Pudjiastuti: Tanpa Data Pembangunan Akan Asal-Usul

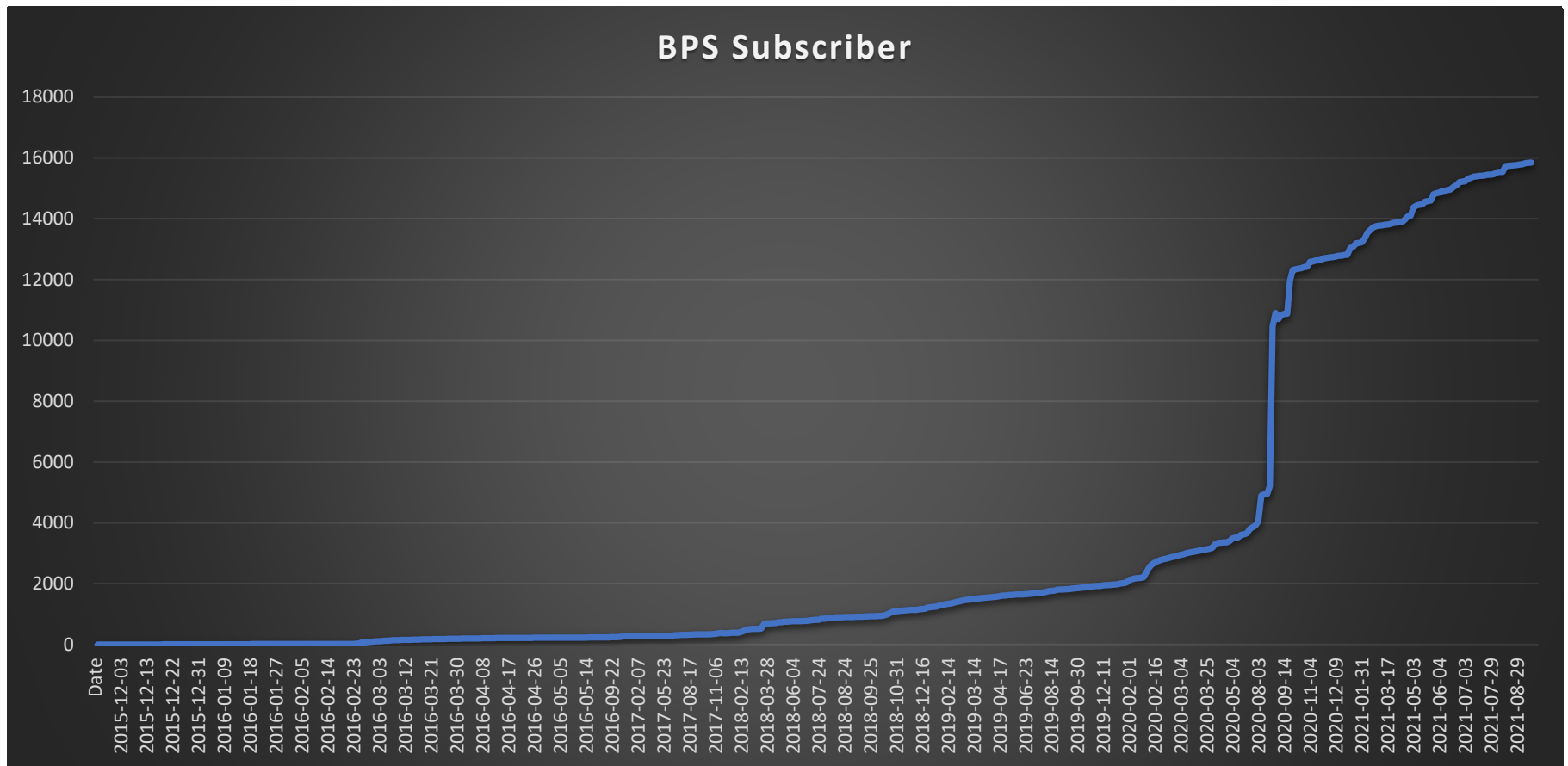


# BPS YouTube Subscriber



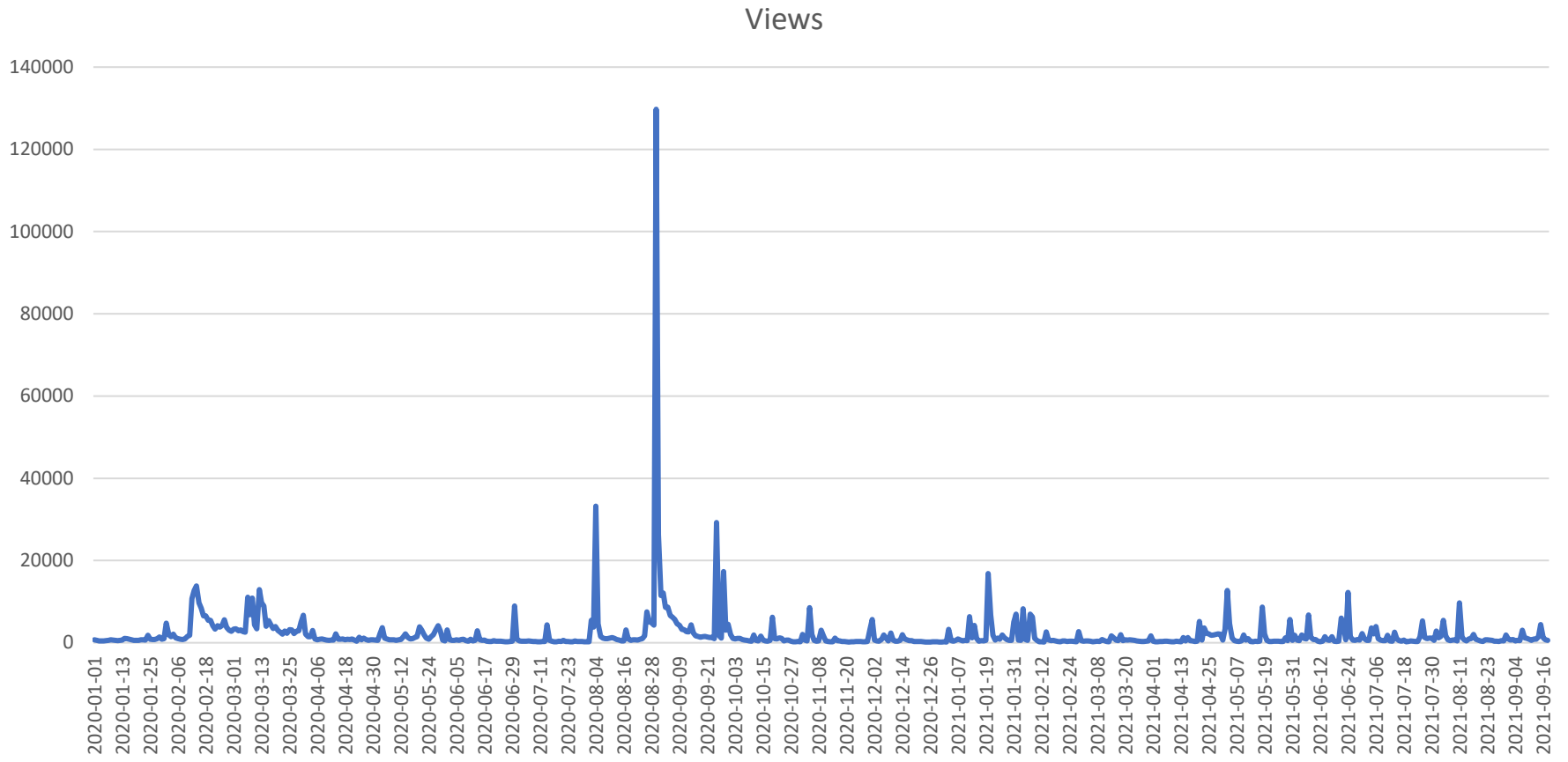


# BPS YouTube Subscriber





# BPS YouTube Views



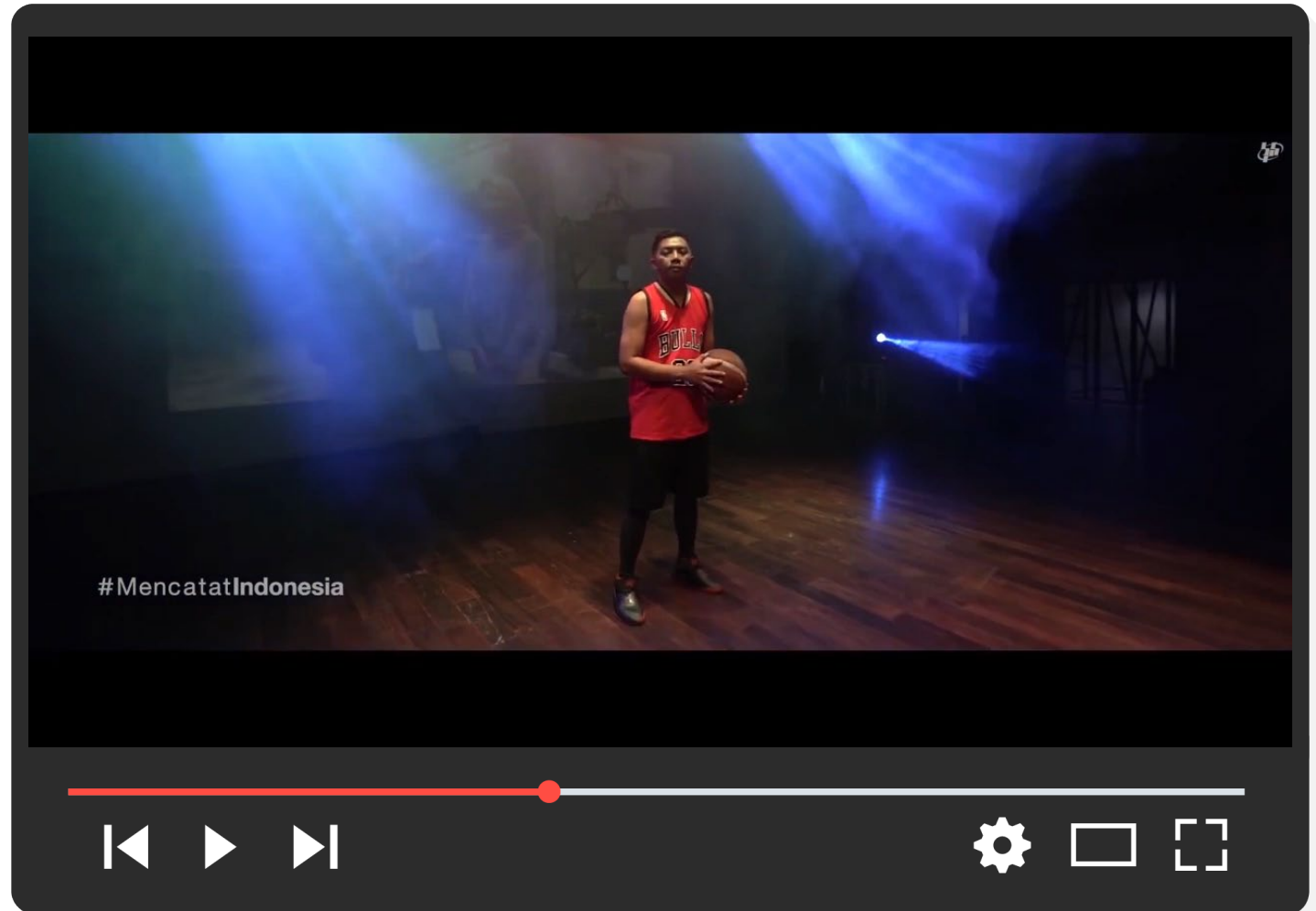
Video: Statistik Indonesia 2019



YouTube as  
di sseminat i on  
net hod



Video: Official Theme Song of Indonesia Population Census 2020



YouTube for  
socialization

Video: How to Participate in Indonesia Online Population Census 2020



YouTube in  
Literacy  
program



Video: [BPS Data Release] July 1<sup>st</sup>, 2021



YouTube for  
data release  
live  
streaming



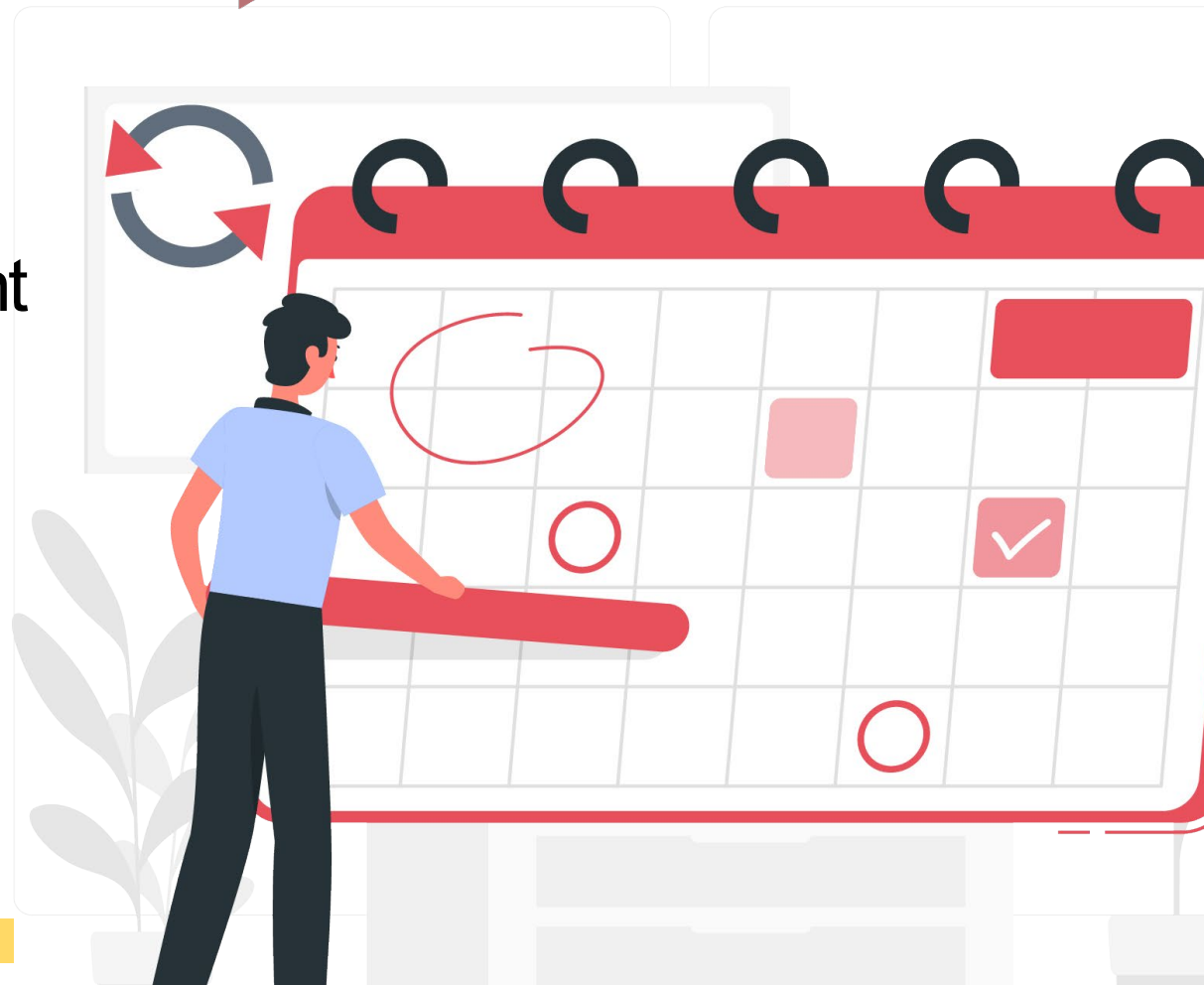
## ***Tips and Recommendations***

- Build a team



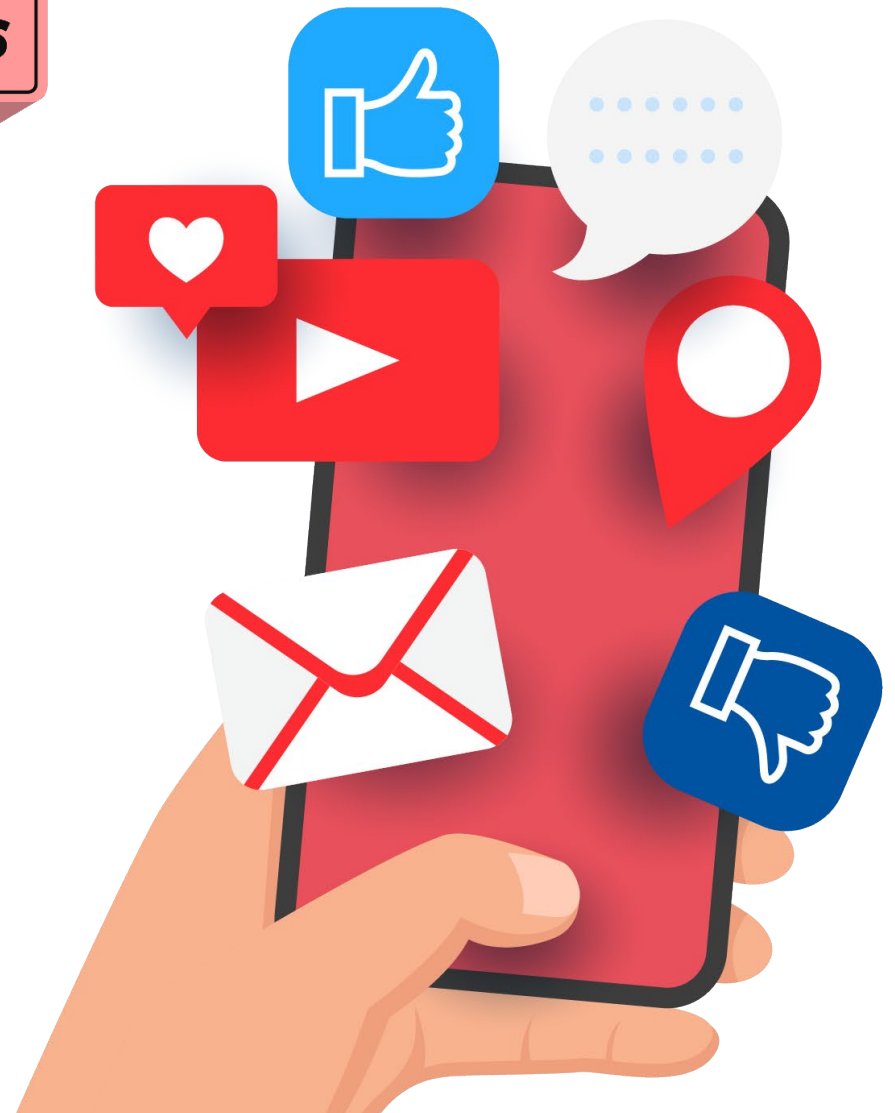
## ***Tips and Recommendations***

- Build a team
- Continuous maintenance account and make the schedule post.



## ***Tips and Recommendations***

- Build a team
- Continuous maintenance account and make the schedule post.
- The admin must be responsive and careful.





Thank you.



