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Social and Mass Media Engagement to Improve Statistical Business Process Literacy

Evidence from Bali, Indonesia

I Gede Heprin Prayasta
Ni Gusti Putu Ayu Sri Lestari



Background

1. Statistical activities must apply business processes in accordance with the standard framework titled GSBPM
2. Engaging society in the statistical business process is unavoidably important.
3. Expanding the statistical business process could be conducted by utilizing the social and mass media platform as Indonesian spent 3 hours and 17 minutes for accessing social media
4. Jousairi (2018) mentioned that Indonesia and some developing countries were still data illiterate

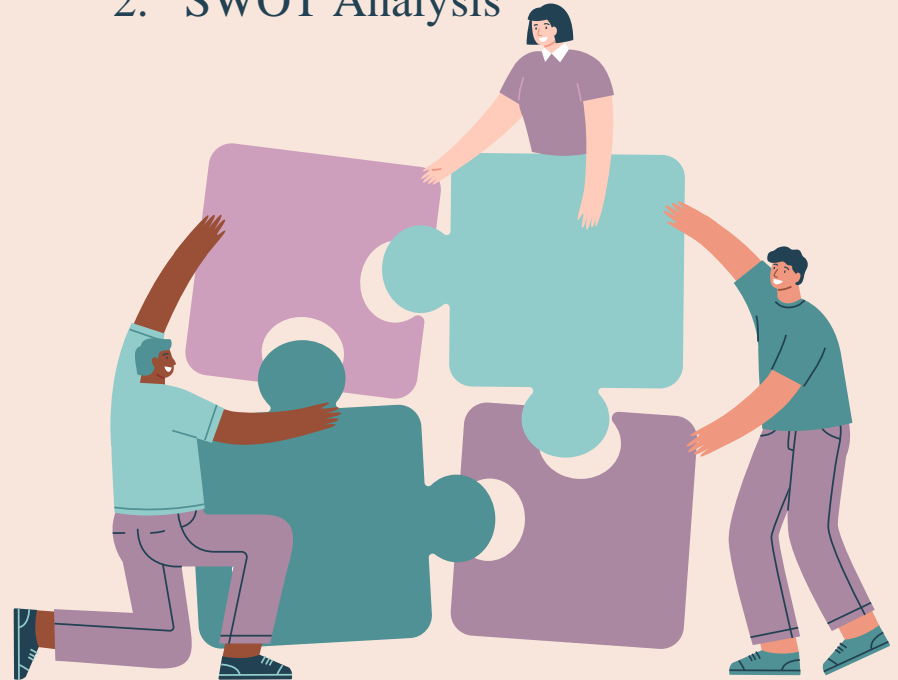


Objectives

1. To highlight the strategy of utilizing social and mass media to disseminate the statistical business process
2. To emphasize on how the social and mass media could support the statistical business process dissemination.

Methodology

1. Statistics Descriptive
2. SWOT Analysis



Result & Discussions

Mass Media Engagement

1. **Newspaper**, Statistical data is becoming more familiar to the common people and attached to their everyday life.
2. **Television**, provides comparative advantages on their coverage to a massive society
3. **Radio**, besides being portable, it's free for everyone. Not all local organizers or news reaches TV or newspapers.
4. **Local stakeholder collaboration**, the power of collaboration allows the local governments to communicate their programs to address development issues. Through adequate statistics and good community involvement, efforts to accelerate development will be more efficient.
5. **Public consultation**, local wisdom and cultural issues help enumerators to interact better so that the data collected during the statistical business process will be more accurate and representative.

Result & Discussions

Mass Media Engagement

Strength	Weaknesses
<ul style="list-style-type: none">1. Powerful to reach out those groups who have no access to digital sources for example in rural area with heterogenous audience2. Higher enforcement as mandated by the local leaders and stakeholder3. Quick response as it spread out4. Personally touch as direct interaction is applied and sufficiently to deliver public message	<ul style="list-style-type: none">1. Sometimes costly and too yesterday or not a fancy thing2. The higher effort required to arrange the meetings schedule, invitation, place, appointment, etc.3. Information may not deliver or not clearly to the audience or respondent targeted4. Limited spaces available
Opportunities	Threats
<ul style="list-style-type: none">1. The participation rate increases in a limited times or scheduled2. Expanding the coverage to the remote or under coverage areas of respondent	<ul style="list-style-type: none">1. Political interest maybe raised as the political figure exposed. For example, the contra government group probably leads to conflict of interest.2. Disrupted coverage as lips service, the quality of content should be managed carefully

Result & Discussions

SocialMedia Engagement

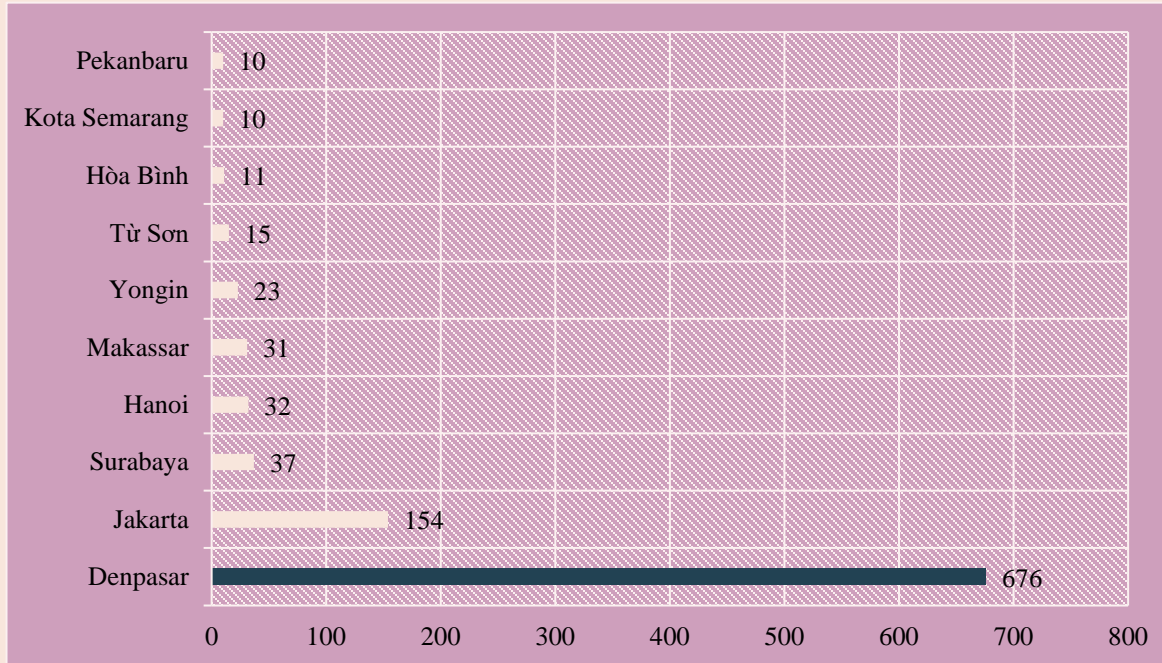


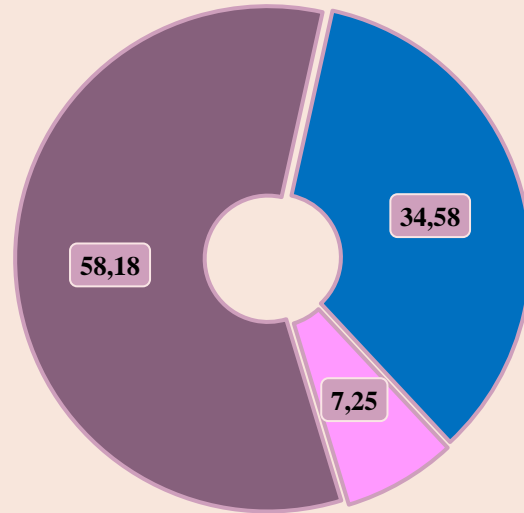
Figure 6. Statistics on official YouTube BPS, Statistics Bali by the viewer's domain city

Source: BPS, Statistics Bali YouTube Account

Most of the viewer of BPS, Statistics Bali YouTube account are the local people which come from Denpasar city, Bali.

Result & Discussions

SocialMedia Engagement



■ 18-24 years old ■ 25-34 years old ■ 35-44 years old

Figure 7. Statistics on official YouTube BPS, Statistics Bali by the group of age

Source: BPS, Statistics Bali YouTube Account

The viewers of BPS, Statistics Bali YouTube were those who above 25 years old (25-44 years old) with 92.76 percent

Result & Discussions

SocialMedia Engagement

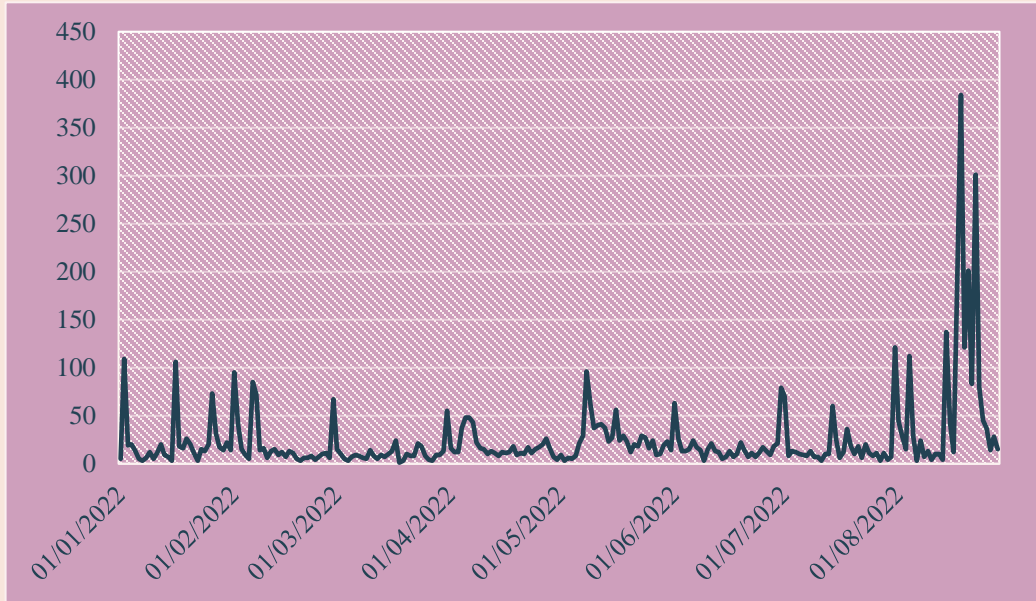


Figure 8. Statistics on monthly traffics of official YouTube BPS, Statistics Bali

Source: BPS, Statistics Bali YouTube Account

Among all months, the traffics of BPS, Statistics Bali's YouTube channel reach its peak in August 2022.

Result & Discussions

SocialMedia Engagement

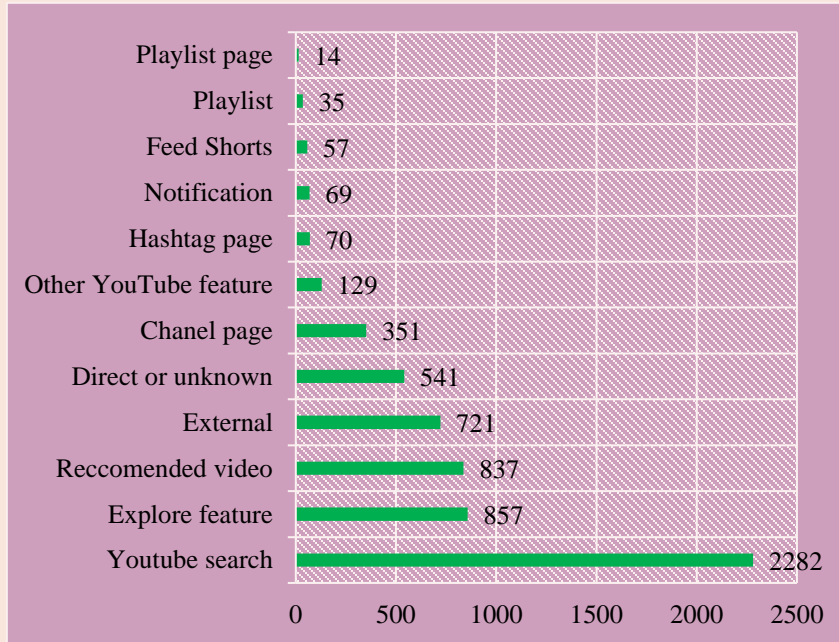


Figure 8. Statistics on traffics sources of official YouTube BPS, Statistics Bali

Source: BPS, Statistics Bali YouTube Account

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Most of the traffics was come from the YouTube search by 2282 (see Figure 9). This result suggest that people are intentionally looking for the BPS, Statistics Bali's content

Result & Discussions

SocialMedia Engagement

Strength	Weakness
<ol style="list-style-type: none">1. Number of users are extraordinary compared to another platform2. Offer more flexibility for audience who are mobile, borderless, and timeless3. Cheap and lowest cost applied	<ol style="list-style-type: none">1. Limited to the user without proper Internet of Things (IoT)2. Easy to disrupt by other issues and topics with a huge wave of social media topics or trending3. Requires visualization skills to develop an interesting content
Opportunities	Threat
<ol style="list-style-type: none">1. Transformation to digitalization era 4.02. Growing number of social-media user3. Government effort to develop supporting infrastructure to the (IoT)	<ol style="list-style-type: none">1. Low digital literacy in disruptive information may constitute for a bias information or miss-understanding2. The spread of Hoax or negative sentiments need to be addressed properly.3. Digital security issues should be highlighted to guarantee the malicious spyware

Output & Achievements

1. There were around 96 percent of the data users who were used BPS, Statistics Bali data for planning and evaluation in 2021. This number increased from the previous years where in the percentage of users that were used BPS, Statistics data for these purposes was 94.12 percent and 81.82 percent in 2020 and 2019, respectively.
2. Positive trends were showcased which is predicted indirectly affected by the mandated instruction to support the data collection process through a collaboration with multilevel stakeholders on Podes 2021



Conclusions

1. 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, websites, and services through the respective medias.
2. 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 support the statistical business process.

