

## Mang Ntat Mascot as branding strategy of Statistics of West Java Province

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### ABSTRACT

Since 2018, the Statistics (BPS) of West Java Province has used mascots as a branding strategy. This strategy is carried out to build statistical awareness among the people of West Java. Other facts show that the community still does not know much about BPS and rejects data collection. The impact can be seen in the low percentage of the census and survey response rates organized by BPS. This research uses mascots to analyze the branding strategy process carried out by BPS of West Java Province. The method used in this research is a descriptive method with a qualitative approach. Data were collected through in-depth interviews, observation, and documentation from the Public Relations Team of BPS of West Java Province. This research revealed that the mascot of BPS of West Java Province, named Mang Ntat, was created by considering the representation of BPS of West Java Province agencies and the culture of Sundanese society. Mang Ntat mascot appears in various official activities of BPS of West Java Province and official social media content. The results showed that the use of the Mang Ntat mascot as a branding strategy of BPS of West Java Province has not been effective. In the last four years, it has tended to decrease in census and survey activities. It means that the use of the Mang Ntat mascot as a branding strategy of BPS of West Java Province has not been able to build statistical awareness among the public, especially the people in West Java.

**Keywords:** Mascot; branding; statistics; Statistics Indonesia; public relations

## *Maskot Mang Ntat sebagai strategi branding Badan Pusat Statistik Provinsi Jawa Barat*

### ABSTRAK

Sejak tahun 2018, Badan Pusat Statistik (BPS) Provinsi Jawa Barat menggunakan maskot sebagai strategi branding. Strategi ini dilakukan rangka membangun kesadaran statistik kepada masyarakat, khususnya masyarakat Jawa Barat. Hal ini didasarkan pada fakta bahwa masih banyak masyarakat yang belum mengenal instansi BPS dan menolak didata oleh petugas sensus dan survei dari BPS. Dampaknya terlihat jelas pada rendahnya persentase reponse rate di berbagai kegiatan sensus dan survei yang diselenggarakan BPS. Penelitian ini bertujuan untuk menganalisis proses strategi branding yang dilakukan oleh BPS Provinsi Jawa Barat melalui penggunaan maskot. Metode yang digunakan dalam penelitian ini adalah metode deskriptif dengan pendekatan kualitatif. Data dikumpulkan melalui wawancara mendalam, observasi, dan pengumpulan dokumentasi terhadap Tim Humas BPS Provinsi Jawa Barat. Dari penelitian ini terungkap bahwa maskot BPS Provinsi Jawa Barat yang diberi nama Mang Ntat ini dibuat dengan memperhatikan representasi instansi BPS Provinsi Jawa Barat dan kultur masyarakat Sunda. Maskot Mang Ntat tidak hanya dimunculkan dalam berbagai kegiatan kedinasan BPS Provinsi Jawa Barat, tetapi juga dalam berbagai konten media sosial resmi. Hasil dari penelitian ini menunjukkan bahwa penggunaan maskot Mang Ntat sebagai strategi branding BPS Provinsi Jawa Barat dinilai belum efektif karena persentase response rate kegiatan sensus dan survei yang diselenggarakan BPS justru cenderung turun dalam empat tahun terakhir. Hal ini menunjukkan bahwa penggunaan maskot Mang Ntat sebagai strategi branding BPS Provinsi Jawa Barat belum mampu membangun kesadaran statistik kepada masyarakat, khususnya masyarakat di Jawa Barat.

**Kata-kata kunci:** Maskot; branding; statistik; Badan Pusat Statistik; hubungan masyarakat

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**Submitted:** November 2022, **Revised:** February 2023, **Accepted:** March 2023, **Published:** October 2023

ISSN: 2548-3242 (printed), ISSN: 2549-0079 (online). Website: <http://jurnal.unpad.ac.id/manajemen-komunikasi>

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## INTRODUCTION

Statistics Indonesia (BPS) is a non-ministerial government agency directly responsible to the President. Following Law Number 16 of 1997 concerning Statistics, BPS organizes basic statistics through census and survey activities. In carrying out this important task, BPS has offices throughout Indonesia, starting from the Central, Provincial, to Regency/City levels. In 2021, the number of BPS employees throughout Indonesia reached 16,034 people (Badan Pusat Statistik, 2022).

In practice, BPS is a government agency requiring direct community involvement. It can be seen in the BPS business process itself, especially in data collection and dissemination of the resulting data.

In the data collection process, BPS conducts census and survey activities in collecting data directly from the community. Census and survey officers from BPS directly visited respondents from the household, corporate, and non-business household categories – door to door throughout Indonesia.

Meanwhile, in disseminating data results, BPS disseminates various publications of data collection results to the public through press releases, websites, and social media. Later, the disseminated BPS data will be used by stakeholders in formulating government

policies, academics and researchers in conducting research, mass media in preparing news, and the general public for other purposes.

The phenomenon today is that BPS is less well-known in the community. It was proven when researchers interviewed several students who attended the Ngopi Saraosna event at Gedung Sate Bandung in October 2018. From the total 12 students interviewed by researchers, only two people were recorded who knew BPS and what data were produced by BPS. The rest do not know a BPS and are often confused with the BPJS.

The lack of recognition of BPS impacts the low statistical awareness in the community. People are not so concerned about statistical data and consider it unimportant and has no direct impact on their lives. Especially in the paradigm of some people, statistical data containing various numbers and calculations is something complicated, scary, and, as much as possible, avoided in daily life activities. Statistical data is very important in planning on a macro and micro scale.

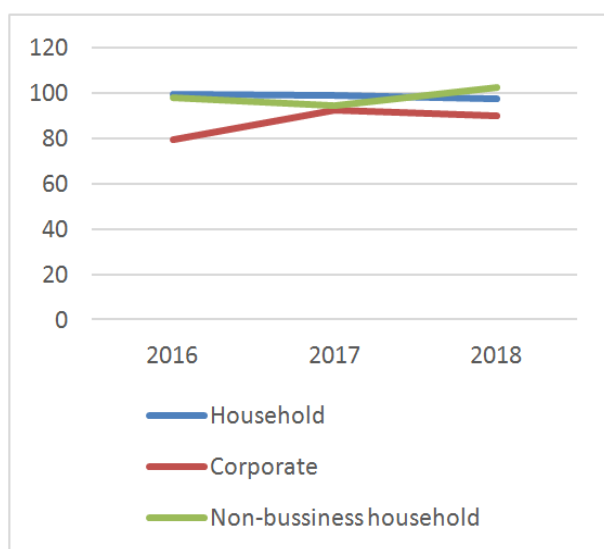
This paradigm makes it more difficult for BPS to collect data through censuses and surveys. Until now, there are still many people – both from the categories of households, companies, and non-business households – who refuse to be recorded when visited by census officers and surveys from BPS. Most of the

public questions the urgency of statistical data collection and its direct benefits for them.

Some people's rejection of the census and survey data collection by BPS certainly impacts the low percentage response rate. Based on data from BPS of West Java Province, the percentage response rate of census and survey activities at BPS of West Java Province from 2016 to 2018 tends to decrease yearly.

Figure 1 shows that for respondents, the household and company categories have a response rate below 100% and a downward trend in the last year. Likewise, respondents in the non-business household category experienced a decreased response rate in 2017 (BPS Provinsi Jawa Barat, 2019).

It is unfortunate because, in addition to showing low public awareness of the importance



Source: BPS of West Java Province, 2019

**Figure 1** Percentage chart of response rate of census and survey activities in BPS of West Java Province, 2016 – 2018

of statistical data through the rejection of census data collection and BPS surveys, it will also affect the quality of the data produced. The lower the percentage of response rate of census activities and BPS surveys, the lower quality of the data produced. Furthermore, low data quality will also impact policies, research results, and program planning will not be on target.

In addition to the data collection process, similar problems occur in the BPS data dissemination process. Dissemination is managing and disseminating information aimed at a specific individual or group. In practice, this dissemination is carried out through various media such as press releases, websites, and social media content in the form of published books that contain various data, indicators, and statistical figures. In this process of reading statistical figures, the chance of errors in reading and interpreting statistical data is very likely.

Until now, some stakeholders, academics, researchers, and mass media are often not quite right in interpreting statistical data. It impacts government policies that are not on target, errors in research results, and errors in mass media reporting to potentially cause polemics and conflicts in the community.

Figure 2 shows news on one of the online media portals that can cause polemics and societal conflicts. With the writing of such a

Home &gt; Bisnis &gt; Ekonomi

## BPS: Penduduk Berpenghasilan di Bawah Rp 472.525 per Bulan Masuk Kategori Miskin



Maulandy Rizki Bayu Kencana

15 Jul 2021, 14:40 WIB ✓



Share

16



Source: Liputan6, 2021

Figure 2 News headlines in online media that have the potential to trigger polemics

title, especially if it is not equipped with an explanation in a news article, it not only triggers polemics and conflicts but is also feared to fall into the category of spreading fake news or hoaxes (Kurniati et al., 2020).

The rejection of the public when recorded by census and survey officers from BPS and errors in reading and interpreting statistical data by several parties shows three points, namely: (1) BPS is not well known by the public, (2) public awareness of the importance of statistical data is still relatively low, and (3) the level of understanding in reading statistical data is also relatively low.

Based on that condition, BPS of West Java Province developed a strategy to build public awareness of the importance of statistical data and introduce BPS as a government agency tasked by law to collect and publish statistical data to the public.

One strategy is building corporate branding through a mascot named Mang Ntat. This mascot is expected to be able to introduce BPS of West Java Province to the public from various levels, build public awareness of the importance of statistical data, and become a channel of communication between BPS of West Java Province and the community.

The purpose of this research is to find out how the corporate branding strategy process carried out by BPS of West Java Province through the use of the Mang Ntat mascot and its effectiveness in building public awareness, especially the people of West Java, of the importance of statistical data. It can be illustrated through the percentage of response rate of census activities and surveys organized by BPS of West Java Province from year to year.

If the percentage response rate of census and survey activities has grown positively, then the use of mascots in corporate branding strategies is indeed successful. However, if, on the contrary, where the percentage response rate of census activities and surveys tends to decrease, then the use of mascots in corporate branding strategies is considered ineffective.

A corporate branding strategy is essential to be carried out by BPS of West Java Province because branding describes the planning process and gives positive meaning to identity to build a reputation in the eyes of the public. However, branding does not refer solely to the brand but can also be a perception, image, credibility, message, and presumption in the mind of others towards the identity (Landa, 2006).

In general, there are six elements contained in branding (Prasetyo & Febriani, 2020), namely as follows: (1) the logo, which is an image with a certain meaning and represents an identity,

(2) the brand name used, (3) visual appearances such as colors, shapes, and designs, (4) mascots, that is, characters that represent identity, (5) sounds such as music or jingles, and (6) words such as slogans or taglines. While based on the type, branding is divided into five types, namely: (1) product branding, namely branding that is attached to a product; (2) personal branding, which is branding that is inherent in a person in society; (3) corporate branding, namely branding a company to increase its reputation; (4) house branding, which is a combination of product branding with corporate branding; and (5) nation branding, that is, branding attached to a country in terms of its uniqueness and peculiarities (Prasetyo & Febriani, 2020).

In the context of a company, corporate branding is very important in building closeness with the community. Corporate branding strategies are widely used by companies to improve their reputation, both in the eyes of the public and competitors.

There are many ways to carry out the corporate branding strategy, such as choosing an attractive company logo design, determining a jingle that is pleasing to the ear, making a good tagline, to creating a company mascot that is widely known by the public. However, before carrying out this strategy, several elements of corporate branding are important to pay attention to, namely as follows: (1) the quality of Human



Resources (SDM) in the company, (2) the values and priorities that apply in the company, (3) innovation carried out continuously, (4) product quality, and (5) focus on consumers (Accurate. id, 2021).

With a corporate branding strategy, the company – in this case, BPS of West Java Province – will be more widely known by the public, public trust will increase, human resources will be more motivated at work, and able to produce consumers who are loyal to the company (Prasetiya Mulya Executive Learning Institute, 2021). It is undoubtedly considered to positively impact the BPS of West Java Province in carrying out its duties through census and survey activities.

To carry out the corporate branding strategy, BPS of West Java Province optimizes using mascots considered to have closeness and no distance from the community. This closeness to the community is very much needed by BPS of West Java Province, especially in collecting and disseminating statistical data. In addition, mascots are also considered more effective in promoting a product or company than humans (artists or celebrities). It is because the mascot's character tends to be more easily controlled by the company (Pairoa & Arunrangsiwed, 2016).

In general, a mascot is a character or figure representing a company's brand. According to the Kamus Besar Bahasa Indonesia, a mascot

is a person, animal, or thing that a group treats as a symbol of bringing good luck or salvation.

The characteristics of mascots commonly used in corporate branding strategies are as follows:

(1) symbolizing corporations or companies, (2) in the form of animals or fantasy figures, (3) two-dimensional or three-dimensional, and (4) representing vision and mission (Tyas, 2014).

From the point of view of communication science, mascots are a medium to convey information and promote company values to the public. The targets achieved in creating this mascot are short-term goals in the form of public awareness and long-term goals in community loyalty (Lauwrentius et al., 2015).

A good mascot is a mascot who can represent the company, carry the company's vision and mission, and be part of society's culture. For this reason, a strong character in a mascot must have meaning in terms of physique, nature, background, and history (Sumadewa, 2019).

Many companies, government agencies, and even national and international events use mascots as branding strategies and promotional media mean. For example, Ronald's character became the mascot of McDonalds fast food, Modi's mascot became the ambassador of Indonesian Digital Broadcasting from the Ministry of Communication and Information, the mascots Kangpho and Drawa became the mascot of the Pekan Olahraga Nasional (PON)

in Papua in 2021. It proves that branding strategies – both by companies, government agencies, and national and international events – can be done by creating mascots.

Mascots that are used as corporate branding strategies by companies can be transformed into several forms and media. For example, mascots are used as merchandise in the form of dolls and keychains and even as profiles and figures in the content on official social media (Grima, 2020).

Several studies take the topic of using mascots in branding strategies. One is a study by Isari Pairoa, and Proud Arunrangsiwed published in the World Academy of Science, Engineering, and Technology International Journal of Economics and Management Engineering Volume 10, Number 5, in 2016. The research entitled “The Effect of Brand Mascots on Consumers’ Purchasing Behaviors” discusses how using mascots on the Line Stickers brand affects consumer behavior in purchasing a product. The results of the study show that mascots have a positive impact on consumer behavior and a strong influence on the purchasing decisions of a product.

In Indonesia, similar research was conducted by Aris Kurnia Wicaksono, Agung Eko Budiwaspada, and G. Prasetyo Adhitama from the Master of Design Study Program, Faculty of Fine Arts and Design ITB. The research entitled “*Penggunaan Maskot Osi dan*

*Ji sebagai Bagian dari City Branding Kota Malang*” was published in the journal Gestalt Volume 3, Number 2, in November 2021. This research discusses the use of the Osi mascot – the official mascot of Malang City – to build the city branding of Malang City.

The purpose of the study was to find out the strategy implemented by the Malang City government in applying the Osi mascot as part of the city branding of Malang City. This qualitative method research uses Gestalt Visual Perception Theory and The City Brand Hexagon Theory by Anholt. (Wicaksono et al., 2021).

The similarity of the research conducted by Isari Pairoa and Proud Arunrangsiwed, as well as Aris Kurnia Wicaksono, Agung Eko Budiwaspada, and G. Prasetyo Adhitama with this research, lies in the topic of using mascots in branding strategies. While the difference lies in the object of study and the concepts used. In this study, the object of the study was the government agency BPS of West Java Province and the concept used as corporate branding.

## RESEARCH METHODS

In this study, researchers used descriptive research methods with a qualitative approach. Such a method aims to collect factual information in detail by describing existing symptoms, identifying problems, making comparisons, and establishing plans/decisions

for the future (Rakhmat, 2009).

Meanwhile, qualitative research methods refer to the philosophy of post-positivism, which is more descriptive in the collection of data carried out naturally. The data collected can be in the form of words, writings, or behaviors that the researcher can observe directly toward the object of study. In the context of analysis, qualitative research methods are inductive and emphasize the depth of meaning more than generalizations (Sugiyono, 2019).

The subject of the study is BPS of West Java Province, a government agency in charge of carrying out basic statistical activities through censuses and surveys located at Jl. PHH. Mustofa No. 43, Neglasari Village, Cibeunying Kaler District, Bandung City. BPS of West Java Province is one of the government agencies in West Java Province that uses the official mascot as a corporate branding strategy. Meanwhile, the object of research is the corporate branding strategy carried out by BPS of West Java Province through the use of mascots.

In collecting research data, researchers conducted interviews, observations, and documentation collection stages for several informants who were considered competent and able to describe and explain the process of implementing the corporate branding strategy of BPS of West Java Province through the use of mascots. The researcher considered that the

competent informant was the Public Relations Team of BPS of West Java Province. In addition to being often directly related to communication strategy activities and corporate branding, the Public Relations Team of BPS of West Java Province is also the mascot's creator.

Researchers conducted interviews with several members of the Public Relations Team in BPS of West Java Province, which consisted of a total of 14 personnel. The interview was officially conducted intensively from October to November 2022. Outside of that time, researchers have often been in contact with the Public Relations Team of BPS of West Java Province in daily work activities since 2017. The names of the Public Relations Team members in BPS of West Java Province based on the Decree of the Head of BPS of West Java Province Number 0802003/3200/ HK.200/08/2021 are shown in Table 1.

In addition to conducting interviews with the Public Relations Team of BPS of West Java Province, researchers also observed and collected documentation from various sources owned by BPS of West Java Province. Some of them are content on the website, official social media, and various reports on the annual activities of BPS of West Java Province.

This observation and collection of documentation are limited to the last five years, from 2016 to 2021. It is based on the



**Table 1 Public Relations Team of BPS of West Java Province**

No.	Name	Position
1.	M. Rikiansyah	Head
2.	Yuni Anggorowati	Secretary
3.	Diki Kurnia Sunarji	Member
4.	Singgah Satrio P.	Member
5.	Intan Nurdianti	Member
6.	Yanto Setianto	Member
7.	Vira Wahyuningrum	Member
8.	Herie Sutarya	Member
9.	Saiful Rizal	Member
10.	Rizka Ita Yuanita	Member
11.	Adhitya Kristanto	Member
12.	Irfan Sudrajat	Member
13.	Solihin	Member
14.	Ferenda K. Saputro	Member

Source: BPS of West Java Province, 2022

consideration that the Mang Ntat mascot was created between the spans of the year, precisely in 2018. Thus, the level of change both before 2018 and afterward related to the use of mascots as a corporate branding strategy of BPS of West Java Province.

In addition to collecting data sourced from primary data, researchers also use some secondary data that can later corroborate previously obtained primary data. The secondary data is obtained through literature reviews such as books and online media, and national and international journal articles related to corporate branding strategies and the use of mascots in a brand.

The collected data was then analyzed descriptively to obtain a comprehensive picture

of the corporate branding strategy carried out by BPS of West Java Province. Researchers also triangulated data to strengthen this study's information and analysis results.

## RESULT AND DISCUSSION

As a vertical agency, BPS has representative offices in every province and regency/city spread throughout Indonesia. One of the representatives in West Java province is BPS of West Java Province, located on Jl. PHH. Mustofa No. 43 Bandung, Neglasari Village, Cibeunying Kaler District, Bandung City.

BPS of West Java Province has 100 civil servants and 14 employees with contract labor status. Regarding organizational structure, the BPS of West Java Province only has two structural officials, namely the Head of the Agency and the Head of the General Section. At the same time, the rest are functional position groups (BPS Provinsi Jawa Barat, 2022).

Regarding technical work, BPS of West Java Province conducts various census and survey activities. There are three major censuses held by BPS of West Java Province every ten years, namely: (1) Population Census, which is carried out in a year ending in number 0, (2) an Agricultural Census, which is carried out in a year ending in number 3, and (3) an Economic Census which is carried out in a year ending in number 6.

As for survey activities, there are many varieties, such as the National Socioeconomic Survey (Susenas), the National Labor Force Survey (Sakernas), the Consumer Price Survey, the Food Crops Survey, and other special surveys. The implementation of these survey activities depends on the type of survey. There are survey activities that are carried out every month, quarterly, or every semester.

Regarding organizational structure, the BPS of West Java Province is in charge of 26 BPS Regencies/Cities with total human resources reaching 959 people. In addition to conducting basic statistical activities such as censuses and surveys at the provincial level, the BPS of West Java Province also coordinates and supervises work in all BPS regencies/cities throughout West Java.

In the context of Public Relations, BPS of West Java Province makes various efforts in socializing census and survey data collection activities. These socialization activities can be in the form of installing outdoor media such as billboards and banners, creating content on the official social media of BPS of West Java Province, organizing Focus Group Discussions (FGD), talk shows through television and radio media, campaigns at certain events such as exhibitions and Car Free Day (CFD).

These activities are an effort to provide awareness to the public about census data

collection activities and surveys conducted by BPS of West Java Province. In addition, this method is carried out in order to build public awareness of the importance of statistical data in everyday life.

The data collected from the community will be processed and analyzed to produce indicators and statistical data that can be utilized by various parties, such as the government, academics, researchers, and mass media. Such indicators and statistical data are made in the form of published books, both in printed and electronic form. All these publications are disseminated through various media such as websites, social media, and Android applications.

Especially for print publications, BPS of West Java Province also opens library services and statistical consultations through the Pelayanan Statistik Terpadu (PST). This service is available in all West Java province's BPS Province/Regency/ City offices. In addition, there is also a statistical consulting service called Pojok Statistik, located in several universities in West Java. One is the Pojok Statistik in the Gedung Pusat Pengelolaan Pengetahuan at Padjadjaran University, Jatinangor.

In carrying out its duties to carry out census and survey activities and disseminate statistical data to the public, BPS of West Java Province experienced various challenges. The challenge is the lack of public awareness of the importance

of statistical data, which leads to the rejection of census and survey data.

One of the challenges census and survey officers face when collecting data is the avoidance and refusal of the public to be recorded. The reasons why they want to be kept from being recorded are varied. Some are busy with work and do not want to be disturbed, some are afraid of being associated with tax bills, and some are unwilling to be recorded. In addition, there is still a lack of understanding among the public – from academics, researchers, or the mass media – in reading and interpreting statistical data, leading to errors in research, planning, and policy formulation.

There has been a polemic in society caused by mass media reports related to data generated by BPS. Economic growth was the most crowded thing then, which increased when the COVID-19 pandemic was still hitting. It is undoubtedly a polemic in the community. Even though the data is correct, what is wrong is the way it conveys, reads, and interprets the data.

Responding to the response of the public who are not too aware of the importance of statistical data, which has an impact on the low percentage of response rates of census and survey activities, coupled with the lack of understanding of academics, researchers, mass media in reading and interpreting statistical data, the BPS of West Java Province seeks

various communication strategies to get closer to the community and interested parties.

One of the communication strategies carried out is to build corporate branding of BPS of West Java Province. As a first step, BPS of West Java Province created a mascot that will later be used as a brand ambassador in promoting, campaigning, and socializing all statistical activities organized by BPS of West Java Province.

Mascots are important (for government agencies) because they can be a bridge between the government and society. Moreover, our society does not like things that use statistical data. With this mascot, it is hoped that statistical data can be translated into a more grounded language, easy to accept, and even adds to the public interest. In addition, the existence of a mascot can also be relied on when there is a communication crisis between government agencies and the public.

Mascots can also be shields when there is a communication crisis, especially when conveying statistical data that does not match people's expectations. In this case, the mascot acts as a spokesperson. This method is less risky than agency leaders who directly face the community.

The first step in creating a mascot is to determine the type of character that the mascot will use. Whether the character is serious,

brave, smart, and great, or is it just funny and jovial. This mascot character is considered capable of building a company's brand identity and attracting public attention (Jhalugilang, 2018). With this consideration, BPS of West Java Province, through its Public Relations Team, made a mascot character design that was considered suitable to represent BPS of West Java Province.

Making this mascot design is not easy because it requires skills and competencies in design and drawing. It started with a sketch on paper which was then transferred to digital form through the Coreldraw application. Through this application, the process of making a mascot design is carried out with the following stages: (1) tracing, which is the process of tracing lines or outlines from sketches that have been made on paper; (2) coloring, which is, coloring objects in the design; and (3) finishing, that is, completing the ornaments on the design.

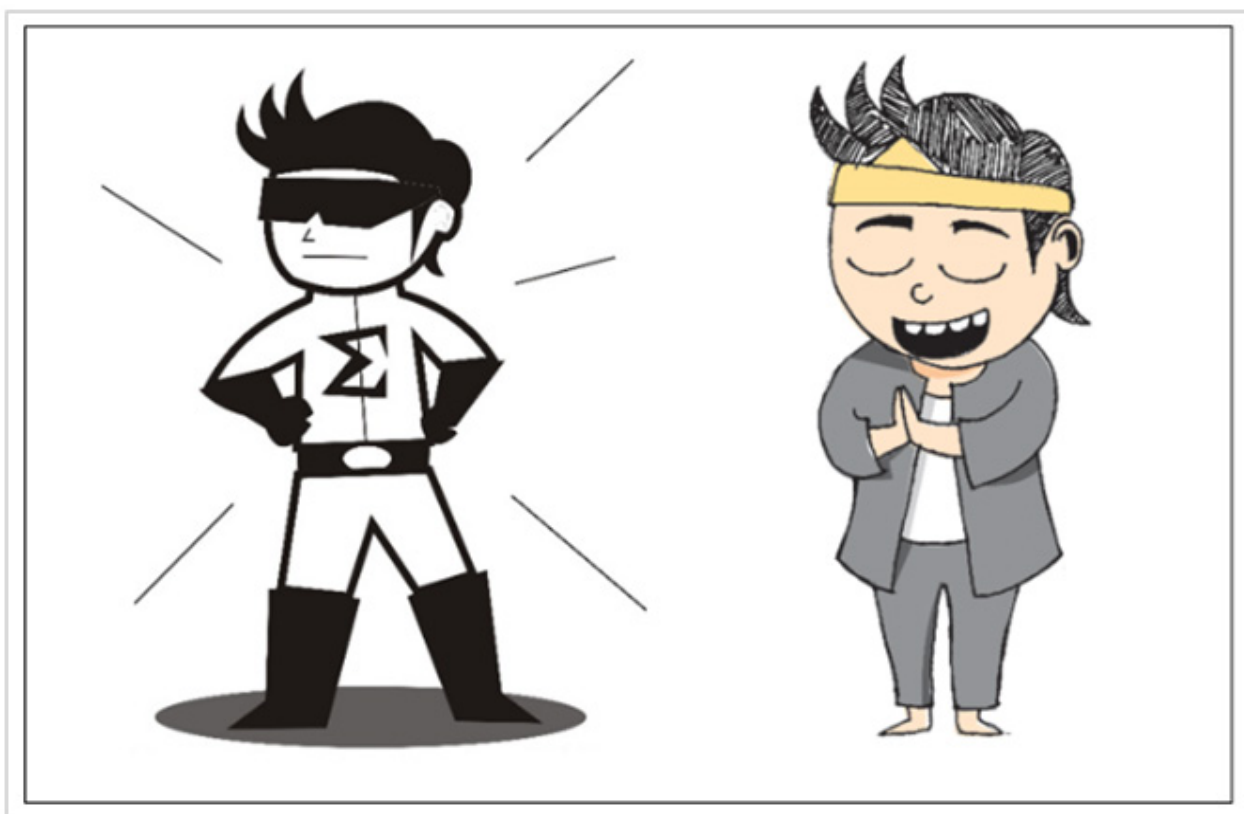
Initially, the Public Relations Team of BPS of West Java Province created a mascot with a serious, brave, smart, and great character. The mascot is made of a Superhero figure named Superstat. The name of this mascot is taken from the words "Super" and "Statistics," which were later shortened to the name of a Superhero in animated films: Superstat. Conceptually, the selection of mascot characters like this represents BPS of West Java Province as a modern, fast-

paced, all-digital government agency that is close to Millennials and Generation Z.

However, the Public Relations Team of BPS of West Java Province then tried to create a mascot character with another version. To represent a character like this, a mascot character was created by adopting the Sundanese culture, which is an indigenous tribe of West Java. The mascot is made as a cute cartoon figure complete with traditional Sundanese clothes such as Pangsi clothes and head packages. The mascot's name also adapts to Sundanese culture, namely "Mang Ntat". The characters used are funny and jovial.

The name of this mascot is taken from the word "*Mamang*" which means "Uncle" in Sundanese and "*Ntat*" which is a modification of "Stat," which is taken from the word "Statistical". In concept, this mascot represents BPS of West Java Province as part of the Sundanese culture (West Java). It is acceptable to all circles of society, especially the people of West Java.

Figure 3 shows two versions of the mascot of BPS of West Java Province, namely Superstat and Mang Ntat. Both versions of the mascot have their advantages and disadvantages. However, after going through various considerations, the mascot Mang Ntat is considered more suitable for the character and culture of the people in West Java.



Source: Public Relations BPS of West Java Province, 2022

**Figure 3 Mascot of BPS of West Java Province: Superstat and Mang Ntat**

The mascot with the concept of a Superhero is good and can represent modernity and digitization in BPS of West Java Province. However, the concept is too familiar and needs to accentuate its identity as part of the Sundanese culture in West Java. Meanwhile, the mascot with the Sundanese concept, especially with the name “Mang Ntat,” which is indeed typical of West Java, will look unique and seem acceptable to the people in West Java.

Mang Ntat mascot was officially launched in October 2018 through a series of ceremonial events attended by the Head of BPS, Suhariyanto. It is the initial momentum for BPS of West Java Province to carry out a corporate branding

strategy using mascots. The Mang Ntat mascot is expected to introduce BPS of West Java Province more broadly, build awareness of the importance of statistical data to the public, and indirectly increase understanding in reading and interpreting statistical data to interested parties.

After the Mang Ntat mascot was officially launched, BPS of West Java Province always involved the mascot in various official activities such as internalization of census and survey activities, training of statistical partners, Focus Group Discussions (FGD) involving stakeholders, socialization in public spaces such as campaigns at Car Free Day (CFD) events.

The involvement of the Mang Ntat mascot





Source: Public Relations Team of BPS of West Java Province, 2019

**Figure 4 Mang Ntat Mascot in the Official Activities of BPS of West Java Province**

in official activities involving certain parties from various circles is expected to introduce BPS of West Java Province informally. Society – including stakeholders, academics, researchers, and the mass media – does have a central role in developing and maintaining a brand (Yunus, 2019).

In addition to being physically involved in the official activities of BPS of West Java Province, the mascot Mang Ntat is also often

appeared in the official social media content of BPS of West Java Province, such as Facebook and Instagram. Social media, especially Instagram, significantly influences public awareness in looking at a brand (Khair & Ma'ruf, 2020).

The content involving the Mang Ntat mascot was posted with a more fluid and informal caption to attract public attention and increase followers' engagement on the BPS of West Java Province social media account.

Figure 5 shows various types of content created by the Public Relations Team on the official social media of BPS of West Java Province involving the mascot Mang Ntat. The types of content created are as follows: (1) announcement of the press release of the Berita Resmi Statistik (BRS), (2) official activities, (3) educational content called “*Ceuk Mang Ntat*”, (4) interactive quizzes, (5) statistical data infographics, and (6) other general information that is non-official.

In addition to appearing in the official activities of BPS of West Java Province physically and in social media content, the mascot Mang Ntat is also used in outdoor media publicity designs that socialize census activities and surveys of BPS of West Java Province. The outdoor media are billboards, banners, posters, leaflets, and official vehicle body stickers. In this way, it is hoped that the BPS of West Java



Source: Public Relations Team of BPS of West Java Province, 2020

Figure 5 Mang Ntat mascot in social media content

Province, represented by the mascot Mang Ntat, will be more widely known by the people in West Java.

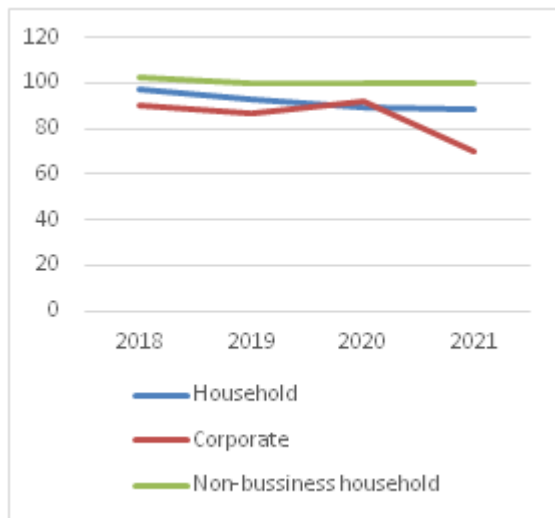
The presence of the Mang Ntat mascot can break the stigma attached to the outdoor media of government agencies, such as billboards or banners. Usually, the figures appearing on billboards or banners are regional officials such as governors, mayors, and regents. However, BPS of West Java Province gave rise to the

mascot Mang Ntat on billboards or banners. It is something new, unique, and different from the others. It is hoped that this mascot will be better remembered and known by the people in West Java.

The corporate branding strategy BPS of West Java Province carried out using the Mang Ntat mascot is ongoing. It is based on data on the percentage of response rate of census activities and surveys organized by BPS of West Java Province from the year of the inauguration of the Mang Ntat mascot, 2018, to 2021. However, all the resources and efforts carried out by BPS of West Java Province over the past three years seem not optimal.

From Figure 6, the percentage of response rate of census activities and surveys of BPS of West Java Province from year to year has a downward trend. Respondents in the non-business household category did look more stable, although they continued to decline from 2018 to 2019. As for household and company respondents, it is evident that the percentage of response rate has decreased from 2018 to 2021 (BPS Provinsi Jawa Barat, 2022).

The data can also show the number of visitors who come directly to the Pelayanan Statistik Terpadu (PST) at the BPS of West Java Province office. The following table shows the average number of monthly visitors who come to the PST at the BPS of West Java Province.



Source: BPS of West Java Province, 2022

**Figure 6** Percentage chart of response rate of census and survey activities in BPS of West Java Province, 2018 – 2021

Table 2 shows a significant increase from 2018 to 2019 related to the average number of monthly visitors who come to PST at BPS of West Java Province. The increase was 42 percent. However, the average number of monthly visitors decreased drastically for the next two years, namely 2020 and 2021. From 2019 to 2020, it fell by 45 percent; from 2020 to 2021, it dropped drastically by 75 percent.

The condition of decreasing the percentage of response rate of census and survey activities and the average number of visitors per month to the PST at BPS of West Java Province can be caused by several things. One is the COVID-19 pandemic that has hit Indonesia for the past two years. The emergence of the COVID-19 pandemic has indeed significantly impacted all aspects of life in the community (Yamali & Putri, 2020), including census and survey activities

**Table 2** The average number of visitors per month at the Integrated Statistics Service (PST) BPS of West Java Province, 2018 – 2021

No.	Year	Average Visitors
		per Month
1.	2018	30
2.	2019	51
3.	2020	28
4.	2021	7

Source: BPS of West Java Province, 2022

organized by BPS of West Java Province. The existence of regulations restricting small and large-scale social activities within a certain period certainly affects business processes in BPS of West Java Province and also interactions in the community.

However, when viewed from the corporate branding strategy perspective, the Mang Ntat mascot is considered not optimal. It needs to be more effective in introducing BPS of West Java Province to the broader community and building public awareness of the importance of statistical data. Likewise, increasing people's understanding of reading and interpreting statistical data in reality still requires even greater effort.

In general, the use of the Mang Ntat mascot has fulfilled one of the branding elements, namely, the mascot that represents the company's brand, values, vision, and mission (Rahayu & Priyatna, 2015). Similarly, the visual appearance of the Mang Ntat mascot has fulfilled the characteristics of a good mascot,

namely having a strong character, being able to represent the company, carrying the company's vision and mission, and being part of the culture of society.

Meanwhile, in the context of publicity, the Mang Ntat mascot has been widely used in various official and unofficial activities of BPS of West Java Province. In addition, the mascot Mang Ntat always appears in social media content on the official account of BPS of West Java Province.

Unfortunately, these efforts have yet to be carried out optimally. In the context of corporate branding strategy, using the Mang Ntat mascot only meets one element: innovation. Meanwhile, other important elements in building corporate brandings, such as the quality of human resources, values and priorities in the company, product quality, and focus on consumers, have yet to receive full attention from the Public Relations Team in BPS of West Java Province.

So far, the Mang Ntat mascot has consistently appeared in ceremonial activities, social media content, and outdoor media when there are official activities only. All concepts made are based on the wishes of the BPS of West Java Province organization only, not consumer-oriented. It may have caused the use of the Mang Ntat mascot less effective. Other factors that are less intensely considered may be interrelated, such as improving human resources

and data quality in published books.

Conditions like this show that a more comprehensive effort is needed in carrying out a corporate branding strategy. BPS of West Java Province only focuses on one point, namely innovation in using mascots. Meanwhile, it is not accompanied by the improvement and development of other corporate branding elements, such as the quality of human resources, core values and priorities, data quality in published books, and orientation to the community's needs as consumers. In that case, the use of the Mang Ntat mascot becomes ineffective.

On the one hand, the mascot character Mang Ntat may be considered attractive and remembered by some people in West Java. However, this has only reached the stage of interest in the mascot's character, yet to be at the stage of building public awareness of the importance of statistical data. To reach this stage, of course, other supporting elements are needed that may be carried out by other fields of work besides the Public Relations Team of BPS of West Java Province. In other words, collaboration is an absolute thing so that the corporate branding strategy at BPS of West Java Province through the use of the Mang Ntat mascot can run optimally and effectively.

## CONCLUSION



This research revealed that the corporate branding strategy carried out by BPS of West Java Province using the Mang Ntat mascot was considered less effective and less than optimal. Although various strategies have been carried out, such as creating a Mang Ntat mascot character that is adapted to the culture of the West Java people, involving the Mang Ntat mascot in almost all official activities of BPS of West Java province physically, bringing up the Mang Ntat mascot in every social media content, and also bringing up the Mang Ntat mascot in every outdoor media publicity such as billboards, and banners, still the results are not as expected.

The results show that since BPS of West Java Province used the Mang Ntat mascot in its corporate branding strategy in 2018, the trend of response rates for census and survey activities has decreased. It is based on statistical data on the percentage response rate of census activities and surveys organized by BPS of West Java Province in the last three years, likewise with the data on the average number of visitors per month who come to the PST of BPS of West Java Province which has a downward trend in the range of 2018 to 2021.

It shows that since the Mang Ntat mascot was used in the corporate branding strategy of BPS of West Java Province in 2018, there are still people who refuse to be recorded by census

and survey officers. The number of people who refused was more than in previous years.

The COVID-19 pandemic that has hit Indonesia since March 2020 cannot be ignored. The emergence of the COVID-19 pandemic has restricted all human activities, and government agencies' activities, including, in this case, the BPS of West Java Province, have also adjusted. Conditions like this indirectly affect the percentage of response rate of census activities and surveys organized by BPS of West Java Province.

However, in addition to the COVID-19 pandemic, other factors still cause the corporate branding strategy carried out by BPS of West Java Province through the use of the Mang Ntat mascot to run less optimally and ineffectively. One is that BPS of West Java Province only focuses on creating mascots. The creation of this mascot is one of the elements in the corporate branding strategy, namely innovation. Meanwhile, other elements in the corporate branding strategy, such as improving the quality of human resources, implementing core values and priorities, improving the quality of statistical data, and strengthening orientation toward consumers, have received less attention from the Public Relations Team of BPS of West Java Province.

Some people in West Java province are interested and quite familiar with the mascot



Mang Ntat through his appearance in several official activities, social media content, and outdoor media made by BPS of West Java Province. However, the Mang Ntat mascot has only reached the stage of being known and liked, yet to be at the stage of building public awareness of the importance of statistical data in everyday life. Conditions like this result in the mascot Mang Ntat being just a complementary.

The recommendation that can be given to BPS of West Java Province is to remain consistent in using the Mang Ntat mascot as one of the corporate branding strategies. The mascot continues to appear in various official activities of BPS of West Java Province and official social media content.

However, on the other hand, it is also necessary to strengthen other corporate branding elements related to BPS of West Java Province. Some of them are improving the competence of human resources of BPS of West Java Province through training and workshops, making regulations related to the speed of community services, as well as improving data quality through supervision and monitoring. All these elements can complement and strengthen the branding strategy of BPS of West Java Province through the Mang Ntat mascot for the better.

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