Abstract

Every NSO has to submit, process, and analyze the data required for various necessities. As for BPS in Indonesia, those activities are seen as daily routine. Another important, yet mostly, neglected task by NSO in the world is data socialization. After NSO succeeded to publish the data, are we sure those information reach the users? Are society aware for whatever we have accomplished? Every NSO needs tools to socialize the data produced as well as to build the society concern on the data. The tools are the social media.

Internet has been able to create a new world that can embrace the society from all over the place in the form of social media. Social media shortens time and spaces needed to gather information needed. Social media brings information-sharing culture to the next level. Internet and social media growth are developing fast. According to digital annual report by ‘We are Social’ and ‘Hootsuite’ the growth of social media users (year-on-year) per July 2018 reached 11% or as many as 328 million users. The number of active social media
users nowadays has reached approximately 3,356 billion users or 44% from the number of the world citizen per July 2018. The most used social media platforms are, Facebook (2,196 billion users), Youtube (1,9 billion users), and Instagram (1 billion users).

BPS has been using social media since 2014, such as Facebook (apx. 96,000 followers), Youtube (apx. 2,100 subscribers), Instagram (apx. 67,300 followers), and Twitter (apx. 17,000 followers). In 4 years, BPS has consistently succeeded in making various postings about output data with engaging and interesting content in form of photos, images, and also videos; resulting BPS to accomplish creating great engagement with the data users through social media. BPS succeeded to utilize social media in economic census 2016. It developed Indonesian society awareness on data and statistic activities. Under great management on social media, statistic will be Indonesian society’s daily meat. Big awareness on data will create a new culture called statistical culture. In 2030, perhaps, there will be no society who’s data-blind.
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II. Introduction

One of the biggest problems in a developing country such as Indonesia is the society’s low awareness of the data. They prefer the authoritarian-verbal pattern without confirming the fact of the information collected; thus, makes it easier for the false news (hoax) to spread among the society in the developing countries. We can imagine how society there, use the false news as their basic of their decision-making. They are most likely to get lost and never reached their goal.

BPS’ Stakeholders as NSO in Indonesia are basically divided to four; society, government, college, and data users from outside the country (UNICEF, IMF, and etc.). BPS periodically produces data in which later used by the four stakeholders for various purposes. However, how long the stakeholders can interpret the data produced by BPS? Or can it possibly be that those data are used as formality only to look more convincing? No matter how sophisticated the method or data produced by BPS, it will be useless if the stakeholders have less awareness and low data interpreting skill. Have we ever placed our thought on it before? Like, how much the stakeholders care about the data produced by NSO and how good their ability is to catch the information from the data to interpret it, since misinterpretation can be very fatal.

Nonetheless, data is clue for us in making decisions. Either we realize it or not, the society will never be part from the needs of data and information. For instance, if there is a person who would like to go to a place, s/he may need the data about the distance, transport, and traffic from his/her place to the destination aimed, or even the weather. From those data, hence, s/he would choose the most effective way to reach the destination. Imagine if someone traveled to a place without having all the information needed, s/he may never reach the destination ever.
How did the BPS itself see the phenomena illiteracy statistic in the society? Ferligoj (2015) mentioned that educational institutions, statistical offices, statistical associations, and the media are several actors that are able to contribute to statistical literacy. It means that BPS has to be active on building the statistical literacy for the society and the other stakeholders. Now, the problem is determining the best way to communicate with the massive and widespread society of Indonesia. BPS not only needs to communicate the data, but also has to familiarize the society to use data in general. Nevertheless, statistical literacy among the society is very important before we can make it to the integrating economic statistics in monitoring agenda 2030.

Nowadays the Internet has become one of fundamental needs of human beside food, clothing, and shelter. Internet covers every aspect in the society, including from the communication perspective. Hence, the new communication space was commenced, in which called as social media; a new media that can breakdown the time and space. Social media users keep increasing from year to year, especially among the Millennials and the other new generations. Later maybe there is going to be the time everybody has social media. Thereby, BPS uses this as tools to communicate data routinely to society and create data-friendly culture in Indonesia.
III. Driving Social Media to Build Statistical Culture

A. Illiteracy Statistic

1. Data Blind

In order to face the industrial Revolution 4.0 every country is challenged to do miscellaneous development efficiently and effectively. Effective and efficient development can happen only if the development policies are done measurably and evidentially based. The measurement is manifestly based on various statistical data whether it is provided by National Statistical Office (NSO) in each country or from other resources such as Big Data, and etc. Nevertheless, what more important is the ability of the society to interpret the existing statistical data.

As stated in Webster’s New World Dictionary, data is something known or acknowledged. Therefore, data can represent image about a situation or an issue. Statistics, to put it simply, is a summary in form of numbers (quantity). In broaden perspective, statistics means knowledge that teach about collecting, processing / grouping, representing, and analyzing data, likewise taking general conclusion based on non-thorough research. (Supranto, 2000).

Developed countries use statistical data as one basic fundamental in determining the efficient and effective decisions, yet in developing countries the awareness of statistical data is still low. Statistical data were used as formality only to look theoretical. According to Jousairi (2018) Indonesia and several other developed countries are still data-blind (data illiterate) and drown in authoritarian-verbal culture. Despite marginalized the measurable pattern of communication. As stated by Gal (2002) statistical literacy consists of the ability to interpret, essentially evaluate, and communicate statistical information and message. However, data-blind / statistical illiteracy according
to Jousairi (2018) is defined as estrangement and incomprehension in interpreting the meaning behind statistical data presented. In Indonesia this tendency is commonly found among civilized people, intellectuals, executives as well as legislatives, and thus weaken the effort to build the nation and productive public debates.

2. The Danger of Statistical Illiteracy

Anywise the statistical data also becomes an important key for the government in determining the government policy as well as for the society in order to understand the fact that is happening. Developing countries, which are data-blind / fond of statistical illiteracy, are more likely to fall behind from Developed countries that use data as one principle of determining choices.

As stated by Jousairi (2018) this nation is likely to develop more if in planning, criticizing, and evaluating a policy, also in choosing the future target are reinforced by the new tradition. They are numerical culture, data culture, and keep striving to minimize the data-blindness level.

B. Social Media

1. Internet

Whether ready or not, this world is facing the industrial revolution 4.0 where machine and human efficiency have started to link with the Internet of Things (IoT). Internet has generally become part of society. Internet is the abbreviation of Interconnection Network. Allan (2005) mentioned that Internet is a set of interconnected computer network physically and has the ability to
read and decipher certain various communication protocols we known as Internet Protocol (IP) and also Transmission Control Protocol (TCP). Allan defined protocol itself, later as a modest specification on how two or more computers are able to exchange information. The Internet of Things (IoT) has been defined in Recommendation ITU-T Y.2060 (06/2012) as a global infrastructure for the information society, enabling advanced services by interconnecting (physical and virtual) things based on existing and evolving interoperable information and communication technologies. NSO itself must keep innovating to improve the data provided including utilizing the IoT. The various data in Internet that is accessible freely or paid can become new resource, which is capable to improve data quality used for development, in answering the Revolution Industrial 4.0 challenge.

Kaplan and Haenlein created clarification scheme for various type of social media in their Horizon Business article published in 2010. According to Kaplan and Haenlein there are six types of social media:

a. Collaborating Project
The website allows its user to change, add, and or erase the contents in this website. I.e. Wikipedia.

b. Blog and Microblog
Users are freer to express themselves in this blog, like venting and criticizing about the government policy. I.e. Twitter.

c. Content
Users in this websites share media content, be it video, e-book, picture, and etc. I.e. YouTube.
d. Social Media Website

Applications that allow users to get connected by creating private information thus they are capable to get connected with the other users. The private information can be photos or images. I.e. Facebook.

e. Virtual Game World

The virtual world which replicate 3D environment, where users may appear in form of desired avatars and interact with other people just like in real world. I.e. Online game.

f. Virtual Social World

The virtual world, which makes its users feel like living in the virtual world, is similar to Virtual Game World; enable its users to interact with others. However, Virtual Social World is freer and more leaning towards life. I.e. Second Life.

According to data population in United Nation and U.S. Census Bureau, the number of world society per January 2019 is 7,676 billions people. Then, as reported in Digital 2019 from Hoosuite and We are Social, 57% of the world society per January 2019 or more specifically 4,388 billions people are already Internet users. The growth of global Internet users, if inspected year on year from January 2018 to January 2019, have approximately increased 9,1% or 368 million users. As n Asia-Pacific the number of Internet user is around 2,21 billion users or about 52% from the total population. More than half total global Internet users are in Asia-Pacific. If seen from year on year, since January 2018 to January 2019 Internet users have increased to 10% or about 203 million people.
As in Indonesia, Internet users reached 150 million users or about 56% from its total population. Around 79% of active Internet users in Indonesia access the Internet everyday. If compared to year on year since January 2018 to January 2019, the number of Internet users in Indonesia has added to 13% or approximately 17 million new users. Furthermore, in Indonesia averagely, the Internet users spend their time with the Internet about 8 hours and 36 minutes. From that, we can see how the Internet users as in global and in Indonesia are rapidly increased.

2. **Social Media User**

Social media, defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content” (Kaplan and Haenlein, 2010), have changed the life of individuals and corporations alike (Hennig-Thurau et al., 2010). The term of social media derived from two words,
“media” and “social”. “Media” is defined as communication tools (Laughey, 2007; McQuail, 2003), whilst “Social” is defined as a social act of individual that contributes to society. This statement asserts, in reality, media and all software are considered as “social” or that both are products of social process (Durkheim dalam Fuchs, 2014). Social media has become very effective communication tools, because it is able to eliminate distance, cheap, and is able to spread fast and massively. Society utilizes social media for various needs, such as to communicate with distant family and friends, send messages, share news, or even as marketing techniques, etc.

Social media users grow very rapidly. As shown in Social Media Overview done by ‘We are Social’ and ‘Hoosuite’, active social media users per January 2019 are roughly 3,484 billion users; equal to 45% total global citizen. If compare to year on year, January 2018 – January 2019, global social media users go up to 9% or more or less 288 million users. As in Asia-Pacific, social media active users per January 2019 are more or less 1,997 billion users. More than half global social media users are located in Asia-Pacific. If looked by year on year January 2018 and January 2019, social media users in Asia-Pacific advanced to 12% or about 218 million users. Moreover, if seen from regional overview, the biggest social media users are in Eastern Asia, which approximately 1,158 billion users or about one third from total active global social media users and followed by Southern Asia, for about 449 billion active users. There are two countries with 99% of its citizen have social media. They are Qatar and U.A.E., yet for eligible penetration of adult aged 13+ in countries / territories with population over 50,000, there are 12 countries in which, have 99% above 13 y.o. citizen as active social media users. Four to 12 countries are from Asia-Pacific; they are Brunei, Malaysia, Maldives, and
Philippines. Three countries with total absolute growth of social media users by year on year per January 2019 and January 2019 are China (+93,325 million), India (+60 million), and Indonesia (+20 million). Averagely, the time used by a person to use social media per day is more or less 2 hours and 16 minutes.

In Indonesia, 56% of its citizen or more or less around 150 million people are active social media users. 100% of social media users in Indonesia go to or use social network or messaging services in the past months. The time used by social media users in Indonesia per day, roughly is 3 hours and 26 minutes. 37% of social media users use social media for working purpose.

BPS needs to adapt with the global change. The rapid growth of social media users either at global scale or in Indonesia is a big chance for BPS to utilize it as effective communication tools. Information about statistical data, as well as various statistical activities in present days can be informed easier and cheaper to citizen compare to before using social media. Therefore, social media are likely become sufficient communication tools in building statistical literacy of BPS stakeholders.

Yet again, how to build data culture when the citizen still using authoritarian-verbal communication as their bottom-line of thinking? According to Keesing (1997) Culture is system (from behavioral patterns inherited socially), which works in connecting human community to its ecological environment. In “Cara-Hidup-Komuniti” this considered as technology and form of economic organization, sedentary patterns, forms of social grouping and political organization, religious beliefs and practices, and so on. Cultural change basically is an adapting process and is similar to natural selection.
Technology, subsistence economy, and social organization element that are directly tied to production are the most adaptive key areas of culture. Hence in this field it starts and later it usually develops.

Internet and social media are technology development in communication field that makes communication more effective. According by O’Neil (2006) there are three factors that influence social change, they are working pressure in the society, communication effectiveness, and environmental alteration. Social media can be a technology that is able to change the society communication culture from authoritarian-verbal to data-based communication. In that case, BPS should make use of social media as communication tool to create statistical literacy in the society.

3. Facebook

Facebook is socializing tool that help citizen to communicate efficiently with friends, relatives, and colleagues. This company developed a technology that facilitates information sharing through social graph, digital mapping human social relationship (facebook.com; 2009). Facebook was created by Mark Zuckerberg and launched first time on February 4th 2004. Based on Facebook audience overview done by ‘We are Social’ and ‘Hootsuite’ per January 2019 the total Facebook users reached 2,121 billion active users or around 35% of global citizen. As year on year in January 2019 and January 2019, global Facebook users increased 9,5%. 96% active Facebook users use smartphone and tablet to access Facebook. The total Facebook users in Indonesia are approximately 130 million users.
4. Instagram

Instagram is a photo and video sharing application that enables users to capture photos, take videos, apply any digital filter, and share them to various social media services; including which owned by Instagram (Frammer, 2011). Instagram was created by Burbn Inc., with Kevin Systrom and Mike Krieger as CEOs in 2010 (Via. 2010). By April 9th 2012, it was declared that Instagram would be taken over by Facebook.

Based on Instagram Audience Overview held by ‘Hootsuite’ and ‘We are Social’, Instagram’s active users per January 2019 are approximately 62 million users.

C. Social Media and BPS

1. BPS Commitment to Statistical Literacy

As NSO in Indonesia, BPS is committed to Statistical Literacy. Schield (2011) stated that once NSOs view statistical literacy as central to their missions, they can extend their production style missions (to generate data that is accurate, timely, and relevant to their user’s needs) to include market-driven missions: to generate accurate and timely data that is comprehensible by and useful to decision maker. Increase in statistical literacy and awareness also enhances the influences of statistical information, and builds and maintains the legitimacy of official statistics in society (Helenius and Mikkela, 2011).
To be able to build good statistical literacy in the society, BPS needs good communication tools. Besides, communication is a way to transfer knowledge and information from a person to other persons. BPS uses social media as tools to build such literacy. A few years ago, BPS was still using traditional media such as printed media and broadcast media to share numbers of statistical information to society. However, with the development of Internet, social media become BPS’ choice as sufficient communication in building statistical literacy. Social media usage in which are going to be discussed are the usage of Facebook and Instagram by BPS.

According to Cahyono (2016) the positive impact of the usage of social media are easier interaction with many people, broaden intercommunication, flexible distance and time used, exempted self-expressing, faster information spreading, and cheaper tools. Those advantages of social media as communication tools are reasons why BPS chose it instead of traditional communication tools. Information through social media can be delivered to stakeholders in real time. Back then, BPS had to use broadcast media to deliver statistical or information about other statistical activities live with a high price. Nowadays, social media as Facebook and Instagram have live features where stakeholders can directly watch and receive the information without having to come to BPS. This is very effective, efficient, and cost-friendly. People whom have started using social media as part of their life got more exposed by statistical information compare to those who are not. BPS sees this as an opportunity to build statistical literacy in larger society by routinely giving interesting statistical information. With the hope that in long term, there will be statistical culture built, since BPS uses statistical as part of daily information for society through social media.
Based on the report collected by Hootsuite and ‘We are Social’ about the usage of social media, the biggest percentage social media usage by Internet users in Indonesia is Youtube (88%), Whatsapp (83%), Facebook (81%), Instagram (80%), and LINE (59%). However, since Youtube is limited to video content, whereas Whatsapp and LINE are more to messenger feature, thus this discussion will be focused on Facebook and Instagram as social media that cover social network with broaden content.

2. **BPS and Facebook**

BPS Facebook Fan Page has been created since 2014. However, BPS has just started to use budget on the Fan Page as social media since August 2017. On July 29th 2017, BPS Facebook Fan Page followers reached 12,984 accounts. Nevertheless, after doing various paid-socialization method from FB within 6 months, which is January 29th 2018, BPS Facebook Fan Page followers reached 93,569 accounts.

Followers is one of the most important thing in social media account. Because the number of follower shows the number of account reached firstly when information is posted. The more follower an account has, the more social media users reach.

Facebook has paid-subscription feature if fan page owner wants to add more follower in short time. Facebook will do paid-promote solicitation to accounts that have similar interest with the page theme made, in this case is about statistics. We can also decide the criteria for our prospective page followers, as age, area of residence / users location, and etc.
This advertisement feature enables us to build followers for BPS Fan Page. Therefore, information that is going to be share is right on target. Different from conventional media such as TV and newspaper, or billboard placed on the road, it is possible that the target exposed by the advertisement is not in accordance to the main target audience, besides conventional media is more costly.

Bps uses advertise feature to build audience since August 2017. It coincided with the Advanced Economic Census 2016. BPS hoped that all information about Advanced Economic Census 2016 could get to vas target audience with the followers growth in BPS Facebook Page.
Figure 3. BPS’ Facebook Fan Page Follower Statistical Growth; including Following (the paid and un-paid), and Unfollowing Accounts.

From two graphs shown above, we can observe the growth of audience built after using the advertise feature provided by Facebook. In August 2017 until February 2018, there is significant growth in the graph Facebook Fan Page Follower Statistical Growth.

Facebook provides the statistics of our activities in Facebook page. The statistics are shown completely and directly. This help us in monitoring the
activities of our followers or other accounts that react to the information we posted on Facebook.

Figure 4. BPS Facebook Fan Page activity done in December 16th 2018 – January 12th 2019

We can also monitor our page followers based on country area, city, and language used as shown in Figure 5.
We can monitor how many accounts reached every day, every time we posted something. In Figure 6, we can make analysis on more favorable and popular postings types of BPS followers, or kinds of discussion themes. Therefore, it can be used as basis by admins to make more interesting postings next time. What makes it interesting of Facebook as social media is the share button in each posting. Share enables friend list of each account to see our postings, thus we can reach more than our existent followers and of course, this is cost-free.
Figure 6. Number of Facebook Users reached by BPS Fan Page’s Postings.

We can see the demography about age and gender percentage on BPS Page

From Figure 7., we can see that most BPS followers are male, which is around 66%, and yet female is only 34% only. Based on Shelon (2008) female is more interested in social media to build family and friendly connection, enjoying time leisure, and entertainment. Female in college level prefer to use Internet to communicate and stay in touch, such as contacting friends, family or relatives, and partners (Baym, Zhang, Kunkel, Ledbetter, & Mei-Chen, dalam Mahmud & Omar 2013). As a result, BPS Fanpage have more male followers.

Most BPS followers are around 18 – 24 y.o, whom are the millenials; most active in using social media. This information is useful for BPS in making
content to build great engagement. For instance, using female models to deliver information may increase the attention of majority male followers.

Figure 7. BPS Facebook Fan Page followers sorted by gender and age.

Through Figure 8, we are able to know the most demanded types of postings by the society. Through Figure 8 too, we may conclude that video-type of postings have bigger engagement to the society compare to other types.

Figure 8. The Average of most liked type of threads by followers.
We can make evaluation to every information we posted as shown in Figure 9. In each posting we are able to see the insight inquisition. The successfully reached people / accounts by the postings.

Figure 9. Number of the Performance of statistical social activity posts in BPS Facebook Fan Page

<table>
<thead>
<tr>
<th>Performance for Your Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>6,200 People Reached</td>
</tr>
<tr>
<td>289 Reactions, Comments &amp; Shares</td>
</tr>
<tr>
<td>254 Likes</td>
</tr>
<tr>
<td>114 On Post</td>
</tr>
<tr>
<td>120 On Shares</td>
</tr>
<tr>
<td>6 Loves</td>
</tr>
<tr>
<td>2 On Post</td>
</tr>
<tr>
<td>4 On Shares</td>
</tr>
<tr>
<td>2 Wows</td>
</tr>
<tr>
<td>1 On Post</td>
</tr>
<tr>
<td>1 On Shares</td>
</tr>
<tr>
<td>1 Comments</td>
</tr>
<tr>
<td>1 On Post</td>
</tr>
<tr>
<td>0 On Shares</td>
</tr>
<tr>
<td>47 Shares</td>
</tr>
<tr>
<td>47 On Post</td>
</tr>
<tr>
<td>9 On Shares</td>
</tr>
<tr>
<td>500 Post Clicks</td>
</tr>
<tr>
<td>153 Photo Views</td>
</tr>
<tr>
<td>6 Link Clicks</td>
</tr>
<tr>
<td>347 Other Clicks</td>
</tr>
</tbody>
</table>

3. **BPS and Instagram**

BPS started to get to Instagram since 2017. Instagram is one of the most popular social media among the millenial generation. BPS seen this as an opportunity to invest statistical knowlege to teenagers as early as possible. Embracing teenagers to increase their awareness of social economy data, as well as, making data statistic as part of teenagers' life in Indonesia.
After acquiesced by Facebook, Instagram develop more features for its users. Some of them are, enabling users to see various statistics for its accounts. In Figure 10-12 we can see the characteristics of BPS’ Instagram followers.
Figure 11. BPS Instagram Followers Age Range
Figure 12. BPS Instagram Followers gender and BPS Instagram most visited time.
Figure 13. Number of total accounts visiting every BPS Instagram Posts.

Instagram gives features for us to discover which postings work best in building engagement towards society as in shown in Figure 13. This is very efficient for evaluation tool in order to make the next postings.
4. Idea of the impact or benefit of using Social Media

Three things that are promising by socializing using media are, accurate target audience, ideal time presentation, and wise money spent. Facebook and Instagram provide choice to users to determine the target audience of the post which is going to get socialized. The information delivered can also be accessed easily from mobile data users, not to mention, the low cost of this method to socialize. Before social media got viral in the society, BPS used many different media such as newspaper and television to socialize any activity or statistical data to the society. The advertising cost for BPS activity through newspaper and television is very high. Every displayed advertisement in newspaper averagely cost 30 – 100 million IDR each (around 2,100 – 7,000 USD). As for 15 minutes television program, averagely it costs 14,000 USD; and by that even, not always, reached the target audience or as much as we expected, and thus is different from social media. Facebook provides the posts boosting service, where it promises approximate reached audience who are going to see the posts also with the targeted criteria and is low at costs. Facebook offers the number of reached accounts with the price we preferred. For instance, as shown in Figure 14., with 1,000,000,- IDR (170 USD) Facebook offers that the posts will reach 56,000 to 350,000 accounts.

Budget use policy in Indonesia requires BPS to use third-party to create followers in Facebook and Instagram. Since August 2017 until September 2018 around $4,200 USD spent to build approximately 80k followers and 20k user engagement in social media each month. The amount of money spent was costlier due to third-party usage.
BPS’ social media team consists of seven people. Four people are person in charge (PIC) of each official BPS social media; they are YouTube, Twitter, Facebook, and Instagram. One person serves as content creator and the other two serve as supervisor and general PIC.

The other cost aside from social media development is usually through BPS’ budget in making promotional content such as hiring influencers and actress or actresses to become promotional content on certain statistical activity in form of video etc.; typically around $2,000 USD per year. In preparation of the Population Census 2020, UNICEF supports BPS, approximately $40,000 to pay for consultant in developing promotional plan of Population Census.

Figure 14. Posts Boosting to reach more accounts.

Nonetheless, this paid method for advertising is only effective when the followers of the social media is still little. For example, in one posting of my
Instagram account with 45k followers, one post I may reach 282,385 people for free. Which means, our social media account has been built well, which mean we can reach many people in one posting for free. Imagine, how much budget can be saved every year.

IV. Conclusion & Recommendation

A. Conclusion

Social media is an effective communication tools. Three things that are promising by socializing using media are, accurate target audience, ideal time presentation, and wise money spent. Every convenience received by social media can be used by each NSO in communicating data as well as statistical activity. In long term, NSO will be able to utilize social media to build statistical literacy in society. Developed communication build routinely in social media will improve society awareness of data and also will make data as part of the society daily life. Thus, the embedded practice later will be create new custom, that is data culture.

B. Recommendation on what to consider

Building official social media account is a big challenge. These are what to consider when an NSO has official social media account.

1. Using Social Media

It is time for every NSO in the world to make use of social media as effective communication tools in order to build data culture and statistical literacy in the society.
2. The interaction of Social Media Users

Interaction here can be positive or negative. As positive interaction, social media users can actively enquire about statistical stuff in the account to increase their awareness of statistical data. The challenge is how the NSO maintain a wise social media admin that has wide knowledge about statistics to be able to answer comments and or direct message from social media users; yet, there is also negative interaction from the social media users. They may be complain about several stuff, in some case they may complain using unpleasant words. The complaint can be read by everyone if we do not immediately make clarification and thus can result in misunderstanding. Other example of negative interaction, is there may be some cases that uses official posts for their personal needs, such as politics and etc.

3. Maintain

In order to build social media account, NSO must actively maintain the social media, at least NSO should have fixed schedule to posts various things in the social media. By posting routinely then audience will give their attention to our official account.

4. Content

There are types of favorite posts in the eyes of the citizens. Several ministry’s and agency’s social media in Indonesia created several relaxing and fun posts to audience.

C. Challenges

BPS has more challenge in using social media as communication tools. They are:
a. BPS does not have particular employee that specifically is in charge of social media like the other Indonesia ministries. Social media is only considered as side job amongst the other job in BPS Public Relation. This makes the social media handling only as side job and not main job.

b. There is no specific fund budgeted to build social media. Social media development done by BPS 2017 is part of Economic Census socialization. BPS still has not made specific budget in developing their social media.

c. Social media development roadmap. In creating new social media, it is necessary to make branding institute, which has to be seriously discussed with the management, and this has never be done by BPS.

d. There is going to be a lot of comments, inquiries, and even critiques that need to be responded in each posting comments’ column section. Some accounts sent BPS social media direct messages in form of inquiry and etc. thus, there must be good communication among social media PIC and BPS stakeholders associated with netizen’s questions.
V. References


