

## **Building Big Data Literacy through Comic**

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### *Abstract*

Big Data is one of the sources of information needed in responding to the challenges of very fast information needs in the era of the COVID-19 pandemic. Big Data can be highly useful for analysing and forecasting the reach and impact of the coronavirus on people. However, communication tools are needed to build big data literacy in the community in order to build public trust in Big Data. Comic is one of the communication tools that can embrace the wider community. Information about big data is made in the form of comic strips posted on the official BPS (Statistics Indonesia) Facebook and Instagram. We found that community engagement was quite high when big data literacy content was made in the form of comics. Previous research has been mostly limited to classroom audiences. In this study, the audience is wider and more diverse because it uses social media to reach people. The use of big data literacy comics posted through social media can reach the wider community and trigger active discussion from the community. Comic is a good communication tool in building big data literacy and the use of social media makes communication more efficient.