

## **Social and Mass Media Engagement to Improve Statistical Business Process Literacy Evidence from Bali, Indonesia**

I Gede Heprin Prayasta and Ni Gusti Putu Ayu Sri Lestari (BPS, Indonesia)

[gedeheprinprayasta@gmail.com](mailto:gedeheprinprayasta@gmail.com), [ayulestari.2192@gmail.com](mailto:ayulestari.2192@gmail.com)

### ***Abstract***

Statistics and development are unavoidably connected. It is important to engage the policy maker and all parts of the society with the sufficient concept and definitions that are applied to the Statistical Business Process. The stereotypes on data and statistics are always complicated things instead of a key to understanding and solving the development problems. We could not let the data stand voiceless for misleading development and the problem should be addressed to avoid the misconception and misinterpretation of the data and statistical analysis that we provide monthly, quarterly, and annually. This study aims to evaluate how far the media has delivered and announced the statistical business such as censuses and surveys in a pleasant way. The qualitative and quantitative approaches are applied to figure out what is the result of the utilization of social and mass media in disseminating our statistical business process. The result is social and mass media efficiently get the stakeholder and society's awareness of the statistics business process by viewing the website, articles in mass media, infographics, and services through social media. On the other hand, there is also some adjustment required for those living in rural areas. Routine meetings and local government instruction are powerful enough to invite their attention to supporting the statistical business. Hereby, the strategy should be managed depending on the audience's target and their background. The right identification is a must at the very beginning of the business to choose what best practice should be applied.