Digital Media Marketing Strategy to Improve Data Dissemination at the Statistics Indonesia

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Abstract
The marketing strategy applied by non-profit organizations or government agencies is not much different from the marketing strategy of private companies, because both have products or services that need to be marketed for the benefit of consumers. One of the government institutions that requires a marketing strategy is the Central Statistics Agency (BPS) to meet the needs of data users and increase the dissemination of BPS products. The development of ICT in line with internet users in Indonesia is a promotional opportunity. This study aims to find out how the BPS digital media marketing strategy is to increase the dissemination of statistical data products. The method uses descriptive qualitative with a case study approach. Data collection is carried out by means of literature studies and observations in Central BPS, Central Jakarta, especially in the Directorate of Statistical Dissemination in the period January - September 2021. The results of research on digital marketing strategies used by BPS in increasing the dissemination of statistical data products are (1) through integrated statistics service website, (2) publishing softcopy books, (3) using QR codes, (4) launching the Allstats application, (5) infographics, (6) launching the Virtual Statistical Corner. The sales of printed books have decreased because they have been replaced by the ease of getting data online.

Keywords: marketing, digital media, government agencies, BPS marketing mix, relationship marketing, PD Karya Bearing Motor

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INTRODUCTION

In the marketing strategy of non-profit organizations or government agencies, not only adapting or using traditional marketing strategies but also influencing and creating positive views in society. That is by promoting products and public services to improve the reputation of non-profit organizations or government institutions (de Matos et al., 2020). Non-profit organizations or government agencies that adopt the traditional understanding of marketing, care more about customers than their own structure and try to meet customer needs. The goal of traditional marketing is to provide the utility of time, place and ownership. Therefore, the essence of marketing consists in creating value for customers and motivating them to buy products and services, and to change customer perceptions (Durmaz & Efendioglu, 2016).

Basically the marketing strategy applied by non-profit organizations or government agencies is not much different from the marketing strategy of profit-oriented companies, because both have products or services that need to be marketed for the benefit of consumers (Widuri, 2014). When a non-profit organization or government agency develops a product or provides a type of service, then prices, promotes, and distributes it to targeted consumers, it can be defined as marketing (Madill, 1998).

One of the government agencies engaged in the non-profit sector and requires a marketing strategy is BPS (Central Bureau of Statistics). BPS in charge of statistical issues whose position is directly under the President (non-ministerial). Based on Law No. 16/1997 on Statistics, BPS plays a role in providing data needs for the government and
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Our focus: Social and Culture


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the public. As a public service provider, BPS continues to strive to provide services according to user needs and changes that occur in society (BPS, 2021).

To meet the needs of data users and increase the dissemination of BPS products, a marketing strategy is needed. There are many strategies for marketing, but all of these strategies have one goal, which is to promote a product or service by increasing customer satisfaction. In this modern era, the most important marketing strategy is the marketing mix, which develops from one element to several elements over time. The marketing mix is a conceptual framework, not just a scientific theory that explains the key decisions to configure products to meet consumer needs. Mix marketing can be defined as the most important marketing term known as the 4Ps (Product, Price, Place, and Promotion) (Thabit & Raewf, 2018).

In the marketing mix application at BPS, promotion is the most important element to use. However, in the implementation carried out by BPS as a government institution, the elements of price (price), place (place), and product (product) have been determined. For product elements in the form of statistical data packaged in micro data, hardcopy and softcopy publications, and regional maps. Elements of product prices and types of services at BPS, some are paid and some are free. For those who pay, the tariff is regulated in PNBP (Non-Tax State Income). As for the place element, Central BPS is in a strategic location in Central Jakarta. So that the promotion element will become a focal point in marketing at BPS.

Promotion is one of the strongest elements in the marketing mix. By taking promotional actions, organizations or institutions can show their products to potential consumers effectively and influence them to use them or buy them. Promotion depends on the mix of many elements used to realize marketing objectives (Singh, 2012). The marketing mix determines the position of the product on the target consumer (Thabit & Raewf, 2018). Mix marketing according to Kotler and Keller (2016) includes advertising (advertising), sales promotion (sales promotion), publicity/public relations (publicity/public relations), personal selling (personal selling), and direct marketing (direct marketing). Each element of the promotional mix plays a special role and has its own advantages in integrated marketing communications (Rivai et al., 2021).

Promotion strategies in government institutions are currently mostly carried out with the development of technology, information, and communication. Research Analysis of Tourism Promotion Strategies through Social Media by the Indonesian Ministry of Tourism (Atiko et al., 2016) utilizes internet users as an opportunity for promotion. The results show that the promotion strategy of the Indonesian government through the ministry of tourism with social media Instagram @indtravel, is able to make it easier to achieve its goals and is able to create awareness of the rich diversity of culture and beauty of Indonesia for its target market. Other research on the marketing mix in BUMN (State-Owned Public Agency) in the transportation sector, namely the PT Kereta Api Indonesia Event Promotion Strategy (Choirullisa & Chaerowati, 2018). This study shows that PT Kereta Api Indonesia uses a marketing mix with ICT adjustments; purchasing tickets through the KAI ACCESS application, using social media Instagram, and the website.

Non-profit organizations or government institutions have various methods and strategies to introduce and offer their products, one way is to take advantage of the development of ICT in line with the number of internet users in Indonesia. In 2020, the number of internet users reached 196.7 million (Data, 2020). This is a promotional opportunity from traditional marketing to digital marketing (digital marketing). Based on the described background, the research aims to determine the digital media marketing strategy implemented by Central BPS in increasing the dissemination of statistical data products.
RESEARCH METHODS

This research was conducted using a qualitative descriptive method, namely research that describes or makes a description of the characteristics of a particular group, a systematic and accurate description of the facts, characteristics and relationships between the phenomena investigated (Bungin, 2017). With a case study approach at the Directorate of Statistical Dissemination, Central Statistics Agency (BPS), the research will focus on one particular unit, which can be individuals, groups, organizations, communities (Prihatsanti et al., 2018).

In qualitative research, data collection is carried out in natural settings or natural conditions, primary data sources, and mostly on observation. Researchers make participatory observations, which are involved with the daily activities of people being observed or used as sources of research data (Sugiyono, 2018), by coming directly to the Central BPS office located in Central Jakarta in the period January - September 2021. Researchers also carry out data collection with documents (regulations, policies, pictures/photos), and literature reviews to complete data sources. Data analysis in this study was carried out by data reduction (data reduction), data display (data presentation) and conclusion drawing/verification (conclusion/verification).

RESULT AND DISCUSSION

Marketing has become a mainstream practice in the business world with varying degrees of success. Marketing encompasses many types of organizations including governments, non-profit organizations, political parties, and even religious organizations.

However, most of the literature on developing marketing strategies applies only to the private sector. It is frustrating for public sector managers to try to apply the marketing business idea to government agencies, when realizing the fact that government is not a business (Madill, 1998).

Likewise, what happened at the Central Statistics Agency (BPS), which is a non-ministerial government agency, became a special challenge to carry out a marketing strategy with data products and statistical services. Consumers need statistical data and information produced by BPS. Consumers use this data and information for a variety of purposes, including as additional data for research, planning, and decision making. The Data Needs Survey (BPS, 2020) shows that consumers in PST (Integrated Statistical Services) use BPS data as the main reference with a percentage of 87.96%.

Statistical products produced by BPS have quality assurance. The quality assurance referred to her covers all activities of BPS capable of ensuring to stakeholders that the quality of BPS products is always consistent, so that data consumers obtain optimal satisfaction. Quality data must meet three main requirements, namely: (1) Accuracy. Accurate data is data that is not actually engineered. (2) On time (latest). The data collected is not out of date and can be used for various purposes, including to determine future plans. (3) Relevant. Relevant data is data that is collected and presented according to the needs of data users.

In addition to quality, the certainty of the publication schedule for BPS products must be well-organized and well-planned in accordance with data dissemination service standards. Scheduled distribution of statistics is packaged in the form of an Advanced Release Calendar (ARC) or List of Published Plans that provide guarantees: (1) Certainty to BPS data users about when and what publications will be published, making it easier for data users to access the publications to be used. This information is presented through the BPS website. (2) Scheduled use of data and information for planning purposes by the government, companies, and other institutions.
To maximize all dissemination activities of statistical data products, it is the responsibility of the Directorate of Statistical Dissemination in accordance with BPS Perka No.1 of 2009. In carrying out its duties, the Directorate of Statistical Dissemination consists of four sub-directorates, each of which has a different task. (1) Sub-directorate of Statistical Reference: focuses more on metadata which includes basic statistics, sectoral statistics, and special statistics. This sub-directorate manages the sirusa.bps.go.id and romantik.bps.go.id websites for recommendations for online statistical activities. One of the publications published annually is Analysis of Data Needs Survey Results. This survey aims to identify consumer needs and satisfaction in order to improve the quality of BPS data and public services. (2) Sub-directorate of Statistical Publication and Compilation: focuses on organizing, compiling, and making standard publication guidelines, evaluating all publications at BPS throughout Indonesia. Including for publication catalog numbering, and managing ISBN (International Standard Book Number) and ISSN (International Standard Serial Number). This sub-directorate also manages BRS (Statistical Official News) manuscripts prepared by the work unit (subject matter) and releases within a certain period, monthly/quarterly/quarterly. All Central BPS publications prior to release, must be registered in advance with the Sub-directorate of Publication and Statistical Compilation through the submission of SPRP (Request Letter of Face Design) to obtain a catalog number, publication number, ISBN/ISSN, and if there is no publication cover design, you can request a cover design. Publication. (3) Sub-directorate of Statistical Services and Promotion: focus on consumer data services, purchase transactions of statistical products such as micro data, softcopy/hardcopy publications, regional maps, and carry out statistical marketing and promotions. This sub-directorate manages the statistic service website silastik.bps.go.id. Data consumers can also come directly to perform statistical consultations. (4) Sub-directorate of Libraries and Statistical Documentation: manages BPS libraries known as Integrated Statistical Services (PST). Data consumers can visit PST offline (coming directly) or online at the pst.bps.go.id website. The level of satisfaction of data consumers in searching for data, in terms of officer performance, is strongly influenced by this sub-directorate so that the tagline #MelayaniWithHati is carried out.

The four sub-directorates synergize with each other and carry out their respective duties and functions, with one goal, namely to disseminate statistical data products. BPS has products in the form of data, including: (1) Micro data, namely data obtained by surveys or conducting a census, then the data is processed based on the population and its characteristics. To obtain this micro data, tariffs are imposed according to PNBP (Non-Tax State Income), if the demand for micro data is increasing, the price will decrease. (2) Softcopy publication, which is meant by publication here is a book published by BPS in digital format (pdf). To get a softcopy publication, it can be downloaded for free by accessing the BPS website (with a watermark), if you want a softcopy publication without a watermark, a tariff is charged according to the number of pages, which has been determined based on PNBP. (3) Printed publications (hardcopy), namely publications printed on paper, and bound in book form. To get print publications, available at the Bookstore Gallery located at PST BPS. The tariff for printed publications (hardcopy) is based on the number of publication pages and based on PNBP (4) Digital Wilkerstat map (statistical work area). The format for digital maps is in the form of SHP (Shape File) with tariffs based on PNBP.

In marketing BPS data products, the internet is an important and influential communication platform. The sophistication of internet marketing tactics has grown rapidly which is now called digital marketing (Olson et al., 2021). Digital marketing uses modern digital channels to communicate to build deeper relationships with customers (Vinerean, 2017). According to Chakti (2019), digital marketing itself is an effort made in terms of marketing using internet-connected devices with various strategies and digital
Digital marketing has many benefits for promoting products and services. This brings all walks of life connected through social media which creates new opportunities for digital marketers to attract customers from digital platforms. In addition, the advantages of digital marketing are that it is more cost-effective and has a large commercial impact. The effectiveness of the internet, which is increasingly in demand, is the key that online marketing will be successful (Madill, 1998).

There are many digital marketing strategies, but there are seven of the most common, as identified by independent technology-focused research and marketing companies: (1) Content marketing, a strategic marketing approach that focuses on creating content that attracts potential consumers, and ultimately drives consumer action to use or buy it. (2) Search Engine Optimization (SEO), digital marketing that aims to get the top ranking on search engine pages. (3) Email marketing, sending relevant and up-to-date information to customers via email. (4) Search and social ads, ad placement at the very top of searches or ads that appear on search results pages. These ads are linked to keywords and appear along with search results search when the keyword is entered into a search engine. (5) Data-driven personalization, the process of audience segmentation and marketing decisions based on information about individuals based on search history. (6) Marketing technology usage, the use of technology tools to reach and attract audiences. (7) Social media advertising, advertisements displayed on social media for example Facebook, Instagram, Twitter, Pinterest, LinkedIn, Snapchat (Olson et al., 2021).

Based on the observations of researchers at the Indonesian Central Statistics Agency, the digital marketing strategy carried out by the Directorate of Statistical Dissemination of BPS is more focused on content marketing (content marketing) and marketing technology usage (use of technology), including the following: (1) Integrated Statistics Service Website. Website is one of the main indicators used to measure the success of a company. The number of website visitors and product sales provide a value for marketing effectiveness (Dolega et al., 2021). One of the BPS websites that makes it easy for data consumers to get BPS products is the Integrated Statistics Service website (www.pst.bps.go.id). This website presents a variety of content according to the needs of data users, namely in the form of library publication data, sales of data products and providing consultation related to data. So that data users do not have to come directly to the BPS office, only by accessing the PST website without being bound by time and place. The number of data users who accessed the PST website for the January-September 2021 period was 5557, for data sales as many as 478, and who conducted statistical consultations as many as 2274.

![Figure 1. Display of the BPS Integrated Statistics Service Website](source: Website, 2021)
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bound paper containing information with a minimum number of 49 pages that can be used as a source in the learning and teaching process. Meanwhile, non-book publications are all forms of publication that are not presented in the form of books, such as questionnaires, booklets, leaflets, pamphlets, billboards, and so on (BPS, 2018). For book publications, BPS provides in the form of printed books (hardcopy) and electronic books (softcopy). Every month the Central BPS routinely issues publications in the form of books according to the published schedule (ARC). In 2020 the number of book publications published both externally and internally by Central BPS was 412 books. The books are presented on the official BPS website www.bps.go.id and can be downloaded completely free of charge in PDF (Portable Document Format) format.

The publication of softcopy books is one of the marketing content in a digital marketing strategy. This type of content reflects a comprehensive and in-depth source of information on a particular subject for potential consumers, and can provide a source of credibility for companies responsible for making softcopy book publications (Vinerean, 2017). In the practice of online marketing, the more people who access the publication of BPS softcopy books, the more the dissemination of data will increase. Based on view data, the percentage of main content on the Central BPS website in the 2020 period, book publications amounted to 42.45% or was accessed 4,569 times (BPS, 2020).

(3) Include the QR Code on Posters, Leaflets, and Brochures. QR (Quick Response) codes are the most widely used 2D barcodes in the world of marketing, education and public services because of their ease of use. QR codes have a large data capacity and can store various types of data, such as numeric, alphanumeric, and binary characters (Focardi et al., 2019). The QR code directs the user to the related website page that contains information about the product or service, according to the intended use. QR
codes can also be directed directly to chat applications such as Whatsapp, so users can directly communicate with product or service providers.

BPS utilizes QR codes as an effective marketing medium, namely by including them in non-book publications such as posters, leaflets, and brochures. It is a combination of traditional marketing and digital marketing. BPS still conducts traditional marketing by printing leaflets and brochures for data users who come directly to the Integrated Statistics Service, Book Gallery, and Statistical Consultation. However, in brochures and leaflets there is a QR code to access the official BPS website or be directed directly to the publication download menu.

![QR Code Poster](https://doi.org/10.37010/lit.v4i1.616)

Source: BPS Statistics Promotion Service Sub-Directorate, 2021

Figure 4. Book Publication Release Poster with QR Code

For printed posters, the Statistical Promotion Section puts up posters and banners containing information about the types of BPS products and where to get these products. These posters and banners are installed in the Central BPS 2 building along the hallway leading to the Integrated Statistics Service. On posters and banners there is a QR code according to the information presented. For example, for a book publication release poster, a QR code is included to download the book publication. Only by scanning from a mobile phone, users will get the complete book publication in pdf format.

(4) Allstats BPS app. launching a mobile application is the right choice for BPS to bring statistical products closer to users. Mobile application is one of the techniques for direct online marketing, where consumers can get various information they need just by using a cellphone, whether it's about your business and products in general, ongoing promotions, and other profitable programs. The Allstats application is one of the strategies to increase digital marketing activities.

The Allstats application can be downloaded for free on the playstore and app store, featuring BPS products packaged into several main menus, namely: Strategic Indicators, Dynamic Tables, Publications, ARC Publications, Statistics Official News, Static Tables, BPS Activity News, Infographics Gallery, Silastics . There is also a Bookmarks menu to mark BPS products to make it easier to access them again. All BPS products can be downloaded and stored in android devices. Publications and BRS can be downloaded in pdf format, while dynamic tables and static tables can be downloaded in excel format, and infographics can be downloaded in jpg format. The data presented covers the entire territory of Indonesia, and you can choose the region, be it national, provincial, or city districts through the regional selection menu.
(5) Infographics. Infographics have become a media space that encourages the public to present information in a form that is more compact, easy to understand, fast, and not confusing, especially when presenting events that contain statistical data arranged chronologically. Not only does it make data visualization beautiful or attractive, according to Firmansyah (2015) infographics are a combination of data visualization, illustrations, text and images in a simple way (does not require a lot of data, certain complexity or displays several levels of analysis) and can convey an intent or purpose. The story behind it. According to Riyanti (2015), infographics, including visual communication, have an important role, exchanging information through images is usually an easy consumption for consumers, thereby reducing the possibility of misunderstandings. One of the factors that make infographics so important today is that they are easier to understand. People remember 80% of what they see and only 20% of what they read (Krum, 2014).

BPS mostly presents data in the form of tables or in the form of graphs. To make it easier for consumers to understand the data, BPS uses infographics as a communication medium to convey statistical data information. At the beginning of every month, BPS carries out a press release of BRS (Statistical Official News). On the back page of the BRS manuscript there is an infographic as a summary or displaying important points in the manuscript. Infographics have great potential to communicate concisely and will help understand data users. The BRS infographic is managed by the Sub-directorate of Statistical Compilation Standardization, which is then sent to the Sub-directorate of Statistical Promotion Services to be displayed on the BPS website and sent to the Public Relations Section (Humas) to be uploaded on social media Instagram @bps_statistics.

Social media is one of the most effective digital media marketing. The three most widely used social media in Indonesia are Youtube, Whatsapp, and Instagram (Datareportal, 2021). The most popular social media feature is the stories feature which allows users to post photos or videos for 24 hours. Following the launch of the Instagram Stories feature in August 2016, Instagram users added 200 million users in the first year of 2017—a growth of 160%. Whatsapp followed the same steps by launching the status feature in 2017 (Tempo.co, 2017). Infographics are the choice of BPS in digital media marketing because apart from being easy to understand and supported by attractive visuals, infographics are easy to share with social media users, both as Instagram Stories content and for Whatsapp status. So that the range of dissemination of BPS statistical data is getting wider.
(6) Virtual Statistics Corner. The statistics corner is the result of a collaboration between BPS (Central Statistics Agency), Forstat (Statistical Higher Education Forum) and ISI (Indonesian Statistics Association) with the aim of increasing literacy in the use of statistics among students, academics, and supporting MBKM (Independent Campus Learning) activities. Currently, four universities have joined the Statistical Corner, namely the University of North Sumatra (North Sumatra Province), Padang State University (West Sumatra Province), Bangka Belitung University (Bangka Belitung Islands Province), and Hasanuddin University (South Sulawesi Province).

The establishment and implementation of the Statistical Corner faces new challenges during a pandemic. The lecture system that has switched from classical methods to online methods, restrictions on large-scale social activities due to the pandemic, and limited mobility during the pandemic demand a new strategy in organizing the Statistical Corner. The Virtual Statistical Corner is an effective choice in the Statistical Corner service during the pandemic and in the current digital era. Virtual Statistics Corner combines ease of service, interesting statistical content and access to study statistics without regional boundaries. The content presented by the Statistics Pojok combines services and access to statistics learning throughout Indonesia. The main features of Statistical Corner are (1) Infographic gallery, (2) Videographic gallery, (3) Literacy room, and (4) Statistical education. With this advantage, it is hoped that the Virtual Statistics Corner can provide broad benefits for all students and academics in Indonesia. The advantages offered will make the Virtual Statistical Corner a one stop statistical service for students and academics that is safer, easier and without limits.
With various conveniences of online services and digital media marketing, it makes it easier for data users to get data products via the website or through the Allstats application. The Directorate of Statistical Dissemination also maximizes its online services due to the Covid-19 pandemic which limits consumer visits to BPS. Based on data service reports according to the media during 2020, data consumers who used via telephone were 1,100, while those who came directly were 340. Much different from the previous year, the number of data consumers who came directly was 1,650.

This caused the sales of printed book publications in 2020 to experience a drastic decline from the previous year. Printed book publications sold in 2020 reached 114 books, while sales of printed book publications in 2021 decreased by 77.2%. In contrast, sales of softcopy book publications in 2021 increased by 70.4% from the previous year.

![Sales of Printed and Softcopy Publications, 2019-2021](source)

The purchase of wilkerstat digital maps (statistical work area) in 2020 increased from the previous year, from 100 sales to 588. Meanwhile, the number of micro data sales in 2020 was 1,707, and in 2021 it decreased by 23% from the previous year. Based on data service reports according to the media in 2020, the number of data users who conducted statistical consultations (consultation forums) was 1,951, an increase from the previous year, which was 1,424.

For data users who buy BPS products online, the use of digital technology is also applied in the delivery of data products. Data transmission is carried out using a file sharing application with a link no later than two working days the payment is received by the BPS Receipt Treasurer and the Data Usage Agreement (LADU) is received. LADU records transactions and data consumer identities, used to generate reports as a form of monitoring results on services to data consumers. LADU also anticipates data misuse from irresponsible parties. Meanwhile, sending data via CD/DVD media will be subject to shipping costs borne by the data user. BPS is not responsible for any delays and data damage caused by shipping/expedition services.

The six digital media marketing strategies are implemented by BPS to realize the dissemination of statistical data, as well as carry out the duties and functions of BPS in providing quality statistical data and information.

CONCLUSION

A marketing strategy is needed to meet user data needs and increase the dissemination of BPS products. There is no significant difference between the marketing strategy of BPS as a non-profit institution and a profit-oriented company, because both have products and services aimed at users or consumers. Each institution or company has
a different marketing strategy, both traditional marketing and digital marketing have their respective advantages and disadvantages according to marketing objectives.

The marketing strategy of BPS, especially the Directorate of Statistical Dissemination, uses a digital marketing strategy because there are more and more internet users and it provides opportunities for online marketing success. The digital strategy chosen by BPS is more using a content marketing approach and the use of marketing technology, including (1) through integrated statistical services, (2) monthly publication of softcopy books that can be downloaded for free, (3) QR codes on leaflets, brochures and posters to make it easier for consumer data to access publications, (4) launch an application that can be accessed on smartphones called Allstats, which can be downloaded for free on the play store and app store to make it easier for consumers to find the desired statistical product, (5) presenting infographics to make it easier for consumers to read data, and (6) Virtual Statistical Corner search for statistical literacy in student environments. Ease of access to data at BPS has an influence on sales of printed book publications. Users can get softcopy book publications in full (not only part of chapters) for free through the Allstats website or application, while for printed book publications, fees are charged according to PNBP. So that consumer interest in buying printed book publications is decreasing.

For digital marketing strategies, advertising on social media, collaboration with influencers, and advertisements in other media are not discussed in this study because they focus on the realm of the Directorate of Statistical Dissemination. This can be a suggestion for the next researcher to discuss the digital marketing strategy of social media advertising at BPS. Another suggestion is to compare digital marketing strategies in several government agencies/profit companies and profit-oriented institutions/companies, to clearly identify similarities and differences.

REFERENCE


