Increasing Local People Engagement to Statistics in the Era of the COVID-19 Pandemic Through Social Media

Study Case: Statistics of Bone Regency, Indonesia

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WHAT IS BPS BONE?

BPS Bone, is a part of the National Statistical Office at the regency level (Bone Regency)
WHERE IS BONE REGENCY?

LOCATED IN SOUTH SULAWESI PROVINCE, INDONESIA

Size: 6 times Singapore
Population: 20 times Monaco
BEFORE PANDEMIC

INTEGRATED STATISTICAL SERVICE

Data user access BPS Bone's dissemination at the BPS Bone's library and on BPS Bone's official website
AFTER PANDEMIC

- Government's shutdown on several public service activities, including BPS Bone's library
- Several surveys at BPS Bone still continued since BPS data is still needed even in the midst of Covid-19 Pandemic
The delivery of statistical dissemination and socialization needed to be simplified and convenient. Social Media was the suitable solution since it could reach anyone, anytime, anywhere.
Social media’s potency in presenting statistics in Bone Regency

50%
Bone Regency’s population aged 5 years and over access the internet

86.87%
They use the internet for social media such as Whatsapp, Facebook, Instagram, etc.
RESEARCH QUESTION:

What are the best practices in the use of social media and how to design content that can increase engagement with the social media user community?
BPS BONE’S MAIN SOCIAL MEDIA

Instagram  Facebook  Youtube  Whatsapp
INSTAGRAM & FACEBOOK

TARGET: YOUNG PEOPLE WITH AN AGE RANGE OF 15-40 YEARS

Contents for these two social media are designed to be interesting and following current trends.
BPS Bone takes advantage of national and international holiday moments by bringing up related data. For example, during international labor day, BPS Bone created content related to employment figures in Bone Regency.
BPS Bone shares information on ongoing and upcoming surveys creatively by following viral trends, for example videos about the socialization of the 2020 Population Census and 2022 Susenas.
BPS Bone uses Instagram and Facebook to share posters of new publications released and monthly press releases of Bone Regency’s inflation rate.

BPS Bone also makes tutorials on how to access BPS data either through WhatsApp or the official website.
CONSULTATION

BPS Bone’s instagram and facebook facilitate data consultation via private messages served by admins.

Thus, options for access to consulting services at BPS Bone are open wide.
YOUTUBE

CONTAINS BPS BONE’S COMPANY PROFILE AND BONE REGENCY’S STRATEGIC DATA PRESS RELEASE

BPS Bone collaborated with a local sign language translator in several series of Bone Regency’s inflation rate monthly press release to increase engagement among data users with disabilities.
WHATSAPP

TARGET: OLDER GENERATION DATA USERS WHO ARE NOT FAMILIAR WITH BPS BONE’S OFFICIAL WEBSITE INTERFACE

BPS Bone builds a chatbot called “PuWAng Data” which can be accessed via WhatsApp.
SUCCESS MEASUREMENT

**INSTAGRAM**
- 2,345 followers
- 21,753 accounts reached, of which 20,2k are not followers

**FACEBOOK**
- 2,7k followers
- 1,668 post reach

**YOUTUBE**
- 266 subscribers
- 125 views in the last 28 days
- 3.6 hours watch time in the last 28 days

**WHATSAPP**
- 2,507 messages received
- 2,462 messages sent
INSTAGRAM

21,753

ACCOUNTS REACHED

20,2 thousands of them is non-follower
BPS Bone’s top post up to this day is a reel that explained that BPS would still record anyone even though their names were hard to spell, following a TikTok trend that used Celine Dion’s song (It’s All Coming Back To Me).

11,847 ACCOUNTS REACHED

Shared **105 times** and reposted by Statistics Indonesia’s official Instagram account, becoming one of their most played reels in their Instagram feed.
EFFECT ON BPS BONE’S OFFICIAL WEBSITE

EVER SINCE BPS BONE CREATED CONTENT THROUGH SOCIAL MEDIA, THE NUMBER OF VISITORS ON BPS BONE’S OFFICIAL WEBSITE HAS ALSO SKYROCKETED

The average visitor in January-August 2022 period doubles the average visitor in the same period in 2019.
OUR STRATEGY

FORMING A TEAM
which is not included in the organizational structure of BPS Bone, proven by letter of statement validated by Chief of BPS Bone

INTER-INSTITUTIONAL SOCIALIZATION AMONG STAKEHOLDERS
encouraged by the Chief of BPS Bone

CHOOSING TEAM MEMBERS
who are adaptive to changes and progress

MONITORING EVALUATION AND DISTRIBUTING ROLES
among team members routinely
We found that social media can successfully increase local people’s awareness of statistics, either data or information regarding surveys held by BPS.

Social media also helps BPS Bone to reach data users without having to meet them in person.

Quantitatively, it appears that there is an increase in visitors and data users in BPS Bone.

However, further research is needed to see how effective social media is in increasing data awareness of data users.
CONCLUSION

The study shows that improving local people’s statistical literacy through social media is a noteworthy approach and it has been accepted widely using social media.
Thank You
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