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Improving Target Audiences by Means of
More Friendly Services

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INTRODUCTION

The best way to ensure people understand the value of statistics is to persuade them to be familiar with. Statistics begin to assume importance in people's perceptions when they use them to make decisions – in official as well private spheres. Published statistics, especially if intended for general rather than expert consumption, should be 'user-friendly', with text, tables and graphics that easily understood. During the last 10 years, the advances in Information Technology (IT) revolution and the Internet in particular, has greatly increased the feasibility of easy communication of huge data sets, and enriches the opportunities to apply the sophisticated tools associated with large data sets. The process of disseminating statistics maybe expected to continue at an accelerating rate in the foreseeable future, facilitated by the advances in IT. Now it is time to be thinking about the challenge for developments in statistics dissemination system by exploring the advances in IT.

This paper tries to outline the full range of statistics dissemination system, currently applied in BPS-Statistics Indonesia, according to varieties of target audiences, the statistical services already available, and the developments in statistics dissemination system by exploring the advances in IT.

BPS-STATISTICS INDONESIA AT A GLANCE

It is the mandate of BPS-Statistics Indonesia (BPS) to provide quality data – data that are complete, accurate, up-to-date, sustainable, and relevant – to the Government and other data users, primarily as inputs for policy formulation, planning, monitoring, and evaluation of programs, in order to meet development objectives. Hence, the aim of development – to increase social welfare – can be achieved effectively.

Indonesia's development efforts increasingly require a variety of statistical information of high quality. Therefore, BPS must increase its services to the data users. In response to this challenge, direction and organization of BPS, in terms of vision, mission, tasks, functions and responsibilities, were formulated. The vision of BPS – BPS as quality data provider – can be achieved by implementing the BPS's mission as follows:

   a.   to provide statistical data that are complete, accurate, relevant and up-to-date;

b. to ensure the coordination, integration and standardization of statistical information by providing a framework in the form of a reliable, effective and efficient National Statistical System; and

c. to improve human resource capacities to promote professionalism and skills on the latest statistical science and information technology.

BPS is a big organization with 12.651 employees spread out through the nation. Despite Indonesia's decentralization, BPS remains a vertical government institution with human resources up to the subdistrict level. Its organizational structure hierarchically as follows:

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┌─────────────────────────────────────────────┐
│          ┌─────────────────────┐            │
│          │   BPS Headquarters  │            │
│          └─────────────────────┘            │
│                     │                        │
│                     ▼                        │
│        ┌───────────────────────────┐        │
│        │     Provincial level      │        │
│        │   (total, 33 provinces)   │        │
│        └───────────────────────────┘        │
│                     │                        │
│                     ▼                        │
│    ┌─────────────────────────────────────┐  │
│    │   Regencies/Municipalities level    │  │
│    │ (total, 440 regencies/municipalities)│  │
│    └─────────────────────────────────────┘  │
│                     │                        │
│                     ▼                        │
│      ┌─────────────────────────────┐        │
│      │      Sub districts level    │        │
│      │  (total, 5 641 subdistricts)│        │
│      └─────────────────────────────┘        │
└─────────────────────────────────────────────┘
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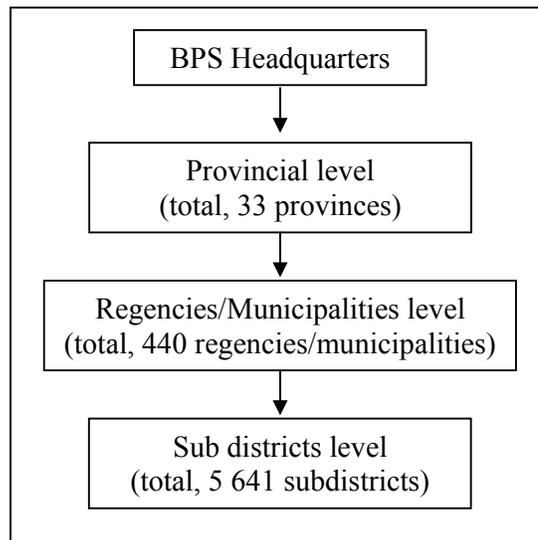
Generally speaking, the productivity of data produced by BPS is evident by several outcome indicators, consisting of total number of visitors and requests for data at the BPS library and website, as well as request for data on specific subject matters through the technical units in BPS.

The performance of BPS can be evaluated based on the number of indicators that are produced periodically and in a timely and accurate fashion (indicated by the standard error). In addition, the performance is further assessed by the timelines in completing statistical activities and dissemination of statistical information.

THE DIRECTORATE OF STATISTICAL DISSEMINATION OF BPS

Dissemination of statistical information plays an important role, as part of the efforts in improving BPS's image through quality data service to users. The main task of the Directorate of Statistical Dissemination is to improve services to data users. To support improvement of services for users, a relevant strategy is needed in developing and applying a user-friendly system for the dissemination of statistical information with several activities as follows:

a. Applying the appropriate dissemination techniques to improve the quality of services to central and regional governments, as well as other users. The access mechanism on the Internet, connecting users to the central database, need to be dynamic and should be supported by an adequate data warehouse facility.

b. Improving the quality of statistical information dissemination through statistical publication using national and international guidelines, while maintaining the basic characteristic and image of BPS.

c. Developing a Metadata system, which covers information on basic statistics, sectoral statistics, and specific statistics to be used as a reference point for national statistical activities.[1]

d. Further improving the library system and developing a reliable statistics documentation system, with the compilation of international and national statistical publications, books and references regarding statistical techniques and methodology. In addition to improving the service function, the library

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[1] According to Indonesian Statistical Law No. 16/1997, statistics are classified into three types: (1) **basic statistics** is statistics utilized for a broad range of (both government and community) purposes, which have cross sectoral characteristics, are on a national and macro scale, and will be the responsibility of Statistics Indonesia (BPS). *basic statistics* includes statistics in economic area, social welfare area and others, which either have been developed or will be developed by BPS. (2) **sectoral statistics** is statistics which is used to fulfil the requirement of a certain governmental institution in order to carry out it's responsibilities. Though the execution program become responsibilities a certain governmental institution, in practice the execution program can work together with BPS. (3) **special statistics** is statistics which is used to fulfil the requirements of private companies in order to carry out their research such as surveys conducted by "Survei Riset Indonesia (SRI). Though the execution program become responsibilities a certain governmental institution, in practice the execution program can work together with BPS.

system and statistics documentation can speed up National Statistical System development.

KNOWING THE AUDIENCES: UNDERSTANDING THE TARGETS TO BE REACHED

Official statistics, that is, statistical data collected and disseminated by BPS about different aspects of life in Indonesia, are needed for a number of important purposes. They provide information, statistical evidence, needed for business of government – both day-to-day administrations as well as for policy analysis. At the same time, statistics are also important for the users other than government.

In order to better understanding the audiences - government and non-government - it will be important to analyze the target audiences to be reached.

- ✓ An advocacy campaign targeted at government, parliament, or senior civil servants undertaken by speeches, reports or material produced for specific occasions. At national level, BPS has regular meeting with BAPPENAS (National Development Planning Board) and related Ministers, also Parliamentary Hearing. The same goes for BPS at regional level, with BAPPEDA (Regional Development Planning Board) and its related offices.

- ✓ Dealing with the news media as one of the potential audiences, BPS has monthly news releases, organized at the beginning of every month.

- ✓ Regional organizations, academic and research society can be targeted via publications that periodically give a summary of the statistical office's work. For this purpose, statistical library plays an important role, so that BPS has special attention to improve librarian services at national level, as well as regional level. With the spread of the Internet, on-line dissemination will become more and more important and effective in disseminating statistical information.

- ✓ International organizations can be informed of a country's statistical progress in complying with international standards through effective use of

the Internet. Regularly, BPS receives blank form to be filled-in from international organizations, such as UNDP, ILO, etc.

✓ A country's business community is particularly aware of the importance of statistics and their timeliness and sectoral and local disaggregations, and needs to be reassured about such things as the burden imposed by statistical response and privacy issues. BPS conducting seminars, briefings, with appropriate material, which can be an effective means of addressing such needs.

✓ Who else?

By knowing the target audiences, the way to disseminate statistical information are formulated as follows:

Methods of Dissemination	TARGET
Website	Internet Users, International organizations
Press Release	News Media
Seminars	Academic and Researchers Societies, Related Institutions, Business Communities
Publications	Libraries, Public
Executive Summary	Government, Parliament, Senior Civil Servants
Booklet	Public, Academic Purposes, Researchers
Poster/Leaflet/Pamphlet	Public

STATISTICAL SERVICES CURRENTLY AVAILABLE

❑ **Statistical Library**

Statistical library of BPS provides statistical information comprehensively. In statistical library of BPS headquarters, there are more than 65.000 titles of

statistical publications, 500 guidance books related to census/survey activities, and 653 questionnaires related to census/survey activities. Most publications are hard copy (books), several selected publications already have its soft copy editions. Besides, statistical library of BPS headquarters also provides statistical information from other countries, publication from international organizations, and textbooks related to statistics. In 2006, daily average of library visitors are 52, consist of 50 percent students, 11 percent employee of private company, 10 percent government employee, 29 percent others (researchers, representatives from other country, lecturers etc.) Information on library services can be accessed on BPS website: http://www.bps.go.id, and email: cbslib@mailhost.bps.go.id or priyono@mailhost.bps.go.id. Each regional BPS office has its own statistical library, not only at provincial level, but also at regency/municipality level.

❑ **Raw Data**

Timely release of data is a key component of statistical quality. BPS has a big effort to reduce the lag between the information being available and disseminated to the public. Raw data, allows much quicker data release than conventional publishing and considerable financial savings. For some reasons, users prefer to have raw data. In 2006, there are 75 users have access to BPS raw data, consist of 9 International Organizations, 19 National Organizations, 22 Private Companies, 17 Researchers and Universities, 8 Local Students, 1 Foreign Student. The numbers of accessed raw data are: 26 National Socio-Economic Survey, 20 Digital Map of Administrative Area Division, 1 Intercensal Population Survey, 36 Village Potential Statistics, 14 Statistics of Large and Medium Manufacturing Industry, 2 Population Census and 1 Integrated Survey of Small Scale Establishment. Information on raw data services can be accessed on BPS website: http://www.bps.go.id, and email: bpshq@bps.go.id or bana@mailhost.bps.go.id

❑ **Internet**

Availability of data on the Internet is being very common everywhere. Statistics are available to all users at the same time, directly from source and free of intermediaries. The Internet allows BPS to give the public a lot of information at

relatively low cost. This has served to boost the number of potential users of official statistics. As the Internet has emerged as a more cost-effective vehicle for disseminating information, BPS pays special attention in improving the contents as well as its performance, not only for BPS headquarters, but also BPS regional offices. Statistics by subject can be found in BPS website, from Agricultural Statistics through Wholesale Price Indices. In 2006, there is 990.154 visitors have accessed to BPS's website: http://www.bps.go.id. Numbers of downloaded file are 9.244.617 and numbers of downloaded Kbytes are 701.788.475.

❑ **Publications**

Statistical Publications – hard copy as well as soft copy – are the end product of any statistical activities. Most publications are published yearly, but there are also monthly, quarterly, or even mid-yearly statistical publications. BPS headquarters publishes its own publications for official statistics at national level. Hierarchically, publications for official statistics at provincial level are published by BPS office at provincial level, as well as Regency/Municipality and Sub District. Statistical publications distributed to users which already on the list. Each statistical publication has its own mailing list contains list of publication receivers, such as related international/national organizations, related ministries, libraries of universities, etc.

❑ **Statistical Clearinghouse**

Statistical Clearinghouse or *Sistem Informasi Rujukan Statistik (SiRusa)* is a web base system, which provides information of Meta data of Statistical activities to support National Statistics System. Meta data of Statistical activities comprises of three components, a) Basic Statistics produced by BPS, b) Sectoral Statistics, generally the result of administrative records of government institutions, c) Specific Statistics produced by other organizations. The Metadata of three statistical components is to be compiled at BPS headquarters. Meta data provides comprehensive information of statistical activities, such as

➢ Who is conducting the statistical activities
➢ When the statistical activities are taking place

> ➢ Methods of data collection and estimation
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> ➢ Main product of the statistical activities
>
> ➢ Dissemination of the result
>
> ➢ etc.

BPS as the host for Indonesia Statistical Clearinghouse
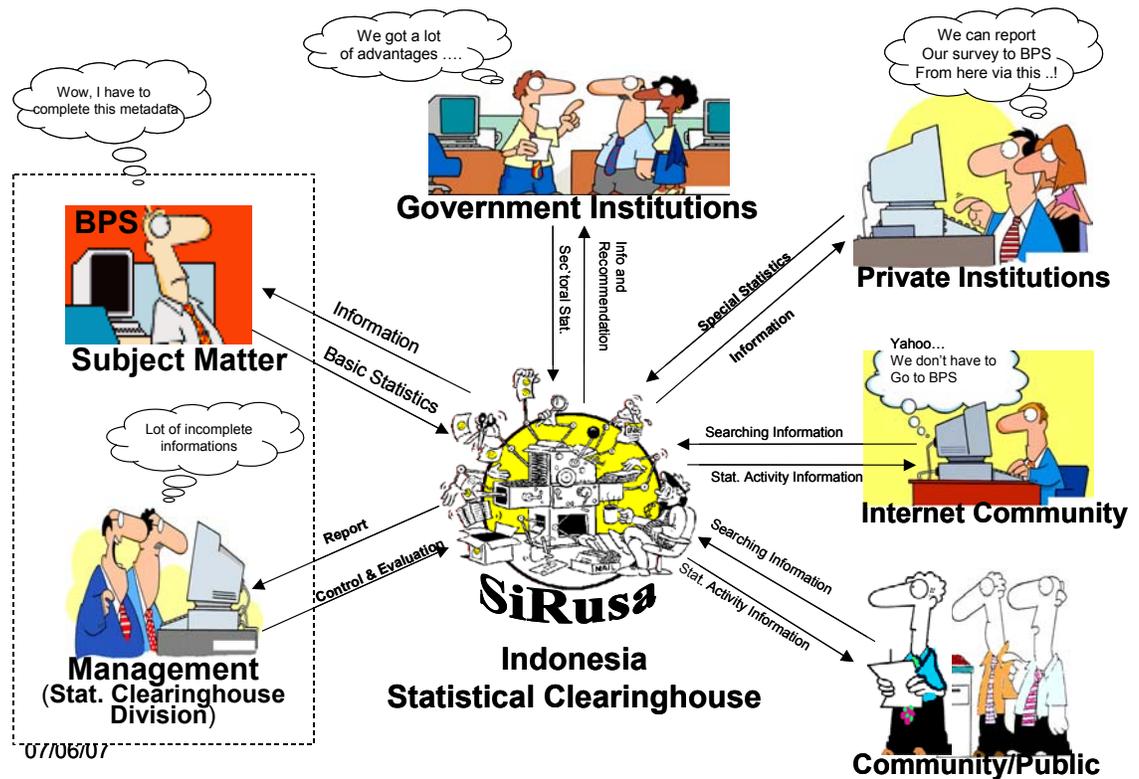
For more information on clearinghouse, click http://www.bps.go.id or by email at: ghofar@mailhost.bps.go.id

EFFORTS TO IMPROVE STATISTICAL SERVICES: MORE FRIENDLY SERVICES

1. Statistical Publications

Official statistics are produced on the basis of the best knowledge and abilities of official statisticians. However, for common users, the presentation of data, together with analyses presented in statistical publications using such official statistical language, are not easily understand. To come up with such problems BPS has a big effort to present official statistics using common language, without loosing its statistical essentials in a form that is easily digested by users. In the near future, BPS will publish a series of publications that more user friendly. Those publications are designed and presented especially for non-statistician, such as students, non governmental organizations, executives, and other parties. As an example: the book entitled "Memahami Beberapa Data Strategis yang Dirilis BPS" (Understanding Several Strategic Data, Published by BPS) on going process.

2. Dynamic Web

BPS Website is being developed in order to provide various information to public. Information on website are provided in dynamic where user could select variables/attributes that they need such as export-import statistics (http://webdev.bps.go.id/tabel/). User could do query to get export/import information. The query consists of information type, year and quarter, and keyword/HS code. The dynamic web interface as follows:
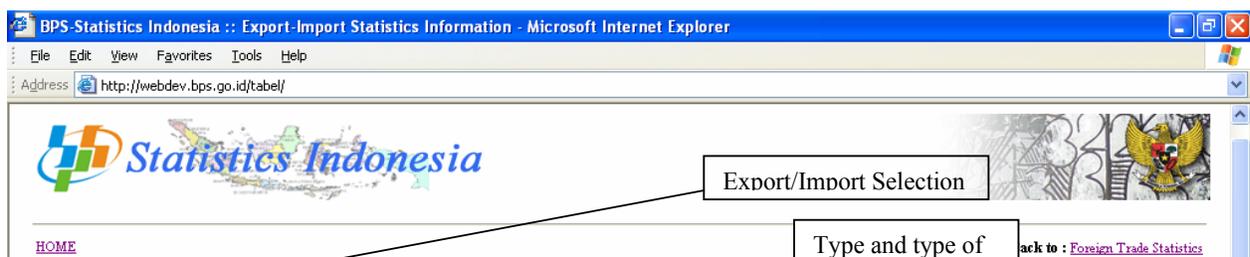
Besides export-import information, BPS is still developing other information that can be built dynamically, such as CPI and GDP. With dynamic web, users could get information faster as they need.

3. Data are out-of-date

Geographically, Indonesia is really a big country, with three-difference local time. Its located between 6° 08' north and 11° 15' south latitude, and 94° 45' to 141° 05' east longitude. Total populations for the year of 2005 are 219.2 millions. Conducting census, which covers all the nations, not only need a big value of money, but also long periods of time. Often, results didn't appear for one, two or even three years after the actual data collection. By that time, the data are out-of-date and less useful for decision-making and other purposes. However, users do not always realize that data from different sources (census or survey) can be obtained on the basis of

different methodologies. By using the advances in Information Technology (IT), it is necessary for BPS to speed up the process to release data, as soon as possible after collection, subject, of course, to their later revision. For this reasons, BPS release preliminary figures before the final figures are officially released.

4. Improving Services at Statistical Library

In order to give better services, cbslib@mailhost.bps.go.id, also give services for request data by email. Usually student abroad who need statistical information for their thesis send request data through this email address. For the coming future, simple request data can be ordered by Short Message Services (SMS) via mobile phone.

CONCLUSIONS

It is obvious that the pace of development of information technology has allowed equally rapid progress in the way statistics are produced and disseminated. BPS gains a lot of benefit on it

- ✓ Effective dissemination needs to be supported by publicity and marketing – but the best 'advertisement' is the quality of the product.
- ✓ With the spread of the Internet, on line dissemination will become more and more important and effective in disseminating statistical information.
- ✓ The Internet allows BPS to give the public a lot of information at relatively low cost.
- ✓ Finally, better services to users can be achieved not only in terms of data timelines, but also the way to disseminate data, in a more user friendly way.

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