

Fostering Public Participation by Conducting Competition to Uphold and Protect Geographical Names (1)

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What?

A public photography competition through social media to identify/report a violation of naming standard.
Accompanied by educational podcasts and content uploads.

Title: Julid Nama Rupabumi (Julid Geographic Names)
Julid = Uphold and Protect
Julid = saying bad about something (sarcastic comment)

When? March - October 2024

Where? On Instagram and X

Who participated? General public across Indonesia.

The result?

- A total of 183 photo submissions. (in the last 3 months, it's combined with Geospatial Photo Competition)
- 3 winners from monthly competition and 7 winners from Geospatial x Julid NR photo competition

Rules of Julid NR Competition

- One post per account per month.
- Photos of previously winning objects may not be resubmitted
- Photos must be original
- The object must be clearly visible in the photo
- If the object has no name sign, a clear photo of the object alone is acceptable
- Captions must include: The name of the object, Complete location (at least down to village level and/or coordinates in latitude and longitude)
A brief explanation of the violated naming principle
Mention 3 friends
Hashtags: #JulidNR and #1Peta1Data1Nusantara

Challenges

- Low initial awareness of GR 2/2021 and 10 principles
- Limited funding, less attractive prizes
- Many invalid submissions due to misunderstanding of rules

Top Engagement

- JulidNR Podcast Teaser Video on Instagram with likes and interactions from over 6,000 users, achieving a reach of 202,692, with the majority originating from non-followers (94.4%)



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Conclusion

- BIG sought to raise public awareness about naming regulations and encourage community to actively participate in upholding and protecting geographical names through Julid NR
- Collaboration with larger events and better incentives led to a dramatic increase in engagement.
- Many invalid submissions revealed a need for enhancing education efforts, simplifying participation requirements, and improving promotional strategies

Recommendation

- Strengthen outreach to the general public, not just institutions.
- Simplify technical requirements and clarify judging criteria.
- Implement follow-up mechanisms, including validation and written warnings for violations.

“Julid NR highlights how community participation can play a vital role in protecting geographical names and offers a promising example for enhancing public engagement in geospatial governance.”

Link to full paper:

https://unstats.un.org/unsd/ungegn/sessions/4th_session_2025/documents/GE_GN.2_2025_125_CRP125_item9a.pdf



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