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**Indonesian Experience in Communication and Dissemination Strategies for
Short Term Official Statistics**

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INDONESIAN EXPERIENCE IN COMMUNICATION AND DISSEMINATION STRATEGIES FOR SHORT TERM OFFICIAL STATISTICS

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STATISTICAL SYSTEM IN INDONESIA

1. The national statistical system in Indonesia is centralized. Under this system, BPS (Badan Pusat Statistik)-Statistics Indonesia has been appointed as the main agency to compile various fields of statistics to provide reliable and up to date statistical information to the data users (government and public). The Director General of BPS is directly responsible to the President. BPS-Statistics Indonesia has representative offices spreading in 33 provinces and 465 districts/regencies involving around 14,000 employees. BPS has Statistical Education and Training Center providing technical trainings to its own employees. The Center sometimes collaborates with international organization such as UN-SIAP to give training to staffs of National Statistics Offices from other countries; examples of training are poverty measurement and Geographic Information Systems/GIS. BPS-Statistics Indonesia also has Institute of Statistics run under BPS management since 1958. The total number of students is around 1100 students and all of them receive scholarship.
2. The statistical information produced by the BPS-Statistics Indonesia is obtained from census, survey, and administration products. BPS-Statistics Indonesia has conducted censuses and various surveys to obtain socio economic characteristics of the population or business/enterprises. Census (population census, agricultural census, economic census) is conducted once in every ten years. The surveys are conducted monthly, quarterly, and annually depending on the types of information needed. Examples: consumer price data is collected monthly to calculate inflation rate, business and consumer confidence survey is conducted quarterly, labor statistics data is collected in February and August to estimate unemployment rate, national consumption survey is conducted annually to analyze changes in consumption patterns and poverty incidence.
3. BPS-Statistics Indonesia publishes various statistics data presenting periodic information on social, economic, and cross-sector changes. The data is derived from its own comprehensive statistical activities as well as from other government institutions such as Bank Indonesia. Statistical data are disseminated in different media to reach different sets of users. The data users may refer to BPS Publication Catalogue, which contains information related to publication title, reference year, and the content of each publication. Users can browse BPS homepage to search products and services offered by the BPS. Metadata, glossary on statistical terms and questionnaires used in surveys and censuses are also available on the website to assist users to understand statistics better. Key statistics and some of the publications can be downloaded free of charge. Data Dissemination Service is the main gateway to request and obtain any statistical data. Any printed publications are available for sale at the BPS Bookstore. BPS Library and help-desk are available for users visiting BPS office.

4. The demand for quality and timely statistics in Indonesia has increased tremendously and need to be addressed immediately. To meet the users' demand, BPS-Statistics Indonesia has continuously strengthened its capacity in respect of its statistical collection activity. Starting at the beginning of 2010, BPS has implemented a 5-year Statistical Capacity Building Program, called Change and Reform for the Development of Statistics (the STATCAP-CERDAS Program). The main objective is to improve the quality of data supported by improvements of information and communication technology, human resources management and development, institutional arrangements, and management change.

TYPES OF SHORT-TERM OFFICIAL STATISTICS

5. Short-time official statistics are important to monitor country's economic performance. In recent years there has been a lot of pressure on BPS-Statistics Indonesia to better serve its data users by improving the timeliness of release for its short-term official statistics. BPS disseminated the statistics monthly and quarterly in different media to reach different sets of data users. Press conference has been conducted regularly and simultaneously by BPS Headquarters and BPS provincial branches at the beginning of the month to officially inform to journalists and other users about the new data. Press conference usually covers 8-9 topics. Advance release calendar is posted on the website so users can be aware of the dates of next releases. Table 1 presents types of the short-term official statistics produced by BPS-Statistics Indonesia.

Table 1: Types of the short-term official statistics produced by BPS-Statistics Indonesia

Type of Data	Periodicity	Time lag
Inflation	Monthly	The figure of last month is released on 1 st day of the following month.
Foreign Trade (Export-Import)	Monthly	One month
Worker's Wages	Monthly	The figure of last month is released on 1 st day of the following month.
Farmer's term of trade	Monthly	One month
Food Prices	Monthly	The figure of last month is released on 1 st day of the following month.
Wholesale Price Index	Monthly	One month
Tourism	Monthly	One month
Transportation	Monthly	One month
GDP	Quarterly	35 days after the end of the quarter for quarterly GDP figures (<i>it used to be 45 days</i>)
Business and Consumer Confidence Indices (BCCI)	Quarterly	35 days after the end of the quarter for quarterly BCCI figures (<i>it used to be 45 days</i>)
Manufacturing Production Index	Quarterly	30 days after the end of the quarter for quarterly the index figures
Forecasting of Food Crops Production	Once every four months	Forecasting for current year

COMMUNICATION AND DISSEMINATION STRATEGIES

6. BPS-Statistics Indonesia has realized that a strong communication and dissemination strategy is as important as the statistics product itself. BPS allocates quite a lot of budget to the communication and dissemination strategy, which is handled by both Directorate of Statistics Dissemination, and Bureau of Public Relations and Legal Affairs. These two directorates have responsibility to plan how information and results from the short term official statistics will be disseminated and to whom. The objective is to ensure a continued flow of information to target audiences in order to increase and maintain audiences' interest and awareness of the short term official statistics.
7. The Bureau of Public Relations and Legal Affairs has responsibility to identify target audiences and organize the press conference. In general the target audiences can be classified into four groups: public, journalists, government (president/ ministers/parliament), and internal BPS. The report is tailored differently for different target audiences and materials are produced accordingly. For example, the type of materials and writing that are effective for media are different from those for government. Therefore, the report for the government is shorter in the form of executive summary, but the complete report is attached in case the detailed information is needed. Table 2 gives in summary target audiences and communication vehicles in relation to the communication and dissemination strategy of the short term official statistics.

Table 2: Target audiences and communication vehicles in relation to the communication and dissemination strategy of the short term official statistics

Target audiences	Communication vehicles	Data presentations	Notes
Public, Researchers, NGOs	Website	Press releases: Table and Graphs	<ul style="list-style-type: none"> • BPS Headquarters website: www.bps.go.id, • BPS Provincial website: for example http://bali.bps.go.id
Journalists	<ul style="list-style-type: none"> • Press conferences • Website 	Press releases: Table and Graphs	<ul style="list-style-type: none"> • Between 1-6 pages for each topics
Government (President, Ministers, Parliament)	Publication (Executive report)	Executive summary	<ul style="list-style-type: none"> • Title: Monthly Report of Socio Economic Data • The complete report is uploaded in the web one day after cabinet meeting
Internal BPS	Website and internal website	Press releases: Table and Graphs	<ul style="list-style-type: none"> • www.bps.go.id, • http://community.bps.go.id

8. The Bureau of Public Relations and Legal Affairs provides free training about the short-term official statistics to journalist once every six month. The objective is to assist journalists in understanding the concept definition used and interpreting the results of the short-term official statistics so they can write the report in their newspapers properly.

9. Subject matters producing the short-term official statistics are responsible to prepare the content of the report. They have to submit the report draft approved by the DG/Deputy of the DG to the Directorate of Statistics Dissemination, which is responsible to design the layout of final report. The latest submission is 16.00 pm one day before the press conference. The subject matters also have to submit the report draft to Directorate of Analysis and Development of Statistics, which is responsible to write executive summary from all materials released. Once the report is ready, the Directorate of Statistics Dissemination and Directorate of Analysis and Development of Statistics send soft copy to Printing section.
10. The printing section sends two different printed reports to the Bureau of Public Relations and Legal Affairs. The Bureau distributes the press release to the audiences attending press conference. At the same time, the Bureau also sends the executive summary report to the government. After the press conference done, the Directorate of Statistics Information System will upload the press release in the BPS web. The users can download all press releases completely free of charge. The information is updated periodically as soon as new releases are available.
11. A meeting is conducted at least once a month to evaluate the reports (press release and executive summary). The DG and his deputies, all subject matters and related directorates are invited to the meeting. The followings are example of press release and cover of executive report.



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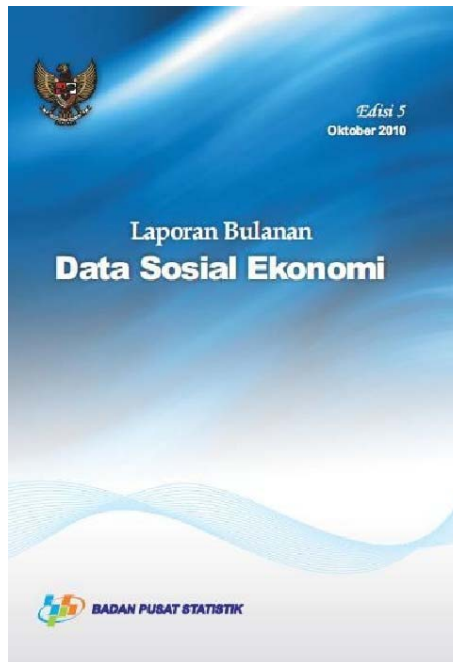
PERTUMBUHAN EKONOMI INDONESIA TRIWULAN III-2010

EKONOMI INDONESIA TRIWULAN III-2010 TUMBUH 5,8 PERSEN

- ❑ Produk Domestik Bruto (PDB) Indonesia pada Triwulan III-2010 meningkat sebesar 3,5 persen terhadap Triwulan II-2010 (q-to-q). Peningkatan terjadi pada semua sektor ekonomi dengan pertumbuhan tertinggi di Sektor Pertanian 6,0 persen dan terendah di Sektor Listrik, Gas dan Air Bersih yaitu 0,1 persen.
- ❑ Bila dibandingkan dengan triwulan yang sama tahun 2009 (y-on-y), PDB Indonesia Triwulan III-2010 ini tumbuh sebesar 5,8 persen, dimana semua sektor tumbuh positif dan tertinggi di Sektor Pengangkutan dan Komunikasi tumbuh sebesar 13,3 persen.
- ❑ Secara kumulatif, pertumbuhan PDB Indonesia hingga Triwulan III-2010 dibandingkan dengan periode yang sama tahun 2009 (c-to-c) tumbuh sebesar 5,9 persen.
- ❑ Besaran PDB Indonesia atas dasar harga berlaku pada Triwulan III-2010 Rp1.654,5 triliun sehingga kumulatif Triwulan ke III-2010 mencapai Rp4.727,6 triliun.
- ❑ Dari sisi penggunaan, pertumbuhan PDB Triwulan III-2010 terhadap triwulan sebelumnya didorong oleh kenaikan konsumsi pemerintah yang tumbuh sebesar 12,6 persen, pembentukan modal tetap bruto (PMTB) sebesar 7,0 persen, ekspor sebesar 6,0 persen, dan konsumsi rumah tangga sebesar 2,0 persen. Sementara impor tumbuh 2,2 persen dibanding triwulan sebelumnya.
- ❑ Pertumbuhan PDB penggunaan Triwulan III-2010 dibandingkan dengan triwulan yang sama tahun 2009 (5,8 persen) dilipang oleh pertumbuhan PMTB sebesar 6,9 persen, konsumsi rumah tangga sebesar 5,2 persen, konsumsi pemerintah sebesar 3,0 persen, dan ekspor sebesar 11,3 persen. Sedangkan impor juga tumbuh 11,0 persen dibanding triwulan yang sama tahun 2009.
- ❑ Struktur perekonomian Indonesia secara spasial pada Triwulan III-2010 masih didominasi oleh kelompok provinsi di Pulau Jawa yang memberikan kontribusi terhadap Produk Domestik Bruto sebesar 57,6 persen, kemudian diikuti oleh Pulau Sumatera sebesar 23,7 persen, Pulau Kalimantan 9,2 persen, Pulau Sulawesi 4,6 persen, dan sisanya 4,9 persen di pulau-pulau lainnya.

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Press Release



Cover of Executive Summary

USER SATISFACTION SURVEY

12. A user satisfaction survey of BPS statistics and services are conducted independently by Ernts & Young in order to avoid bias. The objectives are to obtain the views of the key users on various aspects concerning the quality of statistics and to give BPS the opportunity to identify improvement areas. The central topics covered in the questionnaire are understanding users' need for official statistics and users' views on specific aspects related to the BPS services. Some of the survey results are as follows:

a. Broad findings:

- Lots of positive views about BPS and relatively negative views
- BPS needs to work closely with its key users to understand their perspective on the balance between accuracy and timeliness, and improve user satisfaction
- Many do not use meta data, also many think metadata are not understandable
- There is evidence that the website needs improving
- BPS is not meeting needs for time series

b. Statistical Quality Aspects:

- 73% of respondents see BPS' statistics as a good reflection of the situation in the Indonesian society and economy.
- Users don't feel listened/consulted

c. Statistics mainly used:

- Media use mainly Foreign Trade and National Accounts statistics
- Ministers are interested in the Income, Expenditure and Other Social statistics, the Labor statistics and National Accounts
- Academic and researchers look primarily for the Income, Expenditure and Other Social statistics, the Labor statistics, and Prices
- Internal users use all major statistical areas.

d. Dissemination aspects:

- About BPS website: 81% look for Data and Figures, 57% for publication, 46% for press release; 19% are dissatisfied with the downloading possibilities
- About the accessibility of BPS' statistics: 61% of users satisfied (on average); highest ranked area is National accounts (96% of satisfied users),

ISSUES AND CHALLENGES

13. The usefulness of data is proven when they are used and easily understood by the user. Many steps have been taken by BPS-Statistics Indonesia to develop effective communication and improve its data communication to meet the current demand and expectation of users. However, a number of issues and challenges still need to be addressed, among others are:

- Based on the results of user satisfaction survey, future improvement about dissemination has to be done:
 - ✓ Build a website more user friendly,
 - ✓ Extend the range of statistics available from the website,
 - ✓ The website should have time series facilities and report generator capacities,
 - ✓ Communication with the users has to be improved (give more information on methodology, revisions, and better publication timetable).
- BPS-Statistics Indonesia continuously has to establish and maintain its credibility
 - ✓ Improving timeliness without a significant loss in accuracy. To achieve this goal, some changes to operational procedures or methodological techniques is required.
 - ✓ All of statistics activities have to be based on professional practices (UN Fundamental Principles of Official Statistics)