Septage Promotion Animation

A Social Media Approach to FSM Advocacy in Jakarta, Indonesia

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IUWASH DAI-USAID
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New Phenomenon of Social Media in Indonesia

• Affordable hand phones
• Cheap data package services
• Internet network almost every where across the nation

Relationship

• Advocacy on FSM activities in Jakarta :
  - House of Representative
  - High Level Government officers
  - Communities
# Why use Social Media?

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Active users</th>
<th>Active accounts</th>
<th>Posted tweets</th>
<th>Jakarta ranks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facebook</strong></td>
<td>48 millions</td>
<td>19 millions</td>
<td>2.4% of the world</td>
<td>1st in the world</td>
</tr>
<tr>
<td></td>
<td>Rank 4th after USA, Brazil, India</td>
<td>5th after USA, Brazil, Japan, UK</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Social Media</th>
<th>YouTube posting, and number of viewers (most liked by viewers):</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1. Musica Studio : 198 millions</td>
</tr>
<tr>
<td></td>
<td>2. KapanLagi : 170 millions</td>
</tr>
<tr>
<td></td>
<td>3. Nagaswara : 155 millions</td>
</tr>
</tbody>
</table>
Jakarta Waste Water Company (PD–PAL)

Responsible for:
- Sewerage system
- Septic tank desludging

Manages:
2 sludge treatment plants

Tankers:
Private sector and in-house fleet

Service Population:
2.5 million households
Jakarta New Sanitation Order

The video (5 minutes) https://www.youtube.com/watch?v=ooxdDYfJ1K4
Making the Video

Made by
• Jakarta Waste Water Company
• Water and Sanitation Program – World Bank
• IUWASH - USAID
• Local animation studio

Time taken: 3 months to final delivery

Total budget US$ 2,260

Indirect inputs
- 5 meetings of two hour for 4 people
Powerful Advocacy

Video shared in:

• **House of Representatives** – at Jakarta Waste Water Company budget allocation meeting

• **Community level socialization:**
  - Easy to understand
  - Supports a new regular desludging program in progress

- To reach more people
# Impact ... So Far and **FUTURE USE** Challenges

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>BEFORE</th>
<th>AFTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>House of Representative: Budget Allocation Meeting</td>
<td>US$ 32 million</td>
<td>US$ 258 million</td>
</tr>
<tr>
<td>Communities: Socialization and Survey at household level, Pilot project of 8000HHs</td>
<td>6 months data collection</td>
<td>4 months data collection</td>
</tr>
</tbody>
</table>

### FUTURE USE

To have advocacy material for all levels, from for all agencies in Jakarta city government to household level, using same “cultural-icon” like in the speed drawing animation video.
Thank you

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Lutz Kleeberg : IUWASH – USAID
Yudi Indardo : Jakarta Waste Water Company
Endang Shofiani : IUWASH – USAID
Said Prijadi : IUWASH – USAID
Budi Darmawan : WSP – WORLD BANK

IUWASH - USAID

Youtube link
https://www.youtube.com/watch?v=ooxdDYfJ1K4