The Digital Era

@shafiqpontoh

PROVETIC

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Section One – Understanding Digital Era

CHARACTERS OF SOCIAL MEDIA PLATFORMS

FB: Shafiq POntoh

WA 081932181907
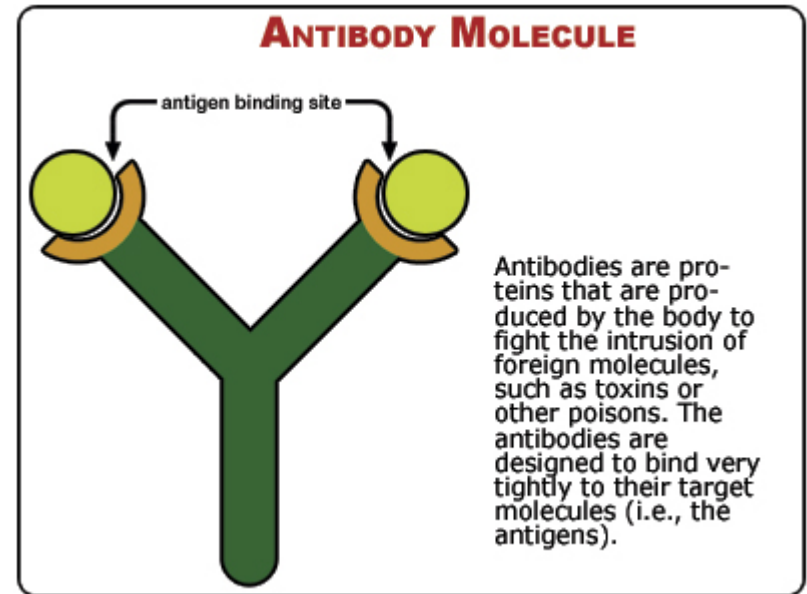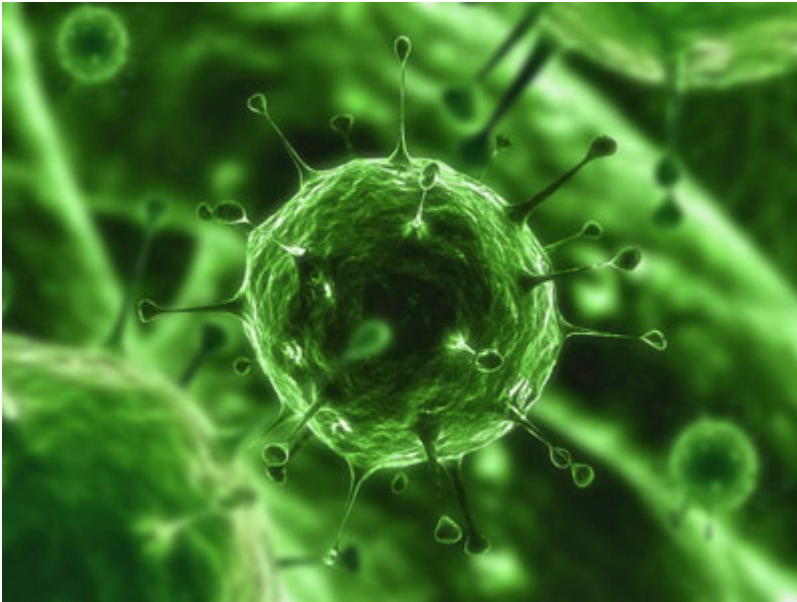
Path: Shafiq Pontoh

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Let's Start with a little simulations

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Section Two - Understanding Digital Era

SOCIAL MEDIA ROLE IN INDUSTRY

ANTIBODY MOLECULE

antigen binding site

Antibodies are proteins that are produced by the body to fight the intrusion of foreign molecules, such as toxins or other poisons. The antibodies are designed to bind very tightly to their target molecules (i.e., the antigens).

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LISTEN

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Participation

IT IS IMPORTANT THAT LEADERS LISTEN TO WHAT EVERYBODY HAS TO SAY.

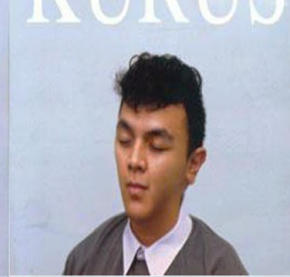IT IS IMPORTANT THAT WE JOIN IN.

Sharing

Creating
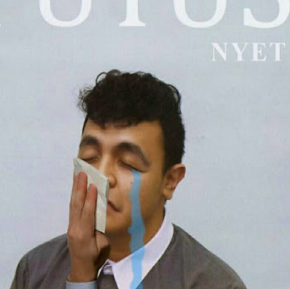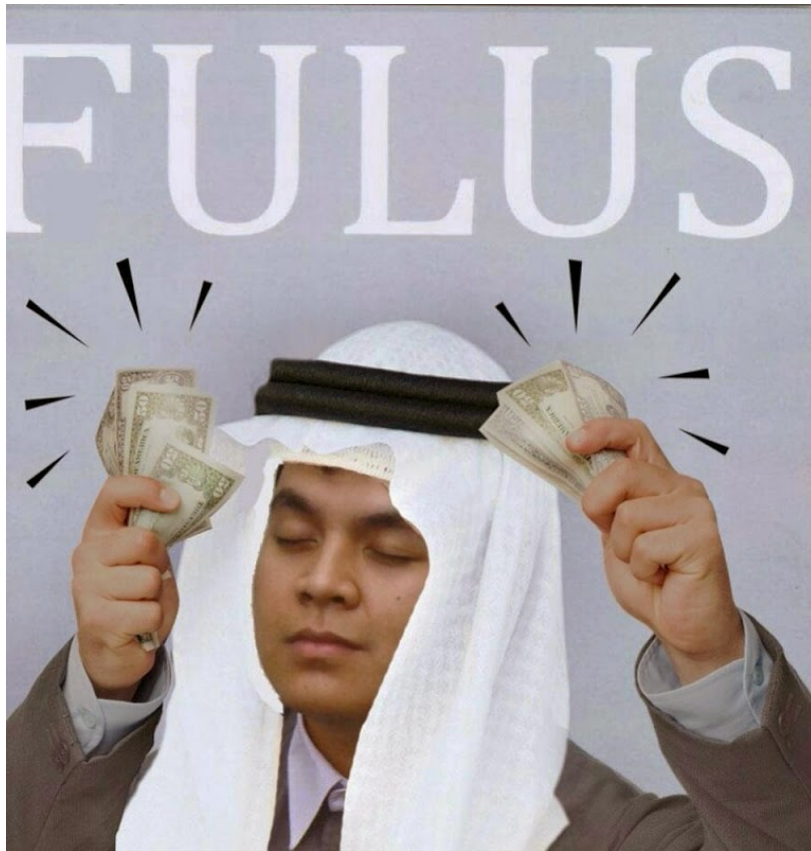
FULUS JURUS

WHY TO HAVE DATA IS SO IMPORTANT

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Source of Data

Structured Data	Unstructured Data

- Data that resides in a fixed field within a record or file. This includes data contained in relational databases and spreadsheets. For example:

  ✓ Marketing research data.
  ✓ Census data.
  ✓ Etc.
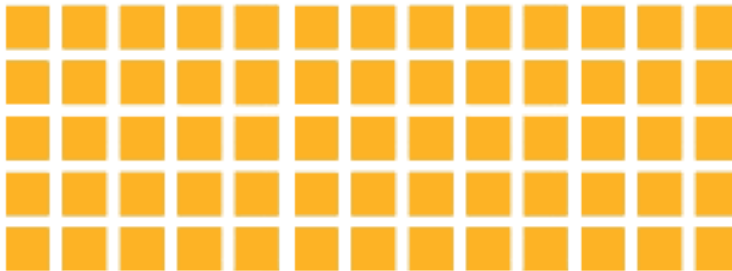
- Unstructured data is all those things that can't be so readily classified and fit into a neat box. For example:

  ✓ Social media data.
  ✓ Conversational data.
  ✓ Photos and graphic images, videos, streaming instrument data, webpages, pdf files, emails, blog entries, wikis and word processing documents
  ✓ Etc.
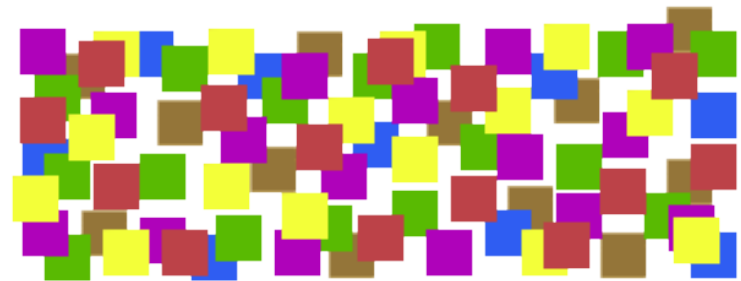
Open Source Data

The rise of open data in the public sector could spark innovation, driven efficiency, and fueled economic development.

Opportunity to use open data to reimagine the relationship between citizens and government.

Beyond Transparency is a cross-disciplinary survey of the open data landscape, in which practitioners share their own stories of what they've accomplished with open civic data.

Structured Data	Unstructured Data
• BPS (incl. by provinces, and district) • Portal Data Indonesia • OpenGov Indonesia • Ministry **official websites**	• Social Media Data • Online Media News • Blogs
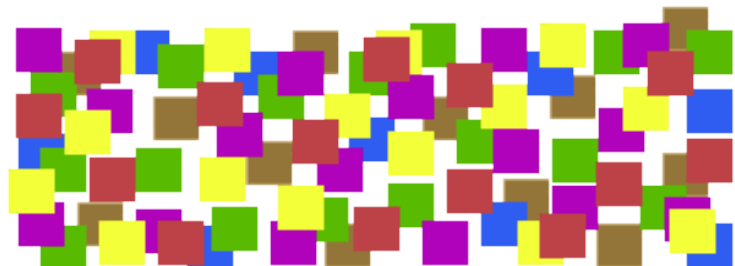
Telling Stories With Data

- We live in a data explosion. Data is all around us and is a big and growing part of our world

- With data comes the need to analyze it and communicate it

- Graphical tools serve not only to understand data but also to communicate one's findings.

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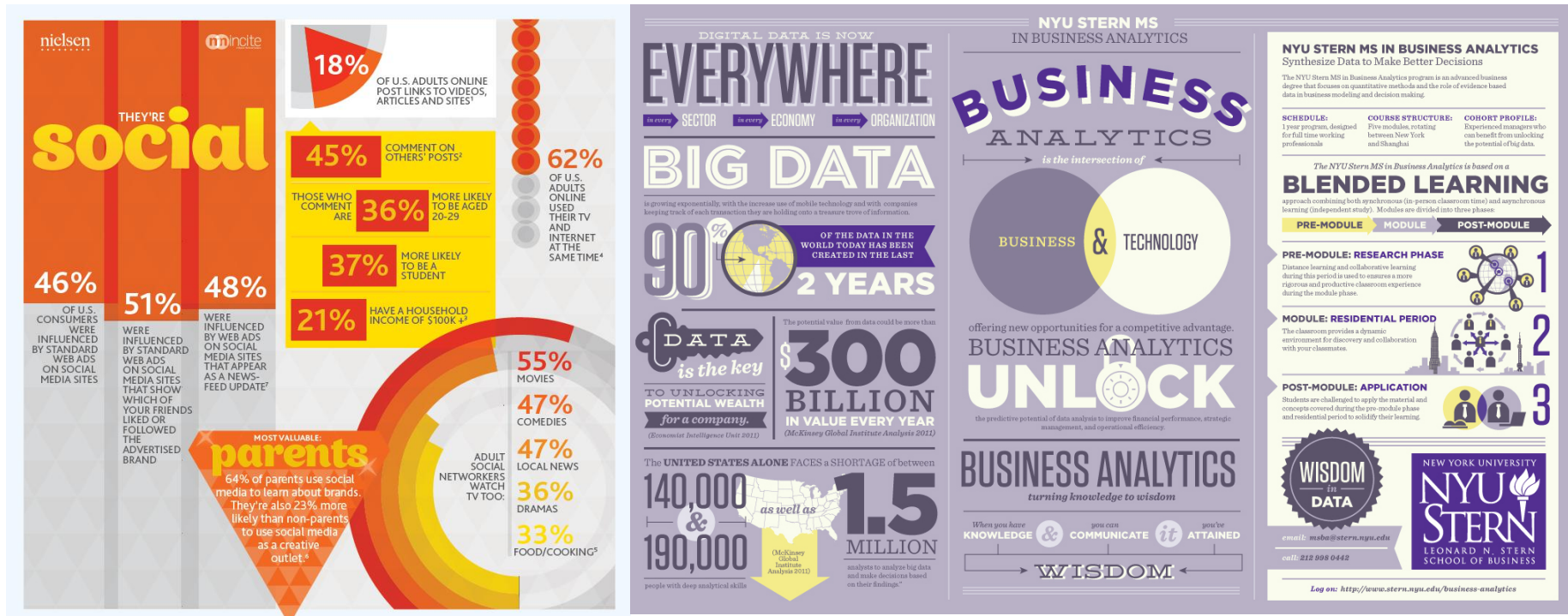
Conversation on Fuel Increase

n = 1,339,155

Total Buzz
Negative Sentiment

n = 297,937

Jabodetabek, 41%
Jawa Timur, 15%
Jawa Barat, 12%
Jawa Tengah, 11%
Riau, 5%
Sulawesi Selatan, 3%
Others, 13%

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The Influencers

Online Media Affect, 8%

Influencers and Public Figures Affect, 10%

Informational & Organizations, 4%

N=1,339,155

Public Conversation, 82%
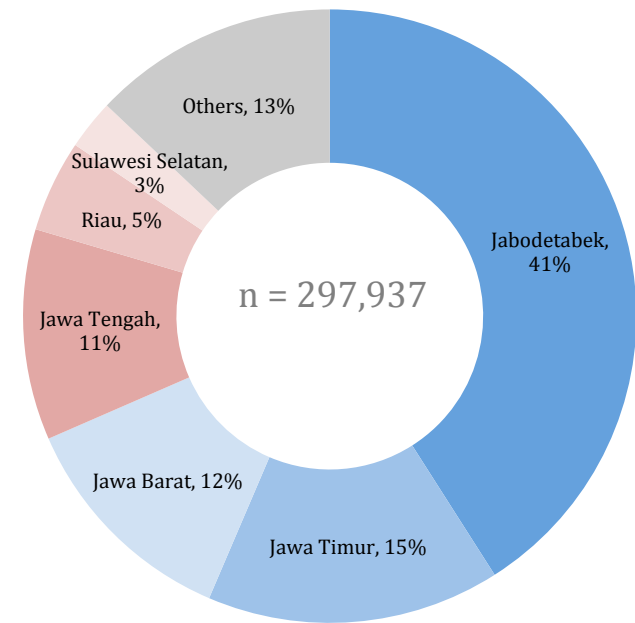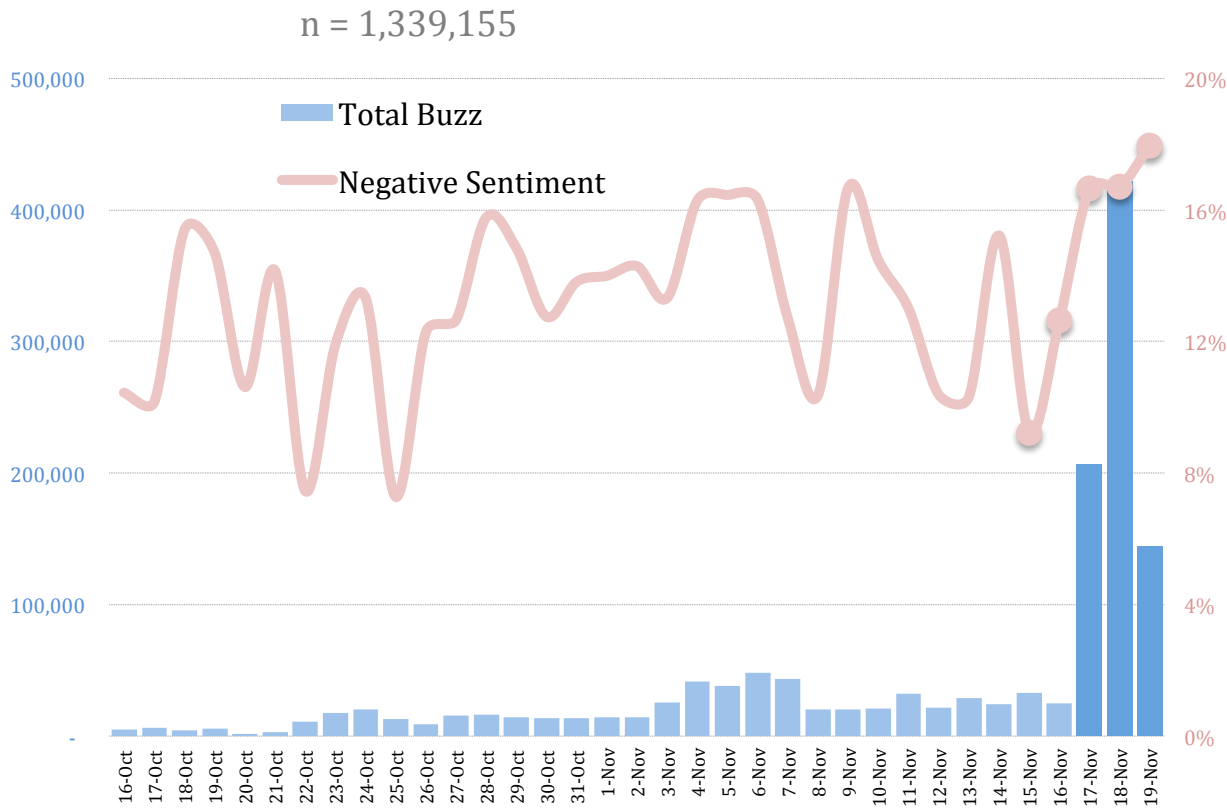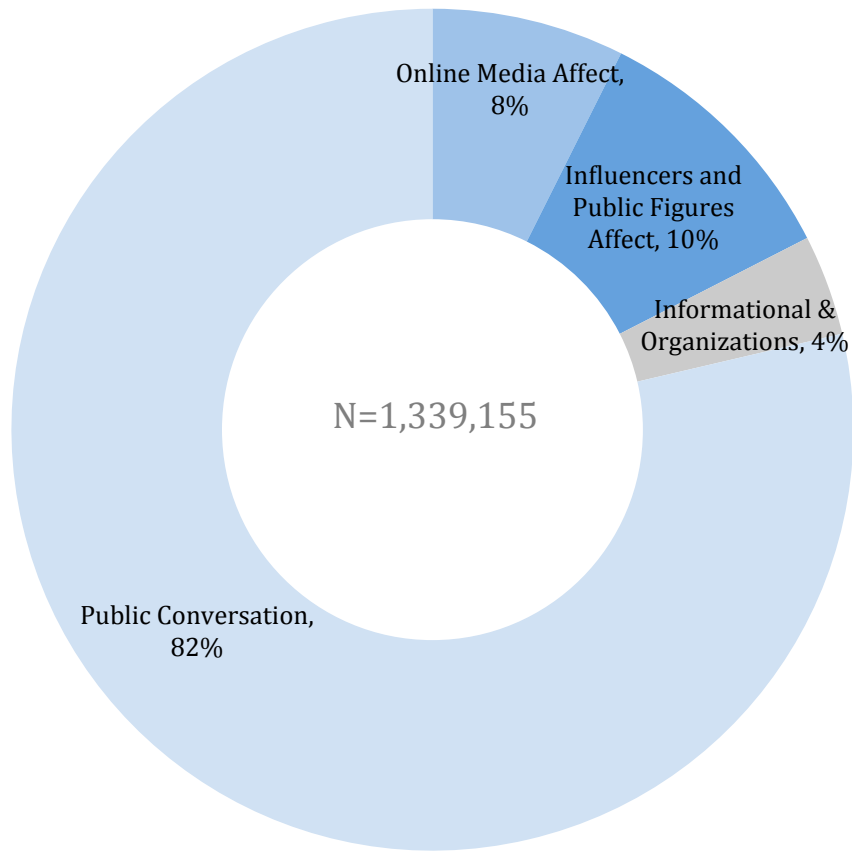
The Most Mentioned Online Media News

Media	Value
detikcom	19,335
kompascom	15,239
metro_tv	10,524
detikfinance	8,180
republikaonline	5,837
liputan6dotcom	5,532
vivanews	4,616
tribunnews	2,397
kompastv	2,351
tempodotco	2,263
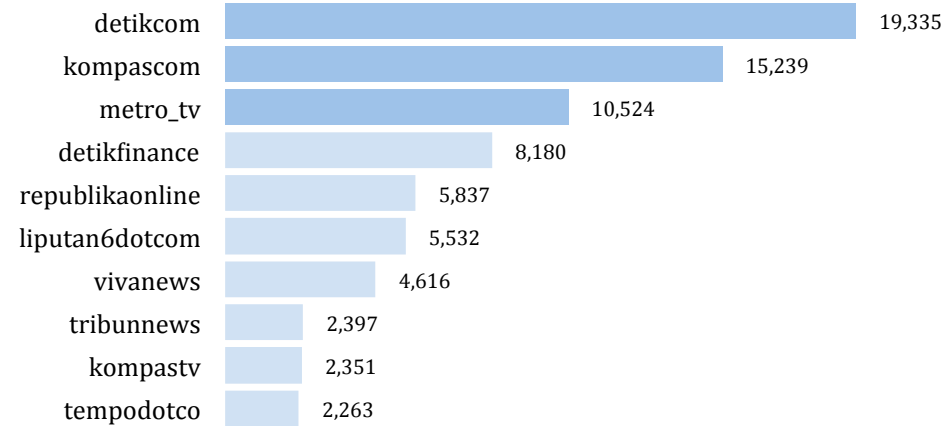
Top Public Figures & Influencers

Figure	Value
jokowi_do2	10,199
yusrilihza_mhd	6,937
kurawa	6,878
mrbodel	4,058
maspiyungan	3,950
partaisocmed	3,794
sbyudhoyono	3,594
sudjiwotedjo	3,547
fadjroel	3,341
shitlicious	3,166

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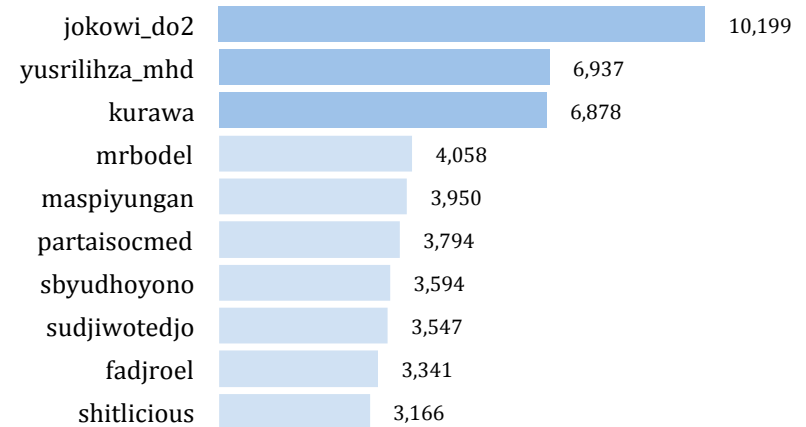
TWITTER INDONESIA LANDSCAPE OF VALUES

Measurements and Analysis are based on the following theories:
- *Haidt's Theory of Moral Foundation*
- *Schwartz's Theory of Basic Values*
- *Costa & McCrae's Theory of Big Five Personality Traits*

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Values Overview

Trends suggest that in Twitter, Indonesian expresses more on how they most value **tradition** and **social harmony**, followed by more individualistic striving of power and achievement. Security is on the lowest spectrum –might reflect higher expression of worry or insecurity.
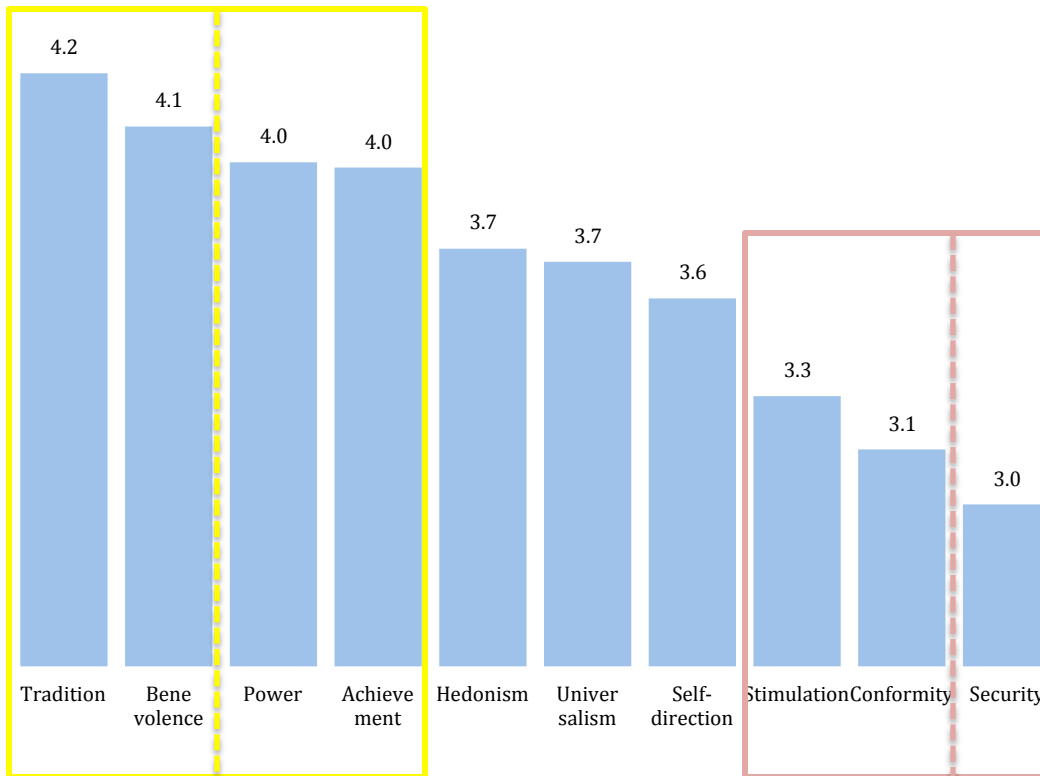

- Values are used to *characterize* cultural groups, societies, and individuals, to trace change over time, and to explain the *motivational bases* of attitudes and behavior.
- Each individuals and groups will hold certain values with varying degrees of importance or "*hierarchies*".
- Values are *general*, linked to affects and *emotions*, *motivate actions*, and *serve as standards or criteria* in which one evaluate the world.
- Scales used: 1 (Low) – 5 (High)

10 Basic Values

- **Tradition**: conservative and respectful of the customs; solidarity and uniqueness as a group;
- **Benevolence**: helping others and contributing to general welfare; nurturing others and the environment;
- **Power**: social status and prestige; needs to control and dominates others;
- **Achievement**: setting and achieving goals; competency and living up to social standards;
- **Hedonism**: enjoyment and pleasure;
- **Universalism**: social justice and tolerance; peace and equality;
- **Self-Direction**: needs of control and mastery; autonomy and freedom in social interactions;
- **Stimulation**: gaining pleasure specifically from excitement and thrills; variety and high level of activation;
- **Conformity**: obedience of clear rules and structure; following social expectancies;
- **Security**: seek health and safety; security of society.

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Highest Scoring Values
Top 10 most frequent words

Legend:
Black font = high score
Red font = low score
Italic = neutral

	Tradition Jun	Tradition Aug	Benevolence Jun	Benevolence Aug	Power Jun	Power Aug	Achievement Jun	Achievement Aug
1	Allah	Allah	Baik	Baik	Kaya	Kaya	Selamat	Selamat
2	*Lagu*	Lama	Sayang	Sayang	*Sok*	*Sok*	Pas	Pas
3	Lama	*Lagu*	*Kangen*	*Kangen*	Super	Super	Masuk	Sekolah
4	Puasa	Sholat	Sabar	Hati	Penting	Penting	Sekolah	Masuk
5	Sholat	Upacara	Hati	Maaf	Keren	Keren	*Lancar*	Makin
6	Sumpah	Mudik	Cinta	Sabar	Besar	Cepat	Makin	Kuliah
7	Berkah	Sumpah	Maaf	Cinta	Kuat	Kuat	Kurang	Kurang
8	Asli	Asli	Kasih	Ketemu	Uang	Uang	Ngerti	Ngerti
9	Sahur	Berkah	Ketemu	Kasih	Kecil	Kecil	Kuliah	Susah
10	Berdoa	Nikah	Pacar	Pacar	Cepat	Top	Susah	Menjadi

Recurring Themes:

About *God, religion* (esp. Islam), and also *rituals*. There are also mentions about *less religious customs* (upacara, mudik)

Expressions of *love* and *romantic relationships*. There are also *efforts to smooth out social tensions* (sabar, maaf)

Monetary and materialist aspirations (kaya, uang). Also outer *image and prestige* (keren, kuat, super)

More mention regarding *education;* few negative words may indicates *expression of struggle* (kurang, susah)

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Lowest Scoring Values
Top 10 most frequent words

Legend:
Black font = high score
Red font = low score
Italic = neutral

Stimulation

	Jun	Aug
1	Baru	Baru
2	Semangat	Semangat
3	*Ulang*	*Ulang*
4	Ngantuk	Ngantuk
5	Coba	Coba
6	Langsung	Langsung
7	*Kena*	*Kena*
8	Seru	Dingin
9	Aneh	Seru
10	*Panas*	Aneh

Conformity

	Jun	Aug
1	Ikut	Ikut
2	Nunggu	Telat
3	Terima	Nunggu
4	Telat	Terima
5	Join	Join
6	*Nakal*	Cocok
7	Cocok	Ikutan
8	Ikutan	*Nakal*
9	Ngambil	Bajak
10	*Menunggu*	Kumpul

Security

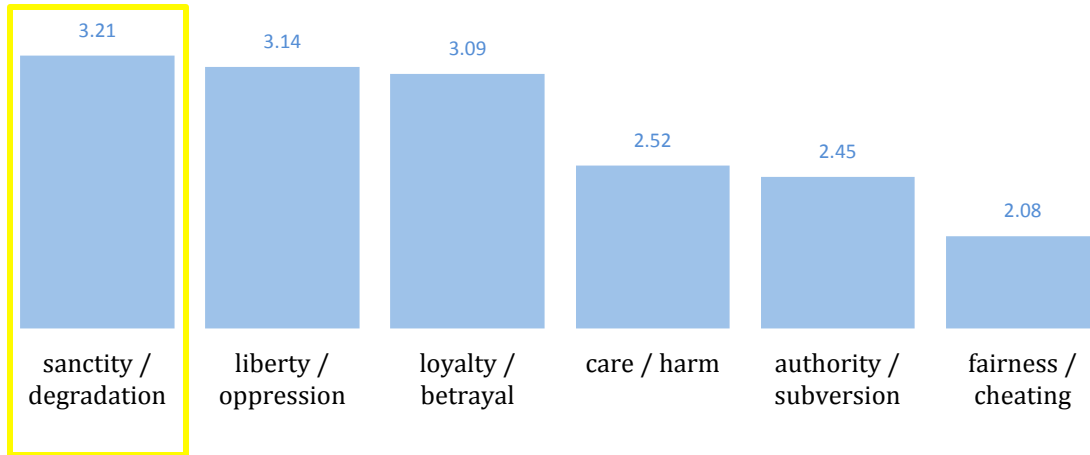|	Jun	Aug
1	Galau	Galau
2	Takut	Takut
3	Jaga	Adem
4	Sedih	Sedih
5	Tenang	Sembuh
6	Apik	Tenang
7	Pacaran	Percaya
8	Sembuh	Jaga
9	Percaya	Apik
10	Berharap	Berharap

Recurring Themes:

Expression of *excitement* and *willingness to try* on something.
There are also reports of being *low in stimulation* (ngantuk).

There is also trend of expressing *urge to join something* (ikut, join).
But there is also indication of *passivity* (nunggu).

More *negative state* reports (galau, takut, sedih) and of *hope* (berharap) might indicate sense of insecurity and unsureness.

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Evaluation on Korupsi & Kasus

Moral Foundation Scores

Category	Score
sanctity / degradation	3.21
liberty / oppression	3.14
loyalty / betrayal	3.09
care / harm	2.52
authority / subversion	2.45
fairness / cheating	2.08

Basic Values Scores

Category	Score
power	4.32
tradition	4.16
benevolence	4.06
hedonism	3.93
achievement	3.87
self-direction	3.68
stimulation	3.38
universalism	3.07
security	2.78
conformity	1.88

When discussing about corruption, mostly people are using the judgment by contrasting it with the idea of morality based on religion and purity such as "nyebut (nama) Tuhan" or "Halal/Haram" and "Bersih/Sampah".

While most of the cases are related to high power individuals, the power value is most reflected in the conversations. Meanwhile the value of conformity has the lowest score as the discussion reflect how people perceived the act of corruption as deviant from what is acceptable by the society, such as the use of words "Bohong" and "Merusak".
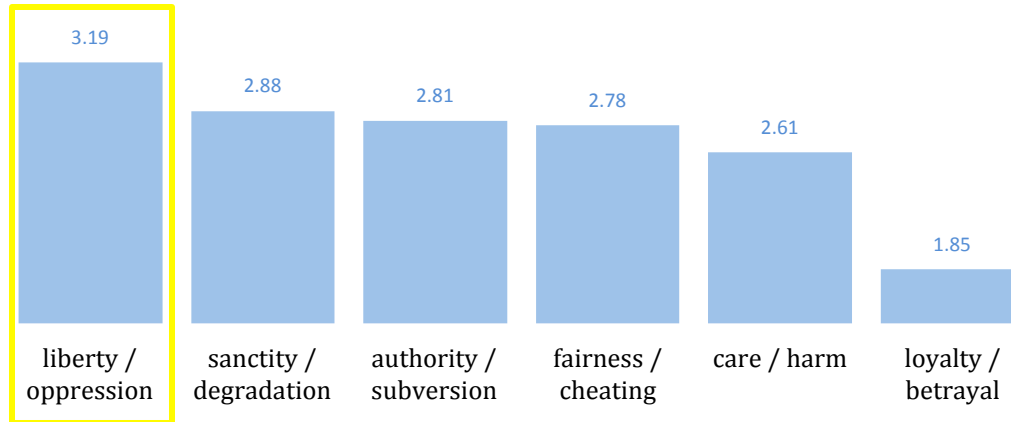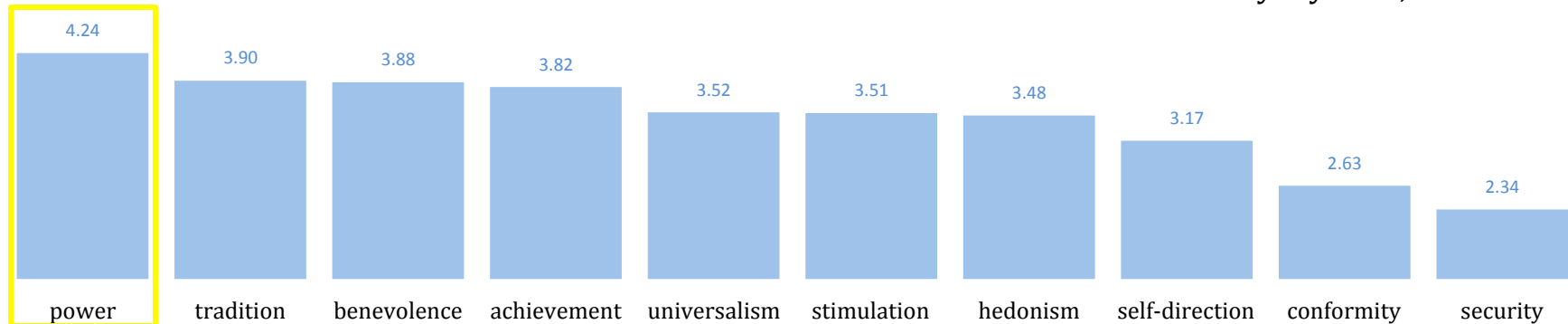
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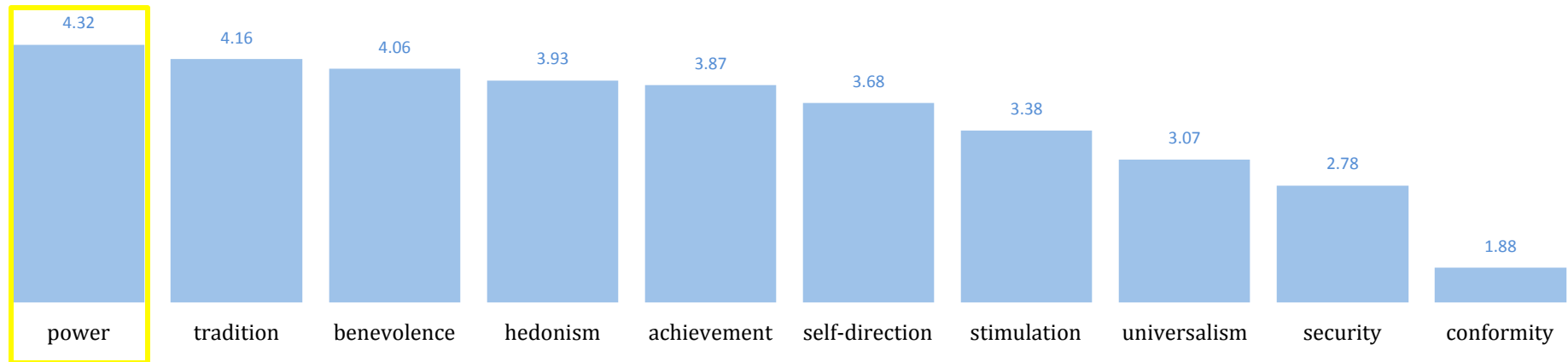
Contrasting Evaluation on BBM

To get contrasting idea on how people evaluate other issues, we also analyse the issue of BBM., which is more neutral and has direct impact.

When discussing about BBM which has more direct impact to people's live, conversation are more skewed towards judgment regarding how it affects people's freedom and the feeling of being oppressed by the authority.

The value of power also has high score as the discussion mainly revolve around how the figure of authorities are the ones making the decision.
On the other hand, value of security has the lowest score, implicating people viewed this act of BBM price increase as a threat to their security.
*this score is lower compared to the score in the conversation of corruption in which most people don't feel direct impact of the act into their everyday lives,

Moral Foundation Scores

Category	Score
liberty / oppression	3.19
sanctity / degradation	2.88
authority / subversion	2.81
fairness / cheating	2.78
care / harm	2.61
loyalty / betrayal	1.85

Basic Values Scores

Category	Score
power	4.24
tradition	3.90
benevolence	3.88
achievement	3.82
universalism	3.52
stimulation	3.51
hedonism	3.48
self-direction	3.17
conformity	2.63
security	2.34

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Section Seven

SOCIAL MEDIA
WHAT INDONESIAN EATS?

Twitter data : 16th – 22nd May 2013

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Daily Buzz and Top Food

- Breakfast is not quite as "important" as lunch or dinner.
- The most popular food, Indonesian can't live without, is rice, followed by chicken, and noodle.
  - ✓ While, the most popular western food are pizza and KFC.
- Vegetables, fruits, and milk have very less mentions.

Daily Buzz
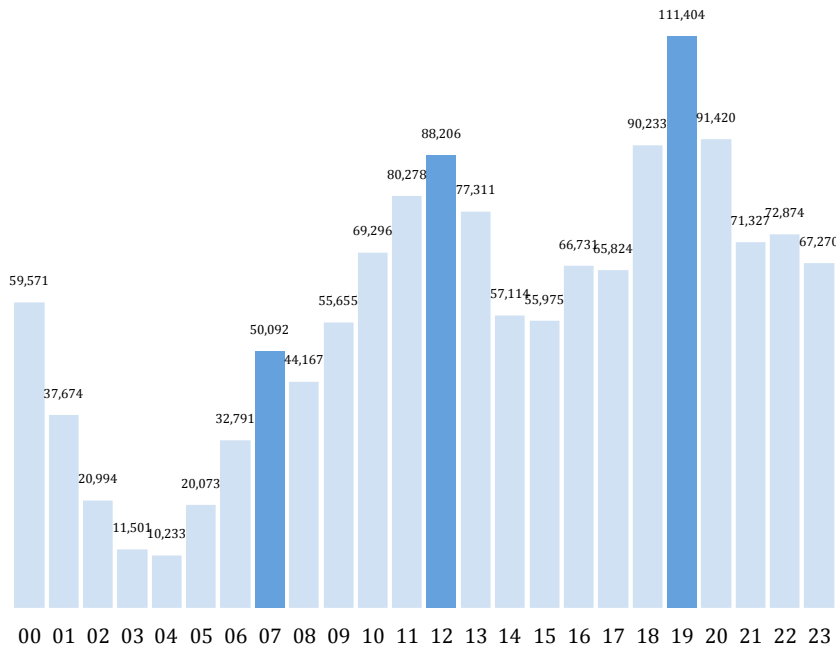
Top Words

Top Foods by Lunch / Dinner

- At lunch time the unique top foods are Nasi Padang and Gado-gado. While at dinner time, the unique top foods are Nasi Goreng, Daging, and Ayam Penyet
- Vegetables along with fruits and tempe are mentioned more during lunch time than dinner time. In general, dinner menu seems to be heavier than lunch menu.

Top Foods for Lunch

Top Foods for Dinner

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Section Eight

SOCIAL MEDIA POOPING! WHAT?

Twitter data : 4th – 15nd July 2013

Hourly Buzz

- There's a significant different of hourly buzz in the early morning. During early month of Ramadhan, mentions of word "boker" is rising around 4am to 5 pm.
- In the meantime, the distribution throughout the day is relatively similar.

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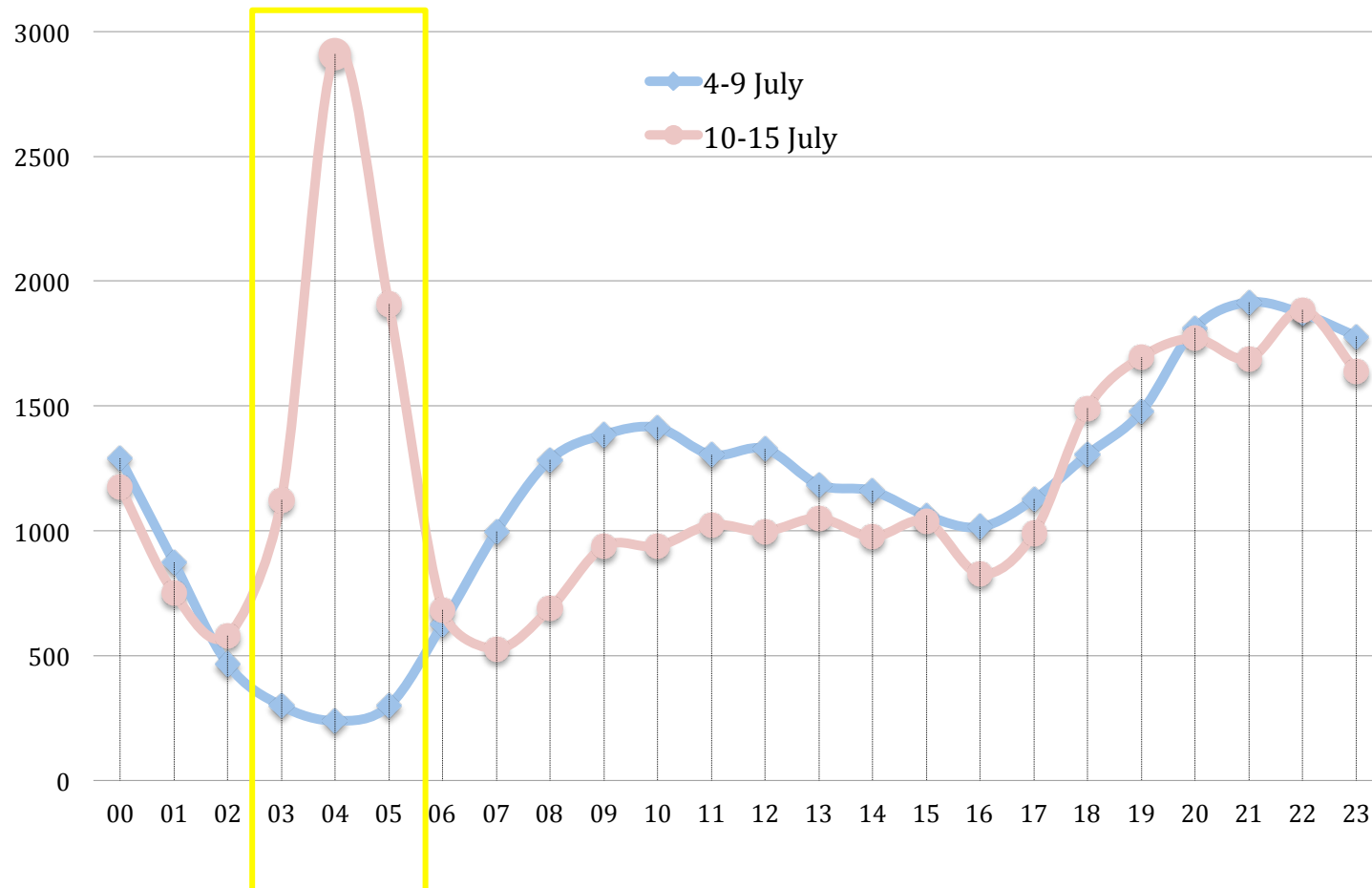
- Among the top words, there are words "pengen", "nahan", and "kebelet", signifying what people tweet about "boker" are mostly about their desire to poop.
- During Ramadhan, however, the word "kebelet" is not as high as before Ramadhan, and the word "sambil" is increasing during Ramadhan.

Before Ramadhan

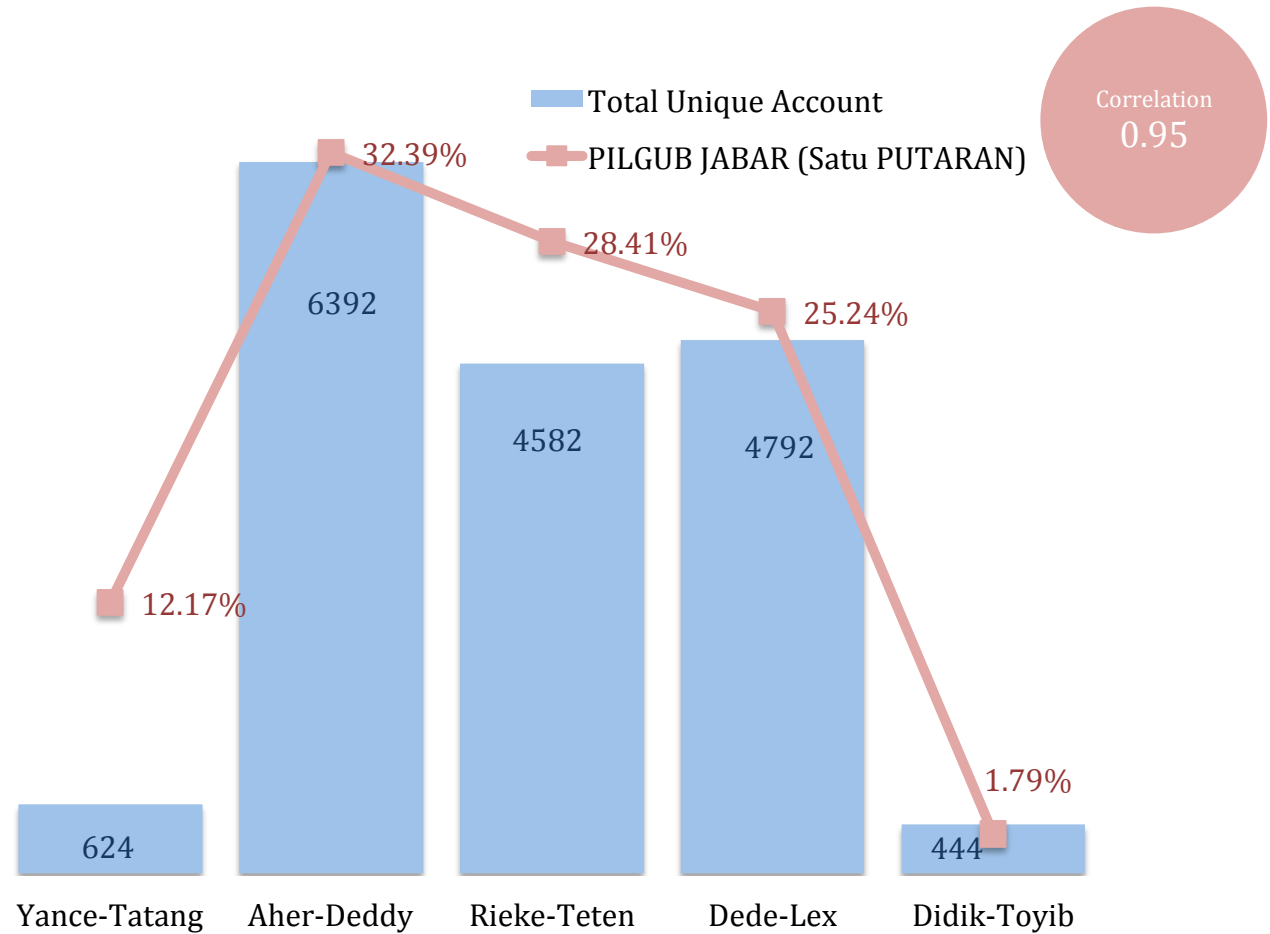**During Ramadhan**

Section Nine

SOCIAL MEDIA GENERAL ELECTION

Governor Election Case - Jakarta 2012

Twitter data monitoring during April to July 2012 for Jakarta's Governor Election showed a strong correlation with the first round vote counts.
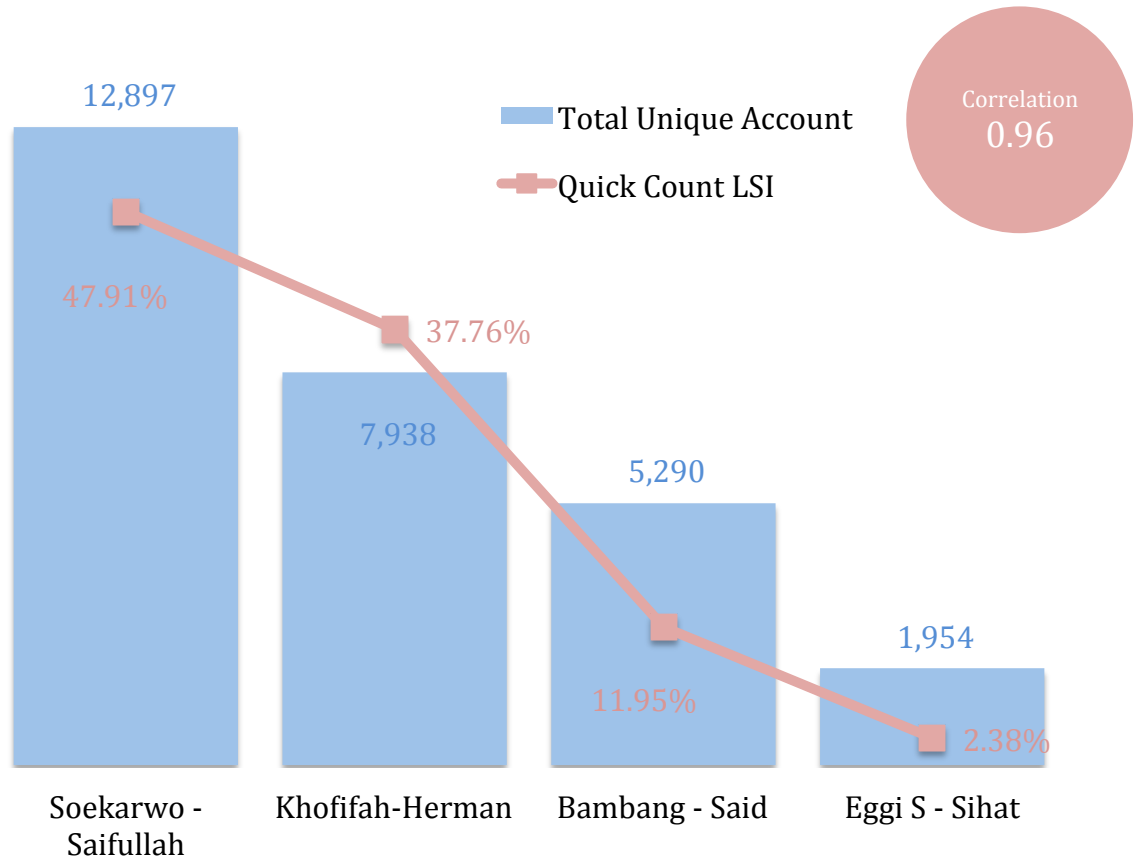
Unique Account

Pilgub Putaran I (19/7/2012)

Correlation 0.98

Candidate	Unique Account	Vote %
Jokowi - Ahok	89,945	43%
Foke - Nara	73,314	34%
HNW - Didik	16,043	12%
Faisal - Biem	20,624	5%
Alex - Nono	18,714	5%
Hendardji - Achmad	5,849	2%
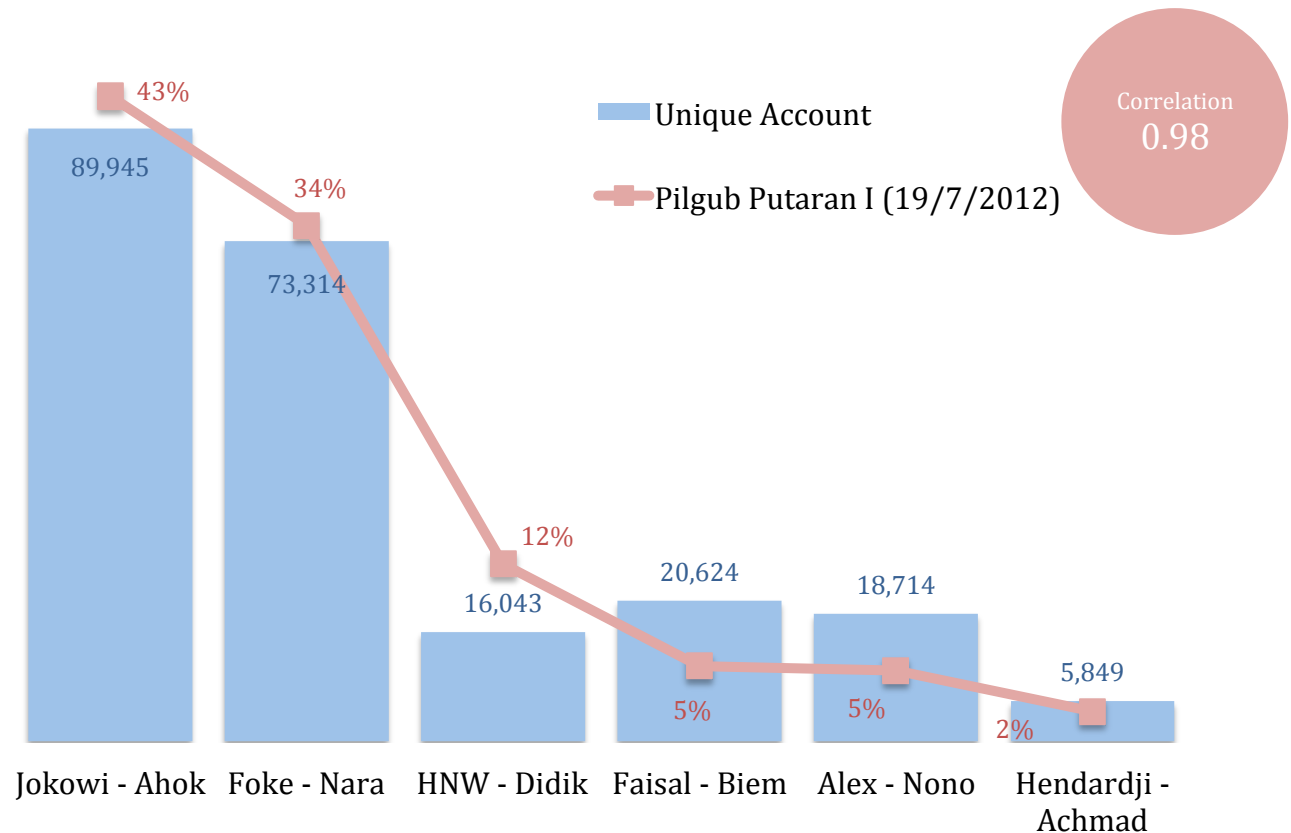
Governor Election Case – West Java 2013

Twitter data monitoring for the date February 1st through February 10th, 2013 on West Java's Governor election also showed a strong correlation with the vote count result.
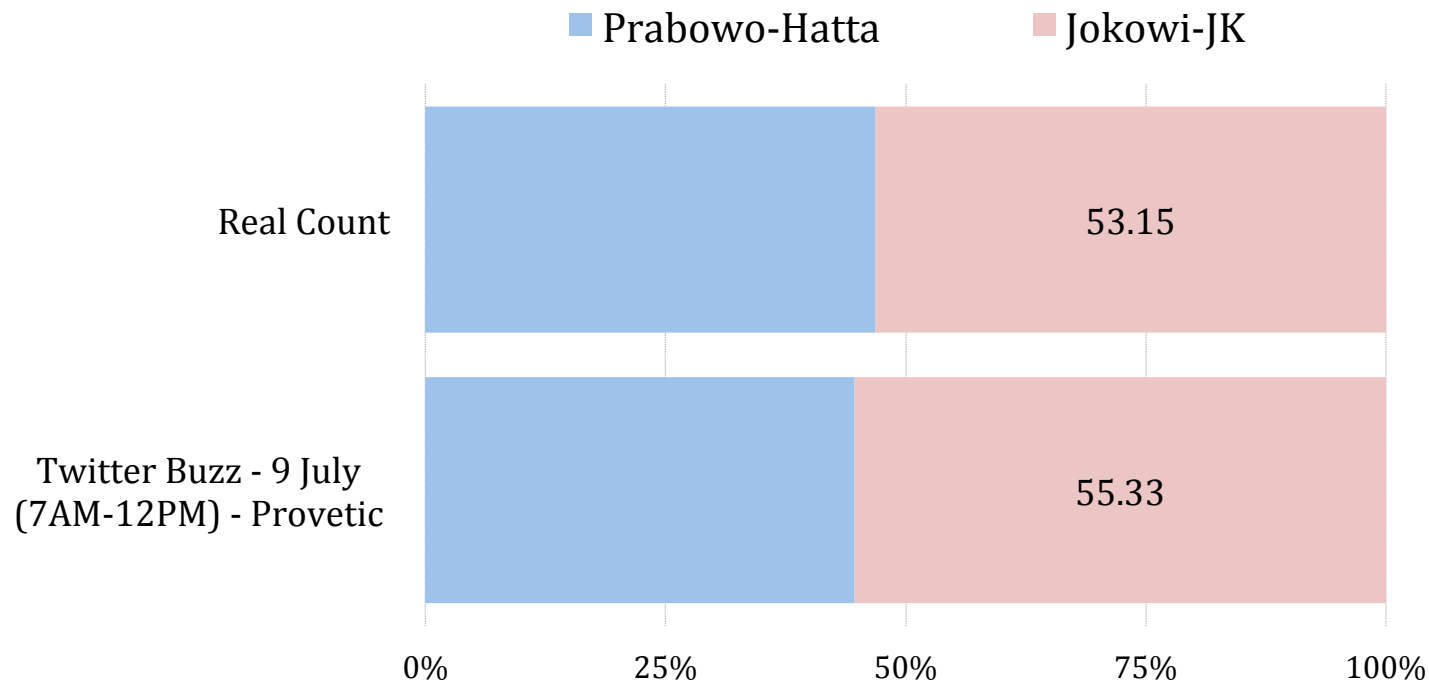

Legend:
- **Total Unique Account**
- **PILGUB JABAR (Satu PUTARAN)**

Correlation 0.95

Candidate	Total Unique Account	PILGUB JABAR (Satu PUTARAN)
Yance-Tatang	624	12.17%
Aher-Deddy	6392	32.39%
Rieke-Teten	4582	28.41%
Dede-Lex	4792	25.24%
Didik-Toyib	444	1.79%

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Governor Election Case – East Java 2013

Twitter data monitoring twitter for July 31st through August 28th, 2013 for East Java's Governor election also showed a strong correlation with the data Quick Count LSI first round.
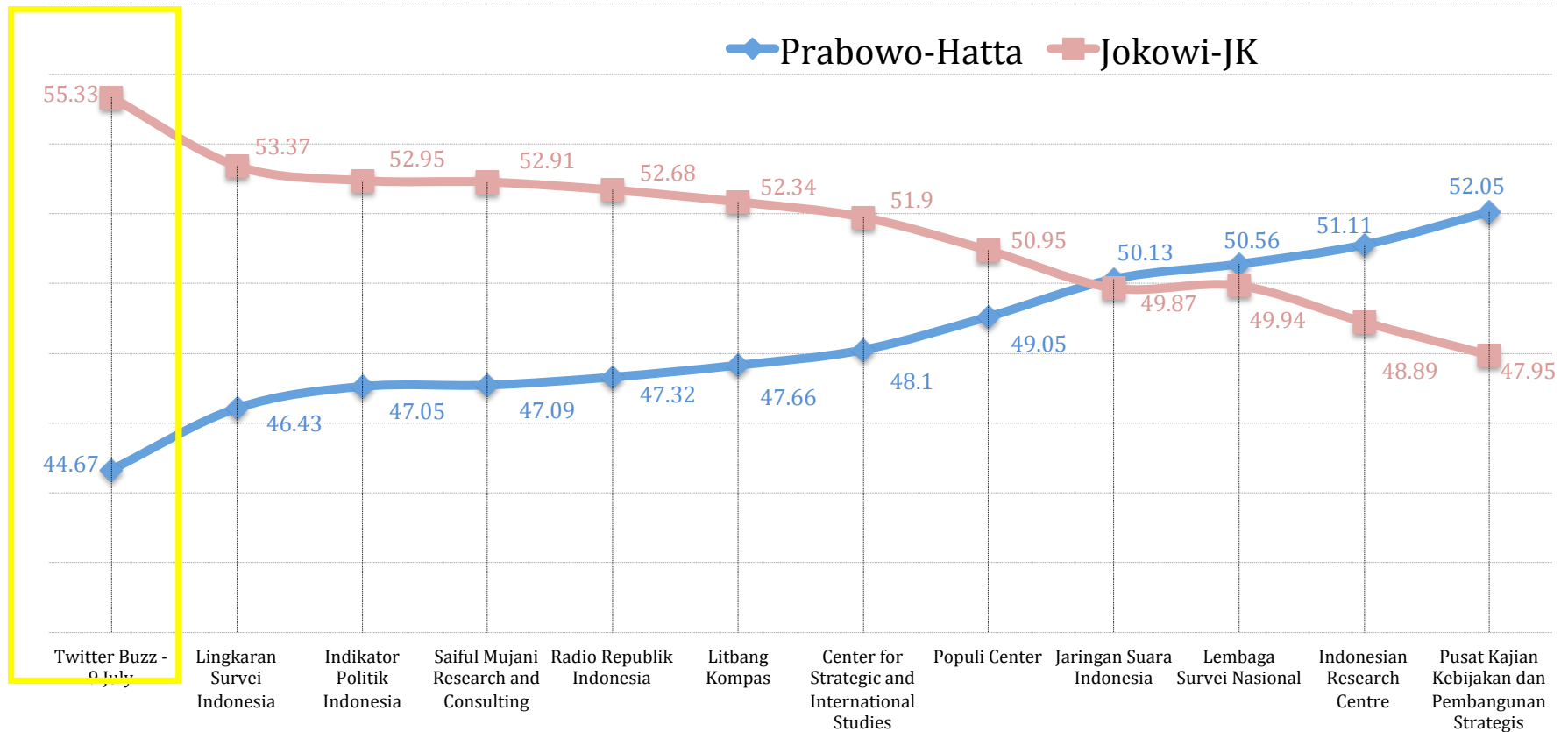
Total Unique Account

Quick Count LSI

Correlation
0.96

12,897

47.91%

7,938

37.76%

5,290

11.95%

1,954

2.38%

Soekarwo - Saifullah	Khofifah-Herman	Bambang - Said	Eggi S - Sihat

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Real Count and Twitter Buzz

■ Prabowo-Hatta   ■ Jokowi-JK

Real Count: 53.15 (Jokowi-JK)

Twitter Buzz - 9 July (7AM-12PM) - Provetic: 55.33 (Jokowi-JK)

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Real Count and Twitter Buzz

Quick Count And Twitter Buzz

Prabowo-Hatta — **Jokowi-JK**

Source	Jokowi-JK	Prabowo-Hatta
Twitter Buzz - 9 July	55.33	44.67
Lingkaran Survei Indonesia	53.37	46.43
Indikator Politik Indonesia	52.95	47.05
Saiful Mujani Research and Consulting	52.91	47.09
Radio Republik Indonesia	52.68	47.32
Litbang Kompas	52.34	47.66
Center for Strategic and International Studies	51.9	48.1
Populi Center	50.95	49.05
Jaringan Suara Indonesia	49.87	50.13
Lembaga Survei Nasional	49.94	50.56
Indonesian Research Centre	48.89	51.11
Pusat Kajian Kebijakan dan Pembangunan Strategis	47.95	52.05

Note: Twitter Buzz July 9th (7AM to 12PM) for Prabowo and Jokowi, excluding twitbot

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Section Ten

SOCIAL MEDIA DATA BOGOR

Twitter data : 22nd – 31st August 2013

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City Association

- Two of the most discussed issues in conversation about Bogor are about traffic jams and street vendors, followed by accident.

- While on the topic of weather, hot weather is mentioned higher than the rain and cold.

- Compared to its local football team, Bogor appears to be associated more to culinary.
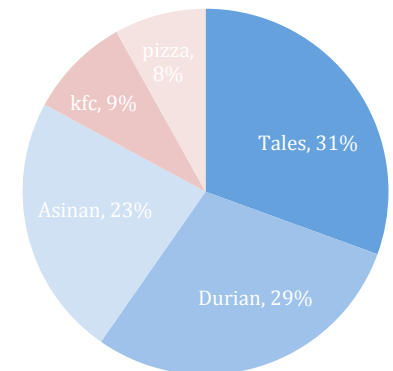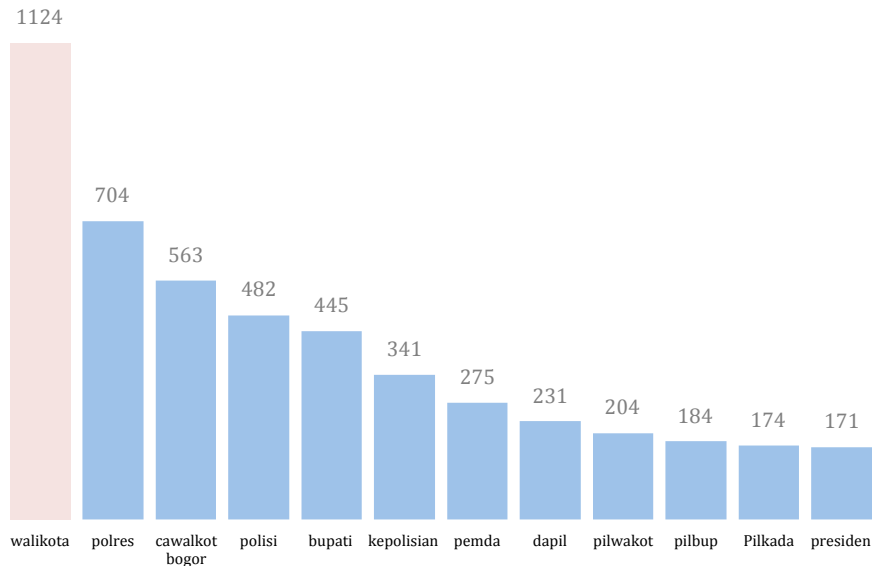 - ✓ Top 3 of the most mentioned foods are *tales*, *durian*, and *pickles*.

Culinary and Sport

Public Concerns

Macet	1,162
Pkl	1,159
Kecelakaan	725
Pelacur	225
Bentrok massa	162
Sampah	151
Korupsi	130

Weather

Panas	1,362
Hujan	1,136
Dingin	505
Angin	85

Pie chart: Tales, 31%; Durian, 29%; Asinan, 23%; kfc, 9%; pizza, 8%

Kuliner	876
Persikabo	368

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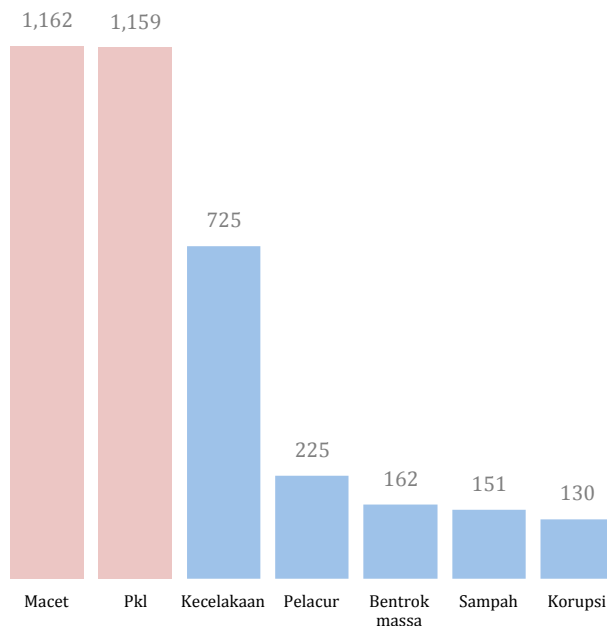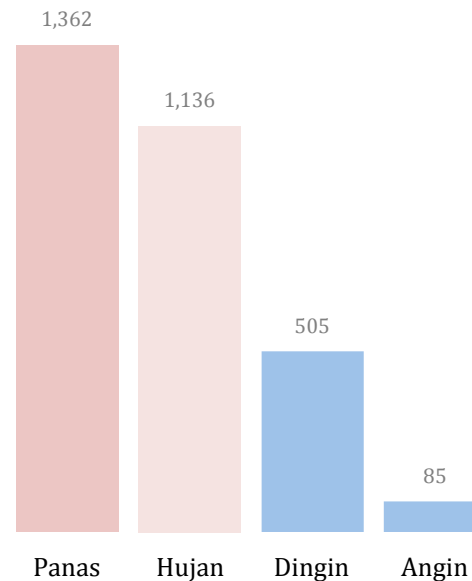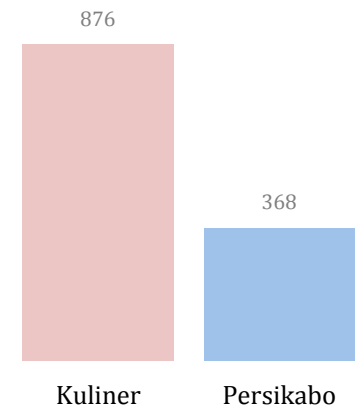
City Association

- In the topic of government, the discussion about mayor of Bogor generates the highest buzz compared to any other institution or government agencies.
  - ✓ Related to the mayoral election, Bima Arya becomes the most widely discussed public figures after Jokowi.
- Meanwhile, the most discussed parties during the month of August is Hanura.

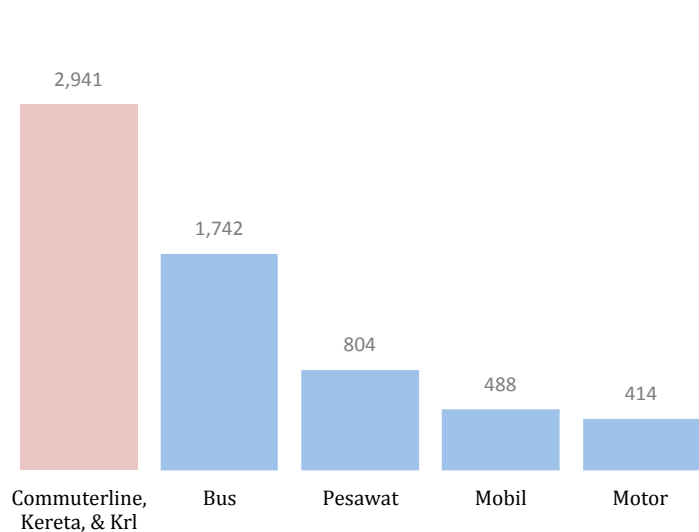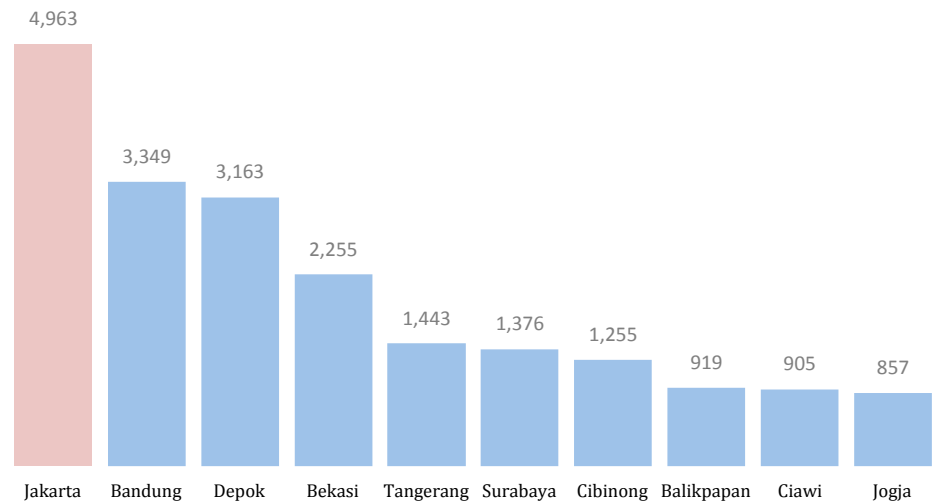| Government		
walikota	1124
polres	704
cawalkot bogor	563
polisi	482
bupati	445
kepolisian	341
pemda	275
dapil	231
pilwakot	204
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Kemal Palevi	153

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Hanura	226
PKS	78
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Demokrat	34
Gerindra	11

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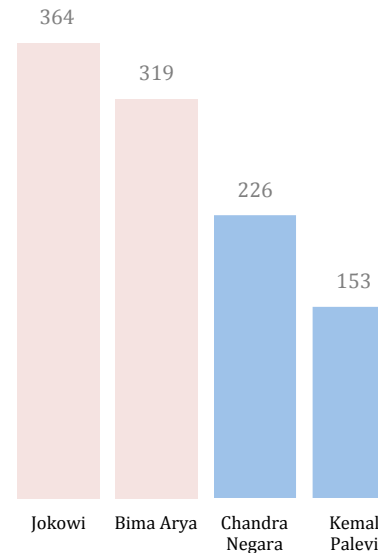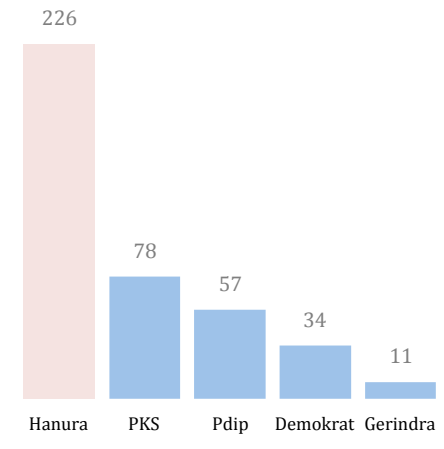
City Association

- In the transportation category, commuter line becomes the most discussed channel. This is in line with the city that mentioned the most in Bogor's conversation, which is Jakarta.
  - ✓ Indicates that the majority of the people in Bogor travel more often to Jakarta with commuter line and train rather than the bus.

Transportation

Category	Value
Commuterline, Kereta, & Krl	2,941
Bus	1,742
Pesawat	804
Mobil	488
Motor	414

Surrounding Cities

City	Value
Jakarta	4,963
Bandung	3,349
Depok	3,163
Bekasi	2,255
Tangerang	1,443
Surabaya	1,376
Cibinong	1,255
Balikpapan	919
Ciawi	905
Jogja	857

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Section four – Start with what we have

WHAT KIND OF DATA DO WE HAVE?

PROVETIC

Lagi Galau Berat

1a

WHY?!?!

2

WHO?

PROVETIC
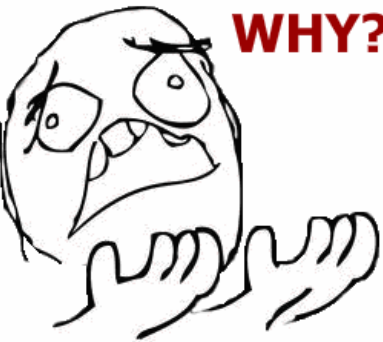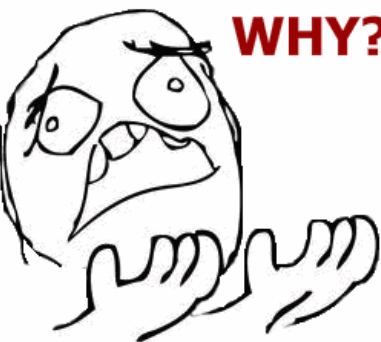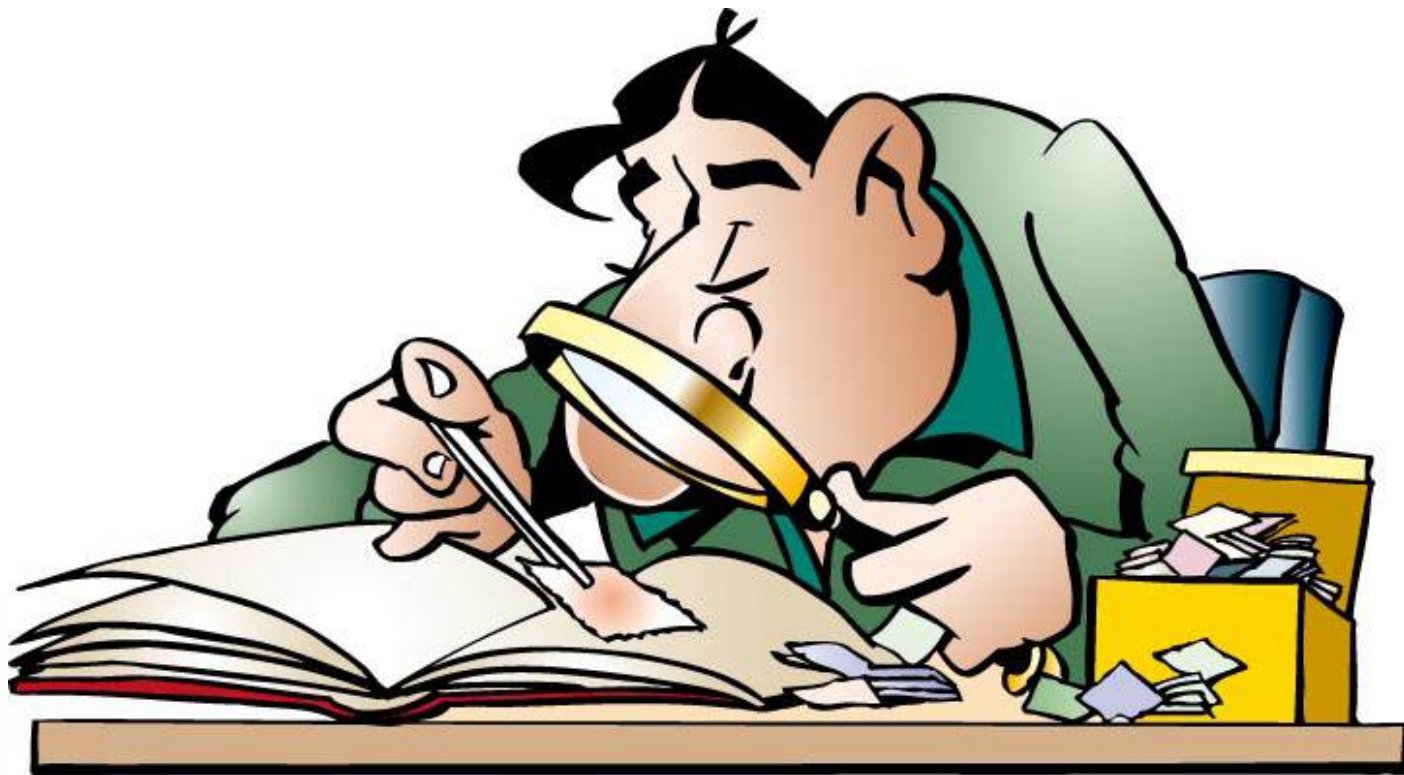
2a

W H O ?

SUPER HEROES
MARVEL - DC

PANDABOX ART WORK
http://blog.sina.com.cn/pandabox

2b

W H O ?

PROVETIC

3

WHERE

WHERE

3a

A

WHERE

3b

PROVETIC

WHEN?

4
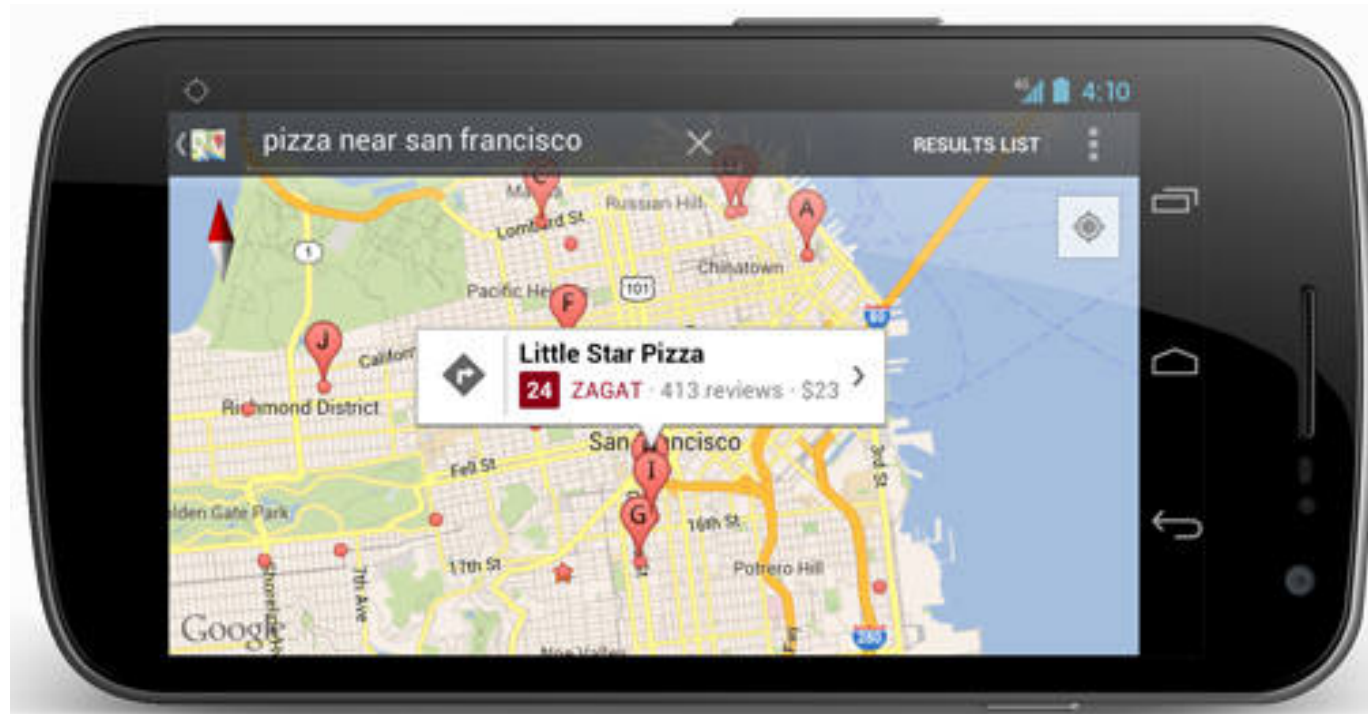
Urgency

Have time?

Chemistry

Fun

Meaningful

4

WHEN?
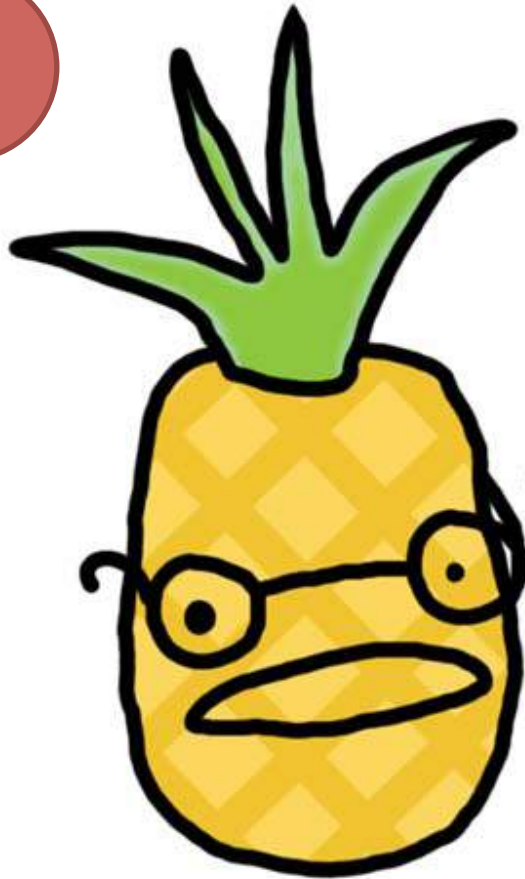
NOW
LATER

PROVETIC
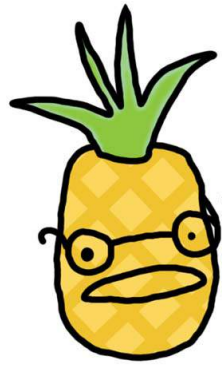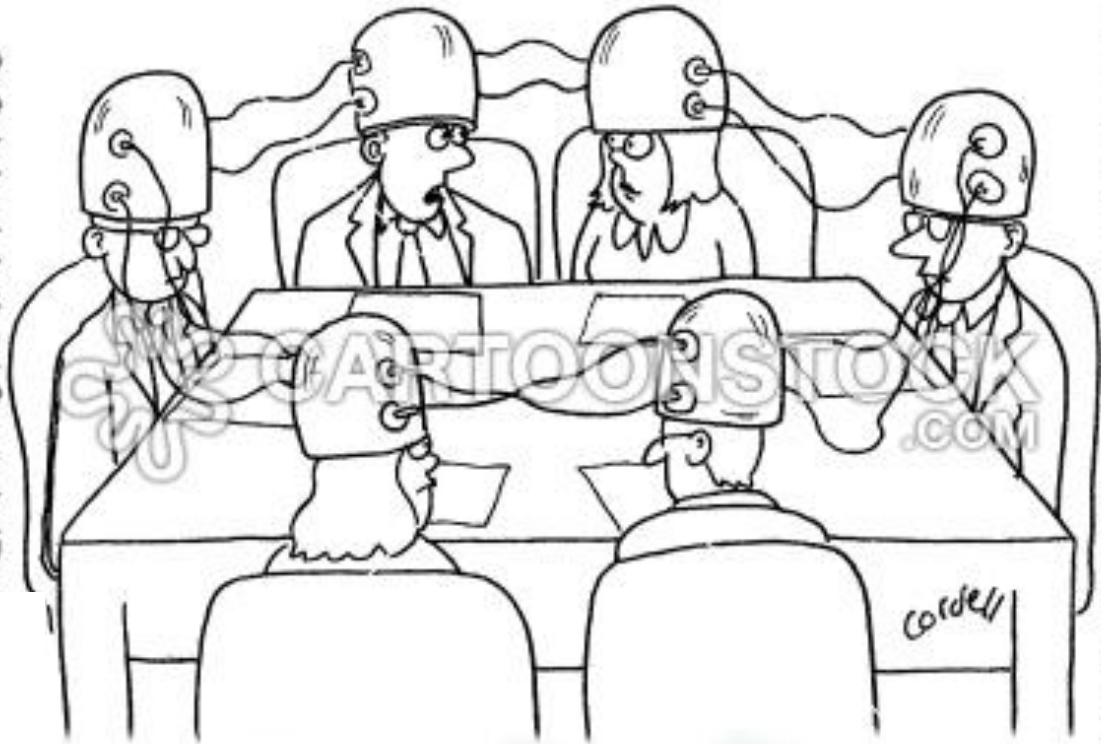
"Frankly, I'm not sure this whole idea-sharing thing is working."

WHAT

HOW?
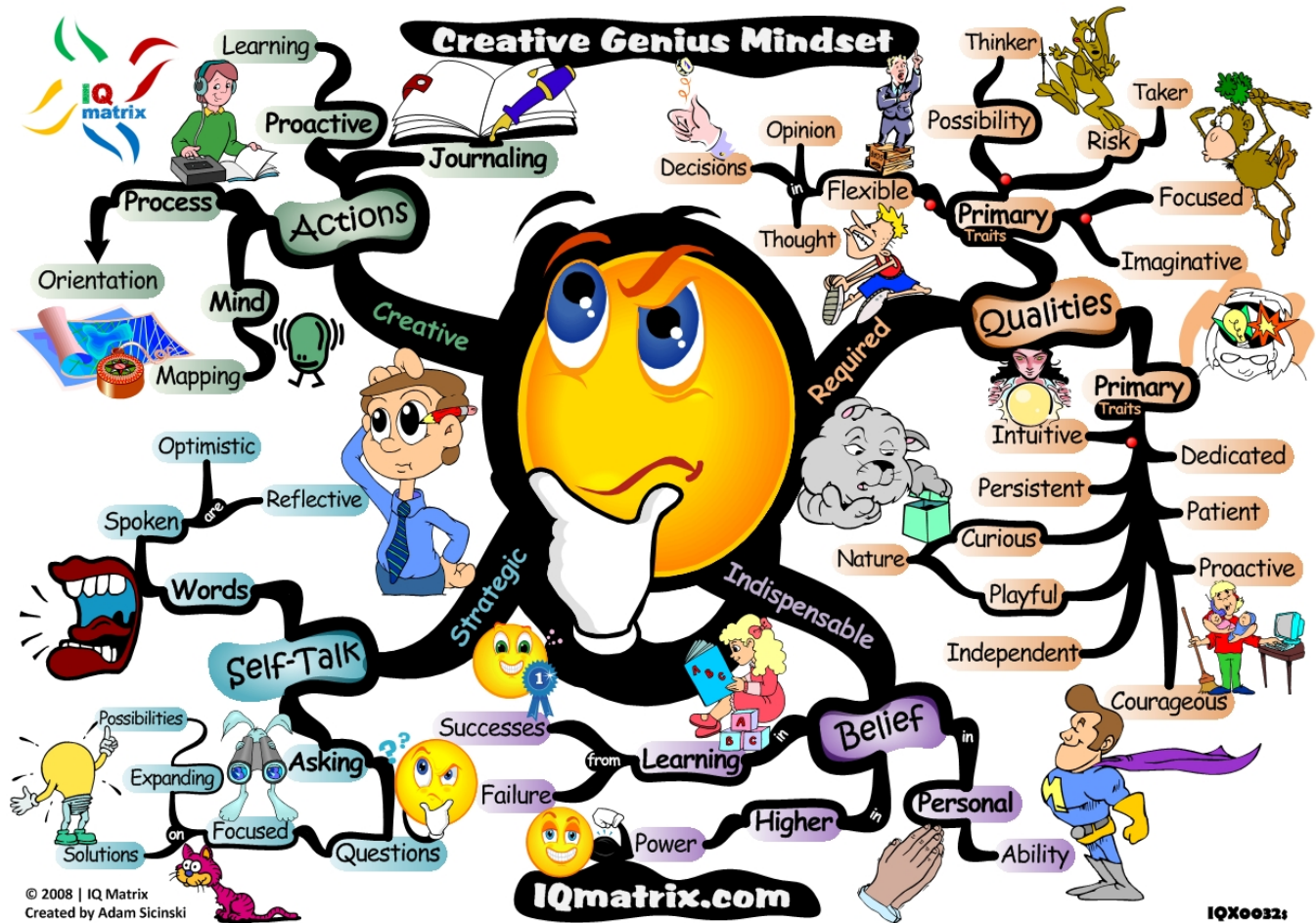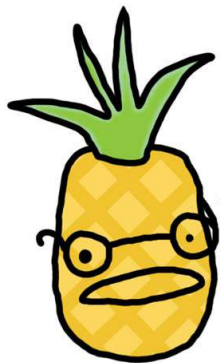
Let's take a break...

TO DO THE TASK

Activity	Result
Collecting Data based and buyers profile	Potential costumers profile, why they buy, who are relevant as buyers, where are they, when they buy, what they buy, how they buy it
Identify Data based on purposed (property/ interior/trading/etc)	Clustering the data, based on the most recuring information, identify the keywords, building data base to help during search and facebook ads.
Product benefit (reason to believe)	What are the needs of the costumers that are relevant or can be supported by the product

5 participant who can finish it well and present it at 13.15, will be rewarded

PROVETIC

PERSUASION

TO RAISE AWARENESS

TO MAKE PEOPLE PARTICIPATE (Moving People)

LOGICAL PERSUASION:
- Facts
- Figures
- Factual Information

Feeding the **need to know**

EMOTIONAL PERSUASION:
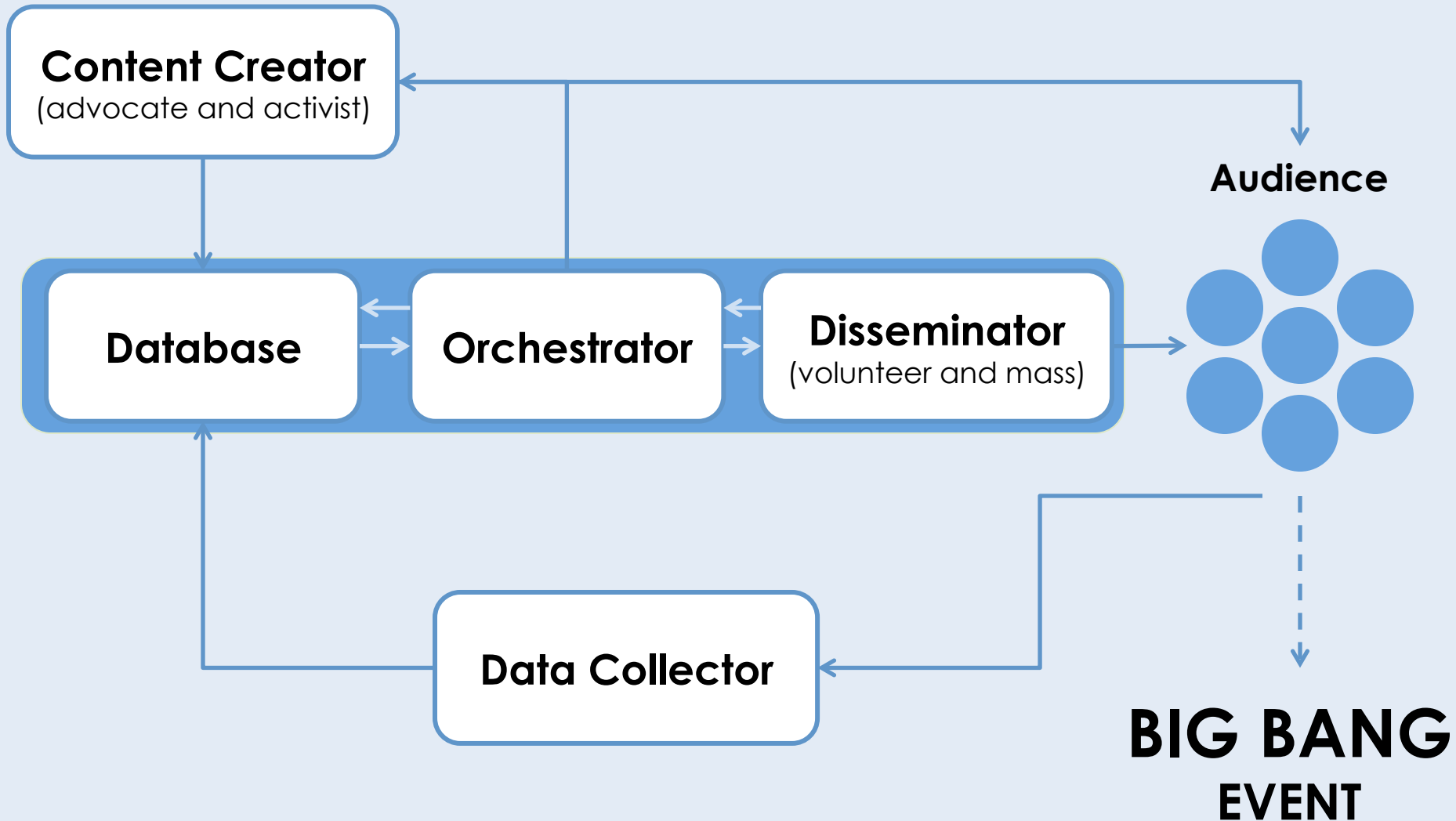- Positive Emotion, most effective to induce Simple Behavior
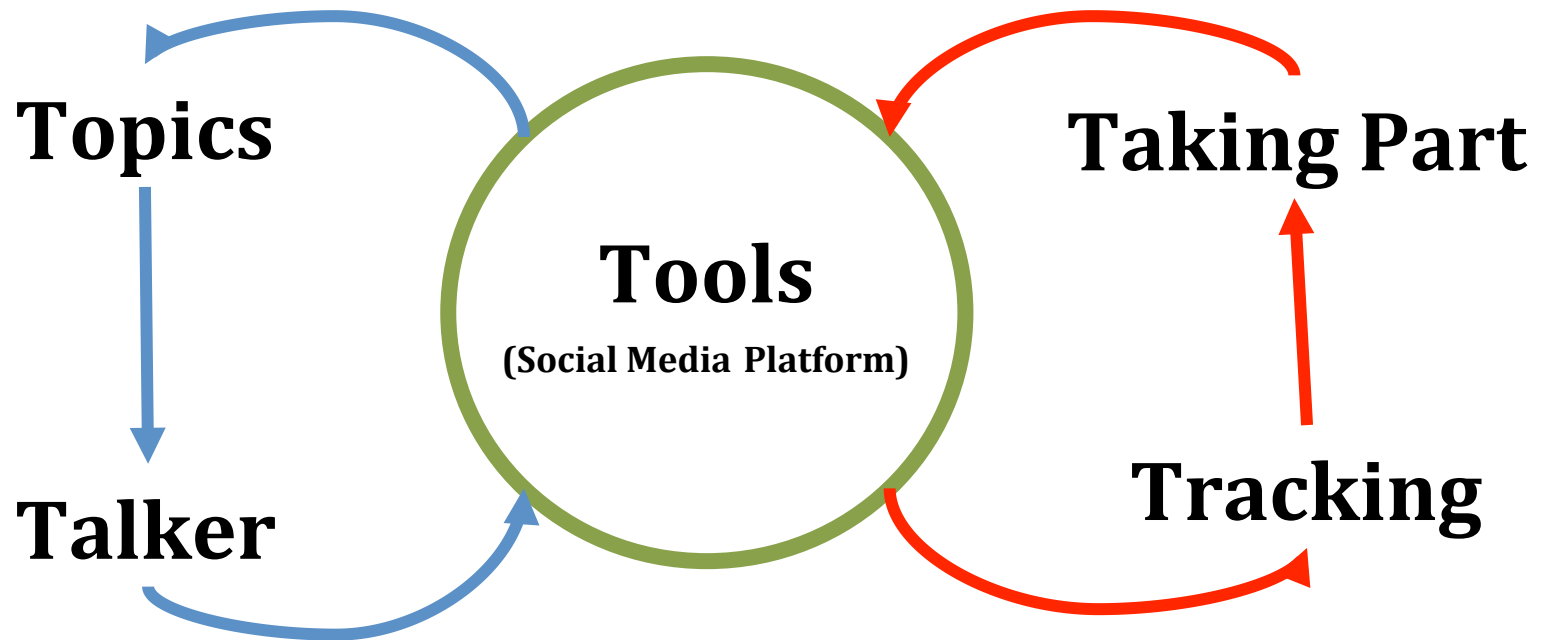- Negative Emotion, more effective to induce Complex Behavior
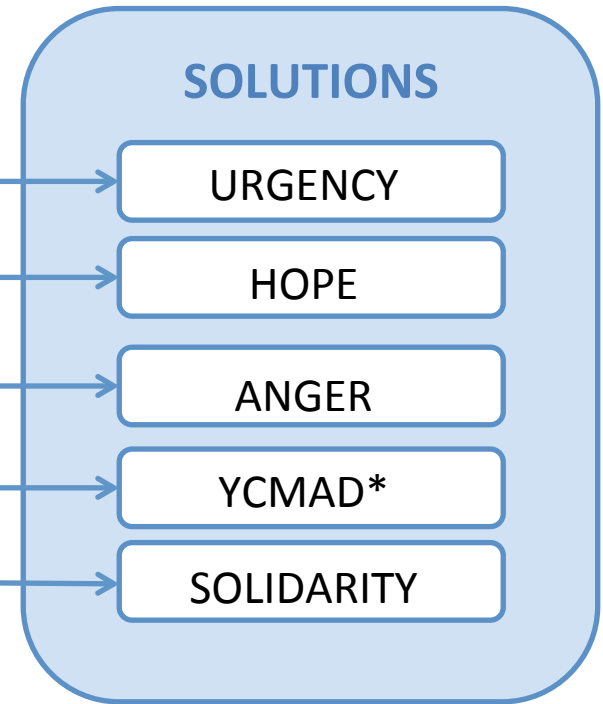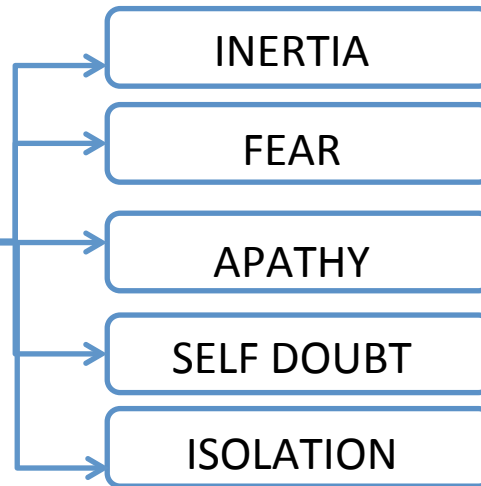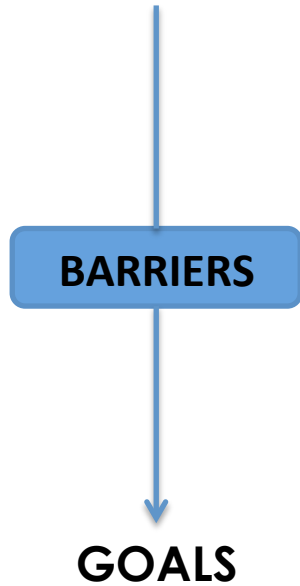
PREPARING THE DIGITAL HQ

Content Creator
(advocate and activist)

Database

Orchestrator

Disseminator
(volunteer and mass)

Audience

Data Collector

BIG BANG
EVENT

Topics

Talker

Tools

(Social Media Platform)

Taking Part

Tracking

PROVETIC

Immediatancy
Experience
Participation
Fun
Trust

Transparent

Authentic

Genuine

Sincere

PROVETIC

Titillating, not educating

Making zombies, not Superheroes

Infecting, not connecting

Communicating, not elevating

PROVETIC

Section Six – How to use the digital tools to sell

IT'S ALL ABOUT STORY

PROVETIC

Thank You